



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

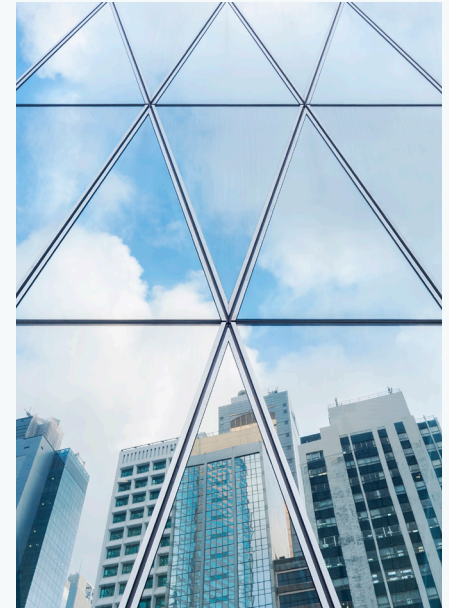
A Fund Service and FinTech company established in 2016, Linnovate Partners has become a disrupter and leading asset servicing company in the alternative investment industry. Leveraging automation and data integration technologies, the company offers an integrated suite of technology, services, and consultancy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

 <p>Fund Administration</p>	 <p>Investor Relations</p>	 <p>Portfolio Monitoring Services</p>
 <p>Reporting Services</p>	 <p>Regulatory Compliance</p>	 <p>Consulting Services</p>

The company was founded in Hong Kong, with operations in Silicon Valley, New York, London, Singapore, Kuala Lumpur, 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 2023, Linnovate Partners manages over US\$120 billion in assets and investment portfolios and administers more than 600 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\$120 bn+
AUA



600+
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



International Finance Award
Most Innovative Fund Administration
Solutions Provider 2022



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



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



AsianInvestor
Asset Management Awards 2023
Best Data & Technology Provider

Memberships



RECOGNISED
EMPLOYER
PARTNER



中华股权投资财务总监会



CONNECT. INFLUENCE. SUPPORT.



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
- 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: Demonstrating Industry Leadership

- 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

2023 : Strengthening Global Presence

- Became a Corporate Sponsor of CVCFO and WFF
- Opened Kuala Lumpur Office
- Awarded the FinTech Innovation in Asset Management by Asia Asset Management
- Expanding to New Markets and Establishing New Offices



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



Fanny Chan
Director, Alternative
Fund Services



Nancy Jiao
Director, Alternative
Fund Services



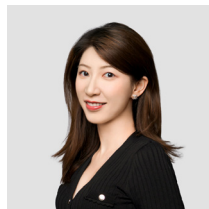
Samson Law
Director, Technology
Infrastructure



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



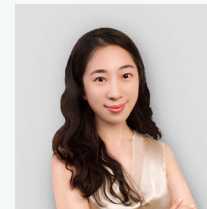
Andy Hu
Senior Manager,
Alternative Fund Services,
Singapore



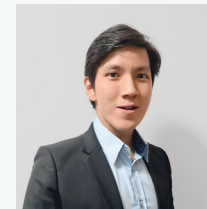
Bronco Yuen
Senior Manager,
Alternative Fund Services,
Hong Kong



Celia Leung
Senior Manager,
Alternative Fund Services,
Hong Kong



Cynthia Chen
Senior Manager,
Alternative Fund Services,
Singapore



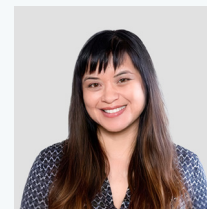
Delvin Chau
Senior Manager,
Alternative Fund Services,
Singapore



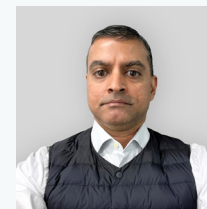
Johnny Liu
Senior Manager,
Alternative Fund Services,
Singapore



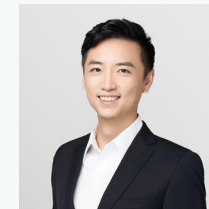
Kevin Ng
Senior Manager,
Alternative Fund Services,
Shenzhen



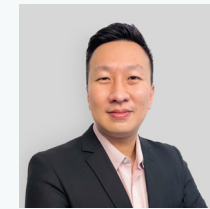
Marlene Mira
Senior Manager,
Alternative Fund Services,
USA



Richard Correia
Senior Manager,
Alternative Fund Services,
USA



Shi Yi 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.

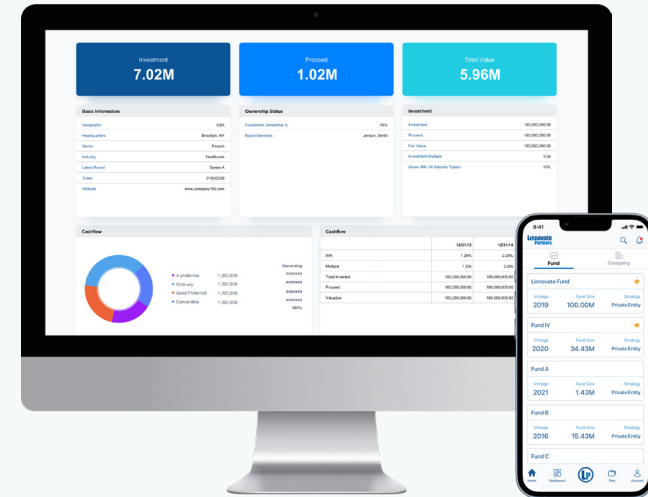
Our Technology



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.

Meifang Phua

Senior Vice President

**Aestus
Capital**

“ Linnovate Partners has differentiated itself from its competitors by providing an integrated, seamless solution for our business needs. The detailed attention to our tailored requirements for reporting, coupled with the close team interactions has demonstrated their commitment to be a trusted partner of Aestus.

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. We appreciate Linnovate’s team for their professionalism, innovation and entrepreneurial spirit. As a firm dedicated to backing entrepreneurs, we are thrilled to partner with Henry and his team at the start of their journey and look forward to growing with them together in the long run.

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.

Our Locations

Beijing

Room 1208, 12/F, Taikang Financial Tower, 38 East Third Ring North Road, Chaoyang District, Beijing, China 100026

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Chengdu

Raffles City Chengdu, Tower 2, 29th Floor Suite 01B, No. 3 South Renmin Road Fourth Section, Wuhou District, Sichuan Province, China, Chengdu

Hong Kong

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