

MEDIA RELEASE

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Moneytree named Best Growth Stage Startup

SYDNEY: Moneytree, Asia-Pacific's leading financial data portability platform, has been named Best Growth Stage Startup at this year's [Next Money Fintech Finals \(FF18\)](#) in Hong Kong.

Moneytree was one of the top startups from around the globe who presented a four-minute business pitch to a panel of judges at the Fintech Finals to win the title. Moneytree's pitch focused on the evolution of their data portability platform that will now also encompass insurance.

Paul Chapman, CEO and Co-Founder of Moneytree said "As Asia's leading financial data portability platform, we are thrilled that Moneytree's vision for data portability in Insuretech is being warmly received by the industry.

"This vision was recognised last year at Japan's Instech Open in March, MetLife's collab 2.0 in December in Singapore, and now again in Hong Kong at FF18," Chapman said.

Mark Makdad, Co-Founder and Head of Platform, said, "It is great to receive this acknowledgement. Our cutting-edge platform will lead to more digital touchpoints for our insurance partners that will enhance their engagement with their customers."

Each year, thousands of fintech startups from around the world compete for the opportunity to pitch their business to a panel of judges at the Fintech Finals.

Judges rate the startups using a scorecard based on several levels of criteria, including: business model application, scale and robustness; transformative concept and technology; market opportunity and size; customer experience design and ease, financial opportunity and forecasts and, of course, the quality of their presentation.

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About Moneytree

Moneytree is a financial data portability platform, comprised of a personal financial management app, and an API feed of customer data for financial institutions. Moneytree operates in Australia and Japan.

Moneytree's free app enables individuals to have a full view of their financial position, contributing to better management of their personal finances, and maintaining financial wellbeing. Moneytree is available for desktop web, iOS, and Android devices.

Moneytree also works with large financial institutions to provide financial data feeds for use with their systems. By providing access to high quality financial data, in turn Moneytree's institutional clients can better service their customers.

Moneytree LINK, the financial data platform, was launched in 2015 and today has over 30 enterprise customers, including Japanese megabanks Mizuho Bank Ltd and Sumitomo Mitsui Banking Corporation, and seven top ranked regional banks. Moneytree LINK also powers ten accounting partners, including the market leaders in consumer and corporate accounting, making it the leading financial data platform in the Japanese accounting industry. Moneytree LINK reaches an install base exceeding four million people; and through accounting clients, reaches hundreds of thousands of small to medium businesses.

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