



**HSG**

HI SUN FINTECH GLOBAL LIMITED



# ***2023 HSG Highlights***

Accelerator For Future Banking

# Year in Review

## Look back at 2023 and a Look Forward at 2024

In 2023 despite the worldwide economic unpredictability, HiSun Global(HSG) stays true to its initial goal of "FinTech Going Overseas," keeps exploring foreign markets, and is dedicated to offering specific FinTech services and solutions to various clients in various regions.

In the last year, we have effectively entered new country markets and broadened our market reach. Regarding product services, we have made significant strides in e-banking, payment processing, and mainframe downsizing in addition to offering products associated with the core banking system. We appreciate your trust and would want to thank you! We appreciate the resounding backing from our partners!

HSG is a fintech company that offers a range of integrated "product + implementation" services. We prioritise customer centricity and are dedicated to creating lasting, sustainable "strategic partnerships" with our clients. HSG is a fintech firm specialising in a range of integrated product and implementation services.

We are committed to creating enduring, sustainable strategic partnerships with our clients, focussed on long-term collaboration and providing cutting-edge products.

We place emphasis on customer-centricity and strive to establish lasting and sustainable strategic partnerships with our clients.

We are dedicated to establishing enduring and viable "strategic partnerships" with our valuable clients. Our focus lies on elaborate cooperation and providing customised innovative offerings that align with their distinctive traits, while fostering their progress.

In a market that is constantly evolving, various clients aim to present unparalleled products and services, compelling us to concentrate on enhancing differentiation capabilities throughout our complete assortment of products and services. Firstly, we work hand in hand with our customers to develop tailored items that account for their individual traits and distinct necessities, drawing on established standard products as a basis.

Furthermore, we reinforce our local assistance by setting up branches and service teams in different areas to guarantee timely, effective and reliable services tailored to meet our customers' specific needs. Secondly, we have optimised our product solutions to meet our clients' needs and provide them with a suitable solution. During the past year, we have enhanced our product solutions to meet the rising demand of our customers as follows:



## 01 Digital Core Banking

Digitalisation is an indispensable development direction for the banking industry in order to improve efficiency, reduce costs and create more opportunities for innovation and development to meet changing customer needs and market trends. As the centre of banking business support, the core business system of a bank must be equipped with digital capabilities, including: cloud deployment support and cloud native, open banking, rapid product deployment, efficient automated process handling, strong security compliance, and more. In 2023, we made continuous optimisation and enhancement of our core banking systems to better support the digital transformation of commercial banks and to help emerging online digital banks achieve rapid opening and business expansion.

## 02 Mobile Financial Services

The ability to offer customers convenient and rich mobile financial services has a direct impact on the business development of financial institutions, as mobile payment and e-wallet services have transformed both traditional financial service methods and customer consumption habits. In order to give our clients more comprehensive product services, we have developed a unified mobile development platform over the past year, based on the same technical foundation, and we have been continuously enhancing and improving the business applications. As of right now, we offer a number of product services, including e-banking, payment, acquiring, wallets, and so forth.

## 03 Migration to Cloud

An increasing number of businesses are switching from traditional technological architecture to cloud computing because it offers a more adaptable and scalable infrastructure at a lower cost of upkeep. As of right present, every one of our product solutions supports cloud deployment and has cloud-native features to help customers with their cloud strategy. In the meantime, we offer solutions to automatically convert to the cloud for specific customers with outdated application architectures and challenging system reconstruction. This allows customers to migrate to the cloud without difficulty, break free from outdated technology, and quickly realize application modernization.

## 04 Financial Technology (FinTech) Products and Services for non-banking Financial institutions ("NBFI")

The rise of financial technology (fintech) has been a major driver of innovation in non-banking financial services. An increasing number of non-banking organizations have been offering their clients online financial services that are more practical and effective in recent years. For NBFI, relying on our deep understanding of the banking industry, and on the basis of the traditional banking system, we have developed corresponding product solutions to meet the special needs of this type of customers in terms of fast deposit/withdrawal, virtual account structure, and digital currency clearing and settlement.

Over the past year, HSG has successfully served its clients by upholding the "customer first" principle. In the coming year, We intend to work even harder and keep providing our clients with top-notch financial product and services!

—Mr. Terry Liang, CEO of HSG

# Digital Core Banking

HSG helps banks in their digital transformation by planning, tailoring solutions and implementing digital core systems for banking clients with various requirements in multiple regions around the world, and HSG's digital core systems products and solutions are constantly being upgraded in line with the developments in the industry.

The digital core system trend for banks and digital banks refers to the shift towards modern, cloud-based, and integrated core banking systems that leverage advanced technologies such as machine learning, and big data analytics to enhance operational efficiency, customer experience, and innovation. This trend is driven by the need for banks to keep up with evolving customer expectations, regulatory requirements, and competition from fintech firms.

