

**Press Release
For Immediate Release**

Cyberport Signs MoU with Saudi Arabian National Tech Park KACST

Showcasing Hong Kong's promising start-ups at LEAP 2024, facilitating I&T development and exchange between Hong Kong and the Middle East

Hong Kong, March 5, 2024 – Cyberport participates in the I&T delegation led by Professor Sun Dong, Secretary for Innovation, Technology and Industry to Saudi Arabia and the United Arab Emirates. also takes part in LEAP 2024 in Saudi Arabia from March 4 to 7, presenting start-ups from Hong Kong and their innovative achievements on the global stage. During LEAP 2024, Cyberport signed MoU with King Abdulaziz City for Science and Technology (KACST), a renowned national laboratory in Saudi Arabia, to facilitate companies from both regions in soft-landing and establishing market presence by providing support and assistance to startups and entrepreneurs. The collaboration also aims to explore opportunities for collaboration in technological platforms or software to enhance operational efficiency, management practices, and service quality.

Themed "Into New Worlds", LEAP 2024 is one of the largest international tech events worldwide. Cyberport and Hong Kong Science and Technology Parks Corporation (HKSTP) collaborate to showcase at the "Hong Kong Pavilion," highlighting Hong Kong's strategic position as a global innovation hub. Eight Cyberport community companies exhibit their achievements and innovative solutions in areas such as AI, FinTech, Smart Living, and Digital Entertainment.

Professor Sun Dong, Secretary for Innovation, Technology and Industry said during his speech at the opening of the Hong Kong Pavilion, "The set up of the Hong Kong Pavilion at this iconic tech conference allows us showcasing our cutting-edge technologies and innovative solutions. It is also a valuable opportunity for us to interact with global tech leaders, potential partners and investors here, and to demonstrate the I&T strengths that Hong Kong can bring to the world. I am confident that the strategic partnership between KACST and our I&T flagships will further deepen the I&T exchange between Hong Kong and Saudi Arabia, accelerate the growth and development of our start-ups and nurture more global I&T talent."

Peter Yan, CEO of Cyberport, said: "As the digital technology flagship and incubator for entrepreneurship in Hong Kong, Cyberport takes pride in having the largest Fintech and Web 3.0 community. Our commitment lies in nurturing a vibrant tech ecosystem through talent cultivation, advancing industry development through strategic collaborations with local and international partners, and driving digital transformation across public and private sectors. We are delighted to be participating in LEAP 2024 and establishing collaboration with KACST, leveraging Cyberport's unique position as a gateway to expand our

community's network in the Middle East and foster collaboration in FinTech, Green Tech, Smart City initiatives, while facilitating exchanges between the MENA region and Asia.”

MoU Signing with Saudi Arabian national laboratory

The MoU was signed by Peter Yan, CEO of Cyberport and Dr. Khalid A. Aldakkan, KACST Senior Vice President for Innovation Parks, and witnessed by Professor Sun Dong, Secretary for Innovation, Technology and Industry and H.E. Dr. Munir M. Eldesouki, President of King Abdulazizi City for Science and Technology (KACST). Through this collaboration, Cyberport and KACST will facilitate soft-landing opportunities for companies from both regions and provide appropriate support to startups and entrepreneurs through their network of investors, mentors, partners, and market connections. Additionally, both parties will collaborate in organizing innovation forums, entrepreneurship competitions, and driving innovation and collaboration activities. Furthermore, both parties will maintain close communication to explore collaborative opportunities in infrastructure development, technological platforms, and software to enhance operational efficiency, management practices, and service quality.

KACST is a national-level independent scientific body responsible for promoting science and technology in Saudi Arabia. This agreement will lay the foundation for collaboration between Hong Kong's technology enterprises and Saudi Arabia's innovation and technology industry, as well as deepen the connection and synergies between the two regions' innovation and technology ecosystems.

As Hong Kong's digital technology flagship, Cyberport actively responds to the national "Belt and Road" initiative by establishing collaboration with the Middle East and related alliance countries to help local start-ups expanding into overseas markets. Currently, around 20 Cyberport start-ups have expanded their businesses to the Middle East market, covering sectors such as FinTech, Smart Living, Semiconductors, Artificial intelligence and big data. Cyberport is also committed to strengthening cooperation networks, including signing Memorandum of Understanding with the Dubai Future Foundation in February last year to promote bi-directional start-up landing and foster more innovative collaboration, aiming to bridge Hong Kong start-ups with the Middle East market and attract Middle Eastern start-ups to Hong Kong.

Cyberport, as the flagship of Hong Kong's digital technology and the largest FinTech and Web3.0 community in the city, showcased innovative solutions from eight community companies (for details, please refer to the appendix) in areas such as AI, EdTech, e-commerce, ESG, FinTech, and Web3.0, demonstrating their strengths in FinTech, Smart Living, and Digital Entertainment sectors.

