



# Introduction to SURFIN

| An Intelligent Platform for Financial Services  
| in Emerging Markets

September 2023







## What led to the creation of Surfin?

1

- Vision, Mission and Values
- Market Potentials
- Company Development History
- Core Business Lines



## How did Surfin manage to become profitable and scalable?

2

- Technology Enablement Journey
- Key Financials
- Core Team



## Where does Surfin go from here?

3

- Key Milestones 2022 – 2025
- Series of Fundraising
- User of Capital & Surfin 5-Year Target



# 01

What led to the creation of Surfin?







## Pain points to be addressed in Emerging Markets:

- Lack of access to banking and personalized financial services (even more than half of the population is unbanked or underbanked)
- Lack of financial knowledge and expertise
- Lack of credit record, financial data and Fintech infrastructure

## Surfin's Vision + Mission + Values

### Vision

An innovative leader for digital banking empowerment in emerging markets

### Mission

Enrich more people's life through transparent and convenient digital financial services

### Values

Transparent, Inclusive, Innovative, Compassionate



# Fintech Have Come of Age

**% of unbanked and underbanked adults across major global regions**

	Unbanked adults %	Underbanked adults %	Cash Usage %	Mobile Penetration %
<b>World</b>	<b>27%</b>	<b>50%</b>	<b>44%</b>	<b>89%</b>
North America	5%	27%	21%	93%
Europe	8%	52%	23%	96%
Asia Pacific	25%	55%	59%	85%
LATAM	35%	42%	60%	87%
Middle East and Africa	52%	43%	58%	83%

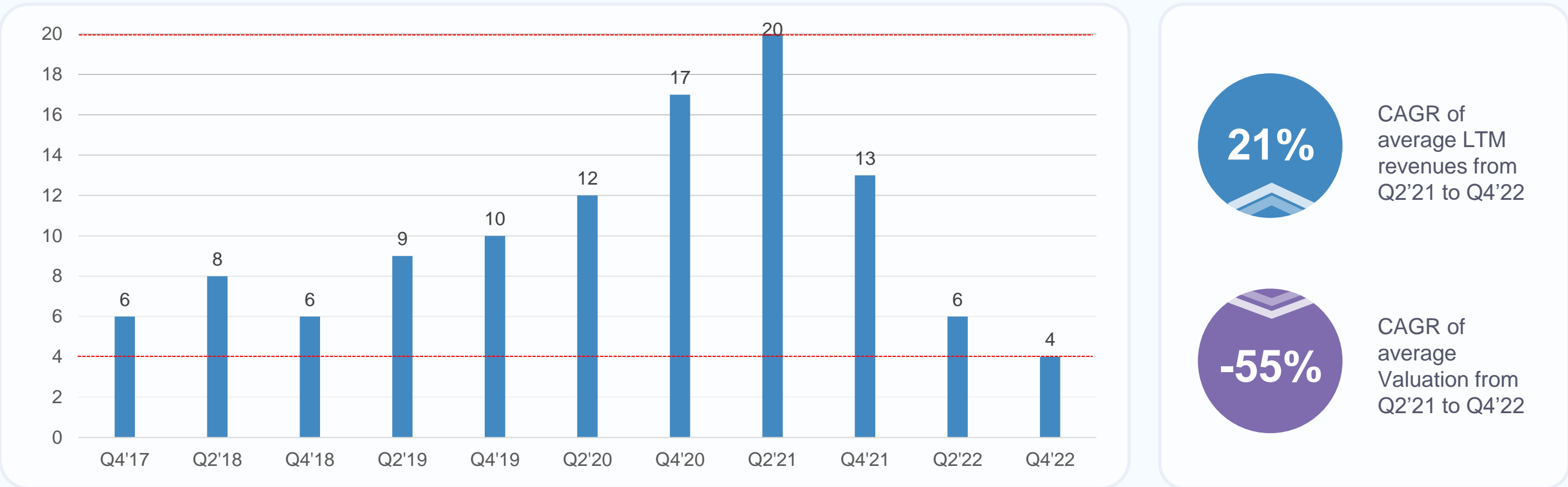
**APAC will be the Largest Fintech market by 2030, and LATAM & Africa will be the Fast-Growing regions**

Global Fintech Revenue Growth by Region, 2021 – 2030

	2023 Revenues (in B \$)	Growth Multiples (X)
North America	520 B \$	4x
Europe	190 B \$	5.5x
<b>Asia Pacific</b>	<b>600 B \$</b>	<b>8.5x</b>
LATAM	125 B \$	12.5x
Africa	65B \$	13X

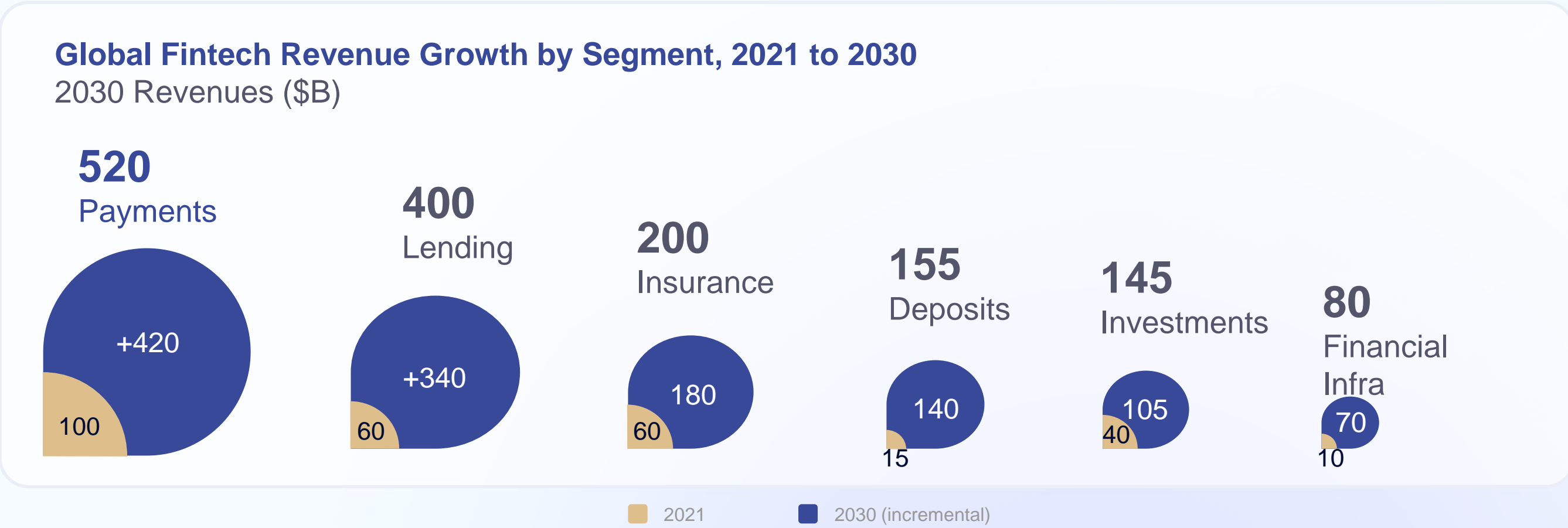
Source: Public Reports

**Q4'17 – Q4'22, average revenue multiples for public Fintechs (simple average, market Cap/LTM revenues)**



It is strongly believed that this is a short-term correction as many players are switching their focus to strong fundamentals: good unit economics (LTV/CAC), recurring revenues and loyal customer base (retention rate), patents, strong brands, etc.

