



**FOR IMMEDIATE RELEASE**

## **CFSG Strikes Forefront of ‘Millennial’ Investing in Strategic Collaboration with HKT**

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**Hong Kong Fintech Provider is First to Tailor Smart ‘Millennial Finance’ for  
Mobile Era Generation**

(**Hong Kong, 29 May 2018**) – Leading Hong Kong fintech provider CASH Financial Services Group (CFSG, SEHK: 510) today announced the launch of new ‘Millennial Finance’ solutions providing speedy, convenient and cost-effective investing geared for millennials.

With a new ‘first-of-its-kind’ mobile app, Alpha i, harnessing smart technologies including artificial intelligence (A.I.), big data and cloud computing, CFSG is at the forefront of meeting tech expectations of the new generation of millennial investors in the 20-38 age group.

“In a strategic collaboration with HKT, the hi-tech “Alpha i” mobile trading app is the first for Hong Kong’s fintech industry”, said **CFSG Executive Director and CEO Mr Benson Chan**.

Under the strategic collaboration, CFSG has adopted HKT SkyExchange and its SkyExchange Multi-Cloud FAST Connect service – becoming the first Hong Kong fintech moving its services and solutions to cloud-based technology infrastructure.

HKT’s ultra-low latency network and SkyExchange Multi-Cloud FAST Connect provides ultra-low-latency trading linked to the Hong Kong Stock Exchange for executing trades as fast as 0.8 milliseconds – with direct access to renowned clouds including Alibaba, Amazon, Google and Microsoft, enabling investing anytime, anywhere.

Employing NASA technology, Alpha i also builds on AI, deep learning and big data analytics to help investors detect price rising and falling trends with higher predictability. Investing is “at your fingertips...just three clicks away” with an interface designed for typical “one-handed operation” to manage accounts and trade. World-class security is also assured with a 2-factor authentication on mobile devices.



“This is the first time a fintech company in Hong Kong has targeted millennial investors, tailoring new trading experience to address their financial needs,” said Mr Chan.

“Millennials are the most mobile-driven, social-sharing and tech-savvy users of the new millennium. With our leading position adopting this advanced technology platform, CFSG is well-poised to meet the investment and wealth management needs of future generations.”

**CFSG Executive Director Mr Jeffrey Kwan added:** “As a millennial myself, I’m excited at the launch of Alpha i, facilitating informed and objective investment decisions. The system employing NASA technology makes stock-picks simple and easy to understand, with rapid and secure execution of trades.”

**Mr. Tom Chan, Managing Director, Commercial Group, HKT** said: “HKT SkyExchange provides a comprehensive financial ecosystem, together with 10Gbps ultra-low latency network connectivity. This will enable CFSG to swiftly respond to the market. The HKT SkyExchange Multi Cloud FAST Connect allows Alpha i to connect to different cloud platforms, and thus allows CFSG to conduct artificial intelligence analysis in a more flexible, timely and safe manner.”

Mr. Chan added: “HKT is committed to assisting organizations of all sizes to undergo digital transformation, and with the continuous applications of emerging technology like the Internet of Things (IoT), data analysis, AI, as well as fixed mobile integration, we are able to provide end-to-end enterprise solutions for various industries.”

CFSG’s new mobile app for millennials follows a recent initiative becoming the first commission-free crypto trading service provider in Hong Kong.

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## APPENDIX: Special Features of Alpha i

### **(1) Swift: Trade with Speed**

As every fraction of a second counts when it comes to trading, HKT provides an ultra-low-latency trading environment for speedy execution. Together with HKT, CFSG establishes a 10G highway-ring connect with dense wavelength division multiplexing (DWDM) technology to link up with the Hong Kong Stock Exchange (HKEx). Given the proximity to the HKEx servers, CFSG can process trade orders up to *0.8 milliseconds*.

### **(2) Scalable: Cost-Effective Artificial Intelligence Development**

HKT SkyExchange Multi-Cloud FAST Connect offers CFSG direct access to various renowned cloud services (Alibaba Cloud, Amazon Web Service (AWS), Google Cloud Platform, Microsoft Azure, etc.). This direct, secured, and private connection enables CFSG to enjoy the best cloud-based A.I. development toolkits on each platform, facilitating clients' investments anytime, anywhere.

### **(3) Smart: NASA technology + Artificial Intelligence + Deep Learning + Big Data**

Alpha i builds in the EMD Candlestick technical analysis to help investors detect price rising and falling trends. The EMD Candlestick, co-developed by CASH Algo Finance Group (sister company of CFSG) and The Chinese University of Hong Kong, employs the NASA technology to remove noise from massive data in the stock market and later the application of AI signals, deep learning, and big data analytics to identify signals with higher predictability. According to the stocks that the user is following, the app will recommend these A.I.-screened signals to assist the users to make informed investment decisions.

### **(4) Simple: Investing at your Fingertips: Trade Execution with Just 3 Clicks**

The easy and intuitive design allows users to place an order with just 3 clicks. Taking into consideration of user requirements, trading parameters have been pre-set for users to place their orders speedily. The user interface was designed with 'one-handed operation' in mind. Users can manage their account and trade single-handedly.

### **(5) Secure: World Class Security**

The 2-factor authentication service on CFSG's trading platform offers 2-factor authentication on any mobile device with the highest level of security for our clients.



(From left to right) Mr Jeffrey Kwan, Executive Director of CFSG, Mr Benson Chan, Executive Director and Chief Executive Officer of CFSG, Mr Bankee Kwan, Chairman of CFSG, Mr Tom Chan, Managing Director, Commercial Group of HKT & Dr Alfred Ma, Executive Director and Chief Investment Officer of CASH Algo Finance Group attended the launching ceremony of new 'Millennial Finance' solutions



(From left to right) Group photo of Mr Jeffrey Kwan, Executive Director of CFSG, Mr Benson Chan, Executive Director and Chief Executive Officer of CFSG, Mr Bankee Kwan, Chairman of CFSG, Mr Tom Chan, Managing Director, Commercial Group of HKT & Dr Alfred Ma, Executive Director and Chief Investment Officer of CASH Algo Finance Group



### **About CFSG**

CASH Financial Services Group (“CFSG”, SEHK:510) is a leading financial services conglomerate established in Hong Kong in 1972. CFSG is licensed by the Securities and Futures Commission to provide a comprehensive range of financial products and quality services, comprising mobile and premium trading, investment banking and corporate finance advisory, wealth and asset management, FinTech platform, etc. for the versatile investment and wealth management needs of its broad-based clients. As a leading technology-focused financial services provider, coupled with the professional human talents, CFSG is committed to operating the state-of-the-art trading platform with the highest level of security for clients to trade anytime, anywhere, and borderless. For more information, please visit [www.cashon-line.com](http://www.cashon-line.com).

Weever FinTech Ltd is a newly incorporated company in Hong Kong and a subsidiary of CFSG. The proposed platform represents Weever's strategic intention in the future development of its operations and there is no guarantee that such intention will be achieved in part or in full.