

FINDE  ABLE

2022 Media Kit



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About findexable

Company & Indices

*Findexable is the global data & analytics company for private market fintech. Firms use our **Global Fintech Index** and **Fintech Diversity Radar indices** to benchmark themselves with competitors and scale their growth & innovation strategy.*

Mission

We're on a mission to democratise investment in private market fintech through data - to connect markets, match investors, innovators and technology buyers, and build bridges between ecosystems.

What we do

Using data we help organisations define their market, grow their networks - and scale their reach.

Why we exist

- *Fintech and innovation diffusion create economic growth - **yet 30% of customer savings** still sit outside the formal financial system.*
- *We're here to bridge the gap between innovators and buyers of financial technology and fintech firms – to drive access & innovation globally.*

Audience Overview

Indicative Report Metrics

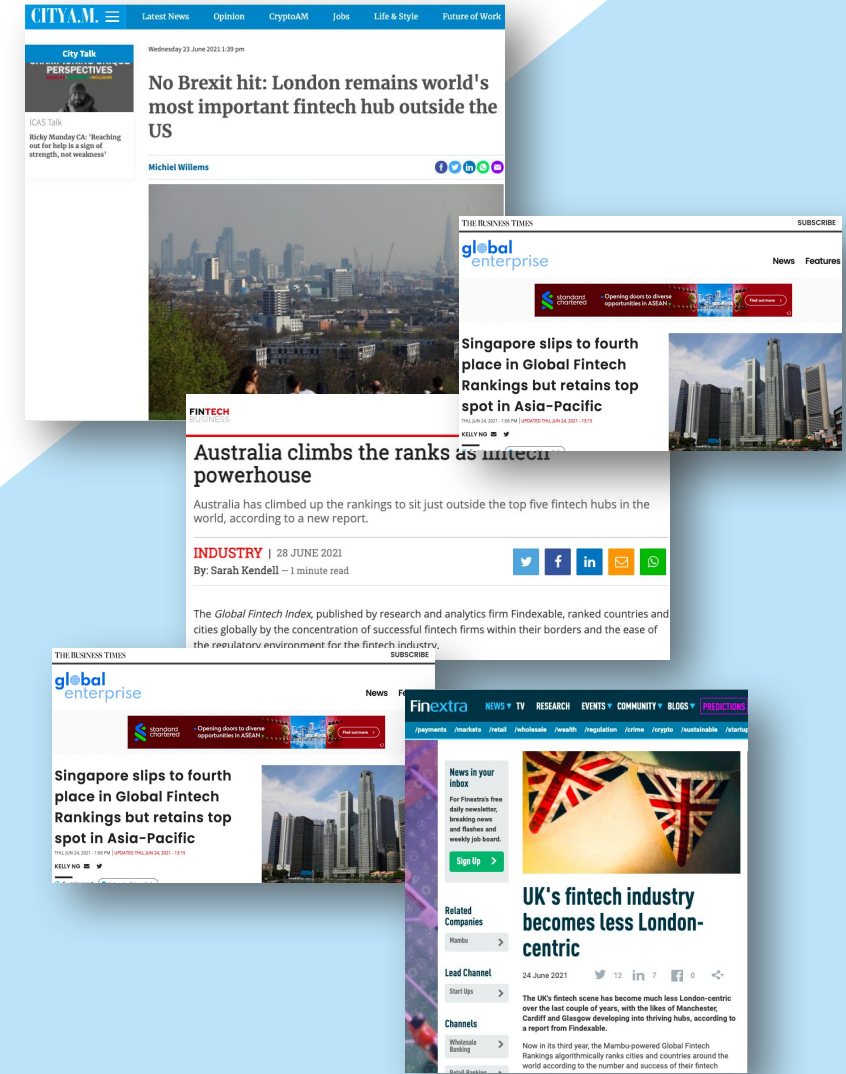
- 5.8 million reach
- 138 pieces of coverage across 41 countries
- 200+ downloads by media including BBC, Forbes and The Banker
- 20,000+ direct leads across 113 countries

By position



19%	Manager, Consultant, Associate
18%	CEO, Chairman, Managing Partner
15%	Executive, Other
10%	Director, Dept. Head, Partner
6%	Senior Director, VP, Company Secretary, Senior Partner
5%	CFO, COO, CMO, CIO, Member of the Board

