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Thomson Reuters Announces Partnership With Oddup, Startup Rating App.

Thomson Reuters partners with Oddup to provide analysis and ratings on startups.

HONG KONG, 15 Aug, 2016 – Thomson Reuters announced today the launch of one of its first third-party apps on Eikon Studio in partnership with Oddup. The first of its kind in Asia, the app on Eikon App Studio provides ratings on startups, thus enabling finance and technology professionals to stay on top of the growing world of startups.

The financial industry is increasingly turning to open technology standards to drive innovation and flexibility in a complex business landscape. Eikon App Studio provides an open environment where the financial industry has access to a new generation of apps that foster innovation and improve productivity. The Oddup app is now available to Eikon users on App Studio, a financial app development platform that allows users to access specialized apps and streamline workflow needs as well as enabling third-party developers to integrate their app in Eikon and amplify their reach.

Oddup is uniquely positioned as the go-to rating system that rates startups from a score of zero to 100, based on the company's product, team, competitors and growth potential. The Oddup app links to Thomson Reuters financial data in compiling a comparison between a startup and a public listed company. The app serves as a guide for investors and researchers to learn more about the rapidly expanding startup scene in Asia, thus allowing for more informed investment decisions.

"At the core of Thomson Reuters is openness at every level of the financial ecosystem. The partnership with Oddup demonstrates Thomson Reuters' commitment to open technology, helping the wider financial industry become more flexible, efficient and innovative. By combining Thomson Reuters' technology and data with Oddup's expertise in startups, we aim to foster creativity and innovation. When sharing and collaboration happens between partners, customers benefit from more choices and knowledge," said James Mirfin, Managing Director, North Asia at Thomson Reuters.

"We are proud to partner with Thomson Reuters. Our core intention is to equip the Thomson Reuters Eikon community with insights on startups. Making an informed decision is critical when it comes to startup investing. By integrating with Thomson Reuters data on public listed companies, EIKON now has reliable data and detailed analysis on startups", said James Giacotti, CEO of Oddup.

The new Oddup app on Eikon App Studio helps investors make decisions faster, quicker and more accurately. The partnership promotes innovation in Asia and globally, opening up new and exciting opportunities in the FinTech market.

A quick video showcasing Oddup's application: <https://youtu.be/q4CSTw4ZfgE>

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Oddup

Oddup is a data-driven research platform that focuses on startups. Known as The Startup Rating System, it provides trends, current and expected future valuations of startups. The company's vision is to bring insight and transparency across the startup landscape to enable smart startup investing. Oddup rates startups with a rating score from 1-100. It is based on the combination of analyst view points and the computed algorithm, the Oddup Score. The startup rating scores are then offered as views: Buy, Hold, Sell with expectation metrics and future valuations. For more information, visit www.oddup.com

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