Embracing digital core systems in banking can significantly impact specific solutions and applications like Buy Now, Pay Later (BNPL) services in embedded finance by accelerating the development, implementation, and management of these offerings. Here's a further elaboration on the benefits of digital core systems from an application viewpoint

- 1. Enhanced Integration Capabilities:** Digital core systems enable banks to seamlessly integrate their financial services into non-financial applications, such as e-commerce platforms or mobile apps through APIs. This integration is essential for embedded finance, allowing for the seamless incorporation of banking services like payments, lending, or insurance within various digital experiences.
- 2. Agile Product Deployment:** With a modern digital core system in place, banks can swiftly deploy embedded finance solutions across a wide range of partner platforms. This agility is crucial for tapping into new market opportunities and meeting customer needs in non-traditional banking environments.
- 3. Data-driven Insights:** Digital core systems provide advanced analytics capabilities, empowering banks to derive valuable insights from customer interactions within embedded finance applications. These insights can be used to refine product offerings, improve customer experiences, and drive targeted marketing efforts.
- 4. Regulatory Compliance:** Embedded finance involves the convergence of financial services with non-financial applications, necessitating adherence to complex regulatory requirements. Digital core systems equipped with compliance features can help banks navigate the regulatory landscape more effectively, ensuring that embedded finance offerings meet all necessary standards.
- 5. Personalization and Customization:** Leveraging digital core systems, banks can offer personalized embedded finance solutions tailored to the specific needs and preferences of end users. This might include personalized payment options, customized lending products, or targeted insurance offerings integrated seamlessly within partner platforms.
- 6. Scalability and Resilience:** Digital core systems are designed to support the scalability and resilience needed for embedded finance applications to operate seamlessly across diverse digital ecosystems. This ensures that as the demand for embedded finance grows, the underlying banking infrastructure can adapt and expand to support increased transaction volumes and diverse use cases

## 2023 Upgrade

- SME Remote On-Boarding
- Installment Deposit Plan
- Bank Receivables & Payables
- Transaction Monitoring Model for AML
- Buy Now , Pay Later
- Virtual Accounts / Umbrella Accounts
- Crypto Currency Support
- Supply Chain
- SWIFT ISO20022 & GPI Upgrade
- Bakong Single Payment Gateway
- UPI / Master / VISA / CSS Support
- WeChat Pay & Alipay Integration
- Corporate Internet Banking
- Corporate Mobile App
- Merchant Management & Acquiring
- Open API Platform

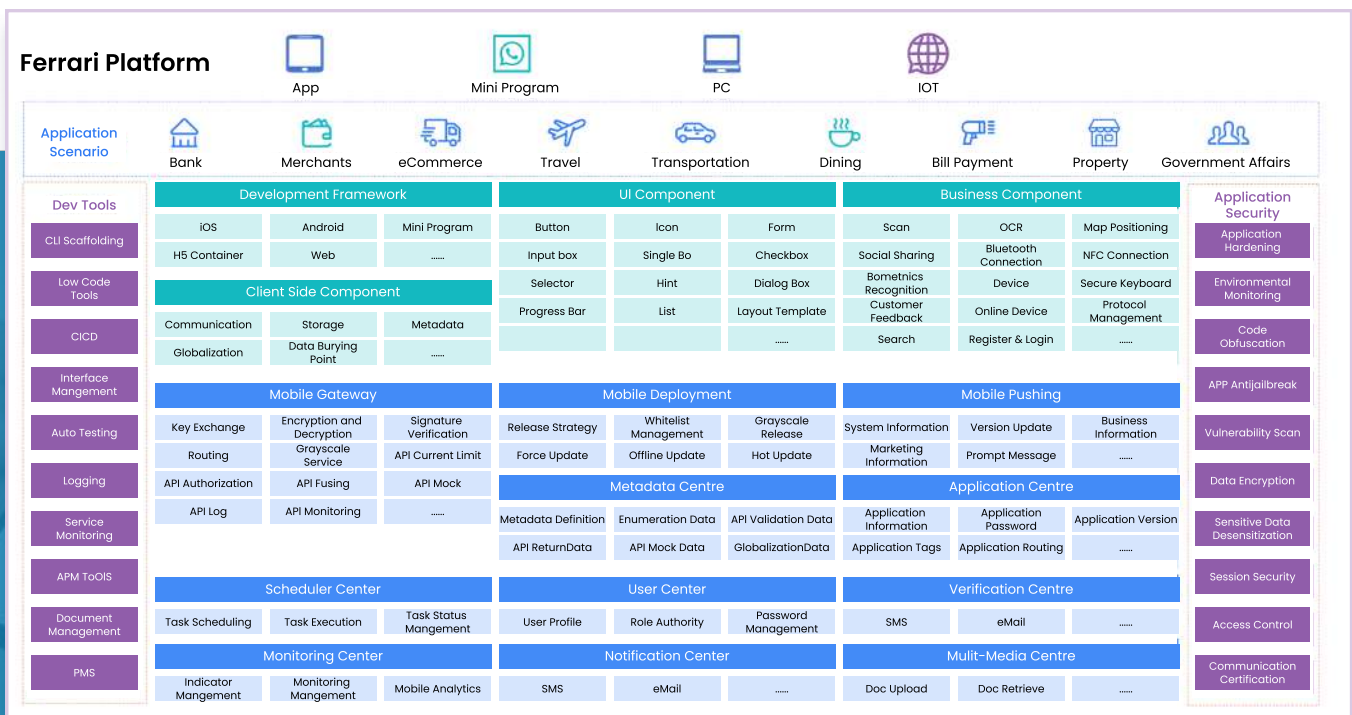


## Our advantages

- Enriched Business Functionality
- Enhanced customer experience
- New Business Scenario Support
- Technical Architecture Upgrade
- Improvement of system security and stability
- Reduced operation and maintenance costs
- Independent development and operation and maintenance

