

## Huddlestock and Devexperts partner to cut time-to-market for European investment platforms through new white-label offering

**Investment technology and services provider Huddlestock has partnered with Devexperts, a global software developer for the capital markets, to bring a new white-label Investment-as-a-Service (IaaS) app to the European market. The solution has been developed as a core component of Germany-based GIGA Broker's Investment-as-a-Service offering and will be deployed as part of its upcoming launch.**

"Resilience, regulatory robustness, and seamless integration are becoming key differentiators in the European investment landscape," says Leif Arnold Thomas, CEO of Huddlestock. "By combining our regulatory infrastructure with Devexperts' proven technology, we enable our customers to launch and scale investment offerings more efficiently, while staying fully compliant."

### **A Flexible Front-End Solution with Full Regulatory Infrastructure**

The app combines strong technological capabilities with a flexible front-end that is offered in three distinct modes to suit different types of users: a simplified mode for entry-level users, a more advanced mode for experienced investors, and a bring-your-own-frontend option for clients who want to use their own interface.

At the core of the solution is an orchestrated, multi-vendor infrastructure covering custody, brokerage, KYC, payments, and reporting.

"Together with Huddlestock, we have built a tailored solution based on our flagship multi-asset trading platform, DXtrade, that meets Huddlestock's clients' needs today, while giving them the flexibility to adapt and scale with the market," says Heetesh Rawal, Vice President at Devexperts. "We are excited to launch this as a white-label product and enable firms across Europe to offer modern, market-leading investment services in a simple and accessible way."

A key differentiator of the solution is Huddlestock's regulatory infrastructure. Operating under a BaFin-regulated setup in Germany, the platform provides clients with access to a liability umbrella model, enabling them to offer regulated investment services without the need to obtain their own financial license. Through European passporting, clients can efficiently enter the market and scale their offering across multiple European jurisdictions, following a "Germany-first, Europe-scale" approach.

### **Meeting the Needs of a Diverse Investor Group in Line with New European Legislation**

The solution is designed to serve not only traditional brokers but also a rapidly expanding group of new market participants, including fintechs, embedded-finance providers, media platforms, insurers, asset managers without direct retail distribution, and international firms seeking an efficient entry point to the European market.

The launch comes at a time of substantial regulatory and structural change in the European market. Developments in areas such as Payment for Order Flow, MiFID II/MiFIR, GDPR, AMLA, operational resilience, AI governance, and crypto regulation are increasing the need for more integrated and adaptable infrastructure.

"Huddlestock's IaaS platform brings together regulatory strength, a modular architecture, and broad integration capabilities, enabling partners to launch and scale investment services efficiently while maintaining long-term strategic flexibility," adds Leif Arnold Thomas, CEO of Huddlestock. The solution has been developed as a core component of Germany-based GIGA Broker's Investment-as-a-Service offering and will be deployed as part of its upcoming launch. The white-label app will be unveiled at the upcoming FIBE 2026, bringing together Europe's fintech community with more than 2,000 attendees. The solution will then be rolled out to the wider European market.

## Contacts

Leif Arnold Thomas  
Chief Executive Officer  
Huddlestock Fintech AS  
[leif.thomas@huddlestock.com](mailto:leif.thomas@huddlestock.com)  
+47 982 15 520

## About Huddlestock Fintech AS

Huddlestock is a European Investment-as-a-Service provider enabling financial institutions and digital platforms to launch and scale investment services efficiently and in full regulatory compliance. Through its BaFin-regulated entity, Huddlestock GmbH, the company provides access to a comprehensive liability umbrella and European passporting framework, allowing partners to offer regulated investment services without requiring their own financial license. Combining regulatory infrastructure with a modular, partner-based ecosystem, Huddlestock enables clients to build tailored investment solutions while significantly reducing time-to-market and operational complexity. Huddlestock Group also includes Visigon, a Nordic based consulting company with deep expertise in capital markets and treasury technology.

Find out more at: [www.huddlestock.com](http://www.huddlestock.com)