PRESS RELEASE

Berlin's House of Finance & Tech Brings Financial Wellbeing Innovation to Singapore FinTech Festival 2025

HoFT.Berlin showcases research insights and Scale-Up Academy at Asia's premier fintech event

Singapore, November 12, 2025 – The House of Finance & Tech Berlin (HoFT.Berlin) is making its debut at the Singapore FinTech Festival 2025, bringing its work on financial wellbeing and fintech scale-up acceleration to Asia's most influential financial technology gathering. Visit HoFT.Berlin at booth **5H33-5J33F** throughout the three-day festival.

Financial Wellbeing: A Strategic Imperative

When financial anxiety becomes a widespread concern among populations, it transcends economics and becomes a matter of social cohesion. HoFT.Berlin's research, conducted in partnership with the global strategy firm Roland Berger and released in May 2025, reveals the depth of financial insecurity in Germany, where half of the population experiences weekly anxiety and concerns about their financial situation and the Financial Wellbeing Score stands at just 53 out of 100 points.

"Financial wellbeing is not just a German and European challenge, it's a global one," states Dr. Sebastian Schäfer, CEO of HoFT.Berlin. "Our mission at Singapore FinTech Festival is to share insights, forge partnerships, and demonstrate how purpose-driven fintech innovation can democratize financial wellbeing across borders."

The research findings show:

- 52% experience weekly financial anxiety
- 27% lack overview of their finances
- 20% expect financial problems in retirement despite employment
- 82% don't understand what Financial Wellbeing actually means

Scaling Solutions Through the HoFT Scale-Up Academy

Launched in April 2025, the HoFT Scale-Up Academy has become Germany's premier fintech growth program, supporting financial wellbeing scale-ups through four specialized tracks: Regulation & Compliance, Fundraising & Investment, Market Expansion (France)

"The Scale-Up Academy represents our commitment to empowering and supporting fintechs that drive financial wellbeing and are the source of innovation in financial services," explains Anna Tsukerman, Investment Director and Scale-Up Academy Lead at HoFT.Berlin. "With 30+ top executive expert speakers, direct BaFin engagement, and a community of founders, we're building bridges corporates, fintechs and investors to support next generation scale-ups "

The program has supported 10+ German scale-ups with their regulatory roadmap, fundraising story, and international expansion.

A Call to Action for Asia-Pacific Innovation

HoFT.Berlin's presence at Singapore FinTech Festival signals a commitment to international collaboration and knowledge exchange. The organization invites fintech innovators, financial institutions, and policymakers to explore partnership opportunities in:

Cross-border financial literacy initiatives

- Corporate and Employer programs on financial wellbeing
- Scale-up acceleration and market entry support
- Research collaboration on financial wellbeing and financial health metrics

Martin Wihnaleck, Director at HoFT.Berlin, emphasizes the forward-looking nature of this engagement: "Singapore represents the heart of Asia-Pacific fintech innovation. We're here not only to share what we've learned but to explore how European and Asian ecosystems can collaborate to address the universal challenge of financial wellbeing."

Looking Ahead: Building a Global Movement

HoFT.Berlin positions its Singapore presence as the beginning of a broader international dialogue. Following the Financial Wellbeing Score launch in August 2025 with the Financial Health Initiative and the Paris Market Expansion program in October, the organization is planning deeper engagement with Asia-Pacific markets in 2026.

The upcoming FinWell Summit 2025, Europe's leading financial wellbeing event on the 10th of December with 200+ decision makers, will serve as a platform for exchange of international financial wellbeing experts and innovators.

About HoFT.Berlin

The House of Finance & Tech Berlin (HoFT.Berlin) is Berlin's fintech hub for finance and technology, dedicated to drive forward Financial Wellbeing in Germany and Europe through

data-driven research, targeted support for fintechs, and as a platform for ideas that shape our financial future. Together with Berlin Partner, FIBE Berlin, and the Berlin Finance Initiative.

Visit us at Singapore FinTech Festival 2025
Booth 5H33-5J33F
November 12-14, 2025

For more information:
Complete Financial Wellbeing Study: https://hub.hoft.berlin/studie-zur-finanziellen-selbstbestimmung-2025-download-danke-hoft.berlin-thank-you

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