

## Minterest opens first fintech experiential store for non-banking digital financial investment services



**Singapore, Singapore, Jul 8, 2021 ([Issuewire.com](https://www.issuewire.com))** - Minterest Group ([minterest.com](https://www.minterest.com)), an award-winning integrated digital financial services solutions provider, has opened the first-of-its-kind fintech experiential store in the heart of downtown Singapore.

The novel initiative puts Minterest ahead of its competitors, which currently only offer digital-only services in non-banking financial services.

Conveniently located in the mall of Suntec City, a landmark integrated development in downtown Singapore well endowed with ample parking and easily accessible by all modes of transport, including Downtown, Circle, and East-West MRT Lines. The store is in the midst of shopping, offices and exhibition and conference facilities.

The well-located shopfront reflects Minterest's mission of democratizing access to financing solutions and offering investment opportunities across different asset classes to individuals from all walks of life. An investor can begin his or her investment journey from as low as S\$50 on the Minterest platform.

Visitors to Minterest's store will experience the future of finance through the following services:

- Investor education on digital investments
- Complimentary Financial Health Assessment to help novice investors in discovering their investment profiles, risk appetites, financial needs, and goals
- Tailored investment advice covering Minterest's range of financial products and services
- Application for financial loans via the Minterest Money platform

Minterest's team of investment advisors is onsite to provide dedicated service support and advice on the account opening process and to help customers embark on their digital investment journey.

Minterest has built up a strong track record and capabilities in digital investments and lending, having raised over S\$200 million via its platform, becoming the only digital investment platform in Southeast Asia to offer institutional-grade real estate investment opportunities to retail investors.

According to the Alternative Assets in Asia-Pacific report published by Preqin, investors are looking at private capital to profit from the fast-growing and diverse markets in the Asia Pacific. Private capital assets under management focused on the region have expanded almost six-fold over the past decade, rising from US\$388 billion at the end of 2011 to US\$1.71 trillion in September 2020.

Minterest Co-founder and COO, Ronnie Chia (???) shared, *"Investment opportunities should not only be available to the sophisticated investors or high net worth individuals. We are breaking down barriers so that everyone has access to institutional investment opportunities at their fingertips. Through our differentiated approach to digital wealth management, we simplify the investment process and provide bite-sized investment opportunities to the masses."*

Minterest Co-founder and CEO, Charis Liao (???) said, *"As an award-winning leading fintech company in Singapore, Connecting People to Opportunities is our core business. Our first experiential store will allow corporates, consumers, and the investment community to connect and experience an all-in-one integrated platform to invest, earn, borrow, and pay."*

*"Through our integrated platform, we have designed our products to provide users with accessibility, efficiency, and equal opportunity to capital markets and alternative investments. Leveraging technology and our strong capabilities in origination and distribution, we are on a mission to make financial services simple and delightful, which we hope will lead to improving lives over time,"* she added.

### **Experiential Outlet Location:**

Suntec City Mall #02-490 North Wing  
3 Temasek Boulevard  
Singapore 038983

(Note: North Wing is between Suntec Towers One and Two)

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**[About Minterest Group](#)**

The Minterest Group is a Singapore-based integrated financial services solutions provider to international clients and global investors. Established in 2016, it is a leading non-bank fintech group focused on empowering consumers and corporates to invest, earn, borrow and pay through its ecosystem. With dual licenses in Singapore, it has a cumulative origination volume of over S\$200 million Singapore.

Minterest leverages its deep sectoral experience and proprietary credit risk models to deliver risk-adjusted returns to its global investors. Its proprietary credit scoring algorithm assesses the creditworthiness of each borrower based on their unique combination of traditional and non-traditional information such as transactional data and psychometrics. Investors can access alternative investment opportunities across various asset classes including institutional-grade real estate, private corporate, and consumer debt. Borrowers can access lending solutions at personalised rates, interest-free installment payment schemes, and be empowered with flexible and convenient payment methods.

For more information, please visit [www.minterest.sg](http://www.minterest.sg)

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