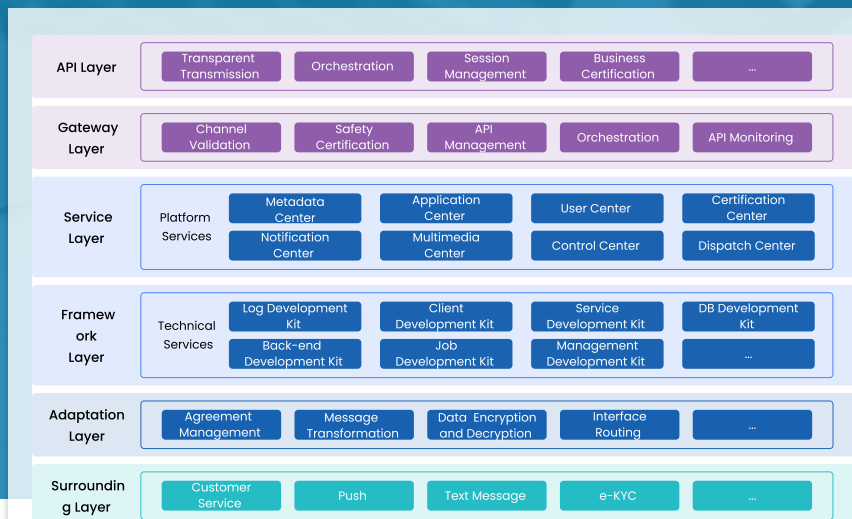
# Mobile Financial Services

HSG provides three major platforms, namely, mobile development platform (Ferrari Platform), mobile development middleware (Blue Whale Platform), and OnePay, to help banks realize mobile financial services more quickly, flexibly, and securely.



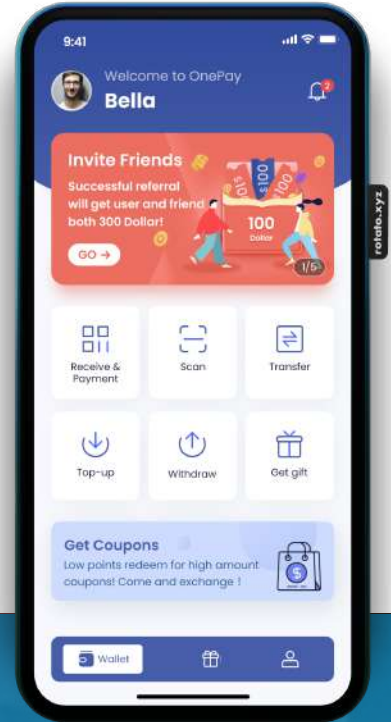
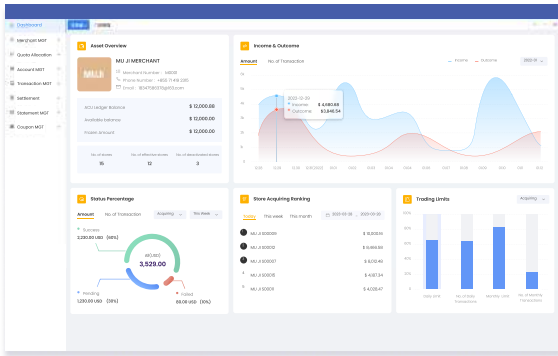
## Blue Whale Platform

Blue Whale Platform is incubated by a number of financial projects, mobile development platform, is committed to creating a more efficient development model, the entire framework of the platform for standardized encapsulation, so that developers can focus on the development of business functions, reduce technical difficulties, save labor costs, shorten the project cycle.

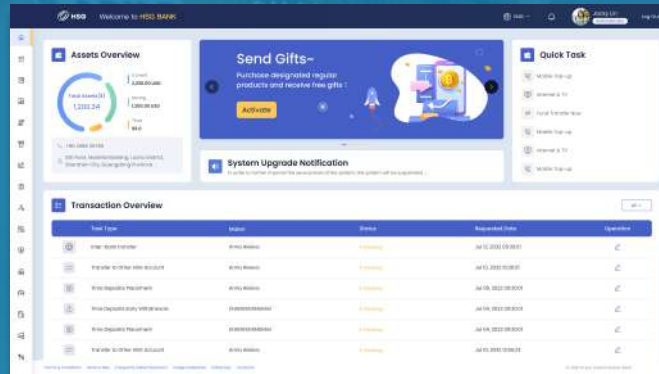
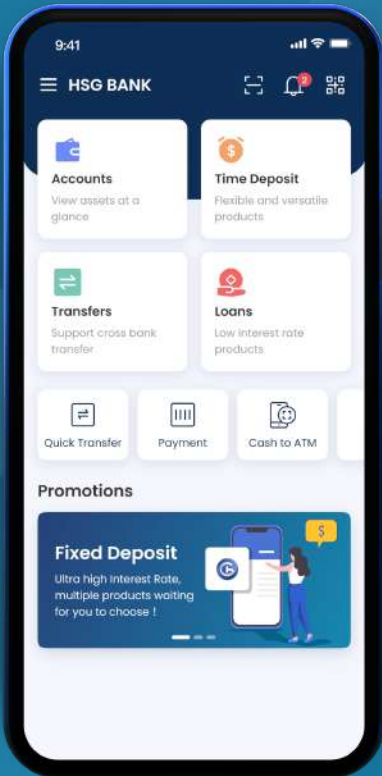


### OnePay

OnePay mainly provides banks with a product system for merchant acquiring and personal wallet payment, enabling banks to integrate into the modern payment system more quickly and conveniently.



