



# Linnovate Partners

Company Profile 2023



Leading the  
**technology revolution** in  
alternative asset services

# Message from the Founder and CEO

The digitalization of the alternative investment industry is advancing at a rapid pace. Amid this trend, Linnovate Partners is actively introducing new technologies and promoting digitalization so that we may enhance the customer experience and work processes, improve productivity and efficiency, and upgrade the management infrastructure of the clients we serve.

I founded this company with a strong belief that there was a better way to meet the needs of clients based on delivering the perfect blend of service quality, cutting-edge technology, and result-driven culture. 6 years later since our establishment, despite the many challenges we faced, we stayed focus into this business model and has been our key driver to the success of both our company and our clients.

As we seek to expand our business materially and capture opportunities that exist in the APAC, UK, US market and beyond, we are focused on accelerating the execution of our growth strategy while continuing to build on the strength of our brand—in helping our clients create innovation and bringing positive change to the communities in which we work and live.

I am incredibly excited about this journey and truly believe the best of digital transformation in the alternative investment industry is yet to come.

Sincerely,

**Henry Lin**  
Founder and CEO at Linnovate Partners



**Forbes**

Global 100 Outstanding Chinese 2022  
Henry Lin  
Linnovate Partners Holdings Limited

HONG KONG  
**BUSINESS**  
Management  
Excellence  
Awards 2020

Executive of the Year - Asset Services  
Henry Lin  
Linnovate Partners Holdings Limited

# Introduction

A Fund Service and FinTech company established in 2016, Linnovate Partners has become a disrupter and leading asset servicing company in the alternative investment industry. Leveraging automation and data integration technologies, the company offers an integrated suite of technology, services, and consultancy tailored to a wide range of requirements of asset and fund managers. Linnovate Partners offers six key areas of solutions and services:



Fund  
Administration



Investor  
Relations



Portfolio Monitoring  
Services



Reporting  
Services



Regulatory  
Compliance

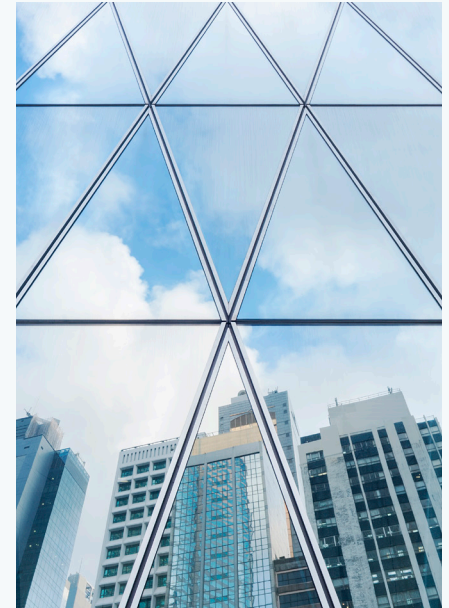


Consulting  
Services

The company was founded in Hong Kong, with operations in Silicon Valley, New York, London, Singapore, Beijing, Shenzhen, and a growing number of locations globally. It currently employs more than 200 individuals specializing in alternative fund services, fintech solutions, R&D, and investor relations consultancy. As of 2022, Linnovate Partners manages over US\$100 billion in assets and investment portfolios and administers more than 500 funds for private equity and venture capital clients.

# Our Purpose

To help investors and investees unlock investment value by streamlining various processes and technology automation.



# Our Vision

To be the most trusted global service and technology partner in the alternative asset industry.



# Our Global Reach

North America



Europe



Asia Pacific



**US\$100 bn+**  
AUA



**500+**  
Funds Administered



**200+**  
Employees

# Awards



Best Fund Administrator 2020  
Private Equity/ Venture Capital  
Hong Kong



Best Fund Administrator 2021  
Private Equity/ Venture Capital  
Hong Kong & Singapore



Best Fund Administrator 2022  
Private Equity/ Venture Capital  
Hong Kong & Singapore



HKB Management Excellence  
Awards 2020  
Executive of the Year  
Asset Services



IFTA FinTech  
Achievement Awards 2020  
Corporate Achievement Gold Award  
FinTech – Wealth Management Tech



IFTA FinTech and Innovation Awards  
2021/2022  
Corporate Achievements Gold Award  
FinTech Solutions in WealthTech



