

**Deloitte.**

**500** | Technology **Fast 500**  
2018 APAC **WINNER**

Powerful Connections



**Technology Fast 500™ 2018 Media  
Guidance Kit**  
Recognizing Growth

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

The press release announcing the Technology Fast 500™ award winners will be distributed on Thursday 06 December 2018, at 0001 [HKT].

Your exact ranking on the Technology Fast 500™ list will be also be posted on our website, [www.deloitte.com/fast500apac](http://www.deloitte.com/fast500apac), on 06 December 2018.

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

## Publicizing 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 publicize 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 recognized as a 2018 #Fast500APAC winner by @DeloitteTMT!** [www.deloitte.com/fast500apac](http://www.deloitte.com/fast500apac)

**We secured our spot on Deloitte's 2018 #Technology #Fast500APAC list! Congrats to all the other winners.** [www.deloitte.com/fast500apac](http://www.deloitte.com/fast500apac)

Follow us on Twitter [@DeloitteTMT](https://twitter.com/DeloitteTMT) and include **#Fast500APAC**.

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# Technology Fast 500™ Asia Pacific 2018

## 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, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more about our global network of member firms.*

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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 2018.**

*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 2018, 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 said, "[Insert quote here]."

"Making the Deloitte Technology Fast 500™ is commendable in today's highly competitive, fast-changing technology industry," said Toshifumi Kusunoki, DTTL Leader, Deloitte Technology Fast 500™ Asia Pacific program. "We congratulate [Insert company name] on being one of the 500 fastest growing technology companies in the region."

### *Optional Paragraph*

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

### *Optional Paragraph*

In addition to ranking on the Deloitte Technology Fast 500™, [Insert company name] ranked [Insert number] on the [Insert region name] Deloitte Technology Fast 50, which is a ranking of the 50 fastest growing technology firms in [Insert region/country].

### *Optional Paragraph*

Overall, companies that ranked on the Deloitte Technology Fast 500™ Asia Pacific 2018 program had an average growth rate of 600 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 Toshifumi Kusunoki, Deloitte Leader, Technology Fast 500™ Asia Pacific program:**

“Achieving sustained revenue growth of [Insert percentage growth] over three years is a tremendous achievement,” said Toshifumi Kusunoki, Deloitte Leader, Technology Fast 500™ Asia Pacific program. “[Insert company name]’s phenomenal growth puts it in excellent company.”

“Because Deloitte Technology Fast 500™ Asia Pacific measures sustained revenue growth over three years, being one of the 500™ fastest growing technology companies in Asia Pacific is an impressive achievement,” said Toshifumi Kusunoki , Deloitte Leader, Technology Fast 500™ Asia Pacific program. “[Insert company name] deserves credit for its remarkable growth.”

“Attracting enough customers to attain such fast growth over three years makes a strong statement about the quality of a company’s product and its leadership,” said Toshifumi Kusunoki, Deloitte Leader, Technology Fast 500™ Asia Pacific program. “[Insert company name] has shown the right calibre for growth.”

“Making the Deloitte Technology Fast 500™ Asia Pacific ranking is a testament to a company’s commitment to technology,” Toshifumi Kusunoki , Deloitte Leader, Technology Fast 500™ Asia Pacific program. “With its [Insert percentage growth] growth rate over three years, [Insert company name] has proven that its leadership has the vision, determination and ability to adapt and grow in a fast changing environment.”

“Being one of the 500 fastest growing technology companies in Asia Pacific is an impressive accomplishment. We commend [insert company name] for making the Deloitte Technology Fast 500™ Asia Pacific with a phenomenal [Insert percentage growth] growth rate over three years,” said Toshifumi Kusunoki , Deloitte Leader, Technology Fast 500™ Asia Pacific program.

If your company would like to include a different quote, please send to **AsiaPacFast500@deloitte.com**

# Additional approvals

Please use the press release template provided above as is. If you would like to alter or modify the press release template please request advanced approval from **AsiaPacFast500@deloitte.com**. All proposed modifications made to the press release must be submitted using the “track changes” feature in Microsoft Word.

# Appendix A Technology Fast 500™ timeline

## **6 December at 0001 [HKT]**

Winners may issue media press releases or other external announcements or communications regarding their receipt of the Technology Fast 500™ 2018 award **on December 06 at 0001 [HKT] 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	Stacie Yimeng Liu	+86 10 85125924	stliu@deloitte.com.cn
India	Anu Peisker	+91 20 6624 4680	apeisker@DELOITTE.com
Japan	Hiroshi Namiki	+81 80 33037776	hinamiki@tohatsu.co.jp
New Zealand	Aly Wrightson	+64 9975 8611	awrightson@deloitte.co.nz
SEA (including Vietnam, Guam, Indonesia, Burma Cambodia, Laos, Philippines)	Jenifer Goh	+65 6530 5594	jengoh@deloitte.com
South Korea	Kyung Eun Park	+82 2 6099 4336	kyungepark@DELOITTE.com
Taiwan	Betty Fang	+886 2 27259988;ext=2983	befang@deloitte.com.tw

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