

Deloitte.



2017 Technology Fast 500™

Media guidance

Recognizing growth

December 2017

500

Technology **Fast 500**
2017 APAC

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 7 December 2017, at 8:00am HKT.

Your exact ranking on the Technology Fast 500™ list will be also be posted on our website, www.deloitte.com/fast500asiapacific, on 7 December 2017.

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 2017 #Fast500APAC winner by
@DeloitteTMT! www.deloitte.com/fast500apac**

**We secured our spot on Deloitte's 2017 #Technology
#Fast500APAC list! Congrats to all the other winners.
www.deloitte.com/fast500apac**

Follow us on Twitter [@DeloitteTMT](#) and include **#Fast500APAC**.

Technology Fast 500™ Asia Pacific 2017 Deloitte standard description

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

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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 2017.

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 2017, 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 2017 program had an average growth rate of 619 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

7 December at 8.00am HKT

Winners may issue media press releases or other external announcements or communications regarding their receipt of the Technology Fast 500™ 2017 award **on December 7 at 8:00am HKT or later**.

Appendix B

Technology Fast 500™ country media contacts

Please reach out to your local country Technology Fast 50 program manager for the media contacts in your country

Country	Contact	Phone	Email
Australia	Anne Bowker	+61 2 9322 5263	anbowker@deloitte.com.au
China	Lisa Zhou	+86 10 85125909	liyzhou@deloitte.com.cn
India	Dina Tatak	+91 80 6627 6681	dtatak@deloitte.com
Japan	Otani Kayoko	+81 901 7687286	kayoko.otani@tohmatsu.co.jp
New Zealand	Keri Hickmott	+64 93030949	kehickmott@deloitte.co.nz
SEA (including Vietnam, Guam, Indonesia, Burma Cambodia, Laos, Philippines)	Jenifer Goh	+65 6530 5594	jengoh@deloitte.com
South Korea	Sung Il Chung	+82 2 6676 3668	sungchung@deloitte.com
Taiwan	Jacko S Wu	+886 2 25459988;ext=2675	jackowu@deloitte.com.tw

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