International Finance Award  
Most Innovative Fund Administration  
Solutions Provider 2022



Asia Asset Management  
2023 Best of the Best Awards  
Fintech Innovation in Asset  
Management

# Memberships



RECOGNISED  
EMPLOYER  
PARTNER



# Certifications



# Milestones

## 2016: The Establishment

- Establishment of Linnovate Partners in Hong Kong
- ISAE 3402 Type II Certified

## 2017: Forward and Northward

- Opened the Beijing & Shenzhen Offices

## 2018: Going Global

- Opened the London Office

## 2019: Believe, Belong, Become

- Teamed up with PwC HK;
- Became a Member Firm of BVCA;
- Singapore Office was Opened

## 2020: Multiple Accolades Under Our Belt

- Awarded the Best Fund Administrator PE/VC by The Asset Triple A Awards 2020
- Corporate Achievement Award in Wealth Management Tech Category at the IFTA Fintech Achievement Awards 2020
- Henry Lin was Awarded the Executive of the Year in the Asset Services Category at the HKB Management Excellence Awards 2020
- Became a Signatory to the UNPRI
- Became a Member of HKVCA, LCCI, and SFAA

## 2021: Five Years of Excellence

- Recognized Employer by CPA Australia
- Joined the Membership of FTAHK, SVCA and SFA
- Crowned the Best Fund Administrator PE/VC at The Asset Servicing Awards 2021
- Opened our Silicon Valley Office

## 2022: Continuous Global Expansion

- Awarded the Best Fund Administrator PE/VC at The Asset Triple A Awards 2022
- Awarded the Corporate Achievement Award in Wealth Tech Category by IFTA FinTech and Innovation Awards 2022
- Awarded the Most Innovative Fund Administration Solutions Provider by International Finance Media
- Expanded our Service Operations in New York
- Achieved SOC 2 Type II and ISAE 3000 Certification



# Our Leadership Team

Linnovate Partners' team of high-caliber professionals consists of a diverse range of talents with solid experience in various areas of alternative asset servicing, including fund administration, financial technology, and corporate services.



**Henry Lin**  
CEO



**Charles Yu**  
CCO



**Cecilia Cheung**  
Managing Director,  
Compliance



**Vivian Wong**  
Managing Director,  
Operations



**Adeline Khoo**  
Executive Director,  
Transaction Execution



**Fanny Chan**  
Director, Alternative  
Fund Services



**Nancy Jiao**  
Director, Alternative  
Fund Services



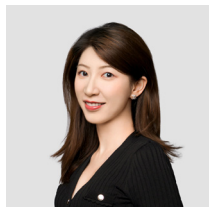
**Samson Law**  
Director, Technology  
Infrastructure



**Ben Chong**  
Associate Director,  
Alternative Fund Services



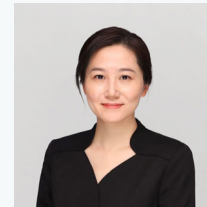
**Brandon Tan**  
Associate Director,  
Client Success Team



**Jojo Chen**  
Associate Director,  
Client Success Team



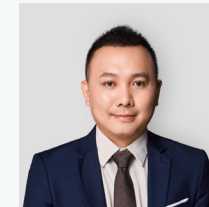
**Milly Hung**  
Associate Director,  
Alternative Fund Services



**Vanessa Wang**  
Associate Director,  
Alternative Fund Services



**Wendy Cheung**  
Associate Director,  
Alternative Fund Services



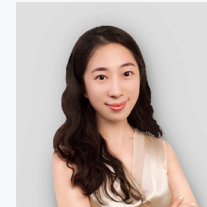
**Andy Hu**  
Senior Manager,  
Alternative Fund Services,  
Singapore



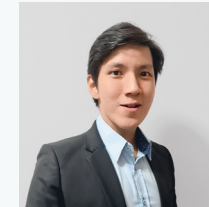
**Bronco Yuen**  
Senior Manager,  
Alternative Fund Services,  
Hong Kong



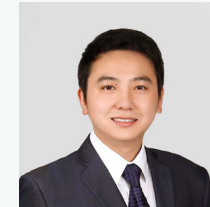
**Celia Leung**  
Senior Manager,  
Alternative Fund Services,  
Hong Kong



