



Singapore's Homegrown Golden Equator Receives S\$24.6 Million Investment from APACMEA Investors to Build the Regional Ecosystem

- Using Singapore as the base connecting the broader Asia Pacific and Middle East regions to build an integrated business and transformational environment
- The investment marks the Group's first and is led by renowned entrepreneur-investor Taizo Son
- Other individual investors include experienced angels from Japan, Korea, UAE, Qatar, Indonesia, Brunei, Taiwan, and Singapore

Singapore, 25 April 2019 – Singapore's homegrown group of companies Golden Equator has received a S\$24.6 million strategic investment from investors based in the Asia Pacific and Middle East (APACMEA) to build the regional innovation ecosystem¹. The strategic investment marks Golden Equator's first since its founding in 2012 by Shirley Crystal Chua.

The investment is led by renowned entrepreneur-investor Taizo Son who is known for his ability to think outside the box, impactful movements, and investing in visionary businesses at the forefront of finding solutions for the future. The other individual investors hail from Japan, Korea, UAE, Qatar, Indonesia, Brunei, Taiwan, and Singapore. Their profiles include members of the royal families, Chairmen of large MNCs, C-level executives from sovereign wealth funds, and academics.

The investment will also enable the ecosystem builder's business evolution, including overseas expansions, to continue using Singapore as the base to connect the broader Asia Pacific and Middle East regions to build a transformational environment. Hence, having such an international group of investors with strong influence and network is a key strategic decision to strengthen touchpoints in their respective markets.



Shirley Crystal Chua (L) and Taizo Son (R)

Shirley Crystal Chua, Founder and Group CEO of Golden Equator, said, "These angels are experienced leaders and investors who can understand a vision, see the big picture, and recognise what the future needs. Their strategic investment demonstrates that they understand the importance of and support our ecosystem-building efforts. By connecting the different communities in the region, we want to harness the synergy that will enable us to bring about changes that are relevant for the future together."

Founded in 2012, Golden Equator is a homegrown group of businesses covering financial services, consultancy, and technology and innovation community. The Group is a unique blend of synergistic

¹ An integrated business and transformational ecosystem is one enabled by the elements of Capital, Technology, and Community, bringing together different communities in different markets. It promotes innovation, ease of doing business, collaborations, investments, sharing, and learning, with the objective of pursuing transformational initiatives relevant for the future.



companies including traditional financial services businesses, which it continues to upgrade by adopting and innovating new technologies, as well as technology-based businesses, which it continues to invest in. Golden Equator currently serves clients in 12 countries with a diversified mandate covering 10 markets. Its fully-owned subsidiaries are: *[Details on recent milestones in appendix]*

1. **Golden Equator Capital**, a fund management company with funds across real estate, high-growth technology, prime currencies, and growth projects in Southeast Asia (mezzanine funding).
2. **Golden Equator Wealth**, a multi-family office offering UHNW individuals comprehensive professional services to simplify their complex wealth demands.
3. **Asia Finance**, a Fintech solution platform for personal finance management.
4. **Golden Equator Consulting**, a digital and tech-focused business consultancy with expertise in Asia.
5. **SPECTRUM**, a community-driven shared workspace.

Over the past two years, Golden Equator has deepened relationships with the public and private sector across the APACMEA region through its different businesses. Key examples include its various collaborations with Korea including Korean government-appointed entity C&R Healthcare; Korea's largest VC KIP (Korea Investment Partners) to launch a S\$120m GEC-KIP Technology and Innovation Fund; as well as a partnership with Japan's entrepreneurship community EDGEof; and with Darussalam Enterprise of Brunei to run their accelerator programmes.

Taizo Son, Founder of Mistletoe, said, "Our objectives are closely aligned with Golden Equator's in building the regional business ecosystem. The Group has created a unique set of elements with strong synergies, under the leadership of Shirley. She is a visionary and a great change-maker in the financial and technology sector, who has invested in and contributed significantly to the growth of the innovation culture in the region, and together we can build a platform connecting the Asia Pacific and the Middle East regions."

The investment follows Golden Equator's announcement of Taizo Son as its Group Special Advisor in January 2018 which shared the intention of bringing together individuals, businesses, and government-level agencies to build a dynamic business ecosystem centred on technology and innovation, that create a social impact. The Group also officially launched SPECTRUM in January 2018, which is now home to Taizo Son and his venture Mistletoe's global headquarter.