### Mobile Bank App & Online Bank



Relying on the Ferrari and Blue Whale platforms, HSG enables the bank to provide customers with more comprehensive, smarter and more convenient financial services in terms of digital transformation and business innovation, and at the same time meets users' needs for personalization, efficiency and security by offering three financial products: Super Mobile Banking, Enterprise Internet Banking and Enterprise Online Account Opening Platform.

# Migration to Cloud

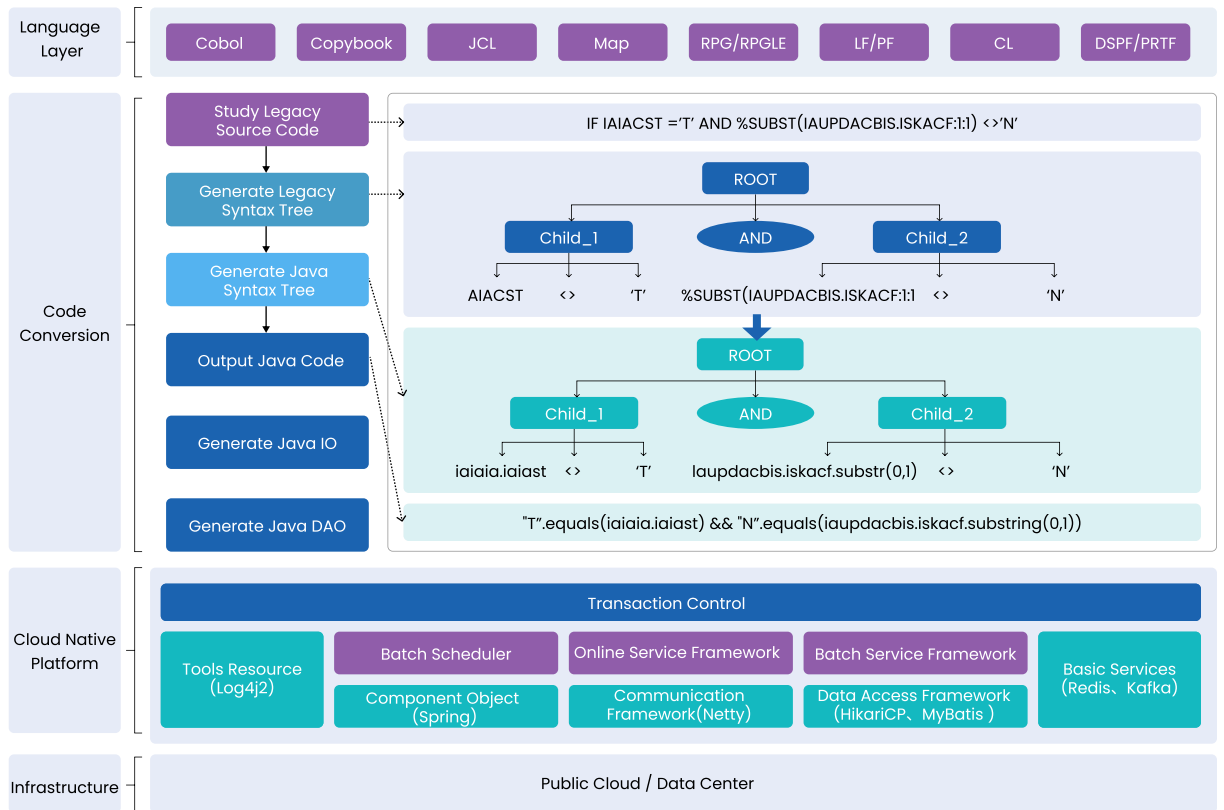
The cloud-oriented application modernisation (mainframe Downsizing) solution that HSG has built with great dedication to provide an alternative solution for financial customers' digital transformation has taken the lead in making a breakthrough in overseas cases in the Thailand market.

Based on the rich practical experience, combined with the specific architectural features, system status quo and scenario requirements of overseas customers, HSG has made overall enhancements and new upgrades to the application modernisation solution this year. In terms of ancient languages, in addition to enhancing the code conversion capability for Cobol online and batch programs, we have added support for RPG, VisualAge and other languages; in terms of program types, we have added the code conversion capability for screen and report programs; in terms of application deployment, our self-developed cloud-native operation platform, in addition to supporting customers' self-built data centres, adapts to the IaaS and PaaS tiers of the market's mainstream public cloud vendors.