**Payments Will Remain the Largest Fintech Segment in 2030, with Annual Revenue of 520 B \$, Followed by Lending, with Annual Revenue of 400 B \$**







## Current Business Status As of June 2023





# Company development history

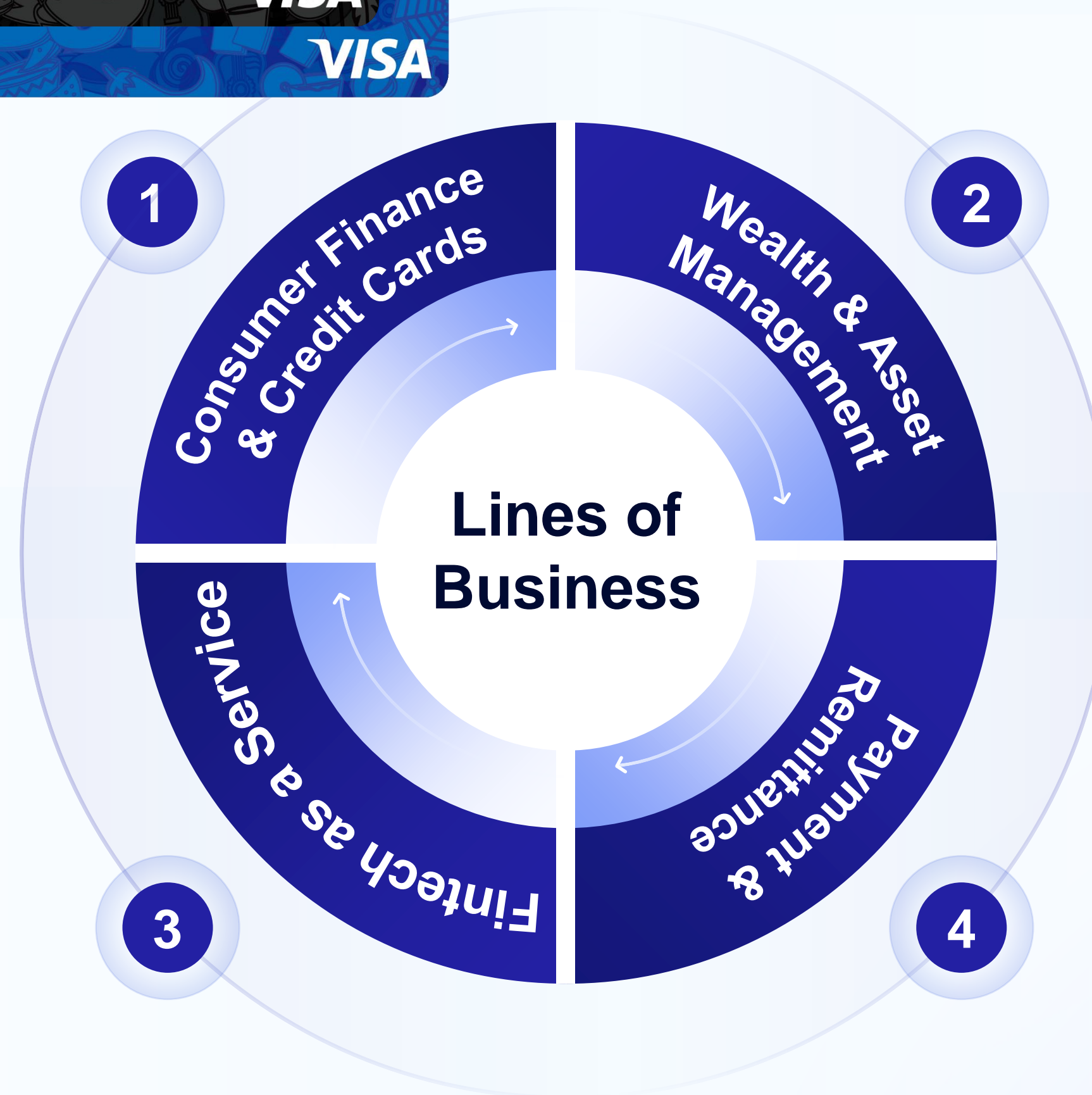






- ◆ **Target customers:** unbanked & underbanked people;
- ◆ **Product mix:**
  - ▣ Consumer Finance (installments, personal loans, **medical loans**, etc.)
  - ▣ **Card issuance (visa credit card, Sufinc; debit/prepaid card)**

- ◆ **Target customers:** global Fintech players, local financial institutions;
- ◆ **Product mix:**
  - ▣ Surfin Lab (comprehensive smart risk management)
  - ▣ Surfin Score (credit rating)
  - ▣ Surfin Cloud (AI-powered Fintech services)



- ◆ **Target customers:** middle-class families, HNIs, institutional investors;
- ◆ **Product mix:**
  - ▣ Online broker
  - ▣ Mutual fund distribution
  - ▣ Other robo-advisor products

- ◆ **Target customers:** global Fintech players, local financial institutions, foreign workers;
- ◆ **Product mix:**
  - ▣ Payment-as-a-Service
  - ▣ Cross-border remittance

