

Revolutionising Financial Engagement with AI-Powered Storytelling

French FinTech firm Libertify empowers financial institutions to simplify complex concepts through innovative AI solutions.

“Hong Kong offers a unique combination of financial sophistication, regulatory clarity and connectivity to both the Mainland and the broader Asia-Pacific Region, making it an ideal launch pad for FinTech innovation.”

FLORIAN LANG
Founder and CEO APAC
Libertify



Hong Kong is a dynamic hub for innovation, making it an ideal location for international FinTech firm Libertify to thrive. Headquartered in Paris, Libertify is a pioneering FinTech company leveraging AI to transform complex financial documents and data into compelling, interactive stories on a software-as-a-service (SaaS) platform. It offers three customisable products: a single-click conversion of documents into videos, a next-gen web navigation system to enhance mobile and desktop experiences and a news automation concept that animates emails.

A FinTech Launch Pad for APAC Expansion

Libertify established its regional headquarters in Hong Kong in 2024. “We chose Hong Kong because of its strategic location, its role as a leading financial services hub and the exceptional talent pool available,” said Florian Lang, Founder and CEO APAC of Libertify.

“The city has the perfect environment to test, scale and internationalise cutting-edge solutions. We have been implementing our APAC acceleration

strategy from the Hong Kong hub, strategically engaging with leading banks, insurers, and financial institutions across the region,” Lang added.

Bringing Documents to Life

Recently, Libertify partnered with Societe Generale in Hong Kong — one of the top issuers of listed structured products in Asia — to launch the “US Stocks DLC Daily Morning Call”, an innovative, short video series providing market recaps with educational insights and actionable trade ideas that are directly connected to Societe Generale’s retail structured product offerings.

“Data and AI are more than just technologies,” affirmed Keith Chan, Head of Cross Asset Listed Distribution for Asia Pacific at Societe Generale. “They are transformational opportunities revolutionising the financial sector with major impacts on client experience and service delivery. By leveraging these technological advances, we are making structured products more accessible, relevant and personalised for our clients.”

Libertify appreciates the support from InvestHK, “The department’s dedicated assistance has significantly fueled our growth, making them an exceptional partner in our journey,” Florian Lang concluded.

Libertify

- Founded in 2020 in Paris, France, Libertify’s clients include leading global banks and asset managers
- The firm established its Hong Kong office in 2022, serving as its regional headquarters since 2024
- Libertify APAC and InvestHK won the Gold Award at the Marketing Interactive DigiZ Awards 2025 in the Best AI-Generated Campaign category

 libertify.com