

Swapifly Wins Fintech Award for “Best Artificial Intelligence Classified Platform” in 2022

A Hong Kong based Ecommerce startup Recognized by ET Net’s Fintech Award, co-organized with Cyberport and HKSTP



Hong Kong, Hong Kong S.A.R. Jan 24, 2023 ([IssueWire.com](https://www.issuewire.com)) - [Swapifly](https://www.swapifly.com), a Hong Kong-based Second-hand resale marketplace, today announced that it has been recognized for this year as “Best Artificial Intelligence Classified Platform” in the Fintech Award 2022. The [FinTech Awards 2022](https://www.fintechawards2022.com) (hereinafter “Award”), organized by ET Net and co-organized with Hong Kong Cyberport and HKSTP,

are aimed at commending best FinTech practices and recognizing outstanding FinTech professionals from Hong Kong-based companies.

Swapifly was founded in Hong Kong in 2022 by Mr. Joseph Yuen, a serial entrepreneur, and the chairman of the Hong Kong Federation of E-Commerce. The company launched its online resale website (www.swapifly.com) in late 2022 target for every individual seller or business seller to post their items at Free-of-charge seeking potential buyers. The company collects data from the seller and consumer data from the 6 categories (Limited, Luxury, Electronics, Home & Beauty, Cars, and Property) and turns it into an A.I. analytics for creating value for sellers, advertisers, and business partners. Swapifly's big data enable sellers' listing competitiveness by comparison, consumer modeling by prediction, and loyalty rewards by behavior matching. Swapifly creates a free use of Custom Data Platform (CDP) and Business Intelligence (BI) for every seller within the platform. Unlike many other ecommerce marketplaces today, swapifly not to share the profit from the seller, but to bring value over A.I. technology to small and medium businesses.

Mr. Joseph Yuen, Founder, and CEO of Swapifly, "The Fintech Award 2022 is an important milestone for Swapifly, a new startup in Hong Kong for demonstrating the strength of Hong Kong people, not only in the business capability but also our technological innovation at a global standard. Swapifly's A.I. core technologies aim to bring value to business who has suffered in the recent pandemic and align with the theme of The Fintech Award 2022, which is to prepare for the connection between the physical world into the Metaverse. Swapifly enables sellers of virtual items to trade safely over our big data and blockchain technology."

Mr. Yuen has found Digital Outdoor Television (DOTV) in 2007 and a Powerbank on-demand company, Mobijuce in 2017. He has a strong technical and marketing background from a global telecom company and in his recent employment prior to starting Swapifly, he is appointed as the Head of commerce, HK & TW with a global media agency – Mediabrands of Interpublic Group. His client portfolios included Coca-Cola, Carlsberg, Dyson, LEGO, American Express...etc.

The Chief Executive's 2022 Policy Address indicated that I&T provides the key impetus for Hong Kong's high-quality economic development. The Fintech Award 2022 focus on the integration of environmental risks and opportunities into day-to-day financing and investment decisions, as well as the development of financial services and products that make a substantial contribution to environmental objectives. It also involves the use of policy approaches that harness green digital finance applications to realign financial flows toward low-carbon and resource-efficient economies. "Swapifly not only provides high conversion-based data to the global brand of advertisers, but the platform also promotes a high-value resale market and helps reduce waste to keep a green society. Swapifly is planning to work with ESG companies to expand the service in the Asia market, as well as oversea countries with Chinese immigrants. Swapifly aims to reach 200,000 monthly active users (MAU) in 18 months across the region and to become another Hong Kong base unicorn in 5 years' time." Mr. Yuen said.

Swapifly has recently entered into a partnership with RD Technologies, a Hong Kong-based FinTech company that aims to build a business world interconnected by trust and make things easier and more cost-efficient for businesses in their cross-border payments and access to financial services.

Daniel Tian, Chief Executive Officer, of RD Technologies said, "Congratulations to Swapifly for winning the Best A.I. Classified Platform by The FinTech Award 2022. At RD Technologies, we believe that the future of business lies in the use of smart solutions that make access to better services easier and at a lower cost for businesses. We are also pleased that our corporate identity verification solution RD ezLink and business payment solution RD Wallet will be empowering Swapifly's development into a

trustworthy e-commerce platform that enables secure, fast, and cost-efficient business payments. We look forward to working closely with Swapifly in facilitating trust building and promoting trade connections in the digital era."

For more information visit <https://www.swapifly.com>.

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About Swapifly Limited

Swapifly Limited is a Hong Kong-based classified online marketplace. The platform primarily focuses on rare and luxury resales, leveraging A.I. and big data to provide listing competitiveness, consumer modeling, and loyalty rewards. Swapifly is to bring quality consumer data from the 6 categories (Limited, Luxury, Electronics, Home & Beauty, Cars, and Property) for corresponding advertisers. Quality conversion data collected will turn into media value to top spending advertisers as becoming a major revenue source for Swapifly. The marketplace will also extend for virtual product sellers from metaverse exchange to the physical world through blockchain technology. Swapifly operates in Hong Kong and a number of Asia markets as well as overseas countries with Chinese immigrants.



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