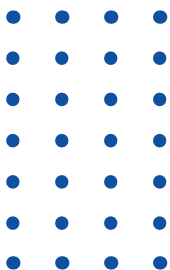




**ANNUAL
REPORT**

2021



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RUDOLPH PSAILA

2021 WAS ANOTHER DISRUPTIVE YEAR AS THE COVID-19 PANDEMIC CONSTRAINED US TO ADJUST AND ADAPT THE ACTIVITIES PLANNED THROUGHOUT THAT YEAR.

FinanceMalta, as an organisation, made good progress and implemented several initiatives which will have a positive impact on the further development of Malta's financial services sector.

Our long-standing aspiration of increasing Malta's visibility as a financial service centre and enhancing business opportunities for our members is more relevant than ever. The onset of the pandemic in March 2020 forced us to find new ways to stay connected. Digital communication became the norm and remained a key factor throughout the past year. However, 2021 was also a year of many firsts for our organisation.

Podcast Series

The year began with the launch of our first ever podcast series #FinTalks for listeners around the world. #FinTalks features FinanceMalta's members as well as stakeholders operating in the financial services industry. We published a total of 23 episodes during the year. Each episode is available in audio format on the main podcast applications, and the video is uploaded on FinanceMalta's YouTube channel. #FinTalks has been a success story for FinanceMalta with over 1,000 downloads in more than 30 countries.

Founding Member

A highlight of 2021 was that together with ten other organisations from Germany, France, Italy, Luxembourg, the Netherlands, Belgium and Estonia representing EU financial centres and federations, we founded the Roundtable of EU financial centres, which is the EU regional chapter of the World Alliance of International Financial Centres. The Roundtable will promote the creation of a common EU financial market as well as strengthen cooperation and exchange between EU member states. We are committed to working with our EU counterparts by representing the industry with a common voice at a European level and building deeper connections with other international finance centres in the years ahead.

New Platform

Our flagship event, the Annual Conference, was held in a hybrid format once again. We invested in a brand new platform for virtual events which provided a very positive user experience and allowed participants to join from any place in the world. We registered more than 300 delegates. Most sessions took place physically and this facilitated interesting discussions and debates amongst speakers and delegates. Together we looked at the latest developments in the world of FinTech and RegTech and discussed the future of asset management, banking, insurance, and private wealth. Our speakers and panellists also answered questions on cybersecurity, talent development, good governance, and sustainable finance.

Sectorial Initiatives

Later in the year, we issued new sectorial guides to our diverse financial services industry. The "Why Malta" brochures are freely available on our website, and FinanceMalta members can make use of them for their own marketing efforts. Another first is that the publications can be co-branded, and we offer members the opportunity to include their logo alongside ours at no added costs.

After a long pandemic-induced break, we hosted an in-person event in November where we launched the

first FinanceMalta sectorial-specific event and discussed the status of the insurance sector. We had been waiting to meet our members in-person for nearly two years, and we felt it was crucial to discuss and debate the current challenges and opportunities particular to this sector. 2022 will see a continuation of this event series.

Member Focus

Our core mission is to bring together Malta's financial industry, and our members are our most important asset. Last year, we significantly ramped up our efforts to ensure our members gain visibility in Malta and abroad. Initiatives ranged from offering them speaking opportunities at international in-person and virtual events to in-depth interviews and Q&As as part of our member spotlight series distributed with our email newsletter and shared on social media.

This is just a short overview of the activities we held last year. We also worked on our website, which has increased its page views by 23.5% when compared to 2020, enhanced our presence and profile on social media, organised webinars on various topics, and attended a total of 12 virtual events and 8 in-person events in various jurisdictions. Looking back at 2021, through our various initiatives, we managed to reach a much larger and more diverse community than we ever did before. Of course, none of this would have been possible without our members. I would like to thank all my colleagues in the financial services sector for their continued support.

Change and Evolution

The past two years have emphasized the need to accept and manage change and unpredictability. We now have before us a new set of challenges, and a new urgency to implement change successfully. There is no doubt that the immediate priority is the removal of Malta's name from the Financial Action Task Force (FATF)'s advanced monitoring list. Malta has strived to achieve this objective at all levels – the industry has raised its standards, the regulators and supervisors have reviewed their systems, while law enforcement agencies have increased their participation, resources and training. This experience has enabled us to turn this challenge into an opportunity for growth and improvement.

As we seek to realise opportunities in the months and years ahead, FinanceMalta will continue to work closely with its members. I encourage all members to consider how they can assist to support the sector moving forward. With the rapid pace of change and disruption we are experiencing today, we all need to work together. As an organisation, FinanceMalta will endeavour to continue evolving, and I am confident that we will successfully advance our strategic direction as the world around us continues to shift.

BOARD OF GOVERNORS



RUDOLPH PSAILA

Chairman

Rudolph Psaila is the CEO of AlleyBe Group, an independently owned Group which is engaged in the Corporate, Trust and Fintech Industry.

He started his career working for PwC Malta and PwC in the Channel Islands and during his ten-year career working in Malta and abroad, he had the opportunity to work on international, high profile assignments. In 2010, Rudolph moved to International Fiduciary Group where he was appointed as the Global Head of Commercial Operations and was primarily responsible for setting up and developing the Corporate, Fiduciary and the Fund Administration businesses.

Rudolph is also the Chairman of FinanceMalta, Malta's national promotion body for financial services and fintech related business. He is a fellow member of the Malta Institute of Accountants and a member of the Society of Trust and Estate Practitioners. Rudolph is a visiting lecturer at the University of Malta and acts as an examiner and tutor for dissertations related to financial services.



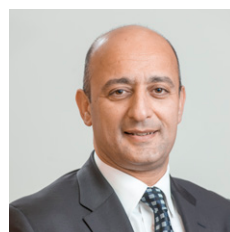
MATTHEW BIANCHI

Deputy Chairman

Appointed by the Malta Insurance Association (MIA), the Malta Insurance Management Association (MIMA), and the Association of Insurance Brokers (AIB)

Dr Matthew Bianchi is a partner at GANADO Advocates and heads the law firm's Insurance and Pensions teams. He regularly advises re/insurance

companies, insurance management companies, captives re/insurers, protected cell companies (PCCs) and insurance intermediaries and serves as the Secretary General of the Malta Association of Insurance Brokers and the Malta Insurance Management Association. He also chairs the Insurance and Pensions sub-committee within the Malta Financial Services Advisory Council.



KENNETH FARRUGIA

Governor

Appointed by the Malta Asset Servicing Association (MASA)

Kenneth Farrugia joined Bank of Valletta plc (BOV), Malta's largest banking group, in 1985 and has since occupied various positions within the Bank. Kenneth currently holds the post of Chief Retail Banking Officer at Bank of Valletta plc and sits on the Group's Management Board. Kenneth is, amongst others, responsible for the improvement of the Bank's market position, as well as the achievement of financial growth and long-term strategic business goals. Kenneth is also a Governor of FinanceMalta, Malta's national promotional body for financial services, and also serves as Chairman of the MASA. He is also the Chairman of Malita Investments plc which is listed on the Malta Stock Exchange. Kenneth is married to Kathleen and has two children.



WAYNE PISANI

Governor
(Until July 2021)

Appointed by the Institute of Financial Services Practitioners (IFSP)

Wayne Pisani heads the tax, regulatory and compliance practice within Grant Thornton. He advises an extensive

client base ranging from private clients, including family offices and high-net-worth individuals, to NASDAQ listed companies. Working across several industry sectors, he deals with a wide range of cross-border regulatory, compliance and tax planning engagements involving both local and international financial institutions, asset protection, M&A and project finance transactions. Wayne is a published author and member of the Malta Financial Services Advisory Council set up by the Minister for Finance and Employment and tasked with setting out a ten-year strategic plan for the financial services industry. He presently chairs the Financial Services Regulated Business Committee of the Institute of Financial Services Practitioners having been the president of the Institute and a member of the board of governors of FinanceMalta between 2018 and 2021.



TONIO ZARB

Governor
(July 2021 - Present)

Appointed by the Institute of Financial Services Practitioners (IFSP)

Tonio Zarb is a Consultant to KPMG in Malta and an advisory engagement leader. He was the partner leading Advisory Services function at KPMG in Malta between 1989 and 2018 and was the firm's Senior Partner between 2012 and 2020. Tonio has extensive experience in deal advisory and restructuring services and possesses detailed knowledge of strategy and business planning processes. He has led several engagements relating to business valuations, financing (including public offerings), financial due diligence, and financial reviews. In addition to his role as President of the IFSP, Tonio is a past President of the Malta Institute of Accountants, having spent twenty-four years on the Institute's Council in various roles and served as a member of the council of the European Federation of Accountants.

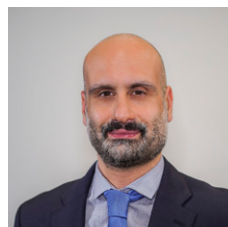


**KAROL
GABARRETTA**

Governor

Appointed by the Malta Bankers Association (MBA)

Karol Gabarretta is the Secretary General of the Malta Bankers' Association as from the 23rd July 2018. Karol was previously employed by the Malta Financial Services Authority (MFSA) as Director, Banking Supervision. He is also a former member of the ECB's Supervisory Board. Prior to joining the MFSA in 2002, he had been employed by the Central Bank of Malta for a period of 23 years where he worked in several divisions including Economics and Research, Banking Regulation and Supervision and Financial Stability. Karol holds a Bachelor's Degree in Economics and a post-graduate Degree in Financial Services from the University of Malta. Karol is a member of the Management Board of the Depositor and Investor Compensation Schemes.



