

## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **Oddup Startup Research Extends Startup Coverage to Kuala Lumpur, Malaysia**

*Oddup provides news, analysis and ratings on startups, leading way for accuracy and transparency in financial services*

HONG KONG, 12 Dec, 2016 – Oddup today announced, the expansion of their startup news coverage to Kuala Lumpur, Malaysia, Oddup, founded by entrepreneur James Giancotti, has now extended its reach to the 6<sup>th</sup> city in 2016, extending its total startup coverage to 11 major cities worldwide. The expansion covers startup news, one of the newest and fastest growing asset classes.

With the increasing need for startup knowledge amongst investors and the financial industry, the demand for reliable sources of data and transparency of startups is strong. With deep market and startup experience, Oddup provides in-depth analysis, data and insight on startups, as well as the Oddup Score, a rating from 0 to 100, which is seen as the barometer of health of the startup. The Oddup Score is based on factors such as the company's product, team, competitors and growth potential.

This ASEAN city launch enables investors to gain more insights and updated startup news from around the world, thus helping them make informed investment decisions faster and more accurately.

"Kuala Lumpur stands in a very competitive landscape across Southeast Asia. Fortunately, with strong and active support from the Malaysian government, Kuala Lumpur is in a good position to steer ahead.", said Brian Chan, Head of Research at Oddup.

This is also an opportunity for startups in Malaysia to gain international exposure and media coverage through Oddup's network and partners. The Oddup platform enables startups to reach potential investors from around the world.

"We help investors discover new startups but more importantly, understand more about them. On the other hand, startups on Oddup's platform get an extended boost in market exposure and opportunities to reach potential investors. This is a bonus for those that are already on our platform and it could make a big difference to those that aren't.", says Brian.

Link to Kuala Lumpur location report: <https://www.oddup.com/location/kuala-lumpur>

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### **Oddup**

Oddup is a data-driven research platform that focuses on startups. Known as The Startup Rating System, it provides trends, current and expected future valuations of startups. The company's vision is to bring insight and transparency across the startup landscape to enable smart startup investing. Oddup rates startups with a rating score from 1-100. It is based on the combination of analyst view points and the computed algorithm, the Oddup Score. The startup rating scores are then offered as views: Buy, Hold, Sell with expectation metrics and future valuations. For more information, visit [www.oddup.com](http://www.oddup.com)

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