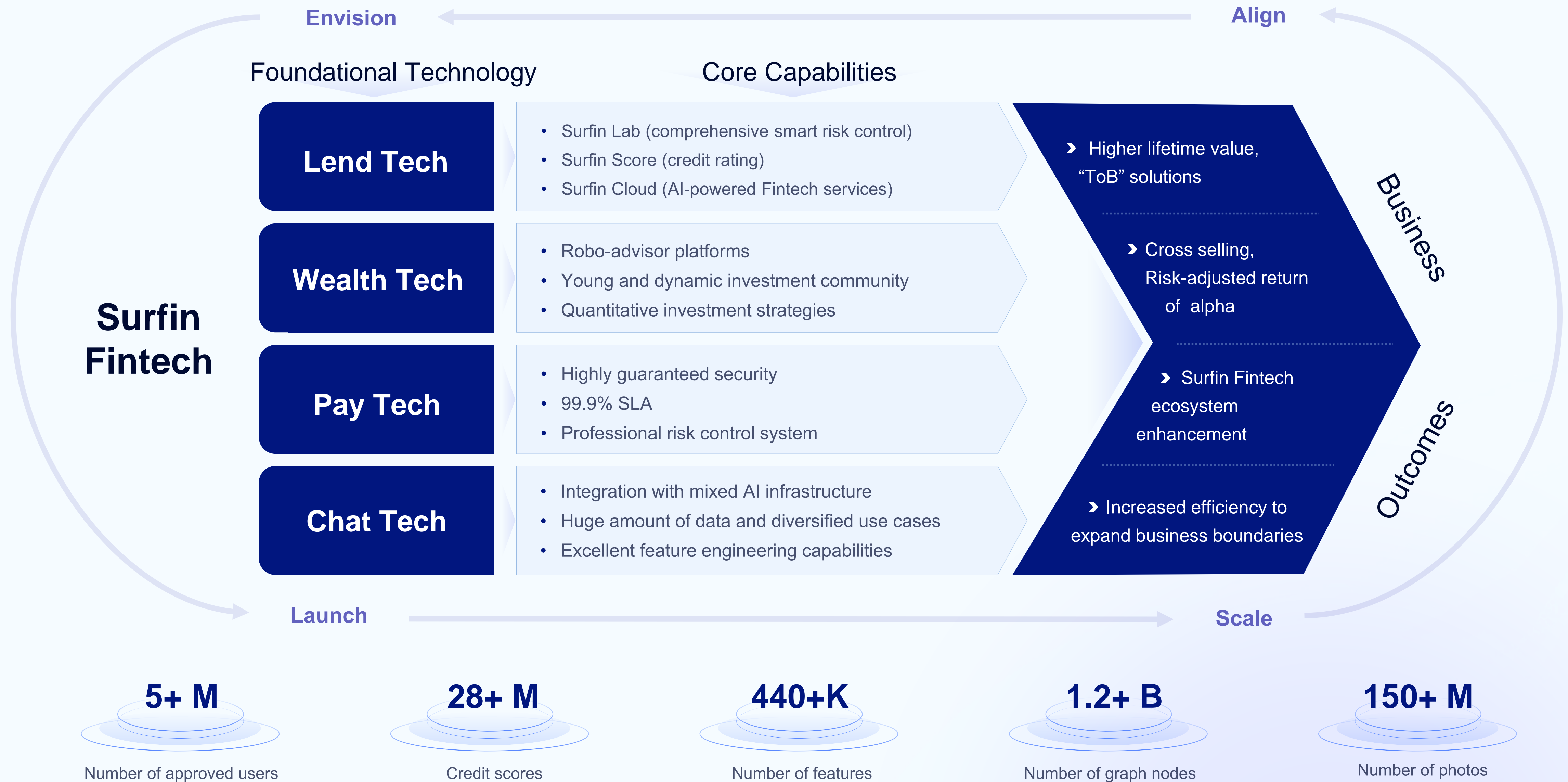


# 02

How did Surfin manage to become profitable and scalable?









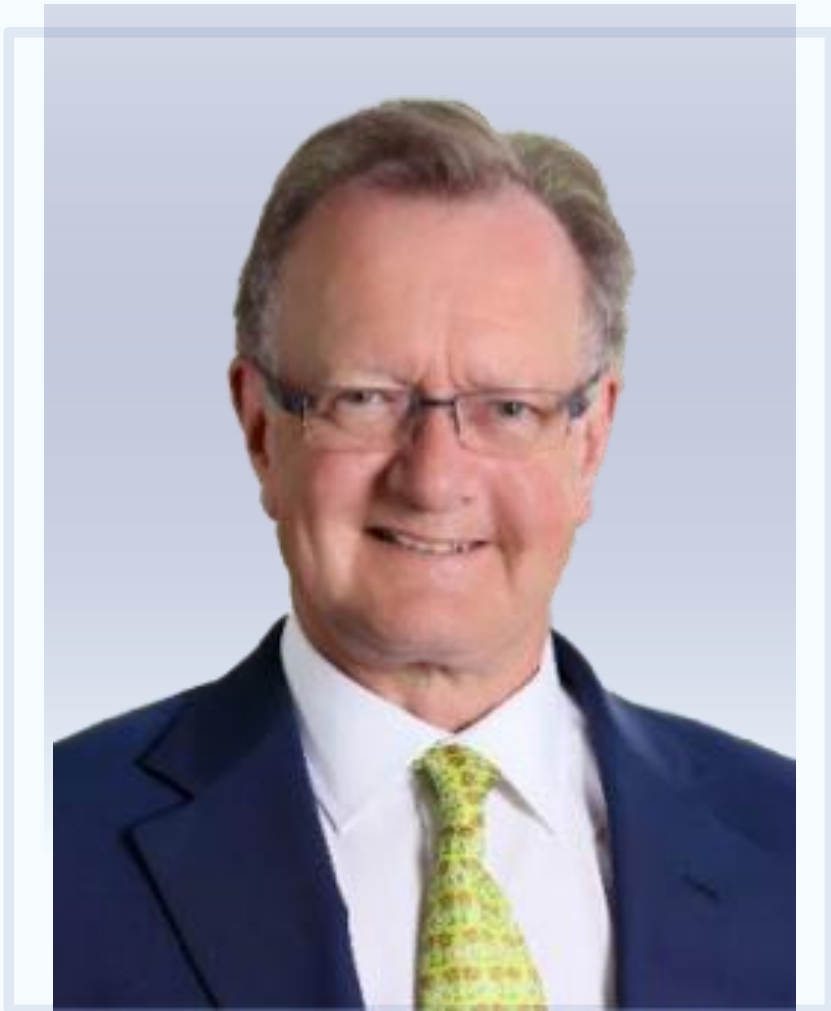


## Career Experience

- **Surfin Meta Digital Tech. Pte. Ltd./Kuai Kuai Group / Chairman/CEO** 📍 Singapore / China 2014 - Now
  - Founded Kuai Kuai Group in 2014 and Surfin Meta in 2017 and led the company to become a first-tier global Fintech company with offices in Singapore, China, Southeast Asia, Latin America and Africa;
  - Now the Company has over 30 million registered users and ~1.5 billion USD cumulative transaction amount., expanding from Consumer Finance to different Fintech areas like credit card issuance, wealth & asset management, cross-border remittance and payment and Fintech-as-a-Service.
- **CITIC – Prudential Fund Management Co. / Head of Quant Invest, Senior Fund Manager** 📍 China 2009 - 2014
  - Managed the \$4bln USD equity funds for retail and institutional clients
  - Two of the Funds have achieved No.1 and No. 6 relative rankings among the closed-end funds respectively in 2014;
  - Built and led the quantitative investment platform and team, including investment philosophy and staffs;
  - Developed quantitative innovative investment products in Chinese A-share market, also formed a quantitative platform for overseas investment;
  - Delivered the first multi-strategy hedging product for high-net-worth clients.
- **TD ASSET MANAGEMENT INC. / VP & Senior Portfolio Manager** 📍 Canada 1999 - 2009
  - Quantitative Indexing and Enhanced Indexing Portfolio Management: Applied stratified sampling technique in constructing quantitative indexing portfolios of \$30 billion (CAD) with first quartile ranking among SEI Canadian bond index fund surveys for five years; Managed immunization and target-date strategies of \$1billion for insurance and pension clients; Contributed to the design and implementation of quantitative models to manage enhanced indexing portfolios of \$1 billion, and achieved first and second quartile rankings during the one-year and five-year period respectively.
  - Innovative Quantitative Strategy Development and Implementation: Designed liability-driven solutions using overlay strategies and derivative-based products for pension and insurance clients to meet their asset-liability matching needs; Constructed portfolios for derivative overlay to attain beta exposure of fixed income mandates of \$10 billion; Initiated and implemented duration extension strategies in bond repo market for pension clients.
- **GREYDANUS, BOECKH & ASSOCIATES / Trader & Portfolio Manager** 📍 London/Canada 1996 - 1999
  - Traded, modeled and managed quantitative bond, bond hedging and equity portfolios of over \$1 billion (CAD);
  - Designed a trading system of multi-account trading inputs and outputs.
- **Los Alamos National Laboratory / Research Scientist** 📍 New Mexcio,USA 1994 - 1996
  - Applied stochastic process models to develop multi-phase fluid dynamics and study phase separation mechanism
  - Used the current supercomputing technology (connection machine) to simulate gas/fluid and shape memory alloy applications