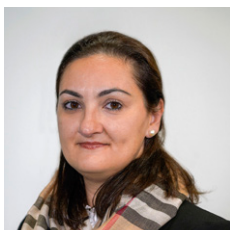
MARVIN ZAMMIT

Governor

Appointed by the Government of Malta

Marvin Zammit is an accountant and warranted auditor by profession and holds a Master's Degree in Financial Services from the University of Malta. He started his career in auditing before working for the MFSA within the Insurance Business and Pensions Unit. Marvin has worked as an accountant in the insurance industry, covering mainly insurance companies targeting international markets since 2012. He is currently a Finance Director of an insurance group specializing in run-off solutions. Throughout his career Marvin has been involved in various sectors, including fuel bunkering, cooperatives, and agriculture.

BOARD OF GOVERNORS



**JOSIANNE CASCUN
MONTEBELLO**

Governor

**Appointed by the
Government of Malta**

Josianne Cascun Montebello is a Chartered Accountant and holds a Master's Degree in Business Administration. She currently holds the position of Senior Manager of the Corporate Department within Zampa Debattista. She started her career working for PwC Malta within the Tax and Legal Department. In 2011 she joined an international firm as Partner responsible for an international portfolio of clients and in 2015 was appointed as Executive Director with PiscoPartners Corporate Services Limited leading the corporate compliance department. Josianne is a fellow member of The Association of Chartered Certified Accountants and the Malta Institute of Accounts.



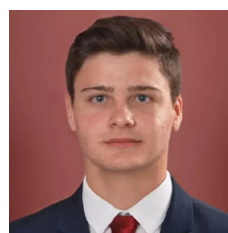
CLIVE AZZOPARDI

Governor

**Appointed by the
Government of Malta**

Clive Azzopardi is currently the Operations Director at Dixcart Management Malta, a Private Wealth and Corporate advisory firm which houses a team of accountants, administrators, and lawyers. As director his role is to manage and coordinate the different teams in the Accounts Department, oversee the day-to-day operations of the company and strengthen relationships with existing clients. Before joining Dixcart, Clive gained nine years of experience in the financial services sector working

at two different corporate services providers on the island. He is a Certified Public Accountant and a member of the Association of Chartered Certified Accountants, the Malta Institute of Management and the Malta Institute of Accountants.

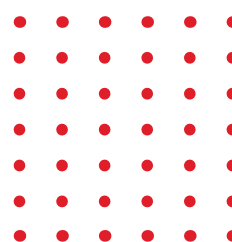


CARLOS ZARB

Governor

Appointed by the Government of Malta

Carlos Zarb was born on the 24th of November 2001 at Pieta. He attended his primary and secondary education at Stella Maris College, Gzira. He furthered his studies at Giovanni Curmi Higher Secondary where he graduated in 2019. He served for two consecutive years as President of the Students Representative Council. He is currently reading for a Bachelor's Degree in Law at the University of Malta and in June 2020 he was appointed to serve on the Board of FinanceMalta. Carlos Zarb was elected to serve as Vice Mayor at his hometown of St. Paul's Bay where he continues to serve to this day. He is currently also a member in the executive leadership of a political party's youth section.



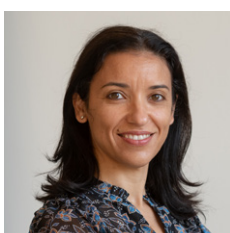
STAFF



IVAN GRECH

Chief Operations Officer

Ivan joined FinanceMalta in 2015 as Head of Business Development. He was appointed Chief Operations Officer in 2018 and tasked by the Board of Governors to lead all operational aspects of the Foundation. For over 25 years, he has held various marketing and commercial management roles in the private sector, gaining experience in diverse sectors ranging from FMCG, private healthcare and the automotive business.



BERNICE BUTTIGIEG

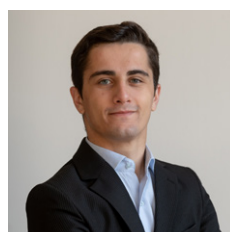
Head of Technical & Legal /
Secretary to the Board

Dr Bernice Buttigieg held the role of Secretary General with the Institute of Financial Services Practitioners and the Malta Branch of the International Fiscal Association before being entrusted with supporting the setting up of STEP (Malta) and later FinanceMalta. She has also held the role of Director of the Accountancy Board and, for a number of years, was a visiting lecturer with the University of Malta teaching Masters students on financial services related topics within the Faculty of Law. Dr Buttigieg graduated with Bachelor of Arts (B.A. Legal & Humanistic Studies) and Doctor of Law (LL.D.) in 2005 and with Magister Juris (European and Comparative Law) in 2008 from the University of Malta.



ANDREA NURCHI

Senior Manager -
Business Development



KARL SAVIOUR ATTARD

Digital Marketing Executive
from May 2021



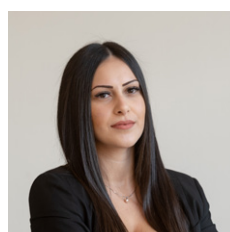
SANDRA RUSSO

Executive Assistant
to the COO



GISELLE BORG OLIVIER

Marketing Executive
until March 2021



DORIANA BILECI

Administration Officer
until November 2021

MEMBERSHIP

FinanceMalta membership is open to entities operating within the financial services and legal industry and those contributing to the growth that Malta's financial services industry is experiencing through the work of FinanceMalta.

We welcome applications from entities who would like to join the FinanceMalta community, participate in our initiatives and support efforts to promote Malta as an International Financial Centre of repute.

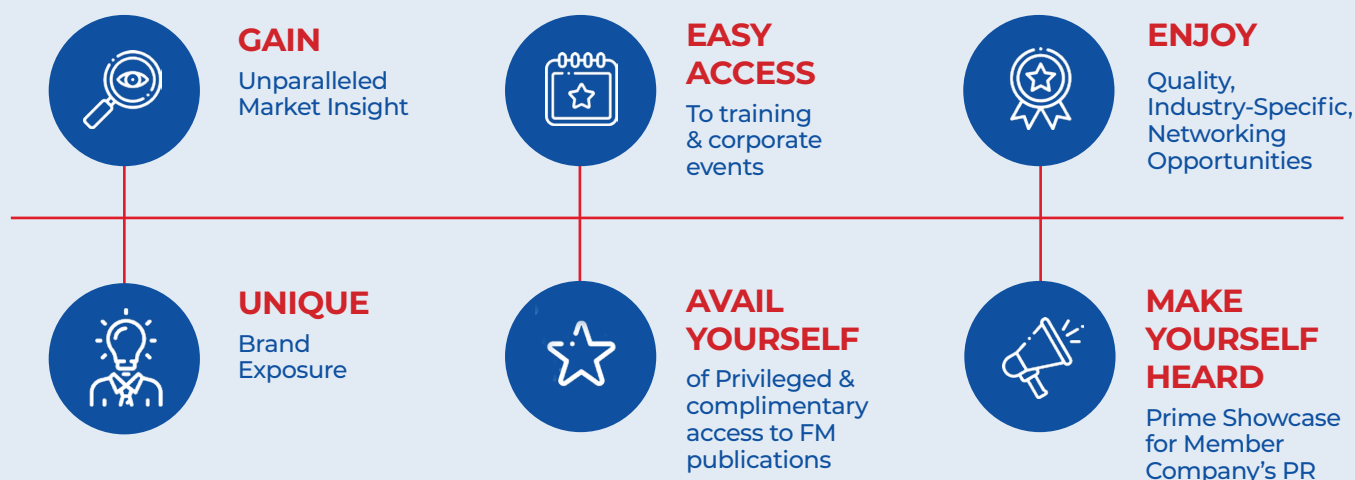
The entities operating in the following fields are eligible to apply:

- Accounting / Auditing;
- Banks & Financial Institutions;
- Corporate Services; Collective Investment Schemes;
- Fintech;
- Fund Administrators; Listed & Public Companies;
- Insurance; Investment Services;
- Law Firms; Management Consultancy;
- Pensions;
- Trustees & Fiduciaries, and
- Taxation.

Entities in the following sectors are also welcome to become FinanceMalta members:

- Accommodation & Hospitality;
- Business & Professional Services;
- Education;
- Logistics / Freight Forwarding;
- Media Organisations;
- Real Estate;
- Recruitment Services;
- Telecommunications & IT, and
- Travel & Transport.

FINANCEMALTA MEMBERSHIP BENEFITS



Professional Social Media & Online Exposure

International Exposure

Free Access to FM Business Publications

Feature possibilities on FM Marketing Materials

First-Hand Access to News & Market Highlights

All FinanceMalta members can benefit from the following initiatives:

INTERNATIONAL EVENTS

Attend events as a delegate or speaker and showcase their firm on the international scene under the umbrella of FinanceMalta.

SPONSORSHIP OPPORTUNITIES

Sponsorship preference for events organised by FinanceMalta.

NETWORKING OPPORTUNITIES

Direct access to the experience and knowledge of fellow members through online material and business networking events.

MARKETING AND PR INITIATIVES

Attend partner seminars, training, and workshops on a wide range of specialist subjects at heavily discounted rates; some events are complimentary and include CPE hours.

BUSINESS DIRECTORY LISTING

Have the company profile with logo and contact details in the FinanceMalta online membership directory, including a link to own website.

BRAND & EVENT PROMOTION

Generate brand and event awareness among FinanceMalta members and third-party affiliates, both locally and internationally.

