

Time is Money: Personal Capital Launches Apple Watch App

Leading Wealth Management Platform Transforms the Apple Watch to a Helpful Device for Growing Your Net Worth While “Watching” Spending and Savings

San Francisco, CA – April 24, 2015 -- Personal Capital, the leading digital wealth management firm, announced today the launch of the Personal Capital Apple Watch Application, which allows users to monitor their finances on-the-go. A complement to the Personal Capital app for the iPhone, the new app with Watch capabilities is available for download now from the Apple Store.

Knowledge is power and Personal Capital’s mobile app already has shown an advantage in helping consumers positively adjust financial habits. Spending went down on average by 15.7% for those who use the Personal Capital financial app, based on a recent research study conducted by Yaron Levi, Finance PhD at UCLA and Schlomo Benartzi, Co-Chair of the Behavioral Decision-Making Group. ([See the report: Economic Behavior In The Digital Age](#))

The Personal Capital Apple Watch App allows users to set a monthly spending goal and track against it daily, weekly and against long term spending and savings goals. By tapping into historical data from Personal Capital, Apple Watch users can also track useful information such as a daily spending graph and how much they would save over the course of a year by sticking with the suggested spending goal, and whether they are on track for their monthly budgets.

Features of the app include:

- Ability to set a budget on-the-go and track as you spend
- Monitor your spending and saving progress by day, week, month or year
- See how much you’ve spent relative to your established budget
- Show how much you can save over the course of a year if you stick to a spending goal

“Fitness and finances are the two areas of consumers’ lives where small and short-term changes have meaningful long-term impacts,” said Jim Del Favero, chief product officer for Personal Capital. “Personal Capital makes it easy to apply the same discipline you use to skinny your waist to fatten your wallet.”

Personal Capital’s mobile planning tools provide users ease and convenience by delivering professional wealth management advice at-a-glance. The Personal Capital Apple Watch App provides that control to their wrists, enabling a hands-free approach to investing.

With an end-to-end system for managing your money, including financial planning tools and advisors who work with each client to customize their financial plan and

goals, Personal Capital's mobile apps are unlike any other online investment services company. Personal Capital currently helps over 750,000 American families track more than \$150 billion of their money.

###

About Personal Capital

Personal Capital is a next generation financial advisor. The company melds technology with professional advisors to help households with complex financial lives manage their wealth. Personal Capital's free apps are available for iPhone, iPad and Android.

***Disclaimer:** Personal Capital Advisors is an SEC registered investment advisor. Any reference to the advisory services refers to Personal Capital Advisors. SEC Registration does not imply a certain level of skill or training.*