Butterfield Partners with Nudge to Launch Financial Education Platform

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Hamilton, Bermuda—20 February 2025: Butterfield has partnered with nudge, the global leader in financial wellbeing, to launch an online education platform as part of its efforts to enhance financial wellbeing and literacy for clients and the wider community in Bermuda and the Cayman Islands.

Aligned with Butterfield's commitment to support community financial health through education opportunities, this collaboration aims to make financial knowledge more accessible and actionable for individuals at every stage of life. Together, Butterfield and nudge will deliver personalised, impartial financial education through four life stages, from Children, Young Adults, Middle Adults, and Seniors, ensuring an inclusive approach that meets diverse needs – and all sponsored by Butterfield.

Beyond the online platform, Butterfield will continue to host in-person workshops, equipping local groups and organisations with essential money management skills to navigate life's financial challenges and opportunities. The details of any planned and upcoming sessions will be shared online and in Butterfield's Banking Centres.

Jody Feldman, Butterfield's Managing Director in Bermuda, said, "Butterfield continues to invest in providing meaningful learning opportunities to help clients and the wider community build lifelong financial literacy and wellbeing. We want to give individuals the knowledge, tools and resources, they need to build financial confidence and make informed decisions about their money, which ultimately leads to greater financial stability and security. By working with nudge, we are able to make sure the information is readily available and easily accessible to everyone."

"This partnership is about empowering individuals at every stage of life to feel confident in managing their money," said Tim Perkins, CEO and Co-Founder of nudge. "By combining Butterfield's deep commitment to their communities with nudge's technology and expertise, we're making financial education more accessible and helping people in Bermuda and the Cayman Islands build brighter, more secure futures."

Covering everyday money management to more complex financial topics, users can select from more than 30 different topics of interest to receive relevant education, which can be easily shared with friends and family. The platform also offers a financial health checkup to help you better understand your financial health across five key areas of borrowing, learning, planning, saving and spending.

To register for an account, visit https://nudge.butterfieldgroup.com.

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About Butterfield:
Butterfield is a full-service bank and wealth manager headquartered in Hamilton, Bermuda, providing services to clients from Bermuda, the Cayman Islands, Guernsey and Jersey, where our principal banking operations are located, and The Bahamas, Switzerland, Singapore and the United Kingdom, where we offer specialized financial services. Banking services comprise deposit, cash management and lending solutions for individual, business and institutional clients. Wealth management services are composed of trust, private banking, asset management and custody. In Bermuda, the Cayman Islands and Guernsey, we offer both banking and wealth management. In The Bahamas, Singapore and Switzerland, we offer select wealth management services. In the UK, we offer residential property lending. In Jersey, we offer select banking and wealth management services. Butterfield is publicly traded on the New York Stock Exchange (symbol: NTB) and the Bermuda Stock Exchange (symbol: NTB.BH). Further details on the Butterfield Group can be obtained from our website at: www.butterfieldgroup.com.

About nudge:
nudge is impartial financial education – for everyone, everywhere. nudge is the solution to guide global communities into stronger financial health. It combines behavioral psychology, data, and personalized education to empower people to develop their financial skills and knowledge to achieve financial resilience. Without conflicting financial products, nudge is inclusive and trusted by millions worldwide. https://www.nudge-global.com/

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