

Deloitte.
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500 | Technology **Fast 500**
2019 APAC



**Technology Fast 500™ 2019 Media
Guidance Kit**

Recognizing Growth

The Deloitte Technology
Fast 500™
Media Guidelines & Public
Relations kit is designed to
help winners maximise their
publicity efforts

The press release announcing the Technology Fast 500™ award winners will be distributed on Wednesday 11 December 2019, at 0600 [NZDT].

Your exact ranking on the Technology Fast 500™ list will be also be posted on our website, www.deloitte.com/fast500apac, on 11 December 2019.

The Technology Fast 500™ rankings will be announced to key editors and reporters with regional media outlets across Asia Pacific.

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Communication guidelines for the Technology Fast 500™ award winners

Publicising your achievement

The Technology Fast 500™ award winners will be announced to major media by Deloitte. We understand that you may wish to make your own announcement or otherwise publicise your award. This might include:



Media outreach to arrange interviews and secure stories about the winning company and its growth. Communication vehicles could include:

- Press kits
- Phone and email
- Press releases (we have provided a suggested template below, which we encourage you to use; any deviations from the template will require approvals by Deloitte)



Website posting might include:

- Press releases
- Identification of the Technology Fast 500 ranking on your website
- Q&As from your CEO
- CEO blogs
- Profiles of key employees
- Photos of Technology Fast 500 award presentation



Social media outreach might include outlets such as Facebook, Instagram, LinkedIn, and Twitter.

Below are a couple suggested posts you can use or make your own:

Proud to be recognised as a 2019 #Technology #Fast500APAC winner by @DeloitteTMT! See the full index here -
www.deloitte.com/fast500apac

We've secured a spot on Deloitte's 2019 #Technology #Fast500APAC list! Well done to all the winners.
www.deloitte.com/fast500apac



As a winner, you can use the Deloitte Technology Fast 500™ logo in your company's marketing and promotional materials. The logo is available in various formats, including high resolution for printing and a web version.

Logo use and guidelines

The integrity of the Deloitte Technology Fast 500™ logo must be respected at all times. Consistent use of the Technology Fast 500™ logo will help build and protect the Technology Fast 500™ image and brand. The importance of consistency cannot be overemphasized. Any modification of the Technology Fast 500™ logo confuses its meaning and diminishes its impact. Only use the logo provided in this pack – do not reproduce the logo in another typeface or style and when resizing the logo, always resize it proportionally. The logo can only be used on either a white or black background. Clear space should separate the logo from other elements, such as headlines, text, imagery, or the outside edge of printed materials. In reproducing the Technology Fast 500™ logo, be conscious of its size and legibility. If you have any questions please contact APdeloitteprivate@deloitte.co.nz

Technology Fast 500™ Asia Pacific 2019

Deloitte standard description

The following Deloitte standard description must be used at the end of each Technology Fast 500™ press release:

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited ("DTTL"), its global network of member firms, and their related entities. DTTL (also referred to as "Deloitte Global") and each of its member firms and their affiliated entities are legally separate and independent entities. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more.

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Deloitte Private is the brand under which firms in the Deloitte network provide services to privately owned entities and high-net-worth individuals.

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Technology Fast 500™ press release guidance

For Immediate Release

PR Contact: Insert PR contact name, company, telephone number and e-mail address

[Insert Company Name] Ranked Number [insert rank] Fastest Growing Technology Company on the Deloitte Technology Fast 500™ Asia Pacific 2019.

Attributes its [insert growth %] Percent Revenue Growth to [insert what growth is attributed to]

[Insert City, Country.], [Insert date] - [Insert company name] today announced that it ranked Number [insert number] on the Deloitte Technology Fast 500™ Asia Pacific 2019, a ranking of the 500 fastest growing technology companies in Asia Pacific. Rankings are based on percentage revenue growth over three years. [Insert company's name] grew [insert growth rate] percent during this period.

[Insert company name]'s CEO, [Insert name], credits [Insert factors] and [Insert factors] with the company's [Insert growth rate %] revenue growth over the past three years. He/she/they said, "[Insert quote here]."

"Being ranked on the Deloitte Technology Fast 500™ is an impressive achievement, especially because today's technology companies are thriving in extraordinarily competitive and changeable environments," said Mike Horne, Asia Pacific Deloitte Private Leader. "We applaud [Insert company name] for being the top ranked [country name] company on the index."

