Apiax launches Content Compliance Check App to automate reviews of marketing and sales materials

Zürich, September 18, 2025 - Apiax announces the launch of its Content Compliance Check App, a solution designed to transform how financial institutions review and approve marketing and sales materials.

Built to replace slow, manual review processes, the new Content Compliance Check App allows teams to upload client-facing documents and instantly identify unmet regulatory and branding requirements. This ensures that brochures, slide decks, factsheets, and personalised pitch books are ready to be shared with clients—faster and with greater confidence.

The Content Compliance Check App is based on Apiax's proven compliance rule engine and powered by state-of-the-art AI capabilities. This ensures that reviews are always aligned with the latest regulatory requirements and internal branding guidelines. Accessible as a web application or via API, the app integrates seamlessly into a firm's existing tools and compliance workflows.

The Content Compliance Check App enables multiple use cases across the business:

Marketing teams can accelerate campaign delivery by ensuring materials are compliance-ready from the start.

Sales and relationship managers can check client-facing content before meetings, reducing delays and risks.

Compliance and legal teams benefit from fewer manual reviews, standardised approval processes, and full audit trails.

Company **executives** gain assurance that all external communications meet regulatory obligations and safeguard brand trust in a standardized and audit-proof manner.

Ralf Huber, Co-Founder, Apiax commented: "During my time as a Compliance Manager in asset and wealth management, my team and I faced Content Compliance challenges firsthand: sales and marketing teams needed real-time compliance approvals for pitchbooks, while compliance teams often lacked the resources and the nuanced, country-specific regulatory expertise to keep up. Today, using the latest technology, leading firms can overcome these hurdles efficiently—allowing them to shift focus from firefighting to scaling their business."

Chief Data Officer at Tier 1 Asset Management firm: "A digital Check App for content compliance restrictions sold itself to the business once they saw compliance approvals could be granted in minutes, not days. While the technical implementation is manageable,

having access to content compliance rules of each jurisdiction made it easy for everyone involved."

By digitising marketing and sales requirements, Apiax is redefining Content Compliance as a strategic enabler of growth rather than an operational burden.

Apiax invites financial institutions to explore the **Content Compliance Check App** and see how it can streamline approval processes, reduce risk, and empower teams.

About Apiax
Apiax is an independent software vendor, partnering with EY, KPMG, Microsoft, Seismic and others, who provides innovative solutions for ensuring compliance with complex financial regulations through digitalization and integration into business processes. Headquartered in Zurich and with offices across Europe and Asia, Apiax is a trusted partner of many global financial institutions in navigating the complexities of the financial regulatory landscape. www.apiax.com

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