

## Unience participates in Finovate Europe, the event of reference for financial start-ups in Europe

[www.unience.com](http://www.unience.com), the social network to help you invest better and share financial information, has been selected to take part in Finovate Europe, the European edition of the event showcasing the most innovative financial projects.

Madrid, February 1st, 2011

Unience, the financial social network that already has more than 28,000 users just in Spain, has been selected to present a new service in Finovate Europe, where the most innovative companies in the European financial industry meet.

This is the second time that Unience has been selected to present its project at such event, after participating last October in FinovateFall, together with 50 other innovative businesses from around the world.

The event takes place in February 1 at London's Business Design Center, and features 34 companies from the industry. The main global financial companies, including banks, financial media and major technological companies, have confirmed their attendance.

Unience launched its website's open version on June 2009, after eight months where up to 2,500 users tried its beta phase. It currently has around 29,000 users who have written more than 6,000 articles and 20,000 comments, both in their personal blogs and in the 100 registered groups focused on diverse issues, both for advanced or professional investors and for beginners.

Unience is the only social network that allows users to choose between tracking their investment portfolios on a daily basis, based on automatic secure connections with almost 50 financial institutions, or, for users who do not wish to connect their accounts to the site, creating simulated portfolios by adding their positions manually.

Unience users have aggregate real portfolios with asset values amounting to almost 50 million Euro, and more than 100 million Euro in transactions; more than 2,000 distinct products are aggregated in the portfolios, including stocks, funds and ETFs. The last few months have shown record growth in the connection of new portfolios.

Unience was released to the public in June 2009, which marked the end of the beta phase in which 2,500 users participated. Nicolás Oriol and Abante are the founding partners.

For any additional information relating to this survey or Unience, please contact Vicente Varó, Community Manager at [www.unience.com](http://www.unience.com) Tel. 663109391