

FOR IMMEDIATE RELEASE**Linnovate Partners Rebrands Technology Platform SMP Net to RAISE**

September 18, 2023, Hong Kong - Linnovate Partners, one of the leading global asset service providers to alternative assets such as private equity and venture capital, has announced the rebranding of its platform SMP Net to RAISE. The name RAISE stands for Robust Alternative Investments System Exchange, symbolizing the platform's evolution and expansion beyond its original objective of automating fund administration's manual mid-to-back-office tasks. This rebranding represents Linnovate Partners' dedication to technological advancement and highlights the platform's diverse array of systems. Additionally, as part of this rebranding, Linnovate Partners has established a new business entity dedicated to driving technology innovation within the alternative investment industry.

The decision to rebrand comes as a result of the platform's evolution and growth beyond its initial goal of automating manual mid-to-back-office processes involved in fund administration. The new brand, RAISE, reflects the platform's comprehensive offering that goes far beyond traditional business process outsourcing. With a diverse range of systems, RAISE opens an ecosystem for fund managers and investors, empowering their firms' technology innovation.

"We are very excited to announce the rebranding of RAISE, this represents the culmination of our efforts to build a unified ecosystem for alternative investments," said Henry Lin, Founder, and CEO of Linnovate Partners. "RAISE provides fund managers and investors seamless access to technology solutions for fund administration, compliance, investor relations, portfolio monitoring, and more. Our rebranding marks just the beginning of our commitment to transforming investment operations. We continuously integrate new ideas and pioneering technologies to streamline and simplify processes of investment operations."

RAISE by Linnovate Partners powers the leading private equity, venture capital firms, fund of funds, and real estate funds with over US\$120bn AUM on the platform globally. The platform offers the fundamentals of asset servicing including fund administration, compliance and risk management, investor portal, virtual data rooms, portfolio monitoring, integrated communication tools, document sharing, and customizable reporting, all under a secured cloud-based infrastructure. With these features, RAISE provides a network for fund managers, investors, advisors and other stakeholders to foster collaboration and enhance investment portfolios.

The rebranding to RAISE is a significant milestone for Linnovate Partners as it continues to grow and evolve its technology solutions with the goal of further transforming the asset servicing industry. The new brand reflects the company's commitment to providing innovative technology solutions that help fund managers and investors achieve their financial goals.

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About Linnovate Partners

Linnovate Partners is a leading asset services provider focused on driving innovation in the alternative investments industry. With expertise across the entire fund lifecycle, Linnovate Partners goes beyond traditional fund administration to provide value-added services and technologies that empower asset and fund managers to excel in their operations. Its six core service areas include Fund Administration, Investor Relations, Regulatory Compliance, Portfolio Monitoring, Reporting Services and Consulting Services

Powering these services is a proprietary, cloud-based platform, RAISE, that provides all the functions of alternative investing in a single ecosystem and enables seamless integration and accessibility. With offices globally, Linnovate Partners currently administers over \$120 billion in assets across more than 600 private equity and venture capital funds. As an innovation-focused disruptor, Linnovate Partners combines deep industry expertise and the latest technologies to drive better outcomes for alternative investment managers and investors worldwide.

For more information about RAISE and Linnovate Partners, visit their website at www.linnovatepartners.com/raise

Download the RAISE brochure and materials here:
[RAISE Materials](#)

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