

LendIt China 2016's Lang Di Fintech Conference announces PitchIt @ Lang Di Fintech

New York and Shanghai, June 6, 2016 - LendIt, the world's largest online lending conference, today officially opened applications for PitchIt @ Lang Di Fintech, the premier competition for rising Chinese fintech startups. Lang Di Fintech 2016 is LendIt's inaugural Chinese conference, which is to take place in Shanghai on July 17-18, 2016. Earlier this month, LendIt announced a strong lineup for Lang Di Fintech 2016.

Entries are due June 13, 2016, and will be judged by a panel of five experts from top venture capital firms, angel investment groups and global institutions, which collectively have an interest in potential investments in the most promising fintech startups. The final competition will be held at Lang Di Fintech Conference and will be comprised of eight pitches, resulting in one ultimate winner.

Applicants must be high-growth startups founded between 2014 and 2016 with less than \$5 million in funding, at least two full-time founders and a working prototype with customer interaction. Companies are not required to be based in China but must be prepared to travel to Shanghai if selected as a finalist. Companies in all areas of fintech are welcome to enter, including insurance, financial services, banking, real estate, wealth management, high-tech finance solutions, online lending, big data, artificial intelligence, credit scores, financial infrastructure and anti-fraud biometrics.

Selected finalists will receive two free passes to Lang Di Fintech and a significant discount for additional members of their team. This year's winner will receive a complimentary gold sponsorship package at Lang Di Fintech 2017. The winner will also have the chance to deliver their presentation on the main stage at this year's conference in front of some of the most powerful leaders in the global fintech industry.

The deadline for applications is June 13, 2016. For more information on the criteria, benefits, and awards and to apply, please visit <http://www.lendit.com/china/2016/pitchit>, or contact pitchit@lendit.com or Tharon Smith, Managing Director at LendIt China, at tharon@lendit.com or WeChat: "DrTharon".

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About LendIt

Co-founded by Jason Jones, Bo Brustkern, and Peter Renton in New York in 2013, LendIt is the largest conference series dedicated to connecting the global fintech community. LendIt conferences bring together the leading platforms, investors, and service providers in Internet finance for unparalleled educational, networking, and business development opportunities. LendIt hosts three conferences annually: the flagship conference in the United States-LendIt USA, LendIt Europe in London, and Lang Di Fintech in Shanghai. LendIt is also hosting its first Capital Markets Fintech Day this year in Hong Kong in July, which is designed to connect global companies interested in raising capital with leading investors in Asia. LendIt's sponsors from China include CreditEase, Lufax, Dianrong, and other leading local fintech players.

For more information, please visit www.lendit.com.

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