**Cynthia Chen**  
Senior Manager,  
Alternative Fund Services,  
Singapore



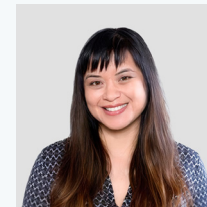
**Delvin Chau**  
Senior Manager,  
Alternative Fund Services,  
Singapore



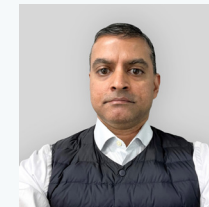
**Johnny Liu**  
Senior Manager,  
Alternative Fund Services,  
Singapore



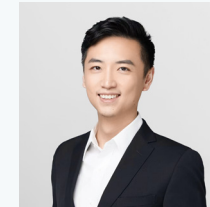
**Kevin Ng**  
Senior Manager,  
Alternative Fund Services,  
Shenzhen



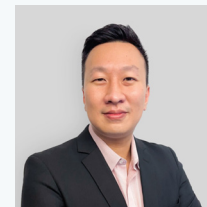
**Marlene Mira**  
Senior Manager,  
Alternative Fund Services,  
USA



**Richard Correia**  
Senior Manager,  
Alternative Fund Services,  
USA



**Shiyi Li**  
Senior Manager,  
Client Success, Beijing



**Teck Onn Fong**  
Senior Manager,  
Alternative Fund Services,  
Singapore



**Think Globally,  
Act Locally**

# Our Services



## Fund Administration

We offer a unique value proposition by combining professional services with cutting-edge technologies. Our business model helps to enhance the manual processes by over 80% through system automation.



## Investor Relations

Linnovate Partners provides asset managers with a comprehensive set of solutions to manage and maintain their increasingly diverse investor relations with growing participation from sovereign funds, pension funds, family offices and corporations.



## Portfolio Monitoring Services

Linnovate Partners' portfolio monitoring services are delivered using our proprietary, class leading SMP platform, that unifies participants in the investment while reducing friction in data transfer, and providing an intuitive, highly detailed yet simple to use interface.



## Reporting Services

Leveraging our in-depth understanding of tax requirements in the US and other countries, we help our clients comply with relevant laws (e.g. FATCA) and global standards (e.g. CRS) aimed at preventing tax avoidance and evasion.



## Regulatory Compliance

We help funds comply with both local and global regulatory requirements effectively and effortlessly. The reach of our compliance team extends to all popular jurisdictions, enabling us to provide support to our clients in any location globally where they choose to domicile their funds.



## Consulting Services

Linnovate Partners' dedicated team of technology consultants can help you develop customized software solutions, making it easy and convenient to automate and revamp your fund administration processes.



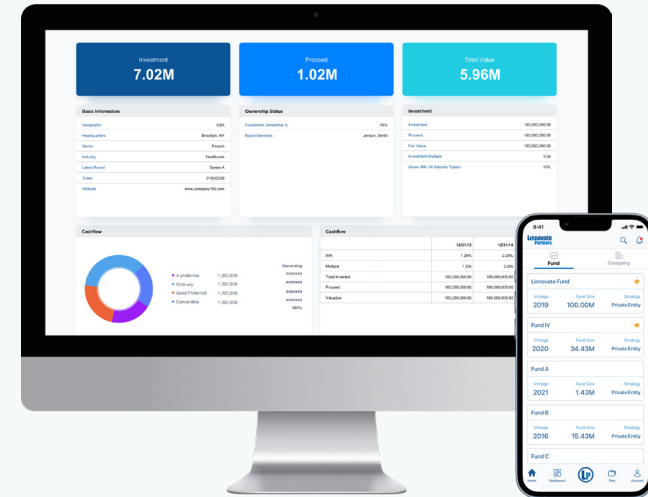
# Our Technology



Linnovate Partners offers automation technology and data integration services via two industry-leading third-party systems: eFront, one of the world's leading end-to-end alternative investment management software and solutions providers and now a part of BlackRock, and Microsoft Azure, a leading public cloud platform with solutions offered to front, middle and back-office operations in the alternative asset industry.

These platforms are fully integrated with our ecosystem **SMP Net**, which brings together the tools and solutions for our clients and helps streamline and optimize their investment cycles, operational processes, and periodic reporting.

