

CEL Financial Technology, a wholly-owned technology company of Everbright, forms a strategic cooperation with several well-known fund management companies
Empowering the financial sector through technology to explore an innovative future

28 September 2018 - CEL Financial Technology, a wholly-owned technology company of China Everbright Limited ("Everbright", stock code: 165.HK), had reached a strategic cooperation with several well-known fund management companies, including Gfund, China Southern Fund, and Sinvo Fund, etc. to provide them with technical services such as cloud payment and robo-advisors. This cooperation will bring forth a strong integration of financial technology and asset management business. This is an innovative attempt of the financial and asset management businesses under the industry's new digital transformation era, which serves as the best testimony of CEL Financial Technology's FinTech solutions being well-recognized by the market. In addition, it also brings across a powerful message that technology is essential in empowering the financial sector and promoting financial innovation.

In recent years, new technologies such as big data, cloud computing, blockchain, and artificial intelligence have continuously improved the overall efficiency of the financial industry, gradually becoming a huge driving force for changes in the traditional financial sector. They have a profound impact on the financial industry and have become the key to achieving innovative developments in financial institutions. According to CEL Financial Technology, FinTech is the main trend that will shape the future of the financial industry. Efficient FinTech services solutions will greatly benefit the financial institutions, assisting them to achieve in-depth changes in customer diversion, precision marketing, credit management, and risk prevention and control, as well as promoting financial products to be more intelligent and financial business scenarios to be more closely integrated. It will also result in the continuous improvement of quality financial services and optimization of the financial ecological landscape.

As an asset management technology service platform of Everbright, CEL Financial Technology has become a leading asset management technology solutions provider in China. It has an extensive experience in FinTech services, providing outstanding FinTech solutions such as online payments, robo-advisors, and asset management for financial institutions and businesses.

Online payment is the core segment of the financial industry, and CEL Financial Technology, as the external authorized provider of China Everbright Bank's cloud payment platform, can provide financial institutions with an independent payment management platform, realizing the convenience and intelligence of online payment, as well as promoting the developments of other related businesses.

CEL Financial Technology possesses the leading core technology in the field of robo-advisor services, and has actively explored various business models such as technical support, algorithm design, and system docking, playing an important role in asset allocation like funds and stocks, etc. It assists financial institutions to quickly acquire the core competence of robo-advisor layout under the new regulations of asset management, and has become the most ideal innovative development choice for multiple financial institutions.

CEL Financial Technology is recognised by numerous well-known fund management companies because of its expertise in online cloud payment and robo-advisor. As a wholly-owned technology company of Everbright, CEL Financial Technology is well-supported by its strong R&D capabilities in technology and its parent company's rich experience in asset management. It seeks to improve the service quality of financial institutions and achieve innovative development, thereby optimizing the financial ecological landscape while adhering to the philosophy of "leading innovation, empowering businesses".