Shirley Crystal Chua added, "Together with Taizo and the rest of the investors, we have an exceptional network of influential leaders in the region, which is vital in ensuring an effective and successful ecosystem building. We believe in investing in the future, and the trust these angels place in us bears their validation and commitment in working with us to create solutions focused on social change that will benefit the next few decades. In the next few months, we will also be speaking with more experienced angels in the APAC region to commit to further growing the APAC ecosystem."

Golden Equator continues to be innovative in its approach, which has also been recognised by the awards it has won for its fund management business, Golden Equator Capital, and its multi-family office, Golden Equator Wealth.

On May 6, Golden Equator's multi-family office (Golden Equator Wealth) will also be launching its **NextGen Programme** and its **Family Office publication**. In line with its focus on investing in the future, the NextGen programme aims to mould next-generation members of business families into future leaders through a highly customised curriculum across finance, wealth management, entrepreneurship, and leadership development. The Family Office publication delves into the concept of a family office, succession planning and legacy preservation, which is growing in importance especially in Asia, where wealth is growing at a significant rate.

ENDS



APPENDIX – RECENT MILESTONES GOLDEN EQUATOR’S BUSINESSES

1. **Golden Equator Capital**, a fund management company with funds across real estate, high-growth technology, prime currencies, and growth projects in Southeast Asia (mezzanine funding).
 - Recent milestones: Launched a S\$120m co-managed venture fund with Korea Investment Partners; Successfully closed a US\$30m private capital fund in assets-backed mezzanine funding and in the midst of closing another one at US\$70m; Led investments into Singapore’s homegrown PropTech Ohmyhome and an Indonesian fashion e-commerce platform Sorabel (previously known as Sale Stock).
2. **Golden Equator Wealth**, a multi-family office offering UHNW individuals comprehensive professional services to simplify their complex wealth demands.
 - Recent milestones: Won an independent wealth manager award for Southeast Asia for its comprehensive work with clients to grow, manage, and preserve their wealth and legacy.
3. **Asia Finance**, a Fintech solution platform for personal finance management.
 - Recent milestones: Refocused the business to focus on personal finance management for millennials and launched The Simple Sum, sharing personal finance insight in a simple and entertaining way, with more verticals to be launched in the next two years.
4. **Golden Equator Consulting**, a digital and tech-focused business consultancy with expertise in Asia.
 - Recent milestones: Won the contract to run the Brunei government’s next three cycles of accelerator programmes to train Bruneian startups and connect them with early-stage investors in the region; Launched Insight, a prelude to a bigger multi-region business insights platform for businesses’ expansion and market-entry purposes.
5. **SPECTRUM**, a community-driven shared workspace.
 - Recent milestones: Partnership with Japan and Malaysia’s entrepreneurship and tech communities and appointed an International CEO to spearhead its international expansions; In discussion with multiples cities for expansion in the next 18 months.

For more information, please contact:

Szecindyo Chewandi (Chin)

Group Communication Lead | Golden Equator

Contact: +65 6911 4556 / 9225 8215

Email: chin.chewandi@goldenequator.com

About Golden Equator Group (Golden Equator)

Golden Equator is a group of companies based in Singapore: *Golden Equator Capital* is a fund management company; *Golden Equator Wealth* is a multi-family office; *Golden Equator Consulting* provides digital and tech-focused business consultancy services with expertise in Asia; *SPECTRUM* is a community-driven shared workspace; and, *Asia Finance* is a personal finance management platform.

We believe in investing for the future by building financial, human, and technology capital. Through working with like-minded individuals and with technology at the core, we build financially rewarding businesses and create social impact in the world.

For more information, please visit: <https://www.goldenequator.com/>

About Mistletoe

Mistletoe is a community and venture ecosystem builder founded by Taizo Son. It aims to turn entrepreneurial challenges into solutions for global issues. Mistletoe works with startups in a holistic manner – from defining issues to creating projects; supporting like-minded innovators, startups, researchers; engaging students and the community – all in the endeavour for disruptive ideas with a positive social impact on the world.

For more information, please visit: <http://mistletoe.co/en/>