The "one-stop" system application modernisation solution provided by HSG is more intelligent, open and flexible, which helps customers save effort, time and money.



## Key Features and Benefits



### Automated Code Migration Tools

Standardisation and normalisation of the code conversion process and results, the output of business logic consistent with the native java code, and friendly support for secondary application development and operation and maintenance.



### Standardised Code Generation Tools

In accordance with the definition of the service interface to automatically generate standard Restful and other styles of API, in accordance with the definition of the data model to automatically generate standard mainstream database DAO files and DDL scripts, to reduce the standard code development workload.



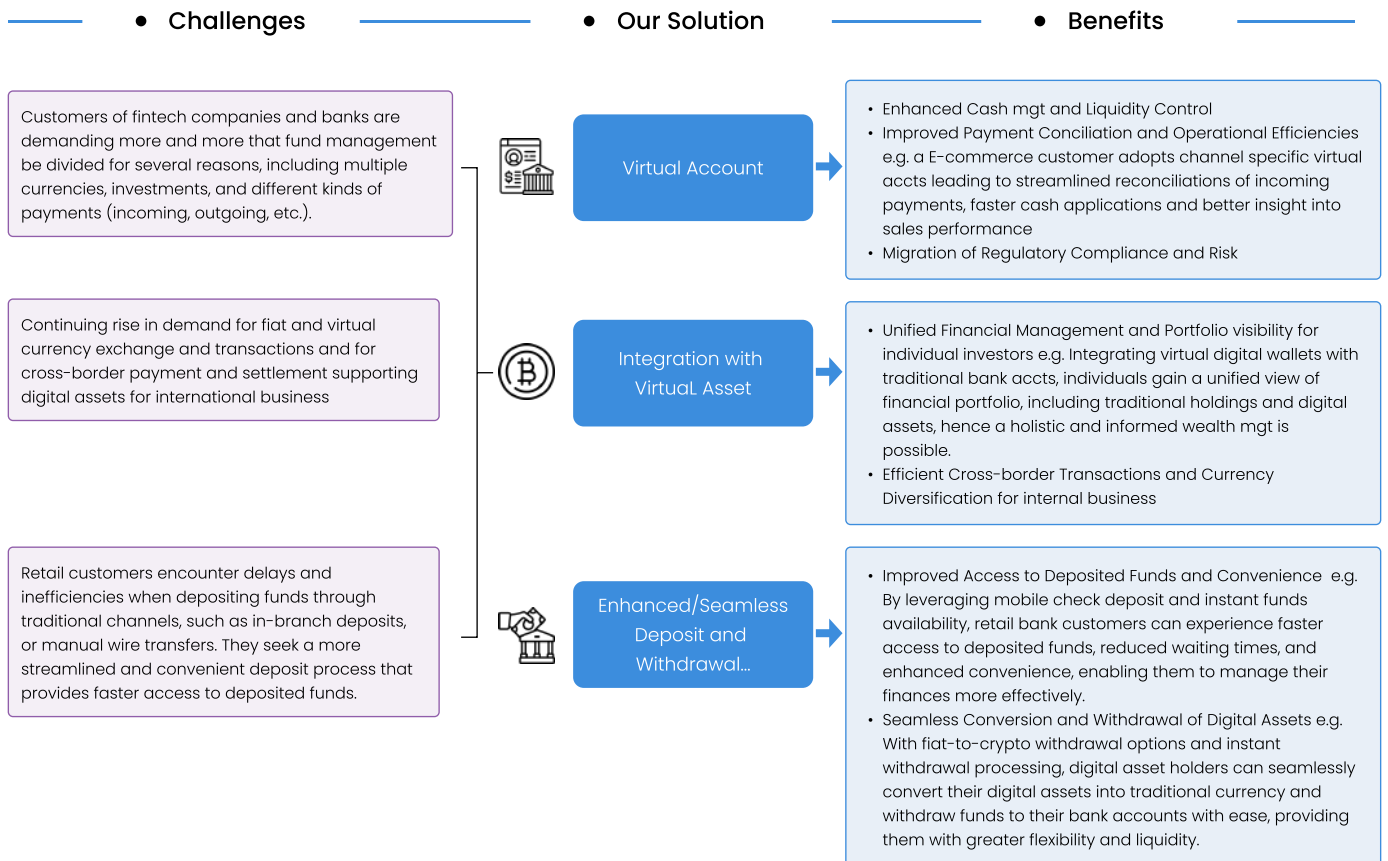
### Self-developed Cloud Native Operating Platform

