

Qraft Technologies Announces Simon Lee as Managing Director of Business Development

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SEOUL, South Korea & HONG KONG--(BUSINESS WIRE)-- **Qraft Technologies**, a leading invest-tech company developing artificial intelligence (AI) solutions, has announced the hiring of Simon Lee, a veteran financial services executive, as its new Managing Director of Business Development in the APAC region. Lee will be based in Qraft's Hong Kong office.

Simon Lee, Managing Director of Business Development at Qraft Technologies. (Photo: Business Wire)

With a primary background in ETFs and mutual funds, Lee has spearheaded sales campaign

efforts in investment idea generation, product development, and marketing, alongside his accomplished reputation as a global presenter on asset allocation strategies. Simon will focus on supporting Qraft's growth goals in the APAC region and beyond, as it works to support institutions and investors with the most cutting-edge AI-driven solutions.

"My profound interest in AI and quantitative investing resonates with Qraft Technologies' position as a forward thinking leader in the space on a global scale," Lee remarks. "I am excited to be part of the team to help drive and facilitate the adoption of Qraft's AI-powered investment vehicles throughout the APAC region to support our institutional clients and investors."

Lee brings over 25 years of experience as a seasoned industry executive within the investment and financial technology industries. Prior to joining Qraft, Lee held key roles at prominent asset management firms and fintech entities, including Head of Institutional Business at CSOP Asset Management Limited in Hong Kong, Portfolio Manager at SAFE Investment Company Limited (Hong Kong branch of China's Sovereign Wealth Fund), Head of Investment & Capital Markets at IMX in Shanghai, Vice President of Structured Products at Fubon Bank Hong Kong,

Head of Investment Solutions at Asia's leading digital wealth management company, AQUUMON, and Senior Relationship Manager and Fund Application Specialist at Bloomberg L.P. in Hong Kong. Lee also holds a degree in Business Economics from the University of California, Los Angeles (UCLA).

"Lee's extensive experience and expertise aligns with Qraft's mission to deliver cutting-edge solutions that empower investors and advisors alike," says Francis Oh, APAC CEO of Qraft. "His appointment marks a pivotal moment for Qraft Technologies as we continue to expand our presence in the APAC region."

As Lee steps into the role of Managing Director of Business Development for the APAC region, Qraft Technologies strategically positions itself to catalyze exponential growth, foster innovation, and continually reshape the investment landscape.

About Qraft Technologies

Qraft Technologies is a fintech company aiming to drive growth in the asset management industry through its innovations in artificial intelligence (AI) and investing. Qraft offers a variety of AI-powered investment solutions, including a security selection engine, asset allocation engine, robo-advisory solution and an AI order-execution system. From data processing to alpha research and portfolio execution, Qraft has an established track record in developing cutting-edge AI solutions that have been adopted by over 20 financial institutions worldwide. In 2022, Qraft received a US\$146 million investment from SoftBank Group, entering into a strategic partnership to accelerate AI in the asset management industry.

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