

PRESS RELEASE

360F Celebrates Business Launch Success

Aug 7, 2017 (Singapore)

360F, the brains and provider of predictive client insights for wealth advisory, celebrated its official inauguration on 18 July 2017.

A tight-knit community of senior management from the private & retail banks and life insurers and new talents & established names in the financial services ecosystem attended the event.



One highlight of the inaugural event was the official marketing launch of the company's proprietary algorithmic engine, 360-Deep-Profile® which offers keen client insights and revs up predictive power based on user behavior, motivations and risk & rationality. It was thus apt that the event was themed "Insight & Foresight".

"We are convinced that wealth advisory has economic and social value. With the advent of digitization and burgeoning financial services eco-system, the incumbent financial institution that leverages the trends would be the one to claim a competitive advantage in wealth advisory or even offer a positively differentiated experience," noted 360F CEO Michael Gerber. "In 360F, we re-envision the advisory journey and equip it with predictive capabilities so that financial institutions have the foresight to fulfil the individual needs."

The need for advice will be more rigorous in Asia than in other parts of the world. Asia-Pacific (excluding Japan) is projected to hold US\$55 trillion in private wealth in 2019, taking 26% of the global financial wealth in 2019. Since the Asian client is generally sensitive to cost, even including the affluent and high-net-worth investors who can afford it, wealth advisory must be scalable and efficient while not whittled down which would otherwise short-change the end clients.

"Ultimately, by advancing wealth advisory, we shape financial conversations." said Michael Gerber. "We look forward to these conversations to be integrated into everyone's lifestyle."

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ABOUT 360F

Creating value to benefit financial services and their end clients in Asia is the core of 360F. Focused on advancing wealth advisory, 360F delivers the next-generation technology designed to transform the end client journey. With its proprietary 360-Deep-Profile® based on algorithmic predictive technology, 360F converges the art and science of human behaviour to generate and interpret the gestalt of the customer, automating actionable personalized insights. Emphasizing finesse and partnering with the best in their fields, 360F blazes a trail that others can join – making financial conversations an integral part of everyone's lifestyle. www.360f.com

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