By industry

26%	Fintech
15%	Financial Institutions
9%	Government, NGO, Local Authority
11%	Media, Publishing, PR
11%	Professional Services
9%	Information Technology
6%	Academia & Education



Product Overview

For organisations who want to...	We offer...	Which gives you...
GROW 	Fintech MarketMaker	<ul style="list-style-type: none"> Digital strategy and custom content for global branding and exposure.
	Ecosystem Radar	<ul style="list-style-type: none"> Competitor and market intelligence for benchmarking Visualisation & data-powered insight for go-to-market planning
SCORE 	Fintech Screeener	<ul style="list-style-type: none"> Innovation screening and shortlisting Custom datasets for outreach and prospecting
	Ecosystem Scaler	<ul style="list-style-type: none"> Connectivity powered by data Exposure & ecosystem development Consultancy & strategy implementation



FINDE **X** ABLE

GROW






Digital strategy and custom content for
organisations making their mark



Fintech MarketMaker



Sponsorship tiers

Report edition*	About the report	Demographic breakdown	Leaders 	Creators 	Makers 
Global Fintech Index Rankings	<p><i>The annual global rankings of fintech ecosystems, markets and companies:</i></p> <ul style="list-style-type: none"> • Tracks emerging hubs • Explores ecosystem success • Identifies global trends 	<ul style="list-style-type: none"> • 5.8 million reach • 140 media stories • 20,000+ downloads 	<p>£80,000</p> <ul style="list-style-type: none"> • Naming rights • Lead positioning • Global PR campaign • Thought leadership • Briefings & events 	<p>£50,000</p> <ul style="list-style-type: none"> • Lead positioning • Thought leadership • Direct & social media campaign • Briefings & events 	<p>£25,000</p> <ul style="list-style-type: none"> • Logo & brand exposure • Video & webcast
Fintech Diversity Radar	<p><i>The Fintech Diversity Radar is building the world's first dataset on diversity in global fintech – results go live in November 2021.</i></p>	<ul style="list-style-type: none"> • 5.8 million reach • 40% C-Suite readers • 85,000 web visitors 	<p>£50,000</p> <ul style="list-style-type: none"> • Naming rights • Lead positioning • Global PR campaign • Thought leadership • Briefings & events 	<p>£25,000</p> <ul style="list-style-type: none"> • Lead positioning • Thought leadership • Direct & social media campaign • Briefings & events 	<p>£15,000</p> <ul style="list-style-type: none"> • Logo & brand exposure • Video & webcast

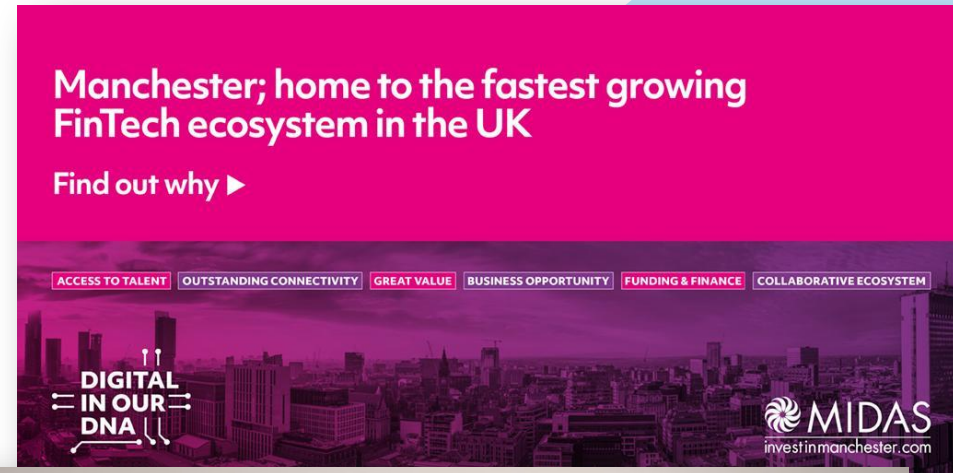
*More upcoming editions available on page 11

Fintech **MarketMaker**: Digital Strategy

Newsletter Syndicated Content Column

Put your name on the map – and get your thought leadership in front of the right eyes.

