



**FOR IMMEDIATE RELEASE**

## **While Personal Finance Giants Stumble, a 23-Year Mac Indie Rebuilds from the Ground Up**

*Banktivity 10 arrives as Mint shuts down and Quicken frustrates millions — with a complete rebuild, deep Apple ecosystem integration, and a privacy-first approach that puts users in control.*

**ASHLAND, Oregon, May 26, 2026** — **IGG Software**, the independent Mac software developer behind Banktivity, today announced the release of **Banktivity 10**, the most significant update in the company's 23-year history. The release comes at a pivotal moment for personal finance software — as major players exit the market or alienate their users — and marks IGG Software's most ambitious bet yet on the Apple platform.

Mint, once the most widely used personal finance app in the United States, shut down in March 2024. Quicken, the decades-old incumbent, has faced mounting criticism over pricing, reliability, and a Windows-first approach that has long frustrated Mac users. Meanwhile, YNAB — popular among budget-focused households — raised subscription prices sharply, frustrating longtime users. In short: the personal finance software market has rarely been more unsettled.

Into that gap steps Banktivity 10.

*“We’ve spent the better part of the last year rebuilding the foundation of Banktivity from the ground up. This isn’t an incremental update — it’s a new platform built for the next decade.” — Ian Gillespie, CEO and Founder, IGG Software*

Founded in 2003 and headquartered in Putney, VT, IGG Software has quietly built one of the most respected personal finance applications in the Apple ecosystem. Banktivity has never been free, has never carried advertising, and has never sold user data. Every dollar the company earns comes directly from its customers — a model that has become increasingly rare, and increasingly valued, in an era of data-driven free apps.

### **A Ground-Up Rebuild for the Apple Era**

The centerpiece of Banktivity 10 is a completely reimagined architecture. The app moves from a traditional document-based model to a unified “Organizer” — a library-style system that gives users one central home for all their financial Ledgers, accounts, settings, and data. The change is fundamental: it resolves a structural limitation that had prevented the app from taking full advantage of modern Apple platform features.

Built on SwiftUI with a shared codebase across Mac and iOS, Banktivity 10 is one of the most deeply Apple-integrated personal finance applications available today. The release includes:

**Widgets for Mac and iPhone** — the new Investment Performance Widget surfaces daily gains, losses, and biggest movers from a chosen investment account, directly on the home screen without opening the app.

**Apple Shortcuts support** — Banktivity data is now accessible to Apple’s automation platform, enabling power users to build custom financial workflows, surface insights, and integrate their financial data with other apps and services.

**Handoff support** — users can move seamlessly between iPhone and Mac without losing their place, a hallmark of Apple’s Continuity platform.

**iOS investment parity** — per-account portfolio drill-down and the Security Detail Report are now available on iPhone and iPad, bringing institutional-grade investment tracking to every device.

## Solving Problems the Big Players Ignored

Beyond the platform rebuild, Banktivity 10 addresses specific pain points that have frustrated users of competing apps for years. New dedicated transaction types for credit card refunds, charges, and payments bring proper accounting accuracy to an area that most personal finance apps still handle poorly. Active/Inactive category support lets users archive old categories without losing historical data. And a new envelope budgeting feature allows users to fund future months’ budgets in advance — a capability that puts Banktivity squarely in competition with dedicated budgeting apps like YNAB, but within a full-featured financial management platform.

*"We've always believed that the tools to build real wealth shouldn't be reserved for the wealthy. Banktivity exists to help everyone get there faster, and version 10 is the biggest step we've ever taken toward that." — Ian Gillespie, CEO and Founder, IGG Software*

## Privacy by Design, Not by Policy

In a category where “free” often means monetizing user financial data, Banktivity takes a different approach. The app carries no advertising. User data is never sold. Financial data is encrypted in transit and protected by a user-held password that IGG Software cannot access or recover. The company’s revenue comes entirely from subscriptions — a model that aligns the company’s interests directly with its users’.

The approach has built a loyal customer base over two decades, and it stands in sharp contrast to the free-app ecosystem that has come under increasing regulatory and public scrutiny.

## **Availability and Pricing**

Banktivity 10 is available now at [banktivity.com](https://banktivity.com). The app requires macOS 12.4 or higher and iOS 15 or higher. A 30-day free trial is available with no credit card required. Subscription pricing begins as low as \$4.99/month.

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## **About IGG Software**

IGG Software is an independent Mac and iOS software developer founded in 2003 and based in Ashland, OR. The company is best known for Banktivity, a personal finance application for Mac, iPhone, and iPad. IGG Software products are available exclusively through the company's website and the Apple App Store. IGG Software does not carry advertising in its products and does not sell user data.

## **About Banktivity**

Banktivity is a personal finance application for Mac, iPhone, and iPad, designed for users who want serious tools for managing budgets, investments, goals, and financial planning. Banktivity connects to over 14,000 financial institutions, supports envelope budgeting, investment tracking, real estate and crypto management, multi-currency accounts, and cloud sync across all Apple devices. Banktivity 10 is available at [banktivity.com](https://banktivity.com).

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