BOD Member

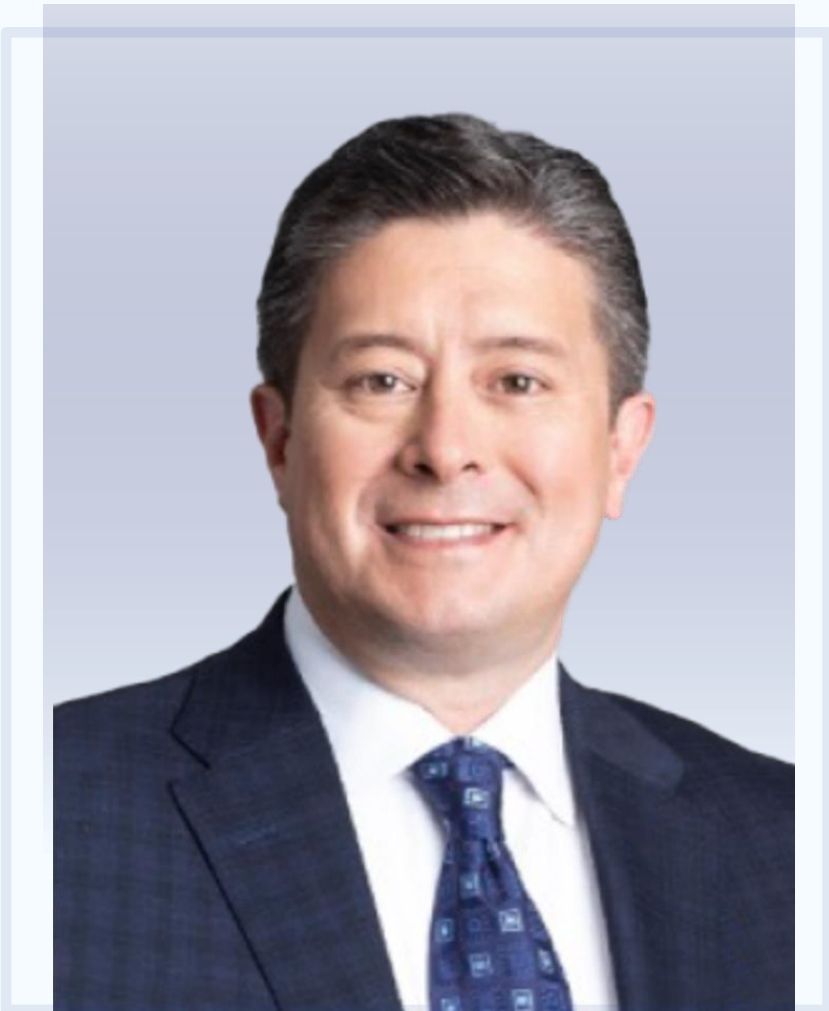


**John A. Quelch CBE**

Feb. 2023 - Now  USA

- Support Surfin in global marketing, branding and establishing partnerships with institutions;
- Professor Quelch has five decades of experience as a NED of public companies in USA and UK;
- Quelch has served important positions in world leading business schools including Harvard Business School, London Business School, CEIBS and Miami Herbert Business School.

BOD Member

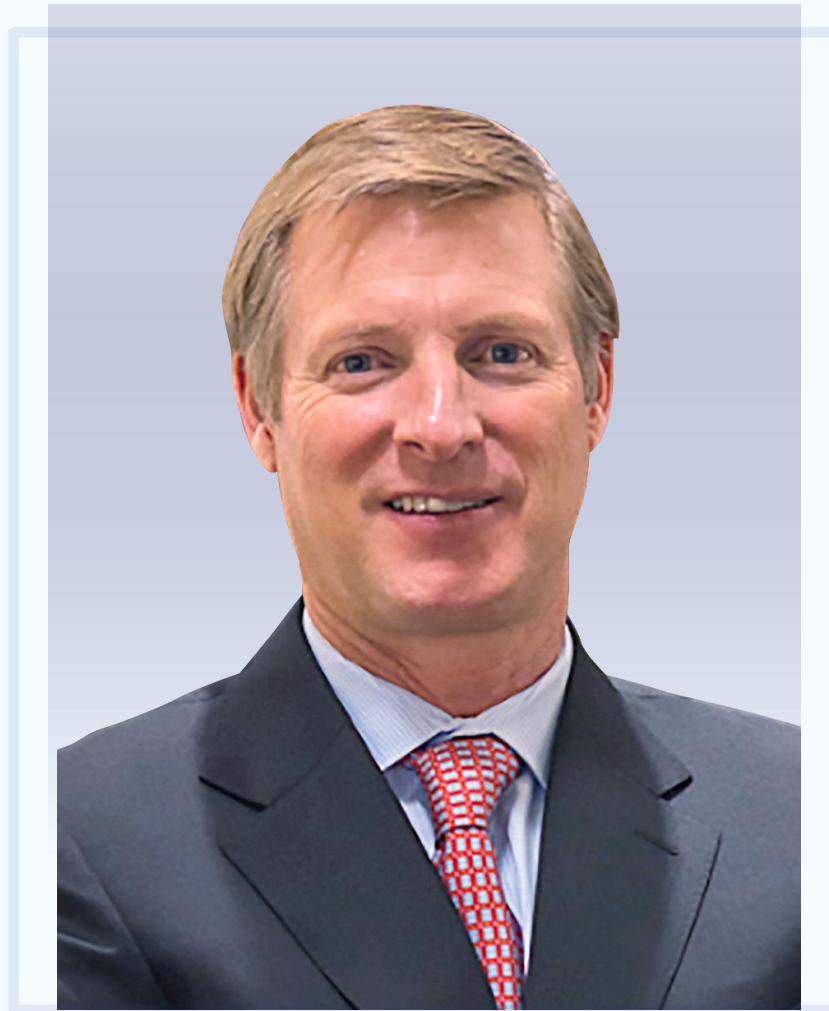


**John Fennell**

Feb. 2023 - Now  USA

- Support Surfin in comprehensive risk control management and delivering secure digital trading platforms in security markets;
- As CRO for highly regulated companies in the capital markets industry, led grass-roots initiatives, implementing comprehensive risk management and governance frameworks, overseeing risk associated with \$3 trillion portfolio.

