

FINOVATE ASIA 2017



NOVEMBER 7-8
HONG KONG

“For online personal finance nerds - like your humble correspondent -
Finovate is the Super Bowl and World’s Fair rolled into one.”

- MARY PILON, WALL STREET JOURNAL THE WALLET

FINOVATEASIA.COM

What is Finovate?

Finovate is the only conference series focused exclusively on showcasing the best and most innovative new financial and banking technologies. The conference series debuted to rave reviews in the fall of 2007 in New York City, added a West Coast version in the Bay Area spring of 2008, unveiled a European edition in London early 2011, and launched its inaugural Asia show in late 2012.

Finovate conferences consistently attract large, high-impact audiences of senior financial and banking executives, venture capitalists, press, bloggers, industry analysts, regulators, and entrepreneurs.

When & where will FinovateAsia take place?

FinovateAsia is excited to hold its second Hong Kong event at the JW Marriott Hong Kong from Tuesday, November 7 through Wednesday, November 8. The JW Marriott Hong Kong is located in the heart of the downtown district and conveniently accessible via Hong Kong's extensive public transportation system.



What makes Finovate special?

Three things make Finovate events special – focus, format, and selectivity.

Focus – As the only event focused entirely on the newest innovations in financial and banking technology, FinovateAsia attracts a targeted and powerful audience that can really move the needle for demoing companies.

And for those attending or sponsoring, it offers the greatest concentration of financial technology talent in the business. Top-quality entrepreneurs, financial executives, venture capitalists, analysts, and press from across the globe will be at the event debating and creating the future of finance.

Format – FinovateAsia's unique format mixes dozens of fast-paced product demos (no slides allowed) with high-quality networking to deliver a potent blend of value.

Selectivity – We looked at hundreds of companies before selecting the final lineup of demo companies for FinovateAsia 2016. Based on the amount of interest we're getting daily, we expect the selection process to be even more competitive for 2017.

For the chosen companies, a demo slot at FinovateAsia offers a powerful platform to garner press attention, find customers, network with peers, raise funding, and discover partners. And, as the presenter selection process grows more competitive, simply being selected is a strong mark of distinction.

Who attends FinovateAsia?

Senior financial, banking, and technology executives, influential press, expert analysts, innovative entrepreneurs, deep-pocketed venture capitalists and other industry leaders will be in the audience. A small sample of the organizations that attended FinovateAsia 2016 includes:

- Accenture Japan
- Alibaba
- American Express
- Ant Financial
- ANZ
- Apple
- Arbor Ventures
- The Asian Banker
- Asian Private Banker
- AXA China Region Insurance
- Barclays Bank
- Black Sheep Capital
- Blackrock
- CAPCO
- Capgemini
- Celent
- Citibank
- Commonwealth Bank
- Cyberport
- DBS Bank
- Deutsche Bank
- Envestnet
- EY
- Fidelity International
- Finstar Labs
- Fintechnews Singapore
- Forrester
- FUJITSU
- FWD Life Insurance Company
- Germany Trade and Invest
- Goldman Sachs
- Google
- H2 Private Capital
- Hang Seng Bank
- Hitachi Systems
- Hong Kong Monetary Authority
- Hong Kong Venture Capital and Private Equity Association
- Horizons Ventures
- HSBC
- Invesco
- Invest Hong Kong
- ISI-Dentsu South East Asia
- J.P. Morgan
- Korea Institute of Finance
- KPMG
- MasterCard
- Maybank
- Miss FQ
- Nasdaq
- NATIXIS
- Nihon Unisys
- NTT Data Institute of Management Consulting
- PJIhuillier Group of Companies
- PwC Consulting
- Rakuten FinTech Fund
- SMS Management & Technology
- Sony CSL
- Standard Chartered Bank
- Standard Life (Asia)
- The Stock Exchange of Thailand
- TeamBank
- Thomson Reuters
- TISI (Singapore)
- TMB Bank Public Company
- Wall Street Journal
- Wells Fargo Bank

Tell me more about your unique format.

Finovate is designed to be a showcase of the best new financial technology innovations from leading established companies and hot young startups. The demo portion of our events are single-track with two main elements:

Demo Sessions

During these sessions, each presenting company will be given seven minutes on stage to demo (no slides or canned demo videos allowed) their latest tech to the entire audience.

Networking Sessions

The networking session provides demoing companies the opportunity to connect directly with attendees in the exhibit hall.



What companies have demoed at Finovate?

A list of all the companies that have demoed in past Finovate events (along with videos of their demos and full company profiles) can be found in the Finovate video archives: finovate.com/videos

How will companies be chosen?

The companies that are chosen will be handpicked based solely on their written application. Due to the volume of applications we receive, we will not have time to speak to applicants on the phone, so applicants should ensure the application is filled out as completely as possible.

The general selection criteria is as follows:

- 1. Novelty**
How new is the product/feature being shown? Offering to debut a BIG financial technology innovation on stage is the best way to increase your chance of being selected.
- 2. Innovativeness**
How original is the approach? How big of a technological/logical leap does it make?
- 3. Potential**
How much potential does it have to make a big impact?
- 4. Wow/X/Cool Factor**
Does it make us sit up and take notice?
- 5. Diversity**
How many other companies in the same “space” are competing for a spot? Date of application will be the tiebreaker, so applying early is helpful.

What's the key to getting on stage at Finovate?

Finovate events are open to startups, established companies, and financial institutions with new fintech innovations, so the bar to get a demo spot is very high. For FinovateAsia 2016, we looked at several hundred companies before selecting the final lineup of 36 companies. **Given the competitiveness of the selection process, one of the major keys to getting on stage in 2017 is to have something new, innovative, and substantial to debut live on stage.**

What exactly does my company get if selected?