ACCESS TO THE 'MEMBERS AREA' SECTION OF THE FINANCEMALTA WEBSITE

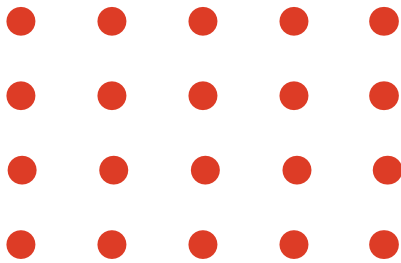
Publish white papers and articles on our website, and to contribute articles to the quarterly FinanceMalta Insight newsletter distributed both locally and internationally.

UPDATED INFORMATION

Receive regular updates, newsletters, and publications on relevant issues within the financial services industry in Malta.

INFLUENCER OPPORTUNITIES

Influence the market, regulators, and law makers through FinanceMalta's activities underpinned by the strength of our membership and founding associations.



FREE PODCAST RECORDING SESSIONS | #FINTALKS

A video-podcast initiative hosted by FinanceMalta with the objective of giving visibility to our members, offer thought leadership and industry updates, promoting the jurisdiction and ultimately attracting FDI in financial services to Malta.

FREE JOINT WEBINARS IN COOPERATION WITH FINANCEMALTA

FinanceMalta members can organise joint webinars in cooperation with FinanceMalta with the objective of promoting the jurisdiction and ultimately attracting FDI in financial services to Malta.

FINANCEMALTA MEMBERSHIP TIERS STRUCTURE

The membership tiers are according to the company headcount, and it is based on a 365 rolling day period. FinanceMalta offers six different types of membership tiers.

1-10 Employees

11-50 Employees

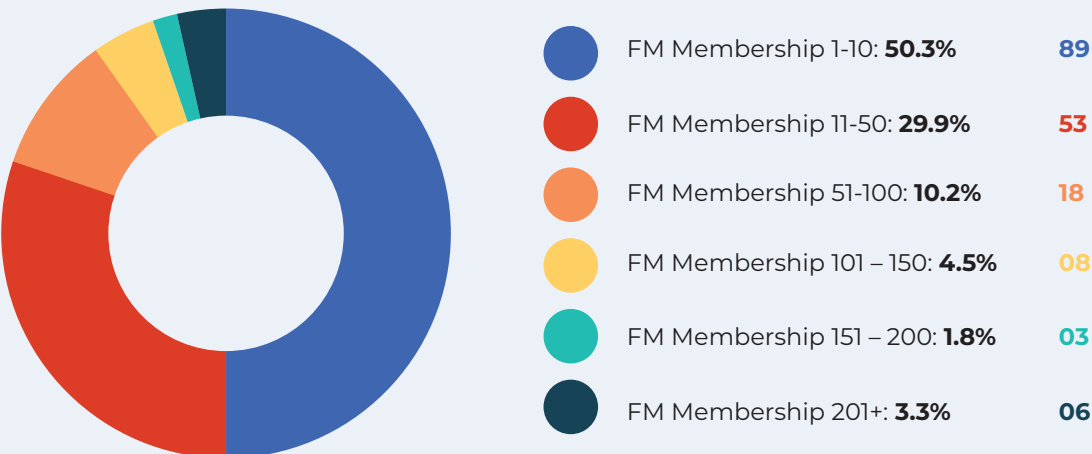
51-100 Employees

101-150 Employees

151-200 Employees

201+ Employees

The following Pie Chart portrays the number of FinanceMalta members according to the membership and relevant percentages.





1st Step Solution LTD

A

Actaco Financial
 Acumum Advisory
 Advocate Magro Axelsson & Associates
 Advocates Primei
 Affinity (Malta) Limited
 AgriBank PLC
 ALB Limited
 AlleyBe Ltd
 Altarius Asset Management Ltd
 Alter Domus (Services) Malta Limited
 Amicorp Malta Limited
 Andurand Capital Management
 Antes Insurance Brokers
 Aon Insurance Managers (Malta) PCC Limited
 Apex Group Ltd
 APS Bank plc
 Artei Partners Limited
 Arp Group Ltd
 ARQ Group
 Artex Risk Solutions (Malta) Ltd
 Aspida Advisory Services (Malta) Ltd
 Athos Family & Business Services (Malta) Ltd
 Atlas Insurance PCC Ltd
 AUM Asset Management Ltd

B

Baker Tilly Malta
 Bank of Valletta
 Bastion Wealth Limited
 BDO Malta
 Bee Insurance Management Limited
 Belair Operations Ltd
 Bentley Trust
 BMIT Technologies
 BNF Bank plc
 Borg Galea & Associates
 Boston Trust Limited

Broadwing Limited
 Business Office Services Ltd

C

Camilleri Cassar Advocates
 Camilleri Preziosi Advocates
 Castille
 Cazenove Capital
 CCPS Malta
 CDDS Mediterranean Limited
 Ceek
 Citadel Insurance plc
 Citco (Malta) Limited
 City Falcon Trading Ltd
 Continent 8 Technologies
 Copy House Ltd
 Corrieri Cilia Legal
 Creditinfo Malta
 Credorax Bank Limited
 CSB Group

D

Darag-Group
 Deloitte
 Dingli & Dingli Law Firm
 Directors Chambers
 Dixcart Management Malta Limited
 dMTV Europe Limited
 Dolfin Asset Services Ltd
 Dr Kresse International Law Firm
 Dynamic Management Solutions Limited

E

Ecovis TFC Limited
 EMD Advisory Services Ltd
 EPG Financial services LTD
 Ernst and Young Limited
 EWORLD Limited

F

Facilization Ltd.
Fenech & Fenech Advocates
Fenech Farrugia Fiott Legal
Fenlex Corporate Services Ltd
Fexserv Fund Services Limited
FIMBank p.l.c.
Finance Incorporated Ltd
Finductive Ltd
FinXP
FJ Vassallo & Associates
FMG (Malta) Ltd
Frank Salt Real Estate
Fran Moisa
FTI Consulting

G

GAEL Fund Services Malta Limited
GANADO Advocates
GasanMamo
GCS Malta
GM Corporate & Fiduciary Services Ltd
Gonzi & Associates Advocates
Goosmann & Cie. Holding Ltd
Grant Thornton
Griffiths + Associates Ltd
GTG Advocates
GVZH ADVOCATES

H

Heptagon Capital

I

IIG Bank (Malta) Ltd
Infocredit Group Limited
Integritas Corporate Services Ltd
International Management Services Ltd
Intertaxaudit Auditors & Consultants (Malta) Ltd
ITC International Pensions Ltd

Ixaris
Izola Bank plc

J

Jatco Insurance Broker PCC Ltd
jobsinmalta.com

K

Kane LPI Solutions (Malta) Limited
Konforma
Konnekt Search & Selection
KPMG
KSi Malta

L

Lockton European Brokers Limited

M

M.Z. Investment Services Limited
Malta Asset Servicing Association
Malta Institute of Taxation
Malta Stock Exchange Plc
Mamo TCV Advocates
Mandaris Group (Malta) Limited
MAPFRE Middlesea Plc
Mazars in Malta
Mediterrania Capital Partners
Merkanti Bank Ltd
MIB Insurance Brokers
Mifsud & Mifsud Advocates
Mirabella Malta Limited
Misco Consulting Ltd
Moore
MSV Life
Munich Re of Malta p.l.c.

N

NCMB Consulting
 NEWCO Corporate Services Ltd.
 Nextmarkets Trading Limited
 Nissan International Insurance Ltd

O

Osiris Trust Ltd

P

Papilio Services Limited
 Paymix Ltd
 PKF Malta
 Powerhouse Manufacturing Limited
 Praude Asset Management
 PraxisIFM Trust Limited
 PwC

R

Reed Specialist Recruitment Malta Limited
 REYL & Cie (Malta) Ltd
 RiskCap International Ltd
 RiskDeck
 Rizzo Farrugia & Co (Stockbrokers) Ltd
 RSM Malta

S

Sanne
 Seed Business Advisory Ltd.
 Sentient International Limited
 Sheltons Malta Ltd
 Sovereign Trust (Malta) Limited
 Sparkasse Bank Malta plc
 SSRBJ Group
 St Julians Advisory

STM Malta Trust & Company Management Ltd
 Summa Fiduciary Services Ltd
 Swissquote Financial Services (Malta) Ltd
 Systemic RM SA

T

TAB1 SERVICES LIMITED
 The Malta Institute of Accountants
 The Spectrum IFA Group
 Timberland Invest Ltd
 Transact Payments Malta Ltd
 Trident Corporate Services (Malta) Ltd
 Tri-Mer Services Ltd
 Trust Stamp Malta Limited
 TrustMoore Corporate Services (Malta) Ltd

V

Vassiliades & Co. (Malta) Ltd
 VC (VacancyCentre)
 Vistra

W

wamo.io
 WDM International Ltd
 Western Union Business Solutions

Z

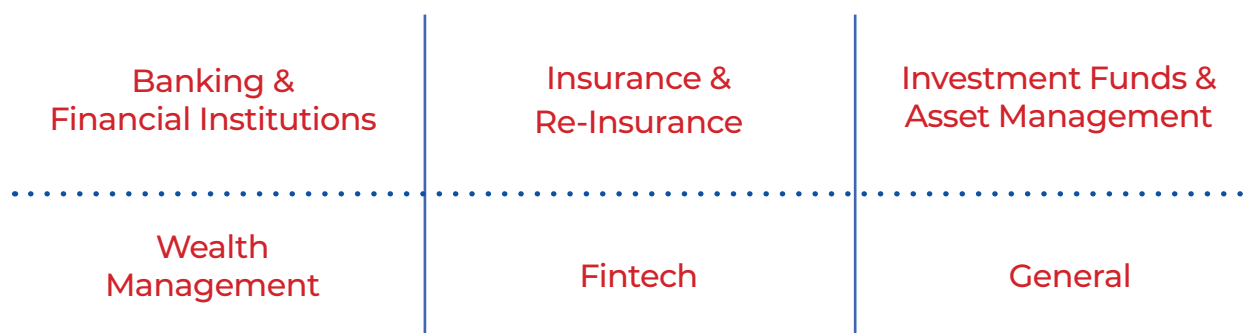
Zampa Debattista
 ZASMalta
 Zerafa Advocates
 Zeta

FINANCEMALTA PROMOTIONAL INITIATIVES REPORT

The following report provides an overview of the various promotional initiatives that were undertaken by FinanceMalta during 2021.