BOD Member



**Bruce McGuire**

April. 2023 - Now  USA

- Support Surfin in developing and enhancing its investors' network;
- Bruce is the Co-Founder of the Greenwich Economic Forum, and is an attorney and a 29-year veteran of Wall Street, having held officer level positions at Goldman Sachs, Bank of America Merrill Lynch, and Mesirow Financial.

BOD Member



**Felix Davidson**

May. 2023 - Now  USA

- Support Surfin in providing guidance on operational excellence and regulatory compliance;
- Felix began his career in US Marine Corps then worked for almost two decades at TD Ameritrade, ultimately serving as President for TA Ameritrade Clearing;
- Other working experience include JP Morgan Chase, Options Clearing Corporation, etc.

BOD Secretary



**Daju Gu**

Feb. 2023 - Now  Canada

- Support Surfin in ensuring that the Board operates efficiently, building and maintaining relationships with investors and partners, and developing business strategies;
- Daju is a seasoned executive and management consultant with over twenty years' experience serving financial industries. He has successfully led many multi-disciplined business initiatives in RBC, TD, BMO, Scotia, CDCC, Sunlife, Canada Life, Fairfax Financials.





## Michael Spence

July 2023 - Now USA

- Philip H. Knight Professor Emeritus of Management in the Graduate School of Business at Stanford University;
- Adjunct Professor at Bocconi University in Milan;
- Honorary Fellow of Magdalen College, Oxford University;
- Received the Nobel Prize in Economic Sciences in 2001.



## Jeremy Schwarz

April 2023 - Now USA

- Dr. Jeremiah Schwarz has served as Chief of Staff and now serves as Senior Advisor and General Counsel to Miami Mayor Francis X. Suarez, where he has overseen the design, development, and execution of the Miami Forever agenda and the creation of Venture Miami.



## Ray Di Sanza

April 2023 - Now USA

- Ray Di Sanza retired from the Charles Schwab Corp., Inc after 19 years with the firm in 2017. He is a former Senior Vice President of Operations, and the Location Leader of the operations center in Orlando.



## Ahmad Hidayat

April 2023 - Now Indonesia

- MBA from University of Illinois;
- Ahmad was the appointed as Director of the Ministry of Finance, Bank Indonesia. Ahmad's last position at Bank Indonesia was Executive Director who served as Expert Staff to the BI Board of Governors for Finance.



## Bill Yates

April 2023 - Now USA

- Bill Yates is the past Treasurer and Managing Director of Finance for TD Ameritrade, prior to and including its 2020 acquisition by Charles Schwab Corp.;
- Mr. Yates has served in various governance capacities in the securities industry.

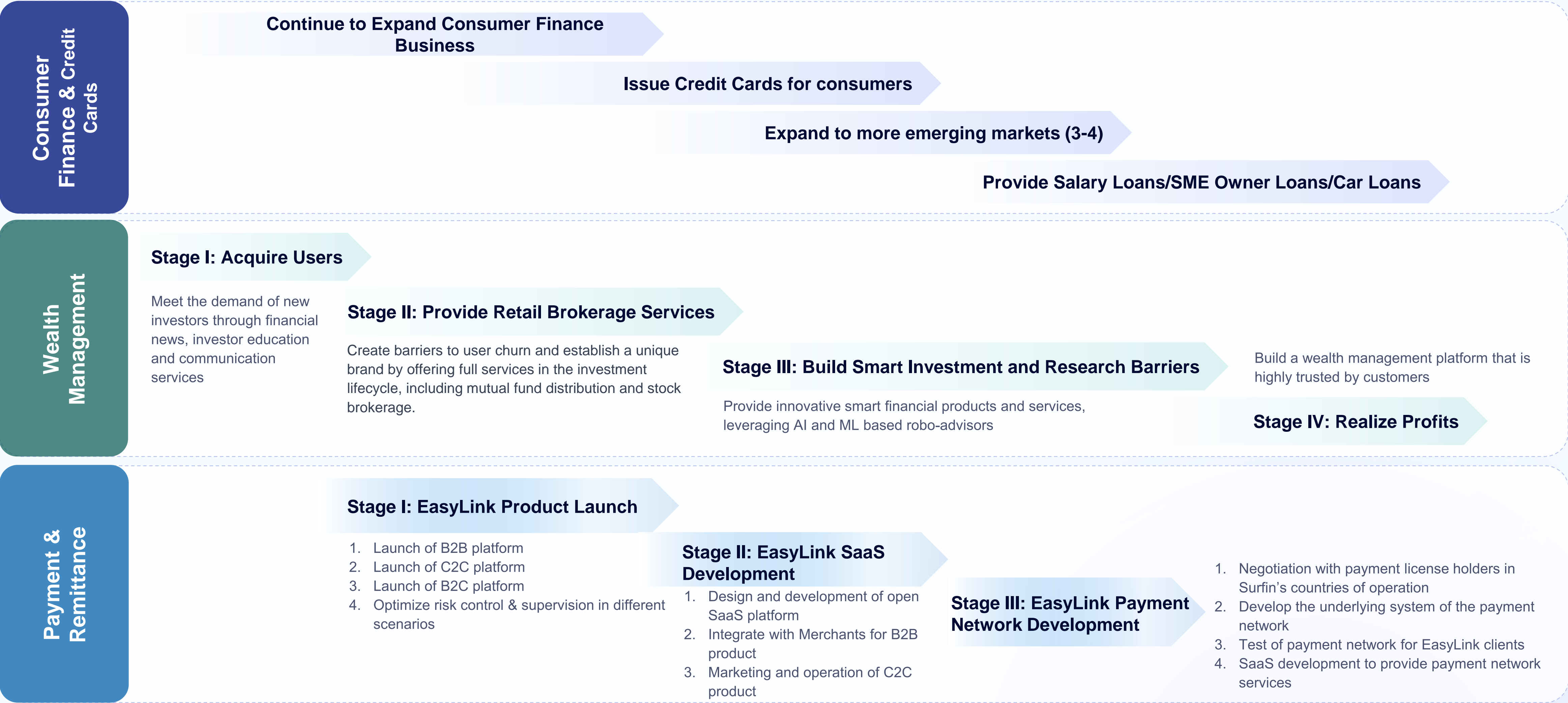
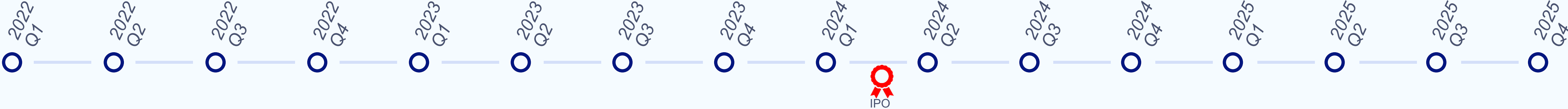


