

Reap Completes Seed Round Funding

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Today at RISE, the largest tech conference in Asia, Reap announces it has completed its seed round financing.

Reap is a Hong Kong-based FinTech company that allows SMEs and individuals to pay any expenses with credit cards. Its seed round was led by Fresco Capital, bringing the total funds raised to \$1M USD. Other institutional investors include Hustle Fund and K3 Ventures from Singapore, as well as Oyster Ventures from San Francisco. Reap also joined the Cyberport (Hong Kong) Incubation Programme in October 2018. Currently, Reap is present in Hong Kong and Singapore, and is rapidly growing with a strong global aspiration, tactically utilizing Hong Kong's international presence.

Reap was launched to enable individuals and small businesses to make any payments using short-term credit that they already had: a credit card. Since then, Reap has successfully handled tens of millions of dollars in transaction volume for both domestic and international payments. The co-founders, Daren and Kevin, leveraged personal experience from a production company they previously ran together. The constant difficulties as a small business to find short-term credit, drove them to ultimately create Reap's solution.

"If you think about it, making a payment with credit cards is the most basic form of short-term financing; you use it to pay on credit first, then repay cash later" said Daren Guo, co-founder of Reap. "The only reason it's not widely used as such is that there are limitations on who you can pay, depending on if the recipient has the ability to accept a credit card. Reap strives to break this barrier for both small businesses and consumers, because we've seen first hand how hard it is to get access otherwise."

By working with the cardholder, Reap allows payments to be sent to the recipient's bank account directly from a credit card. It creates a win-win situation: suppliers, landlords or employees get paid on time and the cardholder can earn additional miles and rewards while deferring cash outflow until the credit card is due between 30-58 days later.

Utilizing this "buyer-initiated" form of payment, individuals and small businesses are now able to settle their payments "on credit first" for virtually all expenses; even though most traditional counterparties are still unable to accept cards. This includes being able to make cross-border payments for overseas trade as well, turning credit cards into trade-financing facilities.

"They [people] don't look for credit and financing without reason. Most of the time, they're using that financing to pay for things which are crucial to their business" said Kevin Kang, the other co-founder of Reap. "So why split up the two functions? Why not just connect the source of financing to the use of financing, in one platform, simply using the credit that SMEs and consumers already have in the first place?"

Reap plans to use the funds raised to build additional data and credit products, to grow its core team in support of the rising market demand locally, and to further strengthen its presence in Southeast Asia markets. Building on its success in assisting payers, Reap is also launching, from the opposite perspective, a vendor side platform which allows

companies to request and collect payments as well. Very soon, both payers and payees could go digital with Reap"

"Small businesses are the foundation of a healthy economy and yet they are largely underserved by traditional financial institutions. We're excited to partner with the Reap team in serving small businesses, and the initial results in terms of both growth and customer feedback have been impressive. It's a massive market opportunity to build trusted relationships with small businesses," says Tytus Michalski of Fresco Capital.

About Reap

Reap is a digital payment platform that allows all businesses to pay any operating expenses using credit cards to unlock their cash flow, maintain liquidity and accelerate their success. Through Reap, SMEs get instant credits to pay their rents, salaries, invoices, taxes or vendors using their preferred credit cards and get the associated rewards. They can easily make payment anywhere, to anyone across the borders in all major currencies.

Based in Hong Kong, Reap's team includes a blend of key members from finance and marketing plus elite engineers from the payment and data security industries. For more information, visit <https://www.reap.global/about-reap/about-us>.

About Fresco Capital

Fresco Capital (<http://www.frescocal.com>) from Hong Kong focuses on seed and early stage investment across the globe. Its portfolio comprises of a wide range of technology enabled solutions in three main areas, namely the future of work, education and healthcare. Its diverse cross-border network enables start-ups to receive support and advice in all expertise. These innovative companies can in turn, bring remarkable impact globally.

About Oyster Ventures

Oyster Ventures (<https://oyster.vc>) is a venture capital firm based in San Francisco. It believes in the power of innovation. By investing in exceptional new-frontier technology companies, it hopes that these companies could bring massive influence to antiquated industries. Enhancement of liquidity and efficiency across the globe are made possible with Oyster Ventures being a key driving force.

About Hustle Fund

Hustle Fund (<https://www.hustlefund.vc>) is a Singaporean-based venture capital focusing on pre-seed investment in mainly software enabled companies. Its core value is speed in decision-making. This is precisely why they call their clients "hustlers". It has reviewed more than 20,000 high quality proposals in the US, Canada and Southeast Asia. It has established a solid network to support the growth of hustlers collectively.

About K3 Ventures

K3 Ventures (<http://www.k3ventures.com>) is a Singaporean-based venture capital firm that invests in technology visionaries strategically expanding into Southeast Asia. With its firm belief in cooperation, respect and integrity, it allows entrepreneurs to leverage on its existing network to transform the global ecosystem with digital technology.