SECTORS

Promotional activities are grouped into 6 categories:



PROMOTING MALTA AS AN INTERNATIONAL FINANCIAL SERVICES CENTRE DURING A PANDEMIC

Our promotional initiatives in 2021 were still impacted by the COVID-19 pandemic. While in the first three quarters of the year FinanceMalta focussed its efforts on digital activities and virtual events, the fourth quarter saw physical participation in international events around the globe. Our approach was extremely flexible in order to promote Malta as a jurisdiction internationally and offer as many visibility opportunities to our members as possible.

We also held a key local networking event for stakeholders in the insurance sector, to offer the possibility to our members to gather and discuss the current status of the industry, as well as the challenges that the sector is facing, with a look at the future prospects for insurance in our jurisdiction.

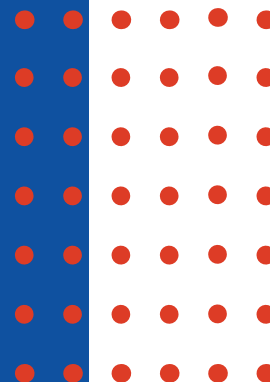
PROMOTIONAL STRATEGY

For its promotional strategy aimed at each sector, FinanceMalta focuses its efforts into four areas: **Digital Communication, Events, Internationalisation and Media.**

DIGITAL COMMUNICATION

FinanceMalta makes heavy use of digital communication tools to communicate with its members and to provide them with an additional platform to showcase their knowledge and expertise.

Throughout 2021, FinanceMalta significantly increased its use of digital platforms, and these efforts will be maintained in the future, being that digital presence is a priority for the years to come.



WEBSITE

During 2021, FinanceMalta continued to improve the overall user-experience and user-interface of its website, for members and visitors to have a pleasant experience and make the most of our website. In Q2, FinanceMalta started to conduct quarterly Search Engine Optimisation (SEO) audits to improve the visibility of our website in search results.

FinanceMalta members can utilize the FinanceMalta website to: share news updates related to the financial services industry; promote their upcoming events; apply to Calls for Expression of Interests; and download exclusive content available for members.

The following actions were taken to improve the performance of FinanceMalta's website in the course of 2021:

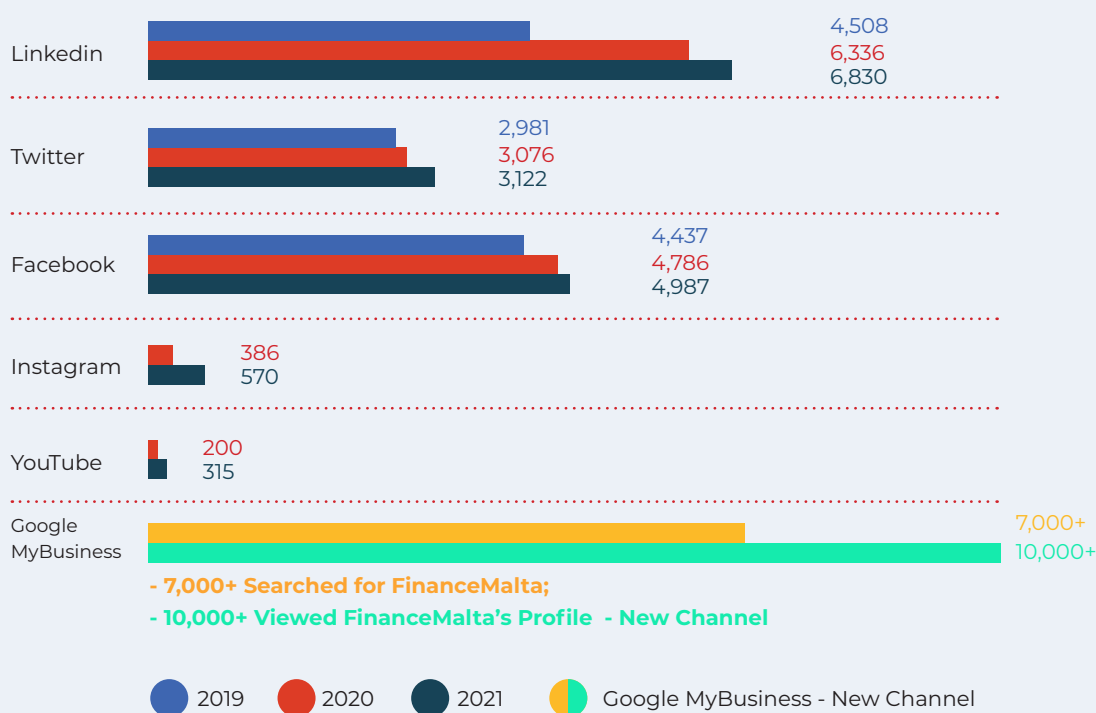
- Creation of a new dedicated page for the **#FinTalks – A Chat with FinanceMalta** Podcast Series
- Creation of a new dedicated page for the **Inisghts Newsletter**
- Creation of a new dedicated page in the Members Area for the **2021 FinanceMalta Corporate Video**
- Improvement of the **EOI section** in the Members Area
- **Content optimization** for SEO purposes in all pages
- A quarterly **SEO audit**
- **Frequent artwork updates** to keep the site fresh and appealing



WEBSITE

210,321 page views were registered on the FinanceMalta website during 2021, 90% of which were unique visitors. This means that in 2021 FinanceMalta has increased its page views by 23.5% when compared to 2020.

YEAR	PAGE VIEWS	UNIQUE PAGE VIEWS
2021	210,321	151,024
2020	170,487	142,155 (new website launched)
2019	226,283	158,775
2018	259,103	182,644
2017	154,158	107,158
2016	115,918	77,789
2015	90,210	58,816
2014	75,171	50,971
2013	68,872	44,727



SOCIAL MEDIA

FinanceMalta is present on five social media platforms: LinkedIn, Facebook, Twitter, Instagram, and YouTube.

These channels were used extensively to pursue several objectives, among which:

1. Promote Malta as a jurisdiction
2. Promote FinanceMalta activities
3. Promote FinanceMalta membership
4. Give visibility to FinanceMalta members

LinkedIn is the most used platform in the Financial Services industry, both on an international and local level. Twitter is very popular among international players, while Facebook is more widely used in Malta. We use these three social media platforms in similar ways since the target audience is also similar apart from the geographical element.

Posts on these platforms included: #FinTalks shorts; promotion of FinanceMalta initiatives; information on the calls for Expressions of Interests (EOI) issued, FinanceMalta's 2021 Corporate video, sharing of content and events posted by FinanceMalta members on our website; as well as other information pertaining to our members.

Google MyBusiness was added to the marketing mix in 2021. This platform will be used to further improve FinanceMalta's Search Engine Optimisation (SEO) efforts.

DURING 2021, FINANCEMALTA'S YOUTUBE CHANNEL WAS REVITALISED WITH NEW EXCLUSIVE CONTENT. PRIOR TO THIS, THE CHANNEL WAS ONLY USED AS A REPOSITORY OF ALL VIDEOS PUBLISHED BY FINANCEMALTA.

However, during 2021, the videos of the #FinTalks Podcast series were published on our YouTube channel. The number of views and subscribers started to increase at a very stable rate. The channel now has over 310 subscribers, corresponding to a 57.49% increase from 2020.



IMAGE/VIDEO SERIES

During 2021, FinanceMalta posted daily updates on all social media platforms. The aim of creating image/video series is to increase the level of engagement with our followers, boost our organic reach, and create quality content. FinanceMalta retained two image series from the previous year and added four brand new image/video series:

1. #WHYMALTA (IMAGE SERIES)

Promotes the Unique Selling Points of Malta in financial services.

2. #NOTONLYBUSINESS (IMAGE SERIES)

Aims to showcase the quality of the life in Malta. By publishing such posts, the heritage of Malta, its culture and traditions, as well as the activities that one can do outside business hours are promoted.

3. #FINTALKS SHORTS (IMAGE SERIES)

Aims to repurpose our podcast content and highlight key questions asked during the podcasts. The #FinTalks shorts are approximately 5-minute videos posted on our socials.

4. THE STORY BEHIND (IMAGE SERIES)

Posted on public holidays where FinanceMalta gives a historic background to our foreign social media followers on the significance of the holiday towards the history of Malta.

5. VIDEO MESSAGES FROM INTERNATIONAL EVENTS (VIDEO SERIES)

For the return of in-person events during the months of October and November 2021, FinanceMalta posted video updates from international events and gave visibility to the members who participated and represented FinanceMalta. Online engagement and response were very positive and we intend to continue posting video updates when attending foreign events in 2022.