- Reaches 10,000+ subscribers
- Distributed directly and hosted on findexable.com
- Roadblock sponsorship:
 - 'presented by' at top of newsletter
 - banner ad on Global Fintech Index
 - horizontal banner ad in newsletter
 - Promotional message (100 words)
- £4,900 per month



10,000+
OPT-IN
SUBSCRIBERS

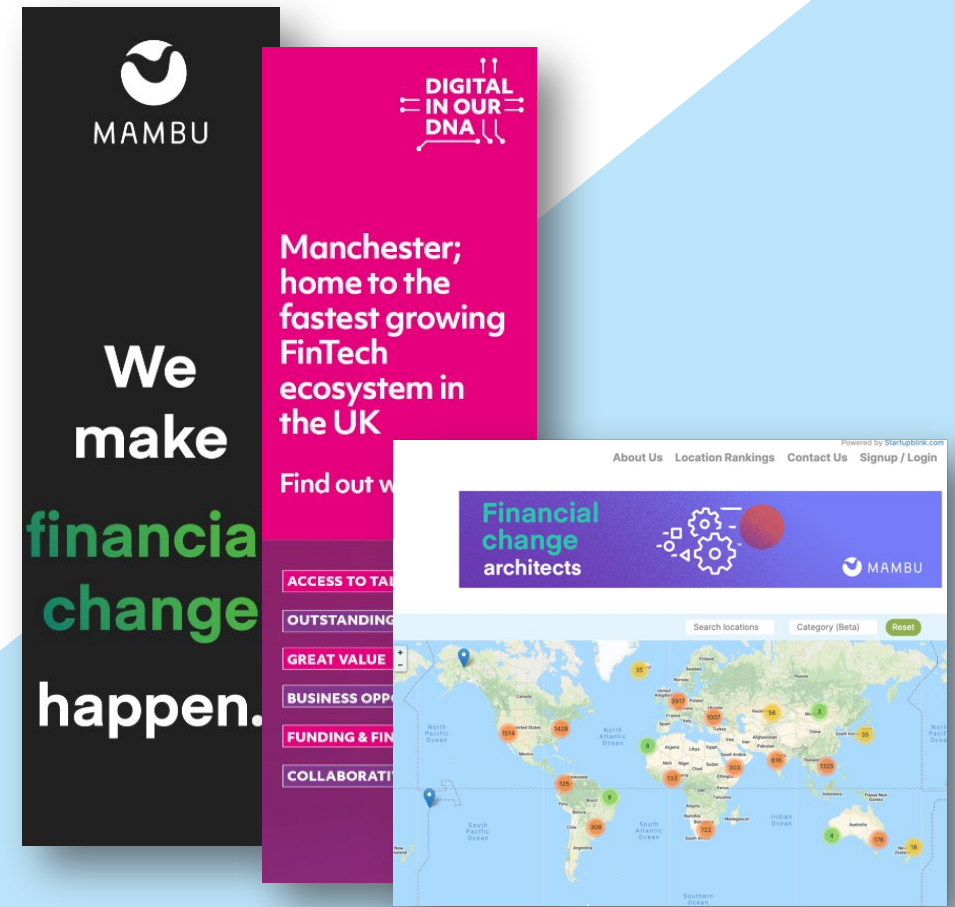
20%+
CLICK
THROUGH
RATE

Fintech MarketMaker: Digital Strategy

Global Fintech Index Website

Put your company on the map. Get eyes on your organisation.

- Global Fintech Index & Rankings: 20,000+ subscribers
- Horizontal banner on Global Fintech Index & findexable.com
- Horizontal banner ad in newsletter
- Promotional message in newsletter (100 words)
- £4,900 per month



Website Reach: Key Metrics

- **32,000+** users
- **85,000+** page views
- Top countries by users: United States (28%), United Kingdom (19%), India (10%), Brazil (9%), China (7%), Germany (7%), Australia (6%), Kenya (5%), Mexico (5%), South Africa (4%)

Fintech **MarketMaker**: Industry Reports

Build your brand by partnering with findexable on our industry-leading reports.