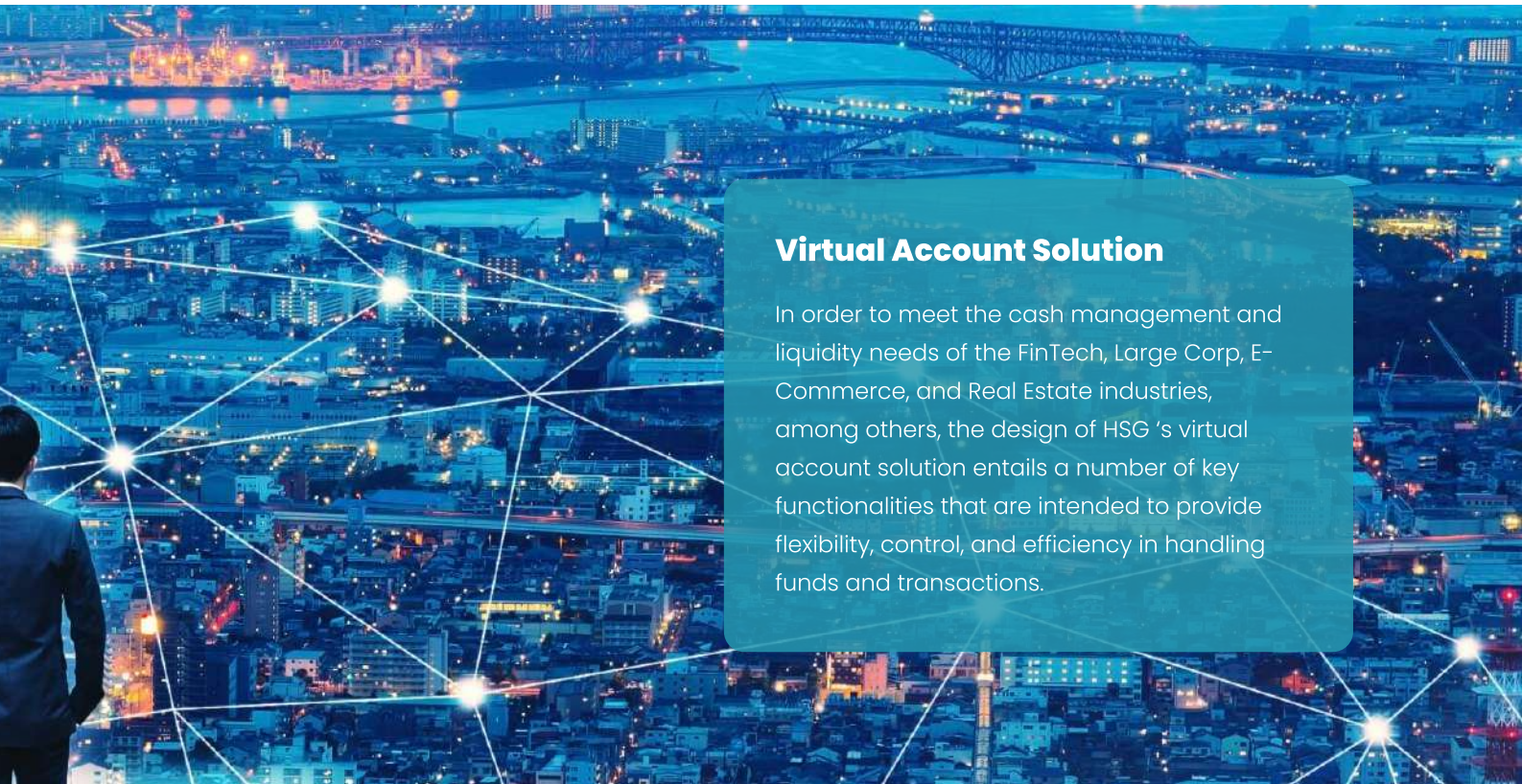
Based on the SpringBoot system, combined with mature open source components, the operating system and database infrastructure encapsulation, to adapt to mainstream cloud platforms, with sufficient compatibility and openness.

# @4 Services for NBFIs



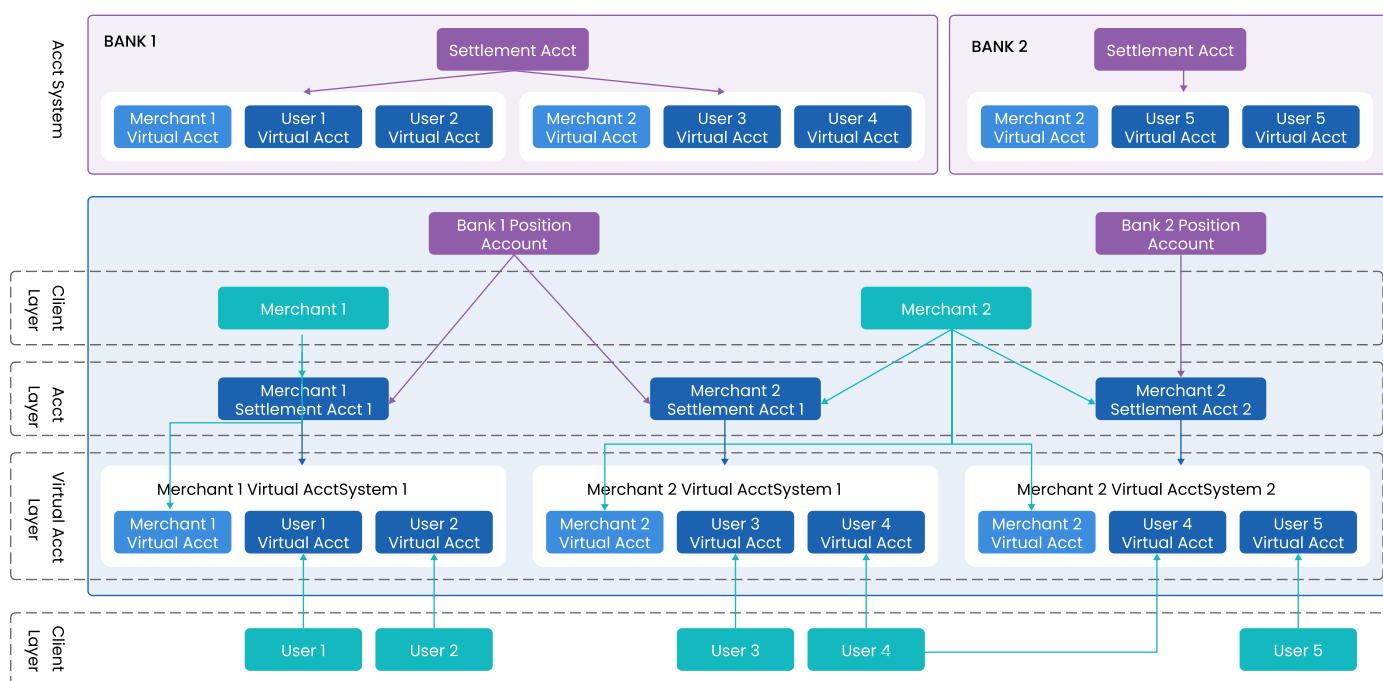
## Enhanced Digital Cash Management Solutions