6. FINANCEMALTA FINANCIAL NEWS ROUND-UP (IMAGE SERIES)

During 2021, FinanceMalta launched a new Instagram and Facebook stories series to provide weekly local and international financial news roundups featuring the headlines which had an impact on the financial services industry.



The FinanceMalta social media channels were also used to promote Corporate Social Responsibility (CSR) activities, such as the donation given to the YMCA, as well as to raise awareness on socially relevant topics, such as the importance of screening for early detection of cancer (Pink October), and World Suicide Prevention Day. Furthermore, FinanceMalta's socials were also used to celebrate World Photography Day, World Tourism Day, Human Rights Day and promote national achievements like Project Maleth.



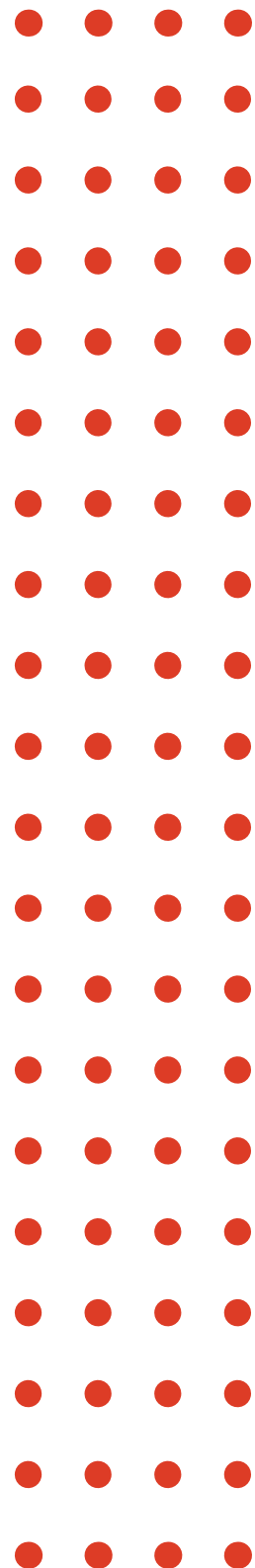
#FINTALKS PODCAST SERIES

The #FinTalks – A chat with FinanceMalta is a podcast series hosted by FinanceMalta and featuring members and stakeholders operating in the financial services industry.

The series has two editions: the “Institutional edition” features representatives from a variety of entities regulating the industry and aims at providing updates on procedures, regulation and new legislation.

The “Members edition” aims at offering the opportunity to FinanceMalta members to address a topic of interest and, at the same time, providing thought leadership on the various sectors. This is offered at no cost to FinanceMalta members and is one of the activities that FinanceMalta has in place to increase visibility to its members.

The first episode was published in March 2021. In total, 23 episodes were published during the year: 13 episodes of the Institutional Edition and 10 episodes of the Members Edition. Each episode is available in audio format on the main podcast applications (six portals in total), while the video is uploaded on FinanceMalta’s YouTube channel.



The list below is a summary of all the guests who participated in the #FinTalks podcast series during 2021:

	DATE	SPEAKER	ORGANIZATION	TITLE
1	23 March	Geraldine Spiteri Lucas	MBR	The Beneficial Owner Register: is it effective in enhancing transparency?
2	30 March	Andre' Zerafa	MASA	The Revisions to the MFSA Loan Fund Rules – a practical application
3	6 April	Kenneth Farrugia	FIAU	Preparing for an FIAU investigation.
4	13 April	Ian Meli	MFSA	Preparing for an MFSA inspection. What to expect.
5	20 April	Stephen McCarthy	MDIA	System certification and AI in the field of financial services
6	27 April	Consuelo Marzi	FIAU	The FIAU's supervisory examinations and best practices.
7	4 May	Cain Grech	Malta Enterprise	Malta Enterprise support to the financial services industry
8	11 May	Carmelo Romano	FinXP	How being Tech-savvy gives Fintechs a competitive advantage
9	18 May	Jonathan Vassallo	Dixcart Management Malta	A focus on Private Wealth in Malta
10	25 May	Katya Higgins	International & Corporate Tax Unit	Exchanges of Information
11	1 June	Dana Farrugia	Tech.mt	Embracing the Digital Transformation in the Financial Sector.
12	8 June	Karol Gabarretta	Malta Bankers' Association	Banking in Malta
13	15 June	Dr. Christopher Buttigieg	MFSA	MFSA: Past, Present...What's next?
14	22 June	Dr. Matthew Bianchi, John Tortell, and Elizabeth Carbonaro	FinanceMalta Jatco MIMA	PCCs and innovation
15	29 June	Linn Tonna	Western Union Business Solutions	Foreign Exchange Risk Management: why is it crucial for businesses?
16	6 July	Anna Pritsker Margarita Tovstolyak	1st Step Solutions	Trends of 21st Century Banking
17	5 October	Gareth Genner	Trust Stamp	Identity as the foundation for all transactions
18	12 October	Adriana Camilleri Vassallo, and Albert Alsina	FJVA Group & Mediterranean Capital Partners	The role of ethics in financial services
19	19 October	Cliff Pace	Malta Stock Exchange Institute	Professional Development and Financial Literacy within the Financial Services Sector
20	26 October	Fiorentina D'Amore	FIMA	Financial Institutions as the pivot of an economic ecosystem
21	14 December	Francina Moisa	FranMoisa	How to recruit and retain employees
22	21 December	Aldo Giordano	MFSA	The Recovery and Resolution Directive – background and current/future issues
23	28 December	Stephanie Galea	Malta Stock Exchange Institute	The EU listing Act Consultation: Making capital markets more accessible to SMEs.

*In Red: Members Edition Podcasts | *In Black: Institutional Editions

#FINTALKS KEY STATS



23
EPISODES



1,000+
DOWNLOADS



DOWNLOADED IN
30+
COUNTRIES

amazon music



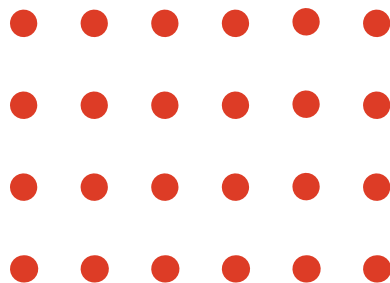
Google Podcasts

PodBean



STITCHER





FINANCEMALTA HAS IN PLACE AN EMAIL SYSTEM TO COMMUNICATE WITH MEMBERS AND OTHER INDIVIDUALS WHO OPTED IN TO RECEIVE FINANCEMALTA INFORMATION.

Email campaigns are used to inform our audience about the following:

1. Calls for Expressions of Interest (EOIs)
2. Upcoming Events
3. Invitations
4. Latest Publications
5. Press Releases
6. FinanceMalta Insight Newsletter

E - NEWSLETTER

THE FINANCEMALTA INSIGHT NEWSLETTER IS AN ELECTRONIC PUBLICATION THAT HAS BEEN ISSUED BY FINANCEMALTA SINCE SEPTEMBER 2009.

This digital publication is an important vehicle for enhancing the understanding, sound practices and growth of the Malta Financial Services Industry to a targeted readership. The newsletter is rich in content with external links leading to FinanceMalta's website as the primary source of information.

During 2021, FinanceMalta published four editions of the Insight Newsletter (one every quarter) and registered record open and click through rates. This was the result of the introduction of new content formats, such as the Roundtable Discussions, guest articles, interviews and the Member Spotlight section.

Summary of the Content found in the Insight Newsletter:

INSIGHT NEWSLETTER – APRIL 2021

- Editorial
- New Series: Member Spotlight
- Save the date: FinanceMalta 14th Annual Conference
- Interview: The Insight Interview
- Industry Updates
- Launch of the #FinTalks Podcast

INSIGHT NEWSLETTER – JULY 2021

- Editorial
- Discussion: Roundtable Insights
- Member Spotlight
- Guest Article by Professor Sir Andrew Likierman
- Launch of the FinanceMalta 14th Annual Conference Tickets
- Launch of official video promo for the FinanceMalta 14th Annual Conference

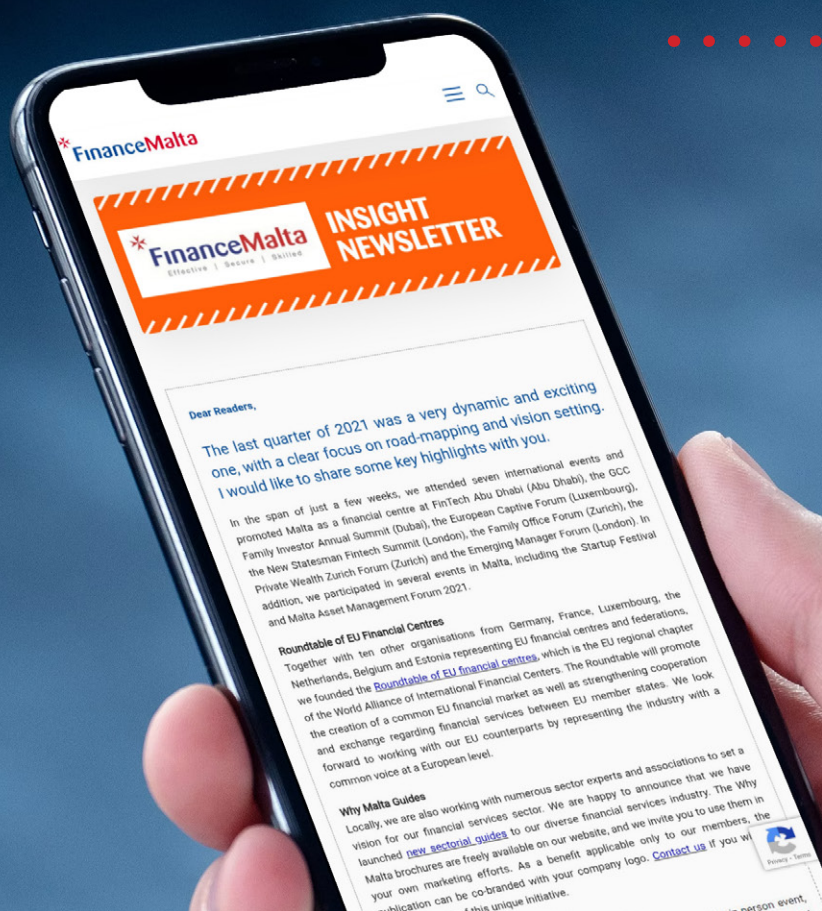
INSIGHT NEWSLETTER – DECEMBER 2021

- Editorial
- Interview: The Insight Interview
- Article: Sector in Focus: Sustainable Finance
- Member Spotlight
- Article: What's next for Asset Managers?
- Article: How Insurance can attract the Talent it needs
- Launch of the FinanceMalta Sectorial Specific Guides 2021/22

