

Sohu's Fintech Arm Fox Financial Technology Group Debuts at LendIt USA 2017 Conference

Recently, Fox Financial Technology Group ("Fox Fintech") an affiliate company of Sohu.com Limited (NASDAQ: SOHU) made its first global appearance at LendIt USA 2017 conference in New York, one of the world's biggest show in lending and fintech. Founder and CEO of Fox Fintech, Alex Ho, shared his views on the latest developments and trends on the China fintech space at the conference.

A major highlight of this year's LendIt conference is the innovations in lending and fintech emerging from China. Fox Fintech is one such company that is leading the developments in online financial services. Fox Fintech is the fintech arm of one of China's top Internet integrated service providers, Sohu.com Limited (NASDAQ: SOHU). The company started as an online lending marketplace under the brand name "Souyidai" and was one of the first to make lending decisions utilizing a proprietary credit risk management system. Utilizing its "FengRen" credit risk management system, Souyidai's business grew rapidly in China and the company has since expanded beyond online lending into online consumer financing, corporate credit scoring, commercial factoring, finance leasing and online integrated financial services, etc.

Leveraging Sohu's vast resources and technological expertise, Fox Fintech is already improving access to various financial services in China through technological innovations, and making an impact on the future of fintech in China.