**SMP Net** is our in-house proprietary asset servicing platform designed to streamline clients' middle and back-office operations. A data bridging ecosystem, **SMP Net** connects GPs, LPs and other stakeholders in the alternative investment space, and enables seamless transmission of encrypted data through our blockchain technology.



We Streamline.  
We Simplify.



User Friendly Interface



Personalized Workflows  
and Plug-Ins



Seamless Generation of  
Financial Analysis



Access Real Time Data  
Anytime, Anywhere



Multi-Device  
Accessibility



Safe and Secured

# What Clients Say

**Edward Cumberlege**

Director

SAGAMORE INVESTMENTS

“ We are thoroughly impressed by Linnovate Partners’ outstanding level of expertise and broad spectrum of service, which covers everything from fund administration to regulatory compliance. Linnovate’s team is responsive, efficient, and capable of delivering even at challenging times, such as during the COVID pandemic. Their contribution has definitely made a difference to our operations.

**Tommy Yip**

Chief Executive Officer

unicorn

“ We have been partnering with Linnovate for portfolio data processing service since 2016. As a fund-of-venture funds, we require multiple layers of information on our underlying funds and their respective portfolio companies. This involves processing of large amount of raw and complicated data from various reports on a timely basis. We are impressed by Linnovate Partners’ team and the technology behind them that handles our data with great efficiency and accuracy, from data input to output for reporting, portfolio monitoring and analysis.

**Eugene Chang**

General Counsel

SoftBank  
Ventures Asia

“ Linnovate Partners has been appointed as the fund accounting administrator for our funds since 2021. They have demonstrated an ability to delivering their services, supporting our international offices, and providing a tailored approach to meet our firm’s unique requirements. Since our transition to Linnovate Partners, we have been extremely satisfied with their work, professionalism, responsiveness, and attention to detail. We would definitely recommend Linnovate Partners to any fund looking for a superior administration partner that can grow with their firm.

# These companies trusted us, and so can you.

3E Bioventures

Aestus  
Capital

Ambrosia

being  
CAPITAL

BRV  
LOTUS

China  
Renaissance

中信信惠  
CTI Capital

日初资本  
DAYONE CAPITAL

EASTERN BELL  
VENTURE CAPITAL

EMERALD HILL  
CAPITAL PARTNERS

GAOCHENG  
高成资本

GENBRIDGE  
capital

goventures

歌斐資產  
GOPHER  
ASSET MANAGEMENT

华业天成

惠每资本  
H-M CAPITAL

华泰国际  
HUATAI INTERNATIONAL

IPV Capital  
盈富泰克

JOY  
CAPITAL

君联资本  
LEGEND CAPITAL

matrix  
PARTNERS

NIO  
CAPITAL

Nuance

微睿  
Pavilion  
Capital

SAGAMORE INVESTMENTS

Sayr's Capital  
SUSTAINABLE AGRICULTURE & MEDICAL TECHNOLOGY

云时资本  
SEAS CAPITAL

SINOROCK  
SINOROCK

SINOVATION  
VENTURES

SoftBank  
Ventures Asia

Tencent

TRUSTBRIDGE

unicorn

XVC

YUNQI  
PARTNERS

得物

and more...

# Our Locations

## Beijing

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T. +86 10 6592 4212

## Hong Kong

3303-04, 33/F, AIA Kowloon Tower, Landmark East, 100 How Ming Street, Kwun Tong, Kowloon Hong Kong

T. +852 3596 6888 | F. +852 2475 1862

## London

LG.04, 42 Brook Street, Mayfair, London, W1K 5DB

T. +44 20 30430090

## New York

WeWork 1460 Broadway, Bryant Park, NY 10036, USA

T. +415 360 5408

## Shenzhen

Room 1507, Jingdi Building, No. 3, Fuhua 3rd Road, Futian District, Shenzhen, China 518000

T. +86 755 8332 5314

## Silicon Valley

Office 375, 1900 S. Norfolk Street, Suite 350, San Mateo, CA 94403, USA

T. +1 510 269 7997

## Singapore

9 Raffles Place #45-02, Republic Plaza, Singapore 048619













T. +65 6022 0120



## Email Us

[inquiry@linnovatepartners.com](mailto:inquiry@linnovatepartners.com)

## Follow Us

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# Linnovate Partners



[www.linnovatepartners.com](http://www.linnovatepartners.com)