

LendIt China 2016 to Address Rapid Growth of Online Lending

New York and Shanghai, April 11, 2016 --- LendIt, the world's largest online lending conference, today announced the launch of LendIt China 2016, its inaugural Chinese conference, to take place in Shanghai on July 17-18, 2016. LendIt China 2016 will bring together the world's leading marketplace lending platforms with China's top Internet finance firms. LendIt China will also attract the Internet finance groups from the top Consumer Internet companies, Banks, Insurance companies, and Securities firms from across China.

The Internet finance industry in China is booming but the industry faces significant operational and regulatory challenges. Chinese online lending companies struggle for credibility and must deal with fraud, a weak credit infrastructure, and a lack of regulation. LendIt China will highlight the best firms from around the world and from within China to focus on the best practices that make a positive impact on society. With more than 1,000 decision-makers, LendIt China will be the annual gathering of world leaders who come together to network, learn, and launch new products in what will be the highest profile event in the Chinese Internet Finance industry.

Internet finance in China has undergone exponential growth and the government has taken notice. In a speech for the fourth session of the 12th National People's Congress, China's Premier, Li Keqiang noted that Internet finance has secured a place in the Government Work Report for three consecutive years. Perspective has shifted from "promoting its healthy development" in 2014, to "Internet-based finance rose swiftly to prominence" in 2015, to the most recent call to "regulate Internet finance and promote inclusive and green finance." Such changes in rhetoric confirm that Internet finance in China is moving toward greater administrative oversight. LendIt is encouraged to see the government taking a more active interest in the category and believes that well designed Internet finance regulation will be healthy for the long term success of the industry, similar to what has happened in other countries around the world.

LendIt China 2016 participants will engage in an intense two-day experience including high level panel discussions and keynote presentations highlighting emerging market trends, risk management best practices, cutting edge technology innovation, executive talent recruitment and development, cross-border investment and financial service partnerships. Top tier Chinese and international media are invited to attend the event and provide live coverage.

LendIt China 2016 is seeking leading experts, entrepreneurs, and research specialists in Internet finance operations, branding, credit decision making, big data analytics, credit scoring, financial management, financial product design, investment, behavioral analysis, fraud protection, underwriting and business model evaluation to register as potential speakers for the Shanghai conference. Our speaker sign up form, www.LendIt.com/China is available in English and Mandarin

Jason Jones, Co-Founder of LendIt, stated, "The Chinese Internet Finance market has grown rapidly over the past few years but has also experienced several high profile cases of fraud, which has rattled investor confidence. The fundamentals of the industry remain solid and the leading platforms empower investors while providing access to capital for consumers and small businesses. As the Chinese economy shifts towards a consumer oriented consumption economy, high quality online lending and wealth management solutions are critical to funding the fabric of the Chinese society. LendIt China intends to highlight the best Chinese companies and feature world's top player to reestablish confidence in this amazing industry."

To register go to www.lendit.com/China . Early bird discounts now available.

About LendIt

Co-founded by Jason Jones, Bo Brustkern, and Peter Renton in New York in 2013, LendIt is the largest conference series and FinTech digital media dedicated to connecting the global online lending community. LendIt conferences bring together the leading lending platforms, investors, and service providers in the lending industry 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 LendIt China in Shanghai. LendIt's past and forthcoming speaker roster includes Lawrence Summers, former US Treasury Secretary; Peter Thiel, Co-founder of Paypal, Facebook's angel investor, and author of award-winning book "Zero to One"; Renaud Laplanche, Founder, Chairman, and CEO of the Lending Club; John Williams, President & CEO of the Federal Reserve Bank of San Francisco; Greg Gibb, Chairman of Lufax; Lv Jiajin, President of the Postal Savings Bank of China; and Chen Wenhui, Vice Chairman of the China Insurance Regulatory Commission. LendIt's sponsors from China include CreditEase, Lufax, Dianrong, China Rapid Finance, and other leading local Internet Finance players. In 2015, LendIt co-organized the 2nd Bund Summit, a gathering that attracted companies and government regulatory bodies including Alibaba, Baidu, Tencent, Credit Ease, Dianrong, Dafy Finance, FICO China, Prosper, Orchard, and the UK's P2P Financial Association. For more information, please visit www.lendit.com.