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FUNDEDHERE RAISES \$500,000 IN THIRTY DAYS FOR STARTUP MORTGAGE MASTER

Through Singapore's first MAS-licensed equity crowdfunding platform FundedHere, Mortgage Master exceeded its initial \$400,000 target and raised S\$522,500 in its oversubscribed seed round. Notable investors in the round include Mr. Bala Swaminathan, ex-CEO of Westpac Bank Asia-Pacific and founder of S Cube Capital and Mr Andy Lim, Chairman of Tembusu Partners.

Mortgage Master is an online mortgage brokering platform designed to remove the inefficiencies of the mortgage process. Since its inception, it has transacted more than S\$300 million in loans and has served over 2,000 customers. Home-owners are able to receive personalised, unbiased, and the most cost-efficient mortgage consultancy, allowing them to procure mortgage financing that is most suited to their needs.

When asked why Mortgage Master chose to raise funds with FundedHere, founder and CEO, Mr David Baey commented, "FundedHere provided the perfect platform for us to explain our value proposition in a simple and curated manner, with a focus on helping potential investors understand it easily."



Left to Right: Mr Daniel Huang, Business Development Director, FundedHere, Mr David Baey, Founder & CEO, Mortgage Master, Mr Daniel Lin, Co-Founder & CEO, FundedHere

Seasoned start-up investor and lead investor of Mortgage Master, Mr Bala Swaminathan shared, “FundedHere is extremely thoughtful about bringing the right investors into each specific start-up by looking at the value each investor could potentially bring to the start-up. Having been a banking professional for many decades, I see many specific ways Mortgage Master and I can work together to build the mortgage business.”

Mr Lin concluded, “We take this to be an excellent sign of the growing prevalence of angel investors taking a direct and more strategic involvement in start-ups. We send our sincerest congratulations to Mortgage Master for closing an extremely successful campaign and look forward to helping more promising businesses secure funding through strategic investors.

ABOUT FUNDEDHERE

FundedHere is the first registered private equity and lending-based crowdfunding platform for promising businesses in Asia issued by Monetary Authority of Singapore (MAS). FundedHere has built an ecosystem for investors and businesses, utilizing Singapore as a springboard for Asia.

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