ESPERANZA EMPOWERS FINANCIAL INCLUSION AND CULTURAL VITALITY WITH TOKENISATION IN HONG KONG

Esperanza leverages Hong Kong's robust and adaptive regulatory regime and talents to launch tokenised RWA investment and experience, bridging global capital and local cultural IP.

> "A fan in Bangkok and a family office in Singapore can now back the same Hong Kong production, under the same regulated perimeter. That capital had no way into this industry before — Hong Kong is where we could build one."

RONALD LEUNG
Founder and CEO
Esperanza

"The last mile of financial inclusion isn't a bank account — in Hong Kong, almost everyone already has one. What's truly missing is ownership," said Ronald Leung, Founder and CEO of Esperanza.

Founded in 2025, Singapore-backed Esperanza Fintech (Securities) Limited ("Esperanza") selected Hong Kong as its regional headquarters. Esperanza specialises in tokenising and facilitating the secondary market of Real-World Assets (RWA) and revenue rights. By bridging global capital with high-value regional cultural intellectual property (IP), Esperanza drives capital liquidity, trade execution efficiency, and market transparency across Asia's entertainment and culture sectors.

Unlocking Cultural Financing and Empowering the Public

Regulated tokenisation provides vital funding channels for Hong Kong's dynamic cultural and entertainment sector. "Short capital cycles present challenges for concert producers and theatre directors, as traditional banks rarely accept performance schedules as collateral," explained Leung. "Esperanza replaces private contracts with standardised digital assets. Our portfolio already includes tokenised revenue rights for Asian concert tours and theatrical plays in partnership with creative industries. This framework enables 24/7 cross-border trading with near-instant settlement for institutional and individual investors, effectively attracting both local and global capital into local productions."

Beyond financing, Esperanza's model enables direct public participation in creative projects. "At its core, financial inclusion is about public participation. You can love a concert, a film, or a sports team — buying tickets, merchandise, and committing years of your life — and still be excluded from the core experiences only available to the inner circle. Esperanza was founded to close that gap. We enable the audiences and supporters who give assets their value the opportunity to share in it," Leung added.

"Through tokenised experiential assets, the supporters can gain bespoke personal experiences and privileges such as priority seating and backstage access to meet performers. This not only ensures capital flows directly into creative projects, but also helps anchor more world-class mega-events in Hong Kong."

Hong Kong as the Web3 and Business Hub

Hong Kong offers a rare convergence of institutional financial strength and a world-renowned entertainment industry. "Hong Kong's distinct competitive edge lies in its proactive regulatory framework. Regulators actively engage with industry partners to clarify novel financial structures within existing legal bounds, avoiding lengthy legislative delays," noted Leung. "By operating across different regulatory regimes, we build on a foundation of trust. Supported by top-tier institutional banking, unparalleled legal expertise, and flagship venues like Kai Tak Sports Park and the West Kowloon Cultural District within the city, Hong Kong presents an ecosystem that simply cannot be replicated elsewhere."

InvestHK has served as a strategic connector. "InvestHK plays a vital role as a bridge. They connected us with key investor networks while facilitating essential multi-agency regulatory dialogues and providing valuable PR support," Leung concluded.

Esperanza

- Established in 2025 with Singaporean capital support; Hong Kong serves as its regional headquarters
- The Hong Kong team focuses primarily on regulatory compliance, project development, and platform engineering

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