



Inspiration Capital Partners

Inspiration Capital Partners Announces Investment in Beijing Value Simplex Technology Co. Ltd

SHANGHAI, December 22, 2021 – Inspiration Capital Partners (“ICP”) today announced an investment in Beijing Value Simplex Technology Co. Ltd (“Value Simplex”), leading the company’s Series B+ financing round followed by CICC, Shenzhen Capital Group among other co-investors.

China's asset management industry has experienced strong growth in recent years, with total asset under management (AUM) reaching US\$17 trillion in 2020 and expected to surpass US\$31 trillion by 2025 according to BCG. Under rapid development and heightened competition, asset managers have been investing aggressively in technology-enabled innovations to deliver superior investment performance and improve risk management. Advanced technologies such as big data analytics, cloud computing, and artificial intelligence will empower asset managers and accelerate digital transformation and underpin future growth of the overall industry.

Founded by a team of entrepreneurs with deep experience in the asset management industry and strong technology background, Value Simplex provides a comprehensive suite of software solutions tailored for asset managers across the entire business life cycle, covering key functions and capabilities such as data-driven investment decision making, knowledge graphs and workflow management, real-time portfolio and risk monitoring, automated portfolio performance reporting and analytics etc. Value Simplex works closely with the largest asset management companies to develop industry-leading solutions, which are then commercialized and available to the general market.

Binjie Fei, founder and CEO of Value Simplex, said: "how to improve efficiency and maximize value of data will be the prominent focus of development for the asset management industry. Digitalization will be a key differentiation for leading institutions to build competitive advantage. ICP has deep insight and extraordinary understanding of the enterprise software industry and appreciates our business model by co-developing innovative solutions with top clients before rolling out standardized mature products to the market. We are very pleased to have ICP as our shareholder and partner."

"We are excited to be an investor and partner with Value Simplex," Tim Li, Managing Partner of ICP, commented, "the team at Value Simplex not only has solid technology capabilities, but also has accumulated profound business know-how in the asset management industry. We look forward to leveraging our industry

network, capital markets resources and Environmental, Social and Corporate Governance (“ESG”) expertise to contribute to Value Simplex’ next stage of growth, accelerate the company’s expansion and further promote digital transformation of China's asset management industry.”

About Value Simplex

Value Simplex is a leading software company that provides digital infrastructure for China’s asset management industry. Utilizing advanced technologies such as big data, cloud computing, and artificial intelligence, Value Simplex has created end-to-end management platforms and data process centers that support cross-asset analytics and cover the full business cycle of asset management. Value Simplex has a strong R&D team that focuses on independent development of core solutions and underlying engines. Value Simplex has provided services to more than 50 leading asset managers in China. For more information, please visit www.valuesimplex.com and WeChat public account Shangjian-Tech.

About Inspiration Capital Partners

Inspiration Capital Partners is a leading mid-market private equity firm focusing on growth and control investments in China’s healthcare, consumer, and financial / business services sectors. Founded by experienced private equity investors with a strong track record of sourcing and managing private equity investments in China, the firm aims to create positive economic impact and generate long-term value for investors, portfolio companies, and the communities in which it operates. Further information is available at www.inspirationcap.com and WeChat Official Account at Inspirationcap.

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