

PRESS RELEASE

Internationally recognised Fintech consultancy partners with Nordic start-up

The world's most capable team of experts in the field of digital payments and digital identity solutions is assembled in Consult Hyperion. While based in the UK and the US, the company plans to increase its focus on the Nordic region, and therefore it has now partnered with Norfico for future projects in the region. For Norfico, which was founded less than a year ago, the partnership is both a recognition of its standing and a significant strengthening of its capacity.

Copenhagen, 7 July 2016: Norfico is proud to announce that the company has entered into a partnership with Consult Hyperion, which is one of the world's leading consultancies in the financial technology (fintech) industry.

The partnership - which began on Consult Hyperion's initiative - means that Norfico now has about forty internationally recognised top-notch consultants to draw upon when the new Nordic advisory and communications agency specialising in Fintech approaches potential customers.

The globally renowned payments and identity expert, David Birch, Director of Innovation at Consult Hyperion, tells why the Hyperion team is interested in a partnership with Danish Norfico:

"We are delighted to be able to offer Scandinavian clients the combination of our specific expertise and Norfico's detailed market knowledge. At a time when the retail payments sector is undergoing rapid change, we think their dedicated fintech focus is an effective way to bring our thought leadership in identity, payment, transit and inclusion into dynamic, highly-digitised, mobile-centric markets".

The two founders of Norfico, Kristian Thure Sørensen and Michael Juul Rugaard, say that a partnership with Consult Hyperion has been very high on their wish list since they established Norfico:

"The uniqueness of Norfico is that we are the only agency in the Nordic region that combines strategic consulting services with services in communication and PR - exclusively focused on fintech. Our cooperation with Consult Hyperion will boost our capacity in the consulting sector enormously, so from now on we can take on even larger strategically and technically complex projects," says Kristian Thure Sørensen, and Michael Juul Rugaard continues:

"Just recently we started the first ever global fintech PR network, which enables us to deliver PR and communications services to our customers all over the world. And now, with the new Consult Hyperion partnership Norfico becomes an even stronger company,

this time in the area of strategic and technical services. This is a significant development, which will certainly benefit our customers."

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About Consult Hyperion

Consult Hyperion is an independent strategic and technical consultancy, based in the UK and US, specialising in secure electronic transactions.

We help organisations around the world exploit new technology for secure electronic payments and identity transaction services from mobile payments and "chip and PIN" to contactless ticketing and smart identity cards.

Our aim is to assist customers in reaching their goals in a timely and cost-effective way. We support the deployment of practical solutions using the most appropriate technologies and have globally recognised expertise at every step in the electronic transaction value chain, from authentication, access and networks, to transactional systems and applications public.

www.chyp.com

About Norfico

Founded in 2015 Norfico is a new Nordic advisory and communications agency specialised in Financial Technology – Fintech – including connected commerce, digitisation and identity.

Norfico is the first agency in the region to combine advisory services across technology, strategy and communication focusing on Fintech. This unique combination allows us to serve our clients broadly across the value chain and increase the value delivered.

Norfico works out of Copenhagen, but we have a strong network both in and outside the Nordic region.
www.norfico.net