INSIGHT NEWSLETTER – SEPTEMBER 2021

- Editorial
- Reminder: On Demand videos of the 14th Annual Conference
- Reminder: New Episodes of the #FinTalks Podcast Series
- Article: FinTech in Malta: An Overview
- Member Spotlight
- New FinanceMalta Governor
- New MFSA Chief Executive Officer
- Article: Why Malta?
- Launch of The FinanceMalta 2021 Corporate Video

FinanceMalta is committed to maintain the preparation and distribution of its Insight Newsletter and encourages its members to provide the Foundation with thought-leadership articles related to financial services to be included in this electronic newsletter on a complimentary basis, as a membership benefit.



FINANCEMALTA IN 2021



174

Member firms



210,321

Website Visits





EVENTS

2021 was still a challenging year due to the continuation of the COVID-19 pandemic, however, FinanceMalta managed to participate in 8 in-person events and host a networking event in November 2021.

In the first half of the year, FinanceMalta attended a total of 12 virtual events and hosted a webinar in Q1 titled **Banks in Malta - Dealing with trusts and foundations**. The FinanceMalta Annual Conference was organised in July 2021, and it was held as a hybrid event.

FINANCEMALTA EVENTS

The 14th FinanceMalta Annual Conference **| 20-21 July 2021 | Hybrid Malta/Online**

The FinanceMalta 14th Annual Conference, held on 20-21 July 2021, was the most important event of the year for FinanceMalta. As it was the case in 2020, the event was held in a hybrid format to ensure the safety of all participants. An online platform was used to give delegates the possibility to follow the event and to interact with each other, and also to guarantee visibility to the sponsors. The platform chosen offered increased exposure to all sponsors, while also enhancing the experience of each delegate, when compared to the platform that was used last year. Like in 2020, in order to ensure high quality video and smooth broadcasting, and a studio environment was set-up at the Hilton Conference Centre. Speakers were given the possibility to participate at the conference from the studio.

The conference was held over two mornings and featured over 50 speakers. Over 300 participants registered for the event, including both members and non-members. The Annual Conference reaffirmed itself as a high-quality event in terms of content and speakers.



The 14th FinanceMalta Annual Conference

Together. Again. FinanceMalta meets Insurance

| 19 November 2021 | Malta

Together. Again. FinanceMalta meets Insurance was the first in a series of sectoral events dedicated to the Maltese financial services industry. The aim was to offer networking opportunities to our members, since this is one of the most appreciated benefits of the FinanceMalta membership. Such events also include a 1 hour panel discussion aimed at tackling the current situation and, most importantly, the way forward for each sector. The panellists of the November event included the Minister for Finance and Employment Hon. Clyde Caruana, Insurance and pensions supervision Head of the MFSA Ray Schembri, the Deputy Chairman of FinanceMalta Dr Matthew Bianchi and Romina Soler, Partner and Insurance Leader at PwC Malta. Ms Soler was selected through a call for expressions of interest, open to all our members and issued to provide additional value to the FM membership. Similar events will be organized in 2022 and will be dedicated to other sectors.





IN - PERSON EVENTS

Family Office Forum London

| 28-29 September 2021 | London, UK

The Family Office Forum - London, organized by Prestel & Partner, was held in London, UK and it was the first face-to-face event that FinanceMalta sponsored in 2021 and also the first event dedicated to Family Offices attended by FinanceMalta since the beginning of the pandemic. FinanceMalta was represented by Jonathan Galea, Director – Head of Immigration of Deloitte Malta.

The NewStatesman Fintech Summit 2021

| 2-3 November 2021 | London, UK

The NewStatesman Fintech Summit 2021 took place in London and it was the first time that FinanceMalta sponsored this event. The selected speaker was Gareth Genner, co-founder and CEO of Trust Stamp. The event had some 100 participants in the face-to-face format. It was also streamed online, where FinanceMalta had a virtual booth, and some contacts were originated through the virtual booth.

GCC Family Investor Annual Summit

| 3-4 November 2021 | Dubai, UAE

The GCC Family Investor Annual Summit was held in Dubai, organised by Quorum Club, which had hosted previous successful roundtable events in London and Dubai, and to which FinanceMalta has been an active participant. The event was 'by invitation only' and once again the organisers brought to the table nearly 100 of the region's eminent family investors and HNWIs. FinanceMalta hosted one of the breakout sessions titled "The governance debate – optimising structures for family prosperity" wherein member FJVA (Dr Borana Hima) delivered a presentation on the set up of Foundations. Another FinanceMalta member, Dixcart, represented by Mr Henno Kotze attended as a delegate.

European Captive Forum

| 9-11 November 2021 | Luxembourg

The European Captive Forum is an event that has always been highly appreciated by our members. FinanceMalta proposed the Malta Financial Services Authority (MFSA) as a speaker, which was accepted by the organiser. The FinanceMalta delegation also included Ian Stafrace (Atlas Insurance) and Dr Nadia Cassar (Ganado Advocates). The event was a great opportunity to promote Malta, especially with regards to the PCC structure. All members of the FM delegation actively interacted with other delegates over the two days.

Family Office Forum Zurich

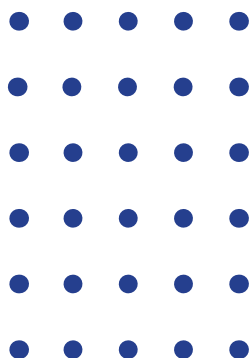
| 9-10 November 2021 | Zurich, Switzerland

The Family Office Forum – Zurich was organized by Prestel & Partner. The FinanceMalta delegation was composed of FinanceMalta Chairman Rudolph Psaila, Chris Curmi (Deloitte) and Przemyslaw Koger (Alter Domus). Our speaker, Chris Curmi, participated in a session titled "Recent Investment themes of Family Office Investment strategies". The event provided interaction of Family Office heads with Family Office advisors and also kept the audience aware of Malta's potential as a Family Office jurisdiction.

Startup Festival

| 11-13 November 2021 | Malta

FinanceMalta participated in the Startup festival, an event organised by Malta Enterprise, where Startups and SMEs discussed Sustainability, Digitalisation & Innovation. FinanceMalta also had a physical stand where attendees had the opportunity to speak with FinanceMalta representatives.



Private Wealth Switzerland - Zurich Forum **| 22 November 2021 | Zurich, Switzerland**

The Private Wealth Switzerland - Zurich Forum was organised by Markets Group and focussed on the management, advisory and oversight of private capital. FinanceMalta had a panellist through our member Dixcart (Mr Henno Kotze) who also had the opportunity to lead a peer-to-peer Breakout Round Table Discussion on the topic of 'Wealth Transfer'. FinanceMalta was represented also by Chairman Rudolph Psaila, with another delegate pass allocated to our member George M Mangion, Senior Partner, PKF Malta. Around 90 delegates attended the event.

Fintech Abu Dhabi 2021 **| 22-24 November 2021 | Abu Dhabi, UAE**

FinanceMalta sponsored Fintech Abu Dhabi in cooperation with Malta Enterprise and Tech.mt. FinanceMalta delegation included JP Fabri (Seed Consultancy, speaker) and Dr Omar Zerafa (Zerafa Advocates, delegate). Day 1 was dedicated to founders and investors, while days 2-3 focused more on panel sessions with content available on two different stages. It was a great opportunity for the three entities to showcase Malta especially as a gateway to access the EU and African markets. JP Fabri moderated a panel session titled "A New Playing Field: the Innovation & Digitisation of the Financial System". The event offered many networking possibilities, and the delegates we met appreciated the fact that they could talk with the three entities and therefore have a clear picture of the Maltese Fintech ecosystem.

Emerging Manager London **| 30 November 2021 | London, UK**

The Emerging Manager Forum London was organized by Informa. Due to a last-minute change in travel regulations imposed by the United Kingdom, delegates were not able to participate in person. However, FinanceMalta speaker (Dr James Farrugia, Ganado Advocates) was able to participate in the panel remotely. The session was titled "Expectations vs. reality when launching a Fund - What are the key hidden challenges and costs that Managers face?"

