

Bringing Joy and Ease to Digital Rewards

Digital voucher solution provider On-us finds that Hong Kong serves as an ideal home base for reaching potential clients in the GBA and beyond.



On-us is a consumer-centric business-to-business (B2B) digital voucher solution provider known for its innovative approach. With funding from a Canadian investor, the company utilises application programming interfaces (APIs) for omni-channel distribution, creating a reward system that delivers value to brands, consumers, and merchants. It also deepens customer relationships through customisation and analysis of consumer behavioral data. With its state-of-the-art technology, On-us effectually delivers a broader spectrum of rewards and redemption options while providing avenues for consumer engagement and value creation.

On-us established an office in Hong Kong in 2019, leveraging the city's status as an international FinTech hub. It has expanded into the Southeast Asian region and plans to strengthen its foothold in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) by offering a seamless, sustainable voucher solution to more businesses.

Embracing New Technology

Dennis Shi, Co-founder and CEO of On-us, regards Hong Kong as a premier destination for entrepreneurs. He said, "Hong Kong has an incredibly dynamic FinTech landscape. The city embraces technological breakthroughs and boasts a thriving private equity and venture capital sector channelling funds to support FinTech companies. Moreover, it offers a business-friendly environment, a rich talent pool, a solid legal system, and a sophisticated financial infrastructure."

According to Shi, the Hong Kong government has been highly proactive in facilitating FinTech development in recent years. "The government has implemented a range of funding schemes such as the Dedicated Fund on Branding,

Upgrading, and Domestic Sales and SME Export Marketing Fund. Concurrently, Cyberport and Hong Kong Science and Technology Parks carry out new initiatives to support tech companies, including office space, investor matching, product commercialisation, and knowledge exchange," Shi said. "With hard and soft power, Hong Kong is poised to lead the next wave of FinTech innovation."

Delivering Smart Vouchers

On-us has developed a digital voucher system offering multifold benefits owing to its omni-tech solutions. To this end, it empowers marketers to distribute vouchers efficiently and obtain real-time data, and enhances consumers' redemption experience. In addition, merchants can entice new customers to their businesses as more brand exposure and automated settlement are achieved.

"We have recently introduced a new merchant category named environmental, social, and governance (ESG) merchants. It highlights our commitment to sustainability and social responsibility in our business practices. Moreover, we recognise the importance of employee

satisfaction and well-being in achieving overall business success. Therefore, our system supports customer and staff engagement," Shi added.

Looking forward, On-us plans to capitalise on the opportunities in the GBA and the Southeast Asian region. "With pandemic restrictions lifted, we have witnessed a rise in cross-border travellers and potential customers in the region. By leveraging our solution, businesses can effectively target and engage their audiences, expanding their customer base and driving business growth."

Shi suggests that Hong Kong serves as an ideal testing ground for novel ideas and technologies. "We have realised that if we can succeed in Hong Kong, our chance of succeeding in other parts of the GBA and Southeast Asia will be improved because the culture and business ecosystem are similar. This mindset has helped us become more agile and adaptable while expanding our business locally and internationally," he concluded.

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Dennis Shi
Co-founder and CEO
On-us

On-us

- Major clients include marketers of global financial services providers, people management teams, blue chip property developers, non-profit organisations, and more
- Received the IFTA Payment Tech Gold Award in 2019 and the Emerging Solution Silver Award in the HKICT Fintech Awards in 2022

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