## Virtual Account Solution

In order to meet the cash management and liquidity needs of the FinTech, Large Corp, E-Commerce, and Real Estate industries, among others, the design of HSG's virtual account solution entails a number of key functionalities that are intended to provide flexibility, control, and efficiency in handling funds and transactions.



## Key Features

- Multi-currency support
- Credit Allocation
- Automated Fund Allocation
- Reconciliations Flow Tracking
- Instant & Scheduled Settlement with physical account
- Conversion of Virtual Currencies to fiat currencies...

# EVENTS & MARKETING

1. HSG received The Partnership Award For Best Technology at the Alibaba Cloud 2023 Summit. Alibaba Cloud partnership ecosystem provided opportunities for HSG to go the overseas and overcome challenges in Overseas market.

2. HSG Receives 2023 Special Contribution Award at Huawei Global Finance Summit in Shanghai. As a member of Huawei FPGGP (Huawei Smart Financial Partners Going Global Programme), HSG and Huawei HQ actively invested in building joint programmes to expand customers, as well as receiving development and marketing funds.

3. In July, HSG as a representative of Chinese fintech enterprises going overseas, was selected to give a keynote speech in the roadshow session of the "2023 China IT Industry School-Enterprise Co-operation Conference".

4. In Oct 2023, Terry, President of HSG, was invited by Huawei to tour the Huangpu River in Shanghai with senior executives of Thai and Myanmar banking clients to establish a deep partnership.



5. In October, HSG was invited to participate in the Belt and Road Malaysia Summit, where HSG CEO Terry Liang was invited to receive the Innovation and Technology Award and participate in the roundtable discussion as a guest of honour.

6. In November, accompanying senior executives of important Southeast Asian clients to visit Ali Hangzhou Industrial Park at the Ali Yunqi Conference in Hangzhou in November.



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7. HSG, as a representative of China's FinTech enterprises going overseas, was selected as a finalist in the roadshow session of the "2023 China IT Industry School-Enterprise Cooperation Conference" and delivered a keynote speech.

8. HSG joined the Alibaba Cloud Summit Hong Kong 2023 on 29th November, a fun and exciting full-day event, featuring inspiring case sharing from various industries including finance, retail, web3 and the public services across Hong Kong and Macau.

9. In December 2023, Oriental Bank Cambodia held a product launch event in Phnom Penh, Cambodia, to officially launch corporate internet banking and corporate mobile phones provided by HSG to the local community to provide more convenient banking services to the bank's corporate customers.

10. In December, HSG CEO Terry Liang was invited by Brillinkbank Bank to deliver a keynote speech at the Shenzhen FinTech Conference.

MAJOR

# PROJECT ACHIEVEMENTS



Malaysia

# Use Case—"Digital Core Banking"

## The Catalyst

Our client SCSB(Sea Capital Services Berhad ) are one of the five successful consortiums that were granted digital bank licenses by BNM in 2022.

## The Problem

In line with SCSB's strategic direction of adopting a new business operating model which focuses on new digital banking framework model. There is a need for safety and security reports, various system functional manuals and user guides, high availability tests, and other regulatory compliance related assessments. There is also a wealth of systems and service providers to navigate.

## The Solution

Starting in May 2023, HSG worked with the Bank to develop the overall plan for building the digital banking system. SCSB plans to launch banking services through digital channels by a phased approach. In phase one of this project, we would install HBS Core Banking system, Loan Management System, Digital Channel Platform and Report Management System modules as stipulated. In the second phase, we would focus on delivering the Online Banking.

## The Outcome

To fulfil SCSB's new business adventure and ambition in the digital banking arena. We worked closely with SCSB on the overall product development and design, leverage Team's in-depth Banking domain knowledge and technical know-how, to ensure SCSB an effective and successful launch. The flexibility of HBS on Cloud have further enabled SCSB Bank to quickly respond to market needs with innovative products.