ONLINE EVENTS

Banks in Malta - Dealing with trusts & foundations **| 27 January 2021 | Local Online**

The webinar “Banks in Malta - Dealing with trusts and foundations” provided a better understanding of these structured entities, how they are regulated and accepted by banks as their customers. The event lasted two and a half hours and was structured as follows:

- Panel discussion moderated by Vanessa MacDonald, with three panellists nominated by the Malta Bankers' Association (MBA)
- Presentations by STEP, MFSA, FIAU, MBR and Andre Toubkin, Director Wealth Management for Switzerland of Schroder & Co Banque SA
- Interactive Q/A session moderated by FM Chairman and featuring MBA, STEP, MFSA, FIAU, MBR

Initially conceived as an event for compliance officers working for banks based in Malta, the event was organized with the support of the MBA and attracted many more participants than expected. It was attended by over 200 participants, including 10 banks.

Captive Review Malta Report **| 17 February 2021 | International Online**

FinanceMalta contributed to the publication Malta Report by Captive Review. The foundation also participated in a webinar entitled “Innovation, Regulation & The future of Captives in Malta.” FinanceMalta was represented on that occasion by Deputy-Chairman Dr Matthew Bianchi.

UK Captive Forum **| 25-26 February 2021 | International Online**

The event was held online and the Foundation was represented by Elizabeth Carbonaro, Chairperson of the Malta Insurance Management Association (MIMA), a founding Association of FinanceMalta. Elizabeth Carbonaro participated in a roundtable dedicated to “The impact of Brexit on Multinational Captives”

Catching up with members **| 11 March 2021 | Local Online**

The virtual event “Catching up with members” was addressed by Chairman Rudolph Psaila and all members were invited to participate. It was the first time we organized such initiative dedicated to members, and the main objective was to inform FinanceMalta members about our strategy for 2021 and, most importantly, on the various opportunities that they have thanks to their FinanceMalta membership. The presentation highlighted, among others: Events, Podcasts and Video Podcasts, Webinars, Social Media, Website. Over 50 participants attended the event, which also included a Q/A session. The presentation given during the meeting was made available in the members' area of our website.

Private Wealth UK Spring Forum **| 13-14 April 2021 | International Online**

The Private Wealth UK Spring Forum was organized by Markets Group and held virtually. It provided updated peer education on asset allocation, wealth management asset protection, succession planning, private client management, offshore structuring, tax, trust and estate planning.

FinanceMalta was represented by Anabel Mifsud, Managing Director of Fexserv Fund Services. A delegate pass was also allocated to Dr Vanessa Vella (Vella Grech Legal). FinanceMalta's speaking position was in a panel dedicated to “How to Best Take Advantage of Opportunistic Alternative Investments”.

UK Fintech Week **| 19-23 April 2021 | International Online**

The UK Fintech Week, organized by Innovate Finance, was a virtual event structured over 5 days. FinanceMalta sponsored it with the collaboration of Malta Enterprise and Tech.mt. FinanceMalta secured a speaking position in the main agenda of the event, during a panel session titled “Trust vs Innovation: Finding the Regulatory Balance for a Strong Fintech Sector”. Due to the subject to be discussed, the speaking opportunity was offered to the MFSA, which appointed Luciano Brincat, Senior Manager – Strategy Policy & Innovation to participate.

Within the UK FinTech Week, FinanceMalta also organized a breakout session that focused on Malta and its proposition with regards to FinTech companies, also in the context of Brexit. The session was titled “Innovative, Agile and Resilient – the qualities for a successful Fintech Hub” and was moderated by Peter Cunnane, Head of International at Innovate Finance. The objective of the session was to emphasize the importance of adapting to a fast-paced sector, especially considering the latest EU regulations, and also to showcase why Malta is a nimble and resilient jurisdiction and a great fintech hub to consider. Dana Farrugia – CEO, Tech.mt, Brian Camilleri – Head, Economic intelligence, policy and EU affairs at Malta Enterprise, Luciano Brincat – Senior Manager, Strategy Policy & Innovation at the Malta Financial Services Authority (MFSA) and Gareth Genner – CEO and Group General Counsel at Trust Stamp, a member of FinanceMalta, were the panellists during the session.

Malta and the Digital Economy

| 26 April 2021 | Local Online

Malta and the Digital Economy was organized by FinanceMalta member Malta Business. Structured as a webinar, the event aimed at explaining how incentives to innovative and technological startups, digital infrastructures, cybersecurity policies, national development strategies and a large presence of companies in the sector make Malta an ideal ecosystem for the growth of new projects. FinanceMalta was represented by Dr Cherise Abela Grech from GTG Advocates.

Fintech Junction 7th edition

| 27 April 2021 | International Online

Fintech Junction was held virtually. FinanceMalta was represented by Dr Malcolm Falzon (Camilleri Preziosi) and Dr Joseph Farrugia (Ganado Advocates) who contributed to the discussion through a keynote speech on “Malta’s evolution in the Fintech Industry” and the participation in a panel discussion on “How to Accelerate your Business Growth with the Right Partners”, respectively.

Masterclass on Funds

| 4-6 May 2021 | Local Online

The Masterclass “How to start a Fund and Asset Management operation” was held over three mornings. The event was organized by BoV Fund Services with the collaboration of FinanceMalta, represented by Kenneth Farrugia, Governor. This 3-part Masterclass examined and illustrated the setting up of funds and asset management companies in Europe, with a particular focus on the environment in Malta and the fund structures unique to the local industry. The 3 parts focused on: The European Fund Environment. The Process of Setting up a Fund and Asset Management Company; Fundraising, launching and running a Fund.

Brexit e Malta: La soluzione Europea

| 13 May 2021 | International Online

Brexit e Malta – La soluzione Europea was organized by BoV Fund Business and FinanceMalta, and streamed live on LefontiTV to target the Italian market. In particular, the objective was to present Malta as a viable option for UK fund managers, wealth planners and private equity operators looking for an EU base in the aftermath of Brexit. The event was held in Italian and was presented by Alessia Liparoti (LeFonti). Andrea Nurchi, Senior Manager, Business Development of FinanceMalta represented the Foundation. Giulia Gaddari (Analyst Strategy Policy and Innovation - MFSA), Joseph Camilleri (Executive Head, Business Development and Support Wealth Management, BoV) and Alessandro Corno (Founder and Managing Partner – Alma) participated at the event as speakers.

Cross Border Planning

| 26-28 May 2021 | International Online

The virtual event Cross Border Planning International was organized by Informa, which merged the 4 previous CBP events (Europe, Africa, Middle East and Asia) in one single event. This further increased networking opportunity and visibility to all participants. FinanceMalta was represented by Maria Muzarowska, Business Development Manager of Dixcart, who took the floor during a panel dedicated to “Trusts, Estates and Private Client”. Delegate passes were also distributed to Alter Domus, RiskDeck and BoV.

Emerging Manager Europe

| 14-17 June 2021 | International Online

Emerging Manager Europe was also organized by Informa. FinanceMalta secured a speaking position in a panel discussion dedicated to “Where Should You Domicile Your Fund?”, which was allocated to Fexserv Fund Services (represented by Cristian Echevarria, Business Development Manager) and several delegate passes for our members, which were distributed to Vella Grech Legal and BoV.

Captive Connect

| 23 June 2021 | International Online

Captive Connect was organized by Captive Review. Ian Stafrace, Chief Strategy Officer of Atlas Insurance, was selected to represent FinanceMalta in a panel discussion titled “Will the captive cell trend continue?”. FinanceMalta’s participation helped to further enhance Malta’s position throughout the event.





We were invited to participate in the New Statesmen FinTech conference in London which included participation in a panel discussion. The exposure from the panel directly led to a subsequent invitation to appear on a high-profile podcast compounding the valuable exposure at the event."

Gareth Genner, CEO & Founder, Trust Stamp



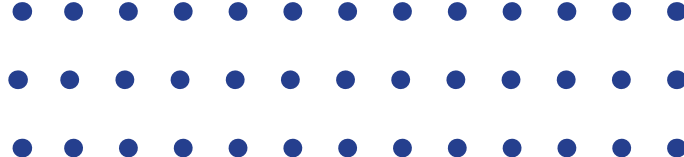
It was a pleasure and privilege for me and for Seed to participate at the FinTech conference in Abu Dhabi with FinanceMalta. The event showcased the latest thought-leaders in the space and gave us the opportunity to speak and build relationships at such a flagship event. FinanceMalta continues to offer the right support and access to its members."

JP Fabri, Partner, Seed Consultancy



FinanceMalta brought together a strong delegation and physical presence to this well-attended European event, thanks to which we were better able to proudly share and position the unique strengths Malta has to offer with insurance captives and protected cells."

Ian-Edward Stafrace, Chief Strategy Officer, Atlas Insurance PCC



I had the pleasure to join FinanceMalta in a trip to Dubai to attend the GCC Family Investor Forum, as well as in a trip to Zurich to be a speaker at Private Wealth Switzerland Forum.

At both events I had the opportunity to meet high-profile individuals. The process for both events were seamless and the FinanceMalta team that attended both events were super friendly and happy to make the necessary introductions. I can highly recommend a trip with FinanceMalta."

Henno Kotze, Director, Dixcart



With FinanceMalta we attended the 5th Annual Private Wealth Switzerland Zurich Forum in Zurich, where we were given exclusive access to the leading minds throughout the private wealth investment industry. It was a great pleasure meeting up with international professionals and exchanging visions."