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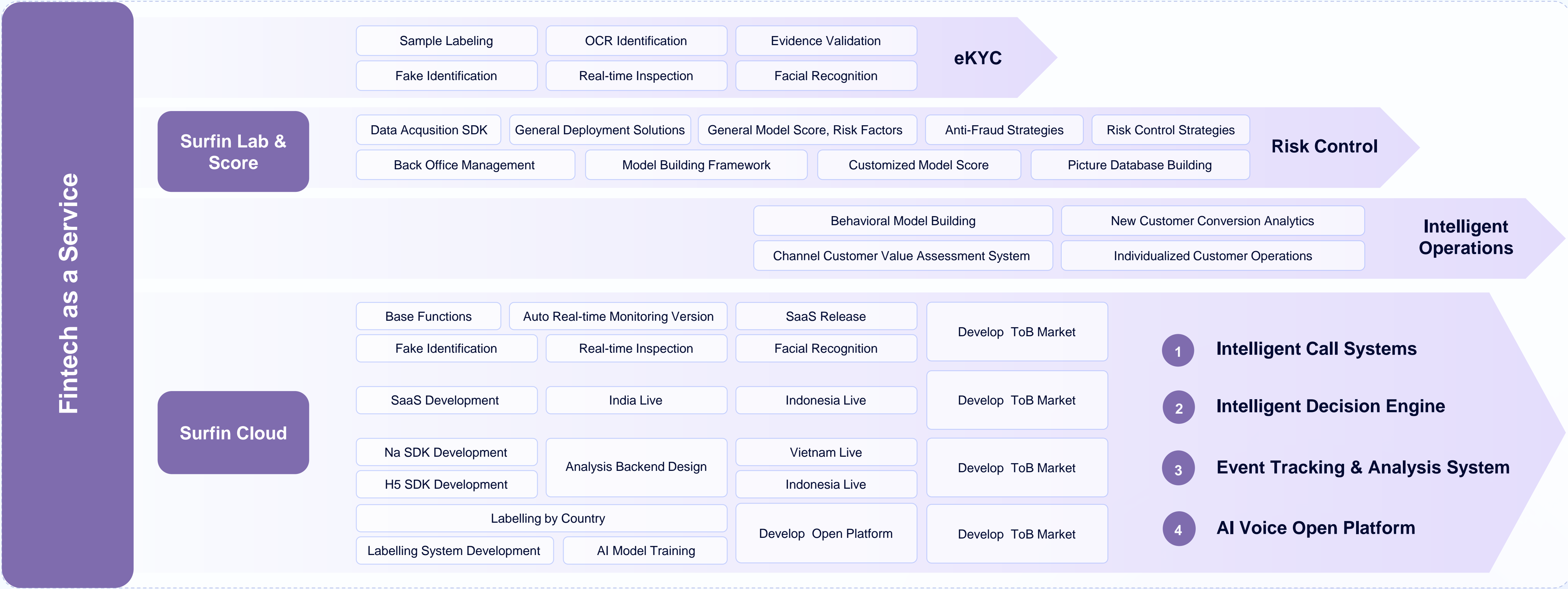
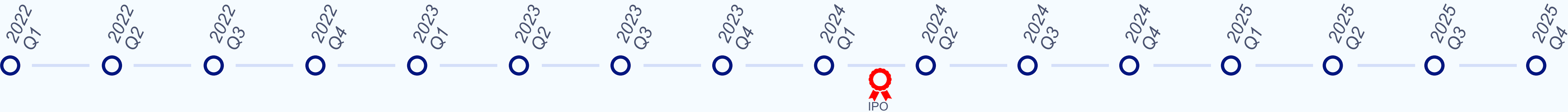
Where does Surfin go from here?











1. For Milestones of Surfin Lab & Score, eKYC and Risk Control are capabilities already in production, and we continue to upgrade and expand the technology; Intelligent Operations will be developed in the near future to better understand our customer behaviors and increase unit customer lifetime value, revenue and profits.



