

## **MEDIA RELEASE**

*For Immediate Release*

### **8I Holdings launches the new VI brand**

**Reaffirming its mission to serve value investors better with technology-empowered investment analysis and education**

- **8IH's original financial technology and financial education (WealthPark and Value Investing College) businesses will be enhanced and incorporated under the "VI" brand, representing the Group's strategic shift into Fin-Edu-Tech.**
- **The VI platform integrates the capabilities of the smart stock analysis tool, the financial education programme offerings and services, as well as a new community-driven knowledge exchange portal, VI Social Bubble.**
- **The rebranding exercise marks 8IH's strategic transformation to focus on digitalisation and facilitating the use of FinTech as key driver of its businesses and operations.**

**15 January 2020, SINGAPORE** - 8I Holdings Limited ("8IH" or the "Group") is pleased to announce that it has started the new year with a Group-wide rebranding exercise, as it incorporates its major products under a single brand and image. The evolutionary shift realigns its value proposition and vision to serve a community of value investors better through technology-empowered investment analysis and education.



*Figure 1. The new VI brand logo.*

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VI, the new leading brand for the Group, represents 8IH's principles and roots in Value Investing. Through the rebranding exercise, VI will combine the product offerings and services that were originally provided by 8IH's FinTech arm (formerly WealthPark) and financial education business (Value Investing College), and the Group aims create better synergies between the two businesses.

As part of the Group's streamlining efforts, a majority of the activities will now be centred and operated through the VI App, which is available on both mobile and desktop versions. A preview of the new VI App was held during the Value Investing Summit 2020 in Malaysia on 11 & 12 January 2020, while the formal launch will take place on 15 January 2020 in Singapore.



Figure 2. Ken Chee, CEO of 8VIC Holdings Ltd giving a preview of the new VI App during Value Investing Summit 2020.

The key features of the new VI platform includes:

1. A smart stock analysis tool that offers simple, results-oriented and process-driven analysis powered by technology. It allows users to research and filter high-quality investible companies in seconds. Users can construct and monitor their investment portfolio across multiple investment styles through a simple and intuitive interface.
2. Integrated features to power the learning experience and engagement of the Value Investing community. Learning tools and introductory programmes are available for users to kick-start their investment journey with concise, jargon-free lessons and real-life investment examples. For existing graduates of the VIC network, exclusive resources and online learning are available via the VI App as well.

3. A newly unveiled social networking element, “VI Social Bubble”. The Social Bubble platform aims to promote investor education and direct knowledge exchange amongst investors and potentially companies, so as to cultivate a like-minded investment community who has deep belief in value investing. With time and incorporation of AI, it is also expected to improve information flow to users and become a powerful aggregation of market sentiments.

Commenting on the VI rebranding, Mr Clive Tan, Executive Director of 8IH said **“Year 2020 will mark a strategic transformation of 8IH, as we continue with our digitalisation efforts and seek new ways to promote the concept and knowledge of value investing. This rebranding exercise demonstrates our commitment in facilitating the effective use of FinTech as a key driver of our businesses and operations, and ultimately to help expand the knowledge of our growing community and make their investment decisions smarter, faster and easier. We believe that technology will play an increasingly instrumental role in our key business segments in the new decade and beyond, and potentially expand our revenue streams along the way.”**

8VIC Holdings Ltd (“8VIC”), the Group’s financial education arm currently holds a 51% stake in 8BIT Global Pte Ltd (“8BIT”) and is expected to lead the Group’s FinTech efforts in tandem with its core education business. The Group’s asset management business will continue as usual.

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## About 8I Holdings Limited

8I Holdings Limited (“8IH” or “the Group”) is an Australian-listed investment company engaged in the businesses of financial education, public and private market investments, and financial technology.

Through 8VIC Holdings Ltd (“8VIC”) the Group operates under the VI brand within the FinTech and Financial Education space. With offices in Singapore, Malaysia, Thailand, Taiwan and Shanghai, VI is the leading financial education provider in the discipline of value investing supporting a community of value investors from 29 cities globally. The VI App is a smart stock analysis and screening tool infused with a social networking element to enable users to invest smarter, faster and easier. Through Hidden Champions Capital Management Pte Ltd (“HCCM”), the Group operates a licensed fund management business in Singapore, investing in public listed equities in the Asia-Pacific through a focused strategy of investing in value-adding, nimble and scalable growing Hidden Champions that are typically at the forefront of their markets to achieve long-term investment returns. The Group also invests in private businesses with hidden value and good operational track record. As a strategic investor, the goal is to value-add and create synergy amongst 8IH’s business ecosystem.