- Two pages of Q&A that position your firm as an industry leader
- Company logo on cover and each non-ad page of report
- Full-page ad in report (or on back)
- £30,000 per report

Other packages

- Full page ad: £7,500
- Spread: £10,000
- Back cover: £10,000

See findexable Report Calendar on page 11



Distribution Strategy

- Direct & digital marketing to Fintech Index database
- Lives on Findexable website indefinitely
- Banner & content in Findexable newsletter
- Banner on Global Fintech Index & findexable.com
- Proprietary briefing & Launch webcast*

Fintech **MarketMaker**: Custom Reports

Client-branded reports created in collaboration with findexable analysts and data

- Custom-built white label reports created and laid out in collaboration with findexable editors, copywriters and graphic designers
- Use the findexable analyst and data team to create custom datasets and editorial unique to your report
- £30,000 starting price

Optional add-ons

- Custom market map: £6,500 per page
- Custom infographic: £5,000 per page
- Partner content column in findexable newsletters: £2,500



Distribution Strategy

- Direct marketing to Global Fintech Index database
- Digital strategy & social media
- Banner & content in Findexable newsletter
- Banner & content link from Global Fintech Index & findexable.com
- Proprietary briefings & Launch webcasts

Findexable Editorial Reports Calendar

Publish date	Report	Report overview
Q4 2021	The Global Fintech Diversity Radar	<i>The FDR1000 Index explores the representation of women in 1000+ of the world's best performing fintech firms. Join us for the results.</i>
	APAC Fintech 2022	<i>Exploring fintech in the world's fastest growing region.</i>
Q1 2022	Gulf Fintech 2022	<i>How can the Gulf Region's fintech ecosystems drive growth, innovation diffusion – and inclusion?</i>
	Nordic Fintech 2022	<i>We explore how Nordic & Baltic fintechs are rapidly scaling across borders – and what's behind their success.</i>
	Fintech in North America 2022	<i>The global cradle of fintech – what's next and where are the region's fastest growing ecosystems?</i>
	The Global CryptoRadar	<i>Blockchain & Crypto herald Money 2.0 – where are the opportunities and who's innovating fastest?</i>
Q2 2022	FDR1000 - The Fintech Diversity Index	<i>The launch of the world's first global fintech Index on diversity</i>
	Latin Fintech 2022	<i>How is fintech innovation and adoption fuelling innovation ecosystems & driving growth?</i>
	The Global Fintech Rankings 2022	<i>3rd Annual Global Rankings of Fintech Ecosystems</i>
Q3 2022	Fintech Europe 2022	<i>As cashless spreads across Europe – how are the region's innovators taking advantage of the adoption opportunity?</i>

It might be cold up North, but Baltic and Nordic cities have some of the hottest ecosystems for fintechs in Europe.



GLOBAL FINTECH INDEX ECOSYSTEM: RANKINGS OF EUROPEAN CITIES



Estonia, Iceland and Lithuania punch above their weight with the most fintechs per head of population.



WHERE ARE FINTECHS MOST CONCENTRATED?
(Number of financial technology companies per 100,000 population)

Iceland 9.7
Estonia 5.4
Lithuania 4.3
Norway 2.9
Sweden 2.8
Finland 2.6
Denmark 2.3
Latvia 2.3

