Press Release

# Koenig & Bauer Partners with Doshi to Build the World’s First Integrated Financial Literacy Ecosystem

Holistic approach to sustainable educational provision

* Initiative combines Doshi's gamified digital learning ecosystem with the global experience of Koenig & Bauer Banknote Solutions, to promote responsible financial behaviour
* A modular, AI-supported framework captures learning progress and behavioural indicators to monitor educational outcomes at individual and national levels
* Supporting central banks, financial institutions, and supervisory authorities to complement national strategies for financial literacy and inclusion
* A holistic approach from youth education and scholastic integration to professional development in the financial sector

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Lausanne / London, 25.11.2025  
Koenig & Bauer Banknote Solutions, a global leader in secure printing technologies and trusted partner to central banks, and Doshi, the fintech leader in behavioural financial learning and capability analytics, are joining forces to advance a new vision for data-driven, lifelong financial learning.

Together, the two companies are developing integrated learning and monitoring solutions designed to support central banks, financial institutions, and policymakers in promoting responsible financial behaviours across all ages. By combining Doshi’s gamified digital learning ecosystem with K&B Banknote Solutions’ global experience in cash and value systems, the partnership aims to help individuals and institutions understand, measure and improve financial capability.

“Financial literacy is not a one-time lesson; it’s a lifelong journey,” says Sina Grebrodt, Head of Education & Life Skill Development at Koenig & Bauer Banknote Solutions. “With Doshi, we are building the data foundation that allows central banks and educational authorities to not only teach, but to track and understand how people make financial decisions – from childhood saving to adult investment behaviour.”

Daniel Rose, Founder & CEO of Doshi, adds: “Our mission has always been to make finance accessible and engaging. Through the collaboration with Koenig & Bauer, we extend that vision into a broader ecosystem – where learning is personal, measurable, and directly linked to real-world outcomes. By uniting educational data and behavioural insights, we can support the creation of financially confident and resilient citizens.”

### A holistic and measurable approach

A modular AI-driven digital framework enables learners to follow personalised financial learning journeys – from basic money management to advanced topics like investing, and emerging trends, like cryptocurrencies. Learners’ progress and behavioural indicators are captured through an integrated data platform, powered by Doshi’s behavioural-tagging system, allowing institutions to monitor financial literacy outcomes at both individual and national levels.

By combining digital engagement tools with financial education benchmarks, the collaboration provides evidence-based insights to help financial institutions, supervisory authorities, and educators design more effective literacy strategies.

### Supporting Central Banks and financial institutions

The joint initiative is designed to complement national financial inclusion and literacy strategies. Central banks and financial supervisory authorities can use the solution to:

* Monitor financial behaviour and learning progress across demographic segments.
* Evaluate the impact of financial education initiatives using data-driven indicators.
* Foster sustainable savings and investment habits that align with long-term economic stability.
* Train professionals and educators to integrate financial learning into schools, workplaces, and communities.

### From classroom to career: A lifelong learning journey

Beyond youth education, the initiative extends to professional development and workforce training, equipping employees in financial institutions and public sectors with practical tools to embed financial literacy into their work. The result is a continuous learning ecosystem, linking individual growth with systemic impact.

#### Photo:

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#### About Koenig & Bauer

Koenig & Bauer is a globally active printing press manufacturer headquartered in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and converting process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,600 employees. Koenig & Bauer operates manufacturing plants at eleven locations in Europe, alongside a global sales and service network. Group sales in the 2024 financial year was around €1.3bn.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)

#### About Doshi

Based in London, Doshi is an award-winning fintech company transforming how people learn about money. Its platform is used by major banks, credit unions, and financial institutions across Europe and North America. Through interactive challenges, real-life simulations and gamified experiences, Doshi empowers learners to build healthy financial habits that last a lifetime.

Further information can be found at [www.doshi.app](http://www.doshi.app)