## Surfin Lab

### EKYC

- OCR
- Facial recognition
- Liveness detection
- Speech recognition

### Anti-fraud

- Identity verification
- User blacklist
- Account detection
- Knowledge graph

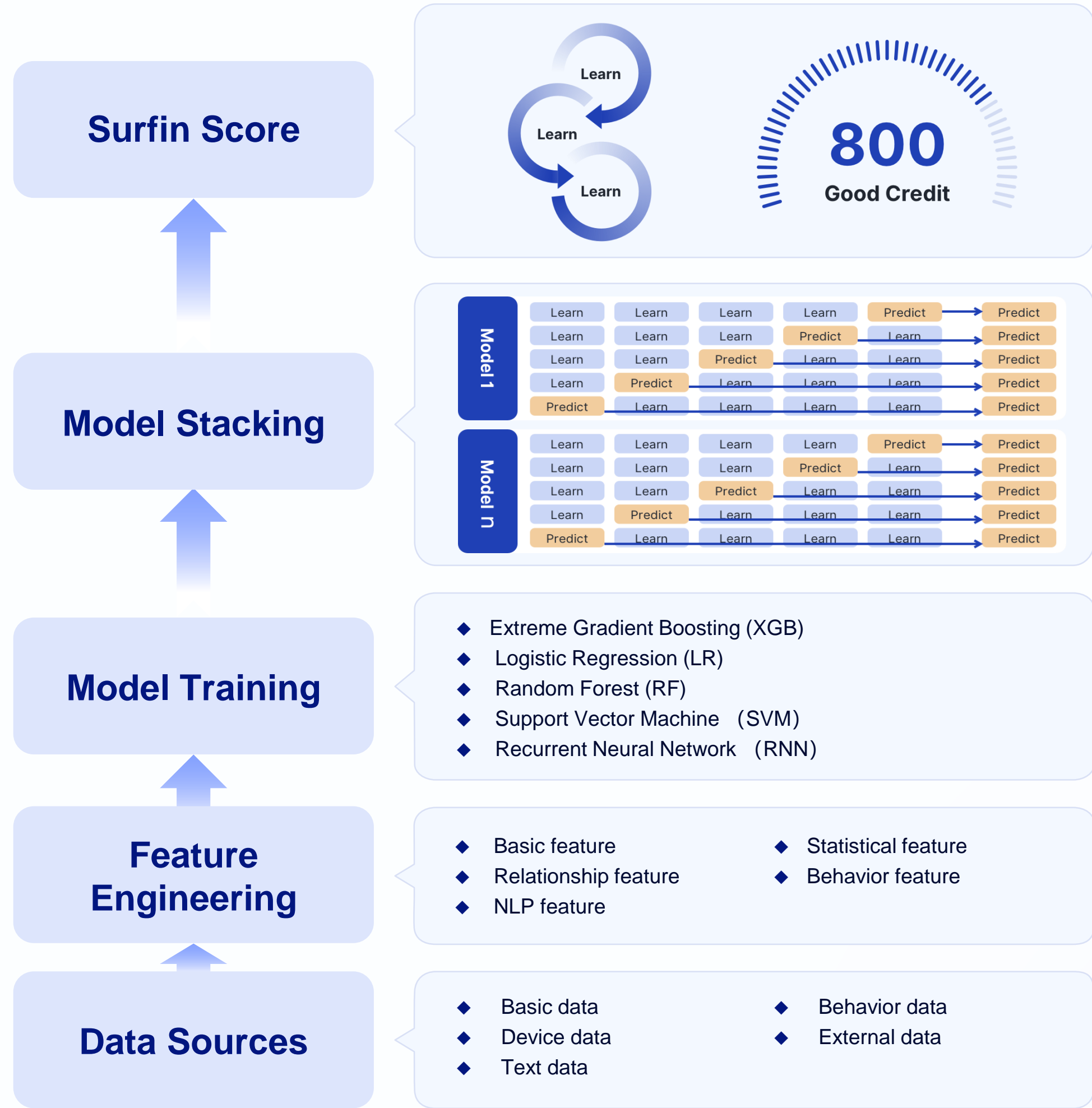
### Risk Control

- General credit scores
- Customized credit scores
- Lines of credit
- Risk features

### User Operation

- Behavior tracking
- Precise marketing
- Intelligent operation
- Acquisition & retention

## Surfin Score



## Surfin Cloud

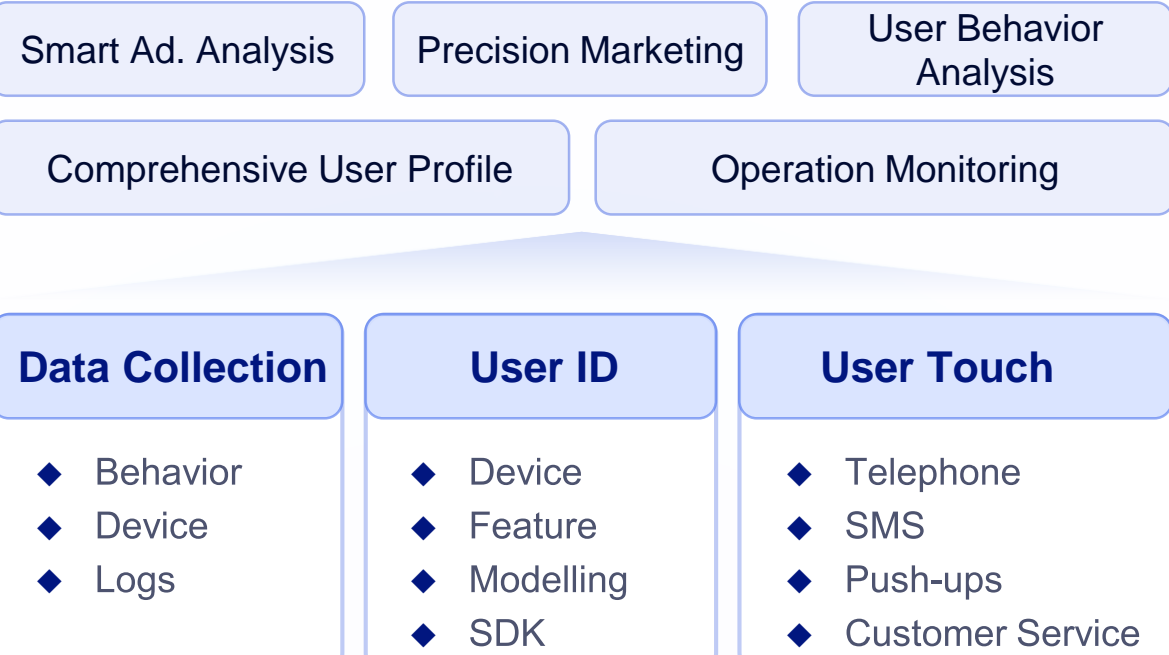
### Decision Engine

- ◆ Decision Set + Decision Tree + Decision Flow
- ◆ Feature database hot updating
- ◆ Risk policy online test & automated back-up
- ◆ Risk policy history retrieval & comparison