All demoing companies receive the following presenter package:

- Two tickets to attend the full event (value \$1,595 USD each)
- The ability to buy up to six additional tickets to FinovateAsia at a special rate of 50% off the current ticket price
- The ability to share a special 20% promo code with your broader network (e.g. email list, blog, social media etc.)
- Seven minutes on stage in front of the entire event audience to demo (no slides or canned video allowed) your latest and greatest technology – *i.e. a highly focused opportunity to showcase your value proposition and new innovation to the entire audience*
- A dedicated table with a large color logo sign, a large flat-screen monitor, a high-speed internet connection, and a power connection in the networking area on the day of your onstage demonstration – *i.e. a highly focused opportunity to connect with audience members in-depth and one-on-one*
- A detailed list of attending press, industry analysts, and bloggers distributed pre-event so that you can proactively set up briefings – *i.e. a valuable chance to reach press and influencers directly and instantly about your newest innovation*
- A list of attendee names, titles, and organizations distributed pre-event
- The opportunity to choose five registered attendees to be personally introduced to via email
- Exposure in various marketing communications (e.g. emails to our in-house contact list, releases to industry press and event partners, promotion and blog posts on Finovate.com etc.)
- The opportunity to participate in optional coaching sessions and in a live rehearsal the day before the event (Monday, November 6) with full A/V
- A full page profile in the FinovateAsia attendee booklet
- A static profile on Finovate.com with a professionally-edited video of your seven-minute demo (post-event)

How does my company apply?

It is always completely free and confidential to apply.

1. Please review this informational document and contact us with any questions.
2. Please fill out the online application. Please include as much detail as possible in your application as we will be basing our selection decision upon it. We may also request additional information from you if we feel it would be helpful to our process. Please note that all information submitted during the application process is confidential.

The link to the online application is here:
asia2017.finovate.com/application

If selected, is there a cost to demo?

Yes. Organizing an event of this size and quality focused exclusively around a small number of companies is expensive. Thus, we ask that the demoing companies help share that cost with us.

The price for FinovateAsia varies depending on the stage of your company and when you apply for the event. To figure out the demo fee for your company's presenter package, please first use the following criteria:

- **Early-Stage Startup** – Both of the following criteria must apply: less than 2 years since company formation AND less than \$1 million USD raised
- **Regular Startup** – All of the following criteria must apply: less than 5 years since company formation AND less than \$10 million USD raised AND less than \$5 million USD in revenues
- **Established Company** – Privately held companies where any of the following criteria apply: greater than 5 years since company formation OR greater than \$10 million USD raised OR greater than \$5 million USD in revenues
- **Publicly Traded** – Any company that is publicly listed on any stock exchange

Then use the schedule below to determine the price you'll pay if selected. ***Filling out the free and confidential application early can reduce your price significantly.*** Please note that payment plans are also available if you're selected and would like to spread out payment over time.

Here is the application timeline and demo fee schedule for FinovateAsia 2017:

- **Very Early-Bird Application** – Apply by **6/23/2017** and, if selected to demo, pay:
 - \$4,995 USD (Early-Stage Startup)
 - \$6,995 USD (Regular Startup)
 - \$8,995 USD (Established)
 - \$10,995 USD (Publicly Traded)
- **Early-Bird Application** – Apply by **7/21/2017** and, if selected to demo, pay:
 - \$5,995 USD (Early-Stage Startup)
 - \$7,995 USD (Regular Startup)
 - \$9,995 USD (Established)
 - \$11,995 USD (Publicly Traded)
- **Final Application** – Apply by **8/18/2017** and, if selected to demo, pay:
 - \$6,995 USD (Early-Stage Startup)
 - \$8,995 USD (Regular Startup)
 - \$10,995 USD (Established)
 - \$12,995 USD (Publicly Traded)

NEW

Are there scholarship opportunities for new companies?

Yes! In addition to the expanded content, we are also piloting a sponsorship program for companies that fall into the Early-Stage Startup category. Interested companies will be able to check a box on their application to see if any sponsors are willing to help cover the cost of coming to FinovateAsia. Checking this box means you authorize us to share your NAME and CONTACT INFO ONLY with selected Finovate sponsors who have agreed to subsidize certain startups' demo fees. Other than contact info, the rest of your application will remain confidential. Interested sponsors may, however, request more info from you directly as part of their decision process. Scholarship funds will be extremely limited.

Are banks and other financial institutions eligible to demo?

Yes. Banks and financial institutions are welcome to apply to demo at Finovate provided they have new and innovative technology to show. We've had a number of banks on stage at previous events, and we've found that banks and other FIs are frequently in a unique position to bring innovation to the financial technology space.

NEW

Is it possible to be a sponsor in addition to being a presenter?

Yes! There are a variety of opportunities for sponsors that go above and beyond what we're able to offer our presenters. If you're interested in learning more about sponsorship opportunities, please email us at sponsor@finovate.com.

If I apply and am not accepted to demo, will I still be able to get a ticket at the early-bird price?

Since it is a competitive process to get on stage, we will not be able to accept every company who applies (as much as we may want to). If you are not selected but would still like to attend the event, we will make sure you are able to purchase a ticket at a discounted early-bird rate.

Can my company apply to demo at multiple Finovate events?

Yes. The selection process for each event is independent of the others. Over time, as you create new products and innovations, we hope you'll consider applying to launch them at Finovate.

What is a "financial technology" innovation?

Finovate is about showcasing financial technology innovations. "Financial technology" is obviously open to a variety of interpretations. We are looking for new advances in online services, mobile, security, payments, lending, personal financial management, financial marketing, investing, education, remittance, big data, crowdfunding and so on.

I have other questions about FinovateAsia. How do I get answers?

Please contact us at asia@finovate.com.