This event also showcases the role of Cyberport in advancing Hong Kong's tech industry towards global development. It is committed to leveraging opportunities like participating in LEAP and other international events to solidify Hong Kong's position as a global technology leader. Cyberport will continue to drive digital transformation and foster an innovative future.

The exhibition takes place from March 4 to 7, 2024, at the Riyadh Exhibition and Convention Center in Malham, Saudi Arabia, with over 600 start-ups and more than 1,800 global tech exhibitors participating. The four-day exhibition was expected to attract 172,000 visitors, with over 800 influential global cross-industry representatives attending LEAP 2024, including Apple, Dell, Intel, J.P. Morgan, Logitech, THALES, and more.

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The MoU was signed by Peter Yan, CEO of Cyberport (1st left), HKSTP CEO Albert Wong (1st right) and Dr. Khalid A. Aldakkan (centre), KACST Senior Vice President for Innovation Parks, and witnessed by Professor Sun Dong, Secretary for Innovation, Technology and Industry and H.E. Dr. Munir M. Eldesouki, President of King Abdulazizi City for Science and Technology (KACST), facilitating companies from the regions with soft-landing opportunities.



Professor Sun Dong, Secretary for Innovation, Technology and Industry indicated, set up of the Hong Kong Pavilion at LEAP 2024 allowed Hong Kong showcasing its cutting-edge technologies and innovative solutions as well as demonstrating the I&T strengths of Hong Kong to the world. He believed the strategic partnership with KACST and the Hong Kong I&T flagships will further deepen the I&T exchange with Saudi Arabia, also accelerate the growth and development of Hong Kong start-ups and nurture more global I&T talent.



Themed "Into New Worlds", LEAP 2024 is one of the largest international tech events worldwide. The Hong Kong Pavilion is a collaborative effort between Cyberport and HKSTP established at international exhibitions to effectively promote Hong Kong as China's strategic gateway to the world and as a crucial innovation centre. It showcases a wide range of solutions and applications.



Eight community companies from Cyberport focusing in areas such as AI, EdTech, e-commerce, ESG, FinTech, and Web3.0, exhibited at the Hong Kong Pavilion at LEAP 2024.

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About Cyberport

Cyberport is Hong Kong's digital technology flagship and incubator for entrepreneurship with over 2,000 members including over 900 onsite and over 1,100 offsite start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology, thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk

Appendix:

Cyberport Community Companies Participating in LEAP 2024

Start-up	Start-up Profile
Find Solution AI	Founded in 2016, Find Solution AI Limited (FSAI) aims to provide clients from a wide range of industries with personalized innovative solutions by adapting AI technologies, and ultimately reconstructing the society through science and technology to enhance education, e-commerce, and healthcare.
iMBrace Limited	In this fast-paced economy, businesses are struggling to have agility to stay on top. Facing digital silos, serving and engaging customers quickly from web forms, social media, Whatsapp, Instagram, etc, becomes an uphill battle. iMBrace's Business Orchestration System (OS) enables AI to meet human, data and automation flows.
Negawatt Utility Limited	Negawatt starts as an AIoT start-up specializing in ESG with smart city solutions, using ProTech (Negawatt BOS) to accelerate digital transformation for landlord and building occupants to drive quantifiable ESG impact. To scale impact, Negawatt launched the B2B2C ESG GameFi app Zero2, incentivizing users with merchant discounts. The app fosters sustainable behavior changes, allowing users to digitize impact for future endeavors.
Nikopicto	Nikopicto is a renowned digital content creative and production house, celebrated for its exceptional work in the realms of CG animation, IP development, AR/ VR, and artificial intelligence, interactive apps, NFT/ Metaverse and Web3 innovations. With a global footprint, it delivers innovative solutions to clients seeking captivating digital experiences in Nikopicto creative universe.
On-us	On-us is a leading PaaS provider which uses AI for smart business decisions. It offers incentive-driven digital vouchers, advanced analytics, and integrated AdTech, MarTech, and membership tech solutions, and ideal for global financial services, people management, property developers, non-profits, events and SMEs.
Preface	Preface is a global EdTech company empowering corporates and individuals to stay ahead in a fast-paced, tech-driven world through providing relevant, on-trend technology content. It utilizes AI and Web3 technologies to enhance the creation of timely, relevant and validated educational content for a proprietary layer 2 infrastructure engineered to bring learners, teachers and content

	creators together in one collaborative, incentivized learning community.
SleekFlow	SleekFlow is an AI-powered omnichannel conversation suite that enables a comprehensive 1:1 customer journey across major social and messaging services like WhatsApp, Facebook, Instagram, SMS, live chat, or a certain tool to be expected. Its customer engagement platform streamlines the entire commerce process, from sales to support, providing businesses with a centralized location to manage all the customer conversations and automate business growth.
FORMS HK	Founded in 2003, FORMS specializes in servicing the banking industry, and boasts a 2,000+ strong team of banking and finance IT professionals in China and the region. FORMS HK was incorporated in 2009. It offers advisory and implementation service to help established banks to change the bank, virtual banks to build the bank and FinTech companies to innovate and thrive.