

HOLLAND FINTECH PRESENTS

MANIFEST

FOR THE NETHERLANDS



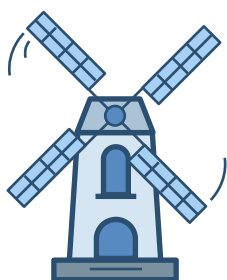
HOLLAND
FINTECH

1 **Holland FinTech aims at creating more transparent, accessible (digital) financial services and financial infrastructure of the highest level.**

The best FinTech solutions create the best financial infrastructure and generate great benefits for consumers, companies and the government. This applies to every field in which by cross-pollination with FinTech a new impetus can be created. That's why the Netherlands need access to the best FinTech solutions, from a world-wide perspective. We gladly share this ambition for the Dutch market with the Dutch government and we would like to work together to realize this goal.

2 **Our ambition for the Dutch government is to create the most appealing FinTech ecosystem in the world where fast access to the market, international growth and implementation of FinTech outside the financial industry, play a leading part. For that the following is necessary:**

- a. A clear and open ecosystem with internationally recognized know-how and network
- b. Transparent and fast processes with the government, regulating authorities and (corporate) clients
- c. International cooperation in order to share know-how and harmonize issuing of rules.
- d. Support for startups and international growth possibilities for FinTech
- e. Definite implementation projects in the actual economy
- f. Investment in know-how of digital economy
- g. A reliable and safe financial ecosystem



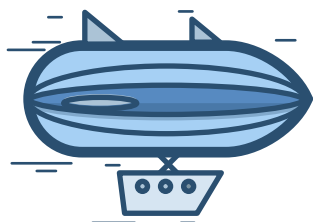
Our ambition for the Dutch government is to create the most appealing FinTech ecosystem in the world

3 For a year and a half, together with its members, Holland FinTech has been investing private money in our ambition for the Dutch FinTech ecosystem by creating:

- a. An open ecosystem with international focus and network
- b. A significant amount of know-how of world-wide FinTech developments
- c. Just one counter for access to the FinTech ecosystem
- d. Connecting role between startups and established financial institutions
- e. Programmes to share information about FinTech and the impact on the economy
- f. Stimulating investments in FinTech and arousing interest of talented people
- g. Involvement of supervisors and the government in FinTech developments
- h. Examining the barriers for the FinTech ecosystem in the Netherlands
- i. Specific programmes for key technology such as blockchain, security and API's
- j. Establishing a broadly-oriented physical FinTech Hub

Appeal to the government

However, things are moving too slow. We would like to see that the government shares this ambition for private limited company Holland and that we can work together on the realization. Also because it is the only way to structurally acquire knowledge of these developments and to impact as best as possible the parties entering the European (and consequently the Dutch) market. That is why we, also based on the report "Barriers to FinTech innovation in the Netherlands" produced in cooperation with strategic consultancy Roland Berger, have formulated a number of policy recommendations for the FinTech ecosystem.



However, things are moving too slow.

POLICY RECOMMENDATIONS

FINTECH MANIFEST FOR THE NETHERLANDS

4 Together with Holland FinTech, in which market parties are represented, the Dutch government could actively work on the flourishing of the FinTech ecosystem by:

- a. Expressing a clear ambition for the role of FinTech and financial innovation in the Netherlands.
- b. Involving FinTech in the science and innovation policy, supporting research, education, valorisation, startups and growth companies.
- c. Stimulating knowledge and innovation labs for themes such as API's (PSD2), Blockchain, big data, privacy and security in FinTech.
- d. Creating front-rank know-how of FinTech's dedication to the rest of the economy by research and exchange of knowledge.
- e. Creating real innovation projects for FinTech in other fields such as logistics, health care and government.
- f. Establishing structural consultations and exchange of knowledge between innovative market parties, supervisors and policymakers.
- g. Specifically improving policy, issuing of rules and supervision execution to boost sustained financial innovation.
- h. Advocating in Europe a (harmonized) legislation that simplifies international business activities for FinTech (among others).
- i. Establishing a clear, univocal access to regulating authorities in order to give fast and easy entry to knowledge of the licencing and regulating process.
- j. Creating a sandbox to test new financial services together with supervisors.
- k. Issuing, among other things, temporary licences so that new FinTech companies only after a beforehand arranged period, should meet the legal requirements of a full licence. In the meantime they report regularly to the supervisor.

POLICY RECOMMENDATIONS

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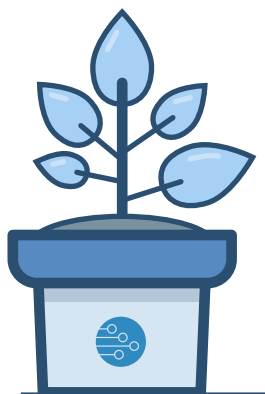
l. Increasing know-how of (financial) technology with supervisors and use this knowledge for monitoring FinTech and the digital economy.

m. Maximizing international exchange of know-how by communicating in English on all policy areas relevant to FinTech and facilitating relevant knowledge migration.

n. Optimizing and implementing the agenda for the benefit of startups as already addressed and partly implemented, also applying to FinTech startups.

5 The outcome of these efforts is not easy to express in round numbers. No doubt the impact on the Netherlands is positive and contributes to:

- Innovation
- Employment
- Economic growth
- Increased efficiency of supervisors
- Higher productivity
- Valuable knowledge of tomorrow's economy



No doubt the impact on the Netherlands is positive

ABOUT HOLLAND FINTECH

FINTECH MANIFEST FOR THE NETHERLANDS

Holland FinTech is an independent organization. Since the establishment in 2014 the company has been focussing on financial innovation and transparent, accessible and efficient financial services. Holland FinTech provides knowledge of FinTech developments world-wide and makes cooperation possible for its more than 125 members within a world-wide network of over 3,500 people. Holland FinTech entails the complete FinTech ecosystem, from startups, investors and service providers up to and including financial institutions and governments. Next to it Holland FinTech works together with other stakeholders such as the regulating authorities.

- More than 36 months actively and successfully promoting FinTech in the Netherlands
- Weekly FinTech newsletter and several FinTech events every month
- More than 20 meetings attending by over 1,500 visitors all together
- More than 125 companies in the FinTech ecosystem and the number is still growing
- Access to more than 20 FinTech hubs world-wide, among other things through trade missions
- More than 3,500 people in our international network
- A countless number of introductions between FinTech companies, service providers, financial institutions and investors

This FinTech Manifest for the Netherlands will be introduced in the Round Table about FinTech on January 21, 2016 at the Lower House of the States General. In the short run we would like to elaborate on the issues discussed with all policy bodies involved within the government. We are receptive to all parties interested in working together on the most productive FinTech ecosystem and we are looking forward to developing, together with all stakeholders, FinTech in the Netherlands and in this way make a positive contribution to a sustainable economy.

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Holland FinTech

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