George M Mangion, Senior Partner, PKF Malta



INTERNATIONALISATION

WAIFC AGM

| October 2021 | Dubai, U.A.E

FinanceMalta participated in the World Alliance of International Financial Centers' (WAIFC's) AGM for the very first time. The Annual General Meeting of the WAIFC was an opportunity to reflect on the important role financial centers play in supporting the recovery from the pandemic and the growth in the real economy. Delegates also discussed critical topics like the joint activities in supporting the economic recovery from the current pandemic, the transition towards a sustainable financial industry, innovative trends in finance like artificial intelligence, financing of SMEs, and inclusive finance.

EU Financial Centers Roundtable

| November 2021 | Luxembourg

During its inaugural meeting on 9 November 2021 in Luxembourg, the EU Roundtable met with representatives from both the European Investment Bank and the European Stability Mechanism in order to discuss how to strengthen the competitiveness of the EU financial market in the post-pandemic recovery. The EU Roundtable serves as a Regional Chapter of the World Alliance of International Financial Centers ("WAIFC") and a total of eleven organizations, including FinanceMalta, representing EU financial centers and federations from eight EU member countries signed a Memorandum of Understanding.



WAIFC AGM | Dubai, U.A.E



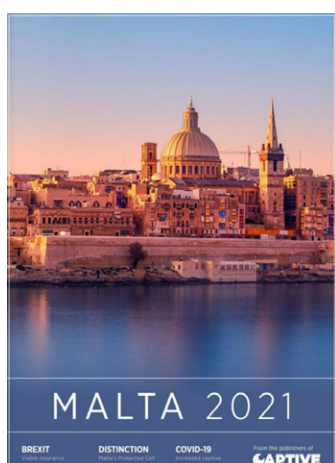
EU Financial Centers Roundtable | Luxembourg

MEDIA

In 2021, FinanceMalta participated in two foreign print publications and launched the “Why Malta” Sector Specific Brochures for all 5 financial sectors. Furthermore, FinanceMalta also participated in two Digital article publications during 2021.

PUBLICATIONS

PRINTED



CAPTIVE REVIEW MALTA REPORT

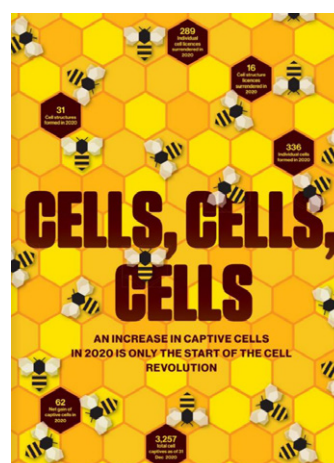
Publisher: Captive Review

Publication: Malta Report 2021

Industry sector: Insurance/Re-insurance

Published: One full page advert + Two full page article

Month: February 2021



CELL GUIDE

Publisher: Captive Review

Publication: Cell Guide

Industry sector: Insurance/Re-insurance

Published: Two full page adverts + Two full page article

Month: August 2021



WHY MALTA SECTOR SPECIFIC BROCHURES 2021/22

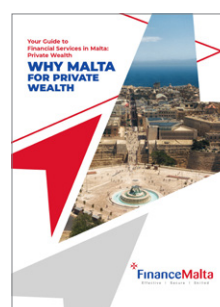
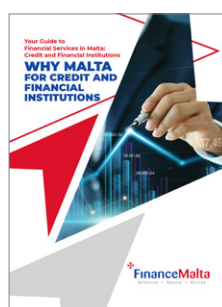
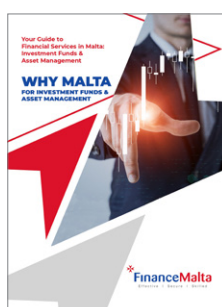
Publisher: FinanceMalta

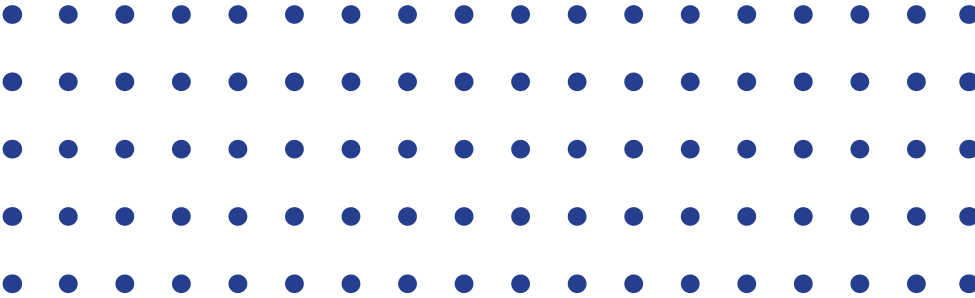
Publication: Why Malta Sector Brochures

Industry sector: Fintech, Insurance, Asset Management, Credit and Financial Institutions, Private Wealth

Published: Four full page Brochure

Month: December 2021





MALTA STOCK EXCHANGE BUSINESS REVIEW

Publisher: Malta Stock Exchange
Publication: MSE Business Review 2021
Industry sector: General
Published: Two full page article
Month: December 2021

DIGITAL

FEATURED ARTICLE ON CAPTIVE INSURANCE TIMES

Publisher: Captive Insurance Times
Publication: Captive Insurance Times
Industry sector: Insurance/Re-insurance
Published: Online Article
Month: January 2021

FEATURED INTERVIEW ON HEDGEWEEK PUBLICATION

Publisher: Global Fund Media
Publication: Hedgeweek portal
Industry sector: FinTech
Published: Online Article
Month: February 2021

PRESS COVERAGE

FinanceMalta promotes Malta's visibility as a financial centre by engaging the services of an agency to issue regular press releases aimed at the local and international press media.

Throughout 2021, the following 13 press releases were issued. FinanceMalta received coverage across various local publications.

JANUARY

- FinanceMalta to hold webinar on banks' approach to trusts and foundations
- Risk-based approach to trusts and foundations discussed during FinanceMalta webinar

FEBRUARY

- FinanceMalta webinar discusses risk-based approach to trusts and foundations

MARCH

- FinanceMalta meets its members and outlines 2021 plan

APRIL

- FinanceMalta promotes Malta during the UK FinTech Week

MAY

- FinanceMalta triggers discussion on financial services

JUNE

- Emerging Stronger - the theme of the 14th Annual Conference of FinanceMalta
- FinanceMalta to hold its 14th Annual Conference



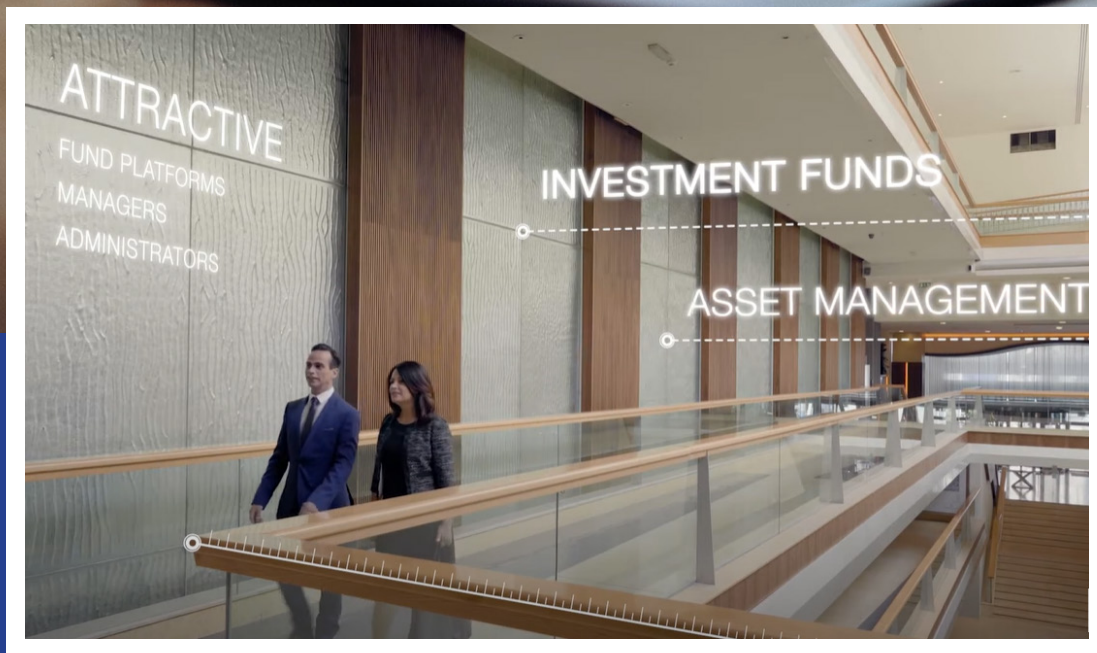
JULY

- Iceland head of delegation to the FATF to address FinanceMalta conference
- European Commissioner addresses first day of FinanceMalta Conference
- 2021 FinanceMalta hybrid annual conference brings together over 50 speakers over two days

NOVEMBER

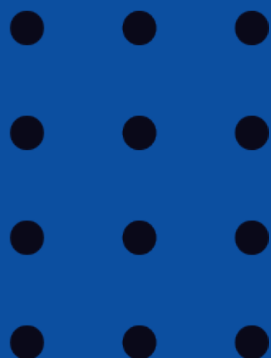
- FinanceMalta resumes participation in face-to-face international events in Europe and Middle East
- FinanceMalta hosts gathering for stakeholders in Insurance sector





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THE FINANCEMALTA 2021 CORPORATE VIDEO



financemalta.org

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FinanceMalta is the public-private
initiative set up to promote Malta as
an International Financial Centre