Optional Paragraph

[Insert company name] previously ranked [insert number] on [insert year] Deloitte Technology Fast 500™.

Optional Paragraph

On top of ranking on the Deloitte Technology Fast 500™, [Insert company name] also ranked [Insert number] on the [Insert region name] Deloitte Technology Fast 50, which ranks the 50 fastest growing technology firms in [Insert region/country].

Optional Paragraph

Overall, companies that ranked on the Deloitte Technology Fast 500™ Asia Pacific 2019 program had an average growth rate of 717 percent—the highest average growth rate since 2008.

Deloitte Technology Fast 500™ Asia Pacific selection and qualifications

The Technology Fast 500™ list is compiled from the Deloitte Asia Pacific Technology Fast 50 programs, nominations submitted directly to the Technology Fast 500™, and public company database research. To qualify for the Technology Fast 500™, entrants must have had base-year operating revenues of at least US\$ 50,000. Entrants must also be public or private companies headquartered in Asia Pacific and must be a "technology company," defined as a company that develops or owns proprietary technology that contributes to a significant portion of the company's operating revenues; or manufactures a technology-related product; or devotes a high percentage of effort to the research and development of technology. Using other companies' technology in a unique way does not qualify.

About [Insert company name]

[Insert standard company description.]

[Insert Deloitte standard description here]

Additional quotes

Any of the following quotes should be attributed to Mike Horne, Asia Pacific Technology Fast 500™ program lead:

"[Insert percentage growth] over three years is evidence of true commitment and dedication," said Mike Horne Asia Pacific Deloitte Private Leader. "[Insert company name]'s extraordinary growth marks them as one of the region's true technology leaders."

"Maintaining momentum is key to success and with [Insert percentage growth], [Insert company name] has shown itself to be a true success," said Mike Horne, Asia Pacific Deloitte Private Leader. "It is a pleasure to see [Insert company name] be ranked [insert ranking number] on the Deloitte Technology Fast 500™ Asia Pacific."

"Meeting and exceeding customers' expectations of technology over three years is proof of strong and talented leadership," said Mike Horne, Asia Pacific Deloitte Private Leader. "It is a pleasure to celebrate the people and teams responsible for such high quality success."

"Success in the technology sector requires a special mix of innovation, creativity and leadership," said Mike Horne, Asia Pacific Deloitte Private Leader. "With its [Insert percentage growth] growth rate over three years, [Insert company name] has shown that they have what it takes to create and sustain success."

"Taking out the [insert ranking number] on the Deloitte Technology Fast 500™ Asia Pacific 2019 is a commendable achievement for [insert company name]. It is an honour to celebrate [insert company name] and their impressive accomplishments." said Mike Horne, Asia Pacific Deloitte Private Leader.

If your company would like to include a different quote in addition to the ones above, please send to **APDeloittePrivate@deloitte.co.nz**

Appendix A Technology Fast 500™ timeline

11 December at 0600 [NZDT]

Winners may issue media press releases or other external announcements or communications regarding their receipt of the Technology Fast 500™ 2019 award **on December 11 at 0600 [NZDT] or later.**

Appendix B

Technology Fast 500™ country media contacts

Please reach out to the local country Technology Fast 50 program manager for the country media contact.

Country	Contact	Phone	Email
Australia	Anne Bowker	+61 2 9322 5263	anbowker@deloitte.com.au
China	Sun Bo	+86 10 8512 4866	bsun@deloitte.com.cn
India	Kapil Bellubi	+91 99008 69003	kbellubi@deloitte.com
Japan	Takahiro Akiyama	+81 90 9803 4598	takahiro.akiyama@tohatsu.co.jp
New Zealand	Aly Wrightson	+64 9 9758611	awrightson@deloitte.co.nz
SEA (including Vietnam, Guam, Indonesia, Burma Cambodia, Laos, Philippines)	Joelle Loy	+65 68002051	liloy@deloitte.com
South Korea	Yun Young Suh	+82 (2) 6676 2223	ysuh@deloitte.com
Taiwan	Betty Fang	+886 2 27259988;ext=2983	befang@deloitte.com.tw

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