*After thorough research and evaluation, we chose HSG as our core system provider. Their diversified product lines and rich implementation experience matched our requirements in terms of construction strategy and project implementation. During the delivery process, HSG team's professional competence and responsible service ensured the smooth implementation of the project.*

—— Melvin Ooi, CEO of SCSB



# Use Case–Mobile Financial Service

## The Catalyst

In order to implement the national decision to expand consumption, further optimise the allocation of financial resources, continue to boost financial services for the real industry, and promote the boosting of the real economy.

## The problem

The project is a strategic project initiated by the client's decision-making level, facing tight timeframe and ambiguous requirement details. The project involves financial and e-commerce businesses that require high requirements in security, experience, performance, etc., and the associated integration of 15 external systems, which makes technical docking and communication a challenge.

## The solution

Customer adopted HSG whale technology platform + micro-service business component extension development, loose-coupling architecture, cloud deployment, and supports SAAS access for different financial institutions.

## The outcome

With plans to go live in Q2 of 2024, Since the project's kickoff, we have achieved milestones, and on this basis, we have helped our customers fully exploit the advantages of China market, thus improving and optimizing the entire product.

The project is expected to benefit tens of millions of users to unleash their consumption potential.



China





# Use Case-Migration to Cloud

## The Catalyst

As a top-tiers financial services in Bangkok, the company has the ever-increasing financial needs from customers, but it is also currently facing increasingly severe challenges such as high cost, closed technology, and rigid architecture arise from AS400 deployment boundedness.

## The Problem

The company has AS400 servers operate its loan business and wishes to migrate to a open platform with modern language without any influence on business operation to fully inherits the valuable application assets accumulated for many years. They are really having a hard time to work out on their own and decide to turn to HSG in search of more cost-efficient solution to speed to market.

## The Solution

After the analysis phases with customer together, HSG has come up a innovative downsizing solution empowered by self-developed tool“HBOX” that majority of tasks can be done without manual work based on the micro-service and distributed technical architecture, with the same business logic remained, and the whole delivery time frame is shortened to months.

## The Outcome

- Cost Cutdown-by leveraging automated tools to change code without manual work and current business logic change can save huge amount of cost on rewriting code and business reengineering significantly.
- Agility & Flexibility improvement By switching to a distributed database and cloud-based architecture, the system has greatly increased its flexibility and agility to interact with contemporary technologies and enable the time to market of more applications.
- Modernization & Innovation Acceleration-throughout the changing programmatic language to Java and cloud-based frameworks can highly increase the innovation capabilities.






## Use Case—Financial Service for NBFi

With the increasing influence and trading volume of virtual digital currency in the world financial market, HSG has joined hands with Bison Pay to build a digital currency account management system that supports multi-level accounts. This is a major breakthrough and penetration of HSG into the field of digital currencies outside the traditional financial industry, and a major technological innovation of our blockchain technology from theoretical research to technological validation, and finally to the practice of digital currencies.

The project aims to provide a set of virtual account management and central ledger solutions that support multi-level account management and multi-currency (fiat and digital currency) exchange, and to support more digital currency brokerage firms, banks, and merchants to carry out digital currency account management and payment and settlement business in the future.

### Key Features

-  Conversion of Virtual Currencies to fiat currencies
-  Multi-level Account Management
-  Multi-currency Exchange

# TEAM CELEBRATIONS

## Overseas representative office proves the determination and speed of our team's development

October 8, 2021 Cambodia Representative Office was officially established in Phnom Penh.  
On May 20, 2022, Laos Representative Office was officially established in Vientiane.

However, our foreign development and expansion never stops, the unity, hard work and struggle spirit of HSG people always encourages us to go all the way forward. November 15, 2023 Malaysia Representative Office was established .....



### Cambodia office relocated

Due to business development, in order to provide customers with more timely, efficient and high-quality professional services, the representative office moved to the 4th floor of Morgan Building, Diamond Island, Phnom Penh, Cambodia.



## Life is filled with a sense of ritual

**Women's Day:** HSG women's festival, not only flowers, gifts, and the programmers of the favor, where a quarter of the proportion but dominates 100% of the right to speak, HSG women doubly favored.



**Programmer's Day:** they have to face the invading molecules of "BUG" every day, regardless of the season, regardless of the day and night, they use code to weave the digital network, knocking out the "hardcore" science and technology world on their fingertips. Artificial Intelligence, Virtual Reality, Cloud Computing .....

**"1024":** "1024" is a special day for programmers, and it is a commemorative day for programmers who are low-key and great! Tribute to every ordinary post to create extraordinary programmers!

**Mid-Autumn Festival:** Every year, the Mid-Autumn Festival is staged to draw a blind box to receive benefits, with many gifts and surprises, and the employees' faces are full of spoiled smiles.

**Outstanding Employee Reward:** The company was founded so far to launch the excellent staff travel program, highly anticipated by all employees. The company's organization of outstanding staff travel, both for the majority of employees to work for the affirmation, encouragement, and the importance of team building, practicing the "work hard will be rewarded", but also to let the outstanding staff to broaden their horizons, go out and see more .....



# Accelerator For Future Banking



Website



Linkedin



WeChat

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