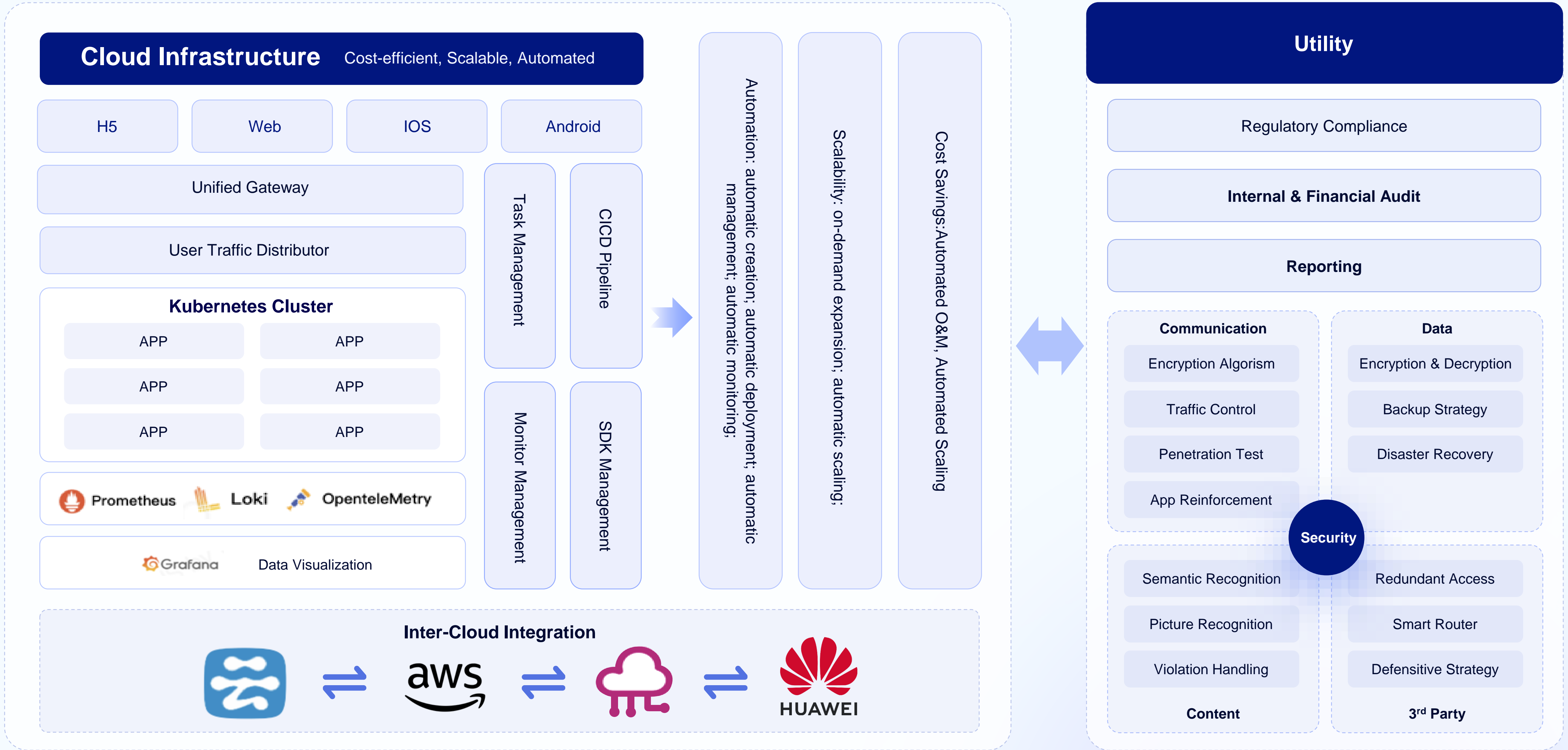
### Intelligent Call System

- ◆ IVR
- ◆ Auditory scene analysis
- ◆ Real-time translation
- ◆ Redirection of call

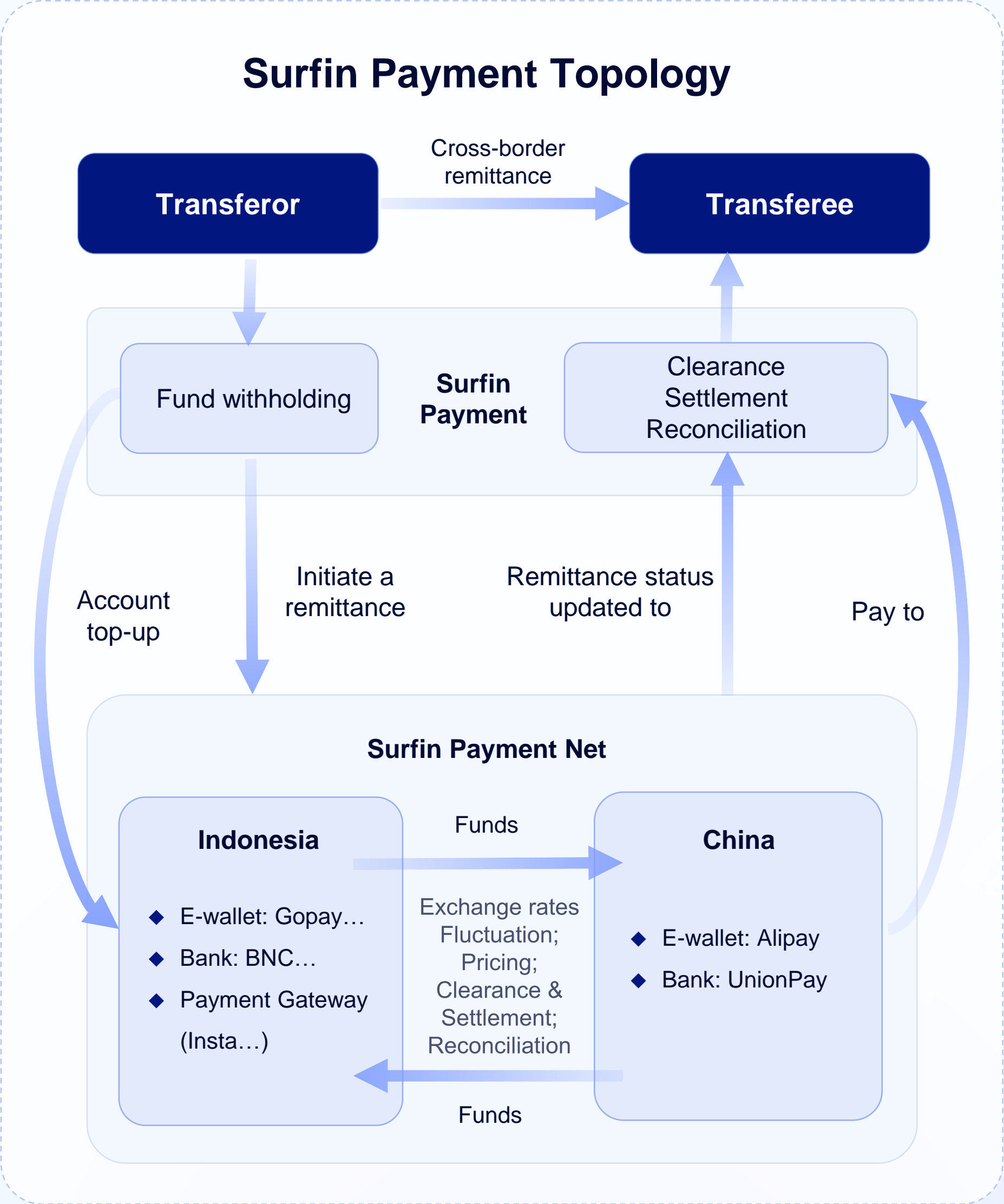
### Event Tracking & Analysis

















SurfLion is an intelligent voice system specializing in the field of intelligent voice robots, and is designed for smart customer service, debt collection, telemarketing, and other scenarios.

Surflion

System Index

System Manage

Menu List

Role List

User List

Call Records

Recording List

Extension Manage

Call In Manage

IVR Manage

Data Statistics

Extension Call Records

Business: 请选择

Batch Id: 请输入名称

Call Time: 开始日期 → 结束日期

Search

Cleam

All Statistics

Total outbound calls Total Outbound Call

32938

Number of successes Success Number

13723

Number of failures Failed Number

19215

Success rate Success rate

41.66%

Statistics Detail

Batch Id	Batch Time	Total Num	Success Num	Fail Num	Success Rate	Batch Status	Abnormal Confirmed
ke_2_1685523618_1577	2023-05-31 17:31:06	10	10	10	51.25%	normal	-
ke_2_1685523617_9032	2023-05-31 17:31:06	10	10	10	42.5%	normal	-
ke_2_1685523617_9032	2023-05-31 17:31:06	10	10	10	33.75%	normal	-
ke_2_1685523617_9032	2023-05-31 17:31:06	10	10	10	33.75%	normal	-

Total 100

<

10/page

1

...

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6

7

...

10

>

Go to

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Long Dialogue Samples (Indonesia)

- [Remind users to repay, and the users request delayed repayment](#)
- [Remind users to repay, and they are willing to repay](#)
- [Remind users to repay, and the users deny that the borrower is themselves](#)
- [Remind users to repay, and the users feedback that the loan has already been repaid](#)

Short Dialogue Samples (India)

- [Remind users to repay, and they are willing to repay](#)
- [Remind users to repay, and they are not willing to repay](#)
- [Remind users to repay, and the users deny that the borrower is themselves](#)
- [User hanged up and connected again, the words become strict and then user agreed](#)
- [User hanged up and connected again, the words become strict and the user denied](#)





# THANK YOU

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