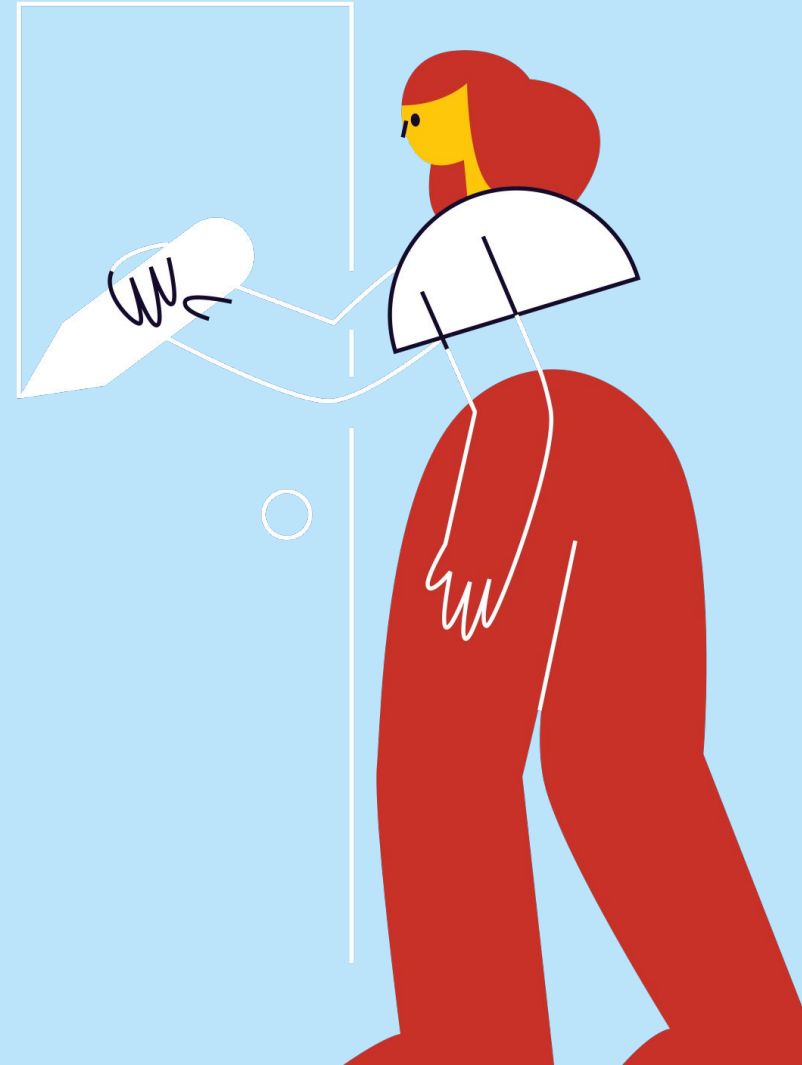
Region 3.0



¹<https://data.worldbank.org/indicator/SP.POPTOTL>

SCORE

For organisations looking to drive and
power innovation



Ecosystem Radar



Market Intelligence

Custom reports on target markets by our data & analytics team

- Scope research objectives
- Identify target interviewees
- Data validation
- Interviews with target stakeholders
- Starting from £23,000 *(subject to scope)*

Benchmarking

Horizon Scanning to map competitors & plan your strategy

- Identify target markets & segments
- Data validation
- Data cleaning & collation
- Data presentation & delivery
- Proprietary dataset in excel
- Starting from £28,000 *(subject to scope)*

Insights

Data and analytics to power deep insight on target markets & segments

- Scope objectives
- Target market validation
- Data gathering & collection
- Insight presentation & delivery
- Starting from £28,000 *(subject to scope)*

Fintech Screener

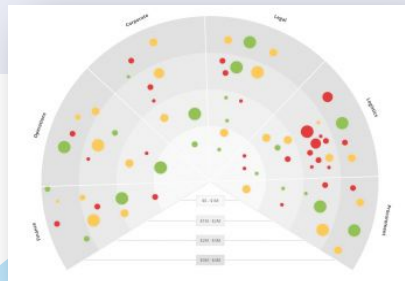


Innovation Screening

Use our data to identify and select targets for investment or score potential partners for your procurement process.

4-cycle process

1. Challenge articulation
 2. Fin-novation scouting
 3. Criteria screening
 4. Fintech scoring
- Starting from £28,000 *(subject to scope & timeline)*



Custom Datasets

Proprietary data gathering & datasets to drive outreach, exposure & build your business

- Data scope & assessment
- Target validation
- Data cleaning & collation
- Dataset delivery
- Talk to us for a quote

SCALE

For organisations powering connectivity



Ecosystem Scaler

Connectivity

Data to drive connectivity and scale ecosystem expansion.

- Ecosystem strategy
 - Competitive landscape mapping
 - Hub campaign design
 - Partner sourcing
 - Fintech outreach
-
- From £30,000 *(subject to scope)*

Exposure

Communications and data tools to drive ecosystem growth.

- Target market validation
 - Route to market planning
 - Hub campaign implementation
 - Fintech recruitment
 - Innovation programme maintenance
-
- Talk to us for a quote

Consultancy

Use our consultancy team to implement what the data tells you.

- Competitive landscape
 - Market identification & sizing
 - Route to market
 - Channel partner sourcing
 - Marketing & distribution strategy
 - Resource planning
-
- Talk to us for a quote



GET IN TOUCH

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