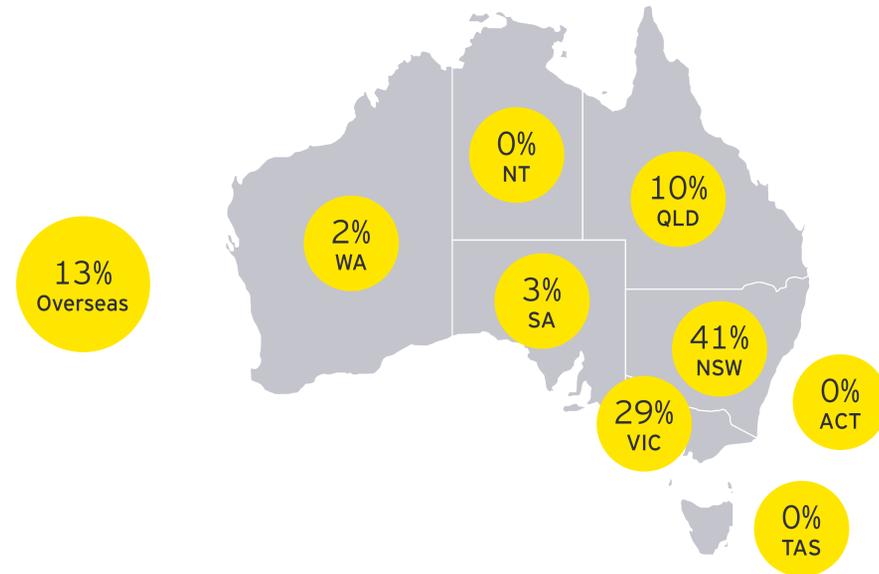


# EY FinTech Australia Census 2023

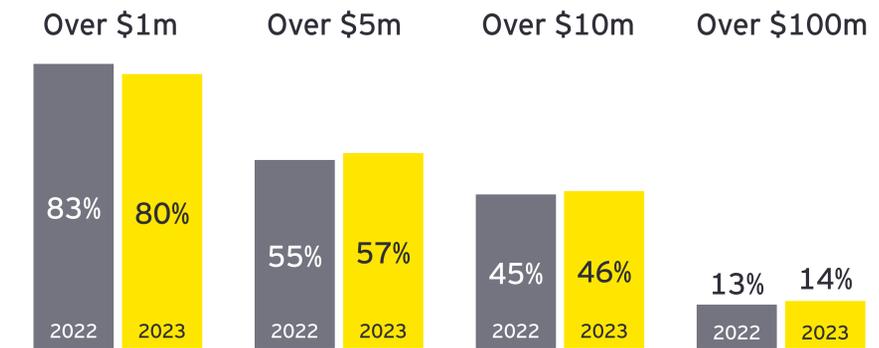


# EY FinTech Australia Census 2023 fast facts: Sector profile 2023

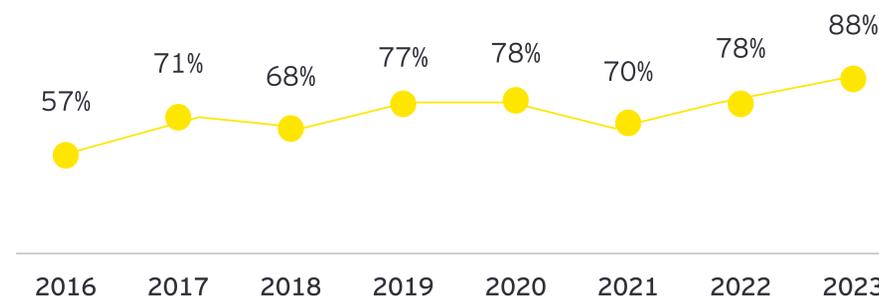
## Business base



## Capital raised to date

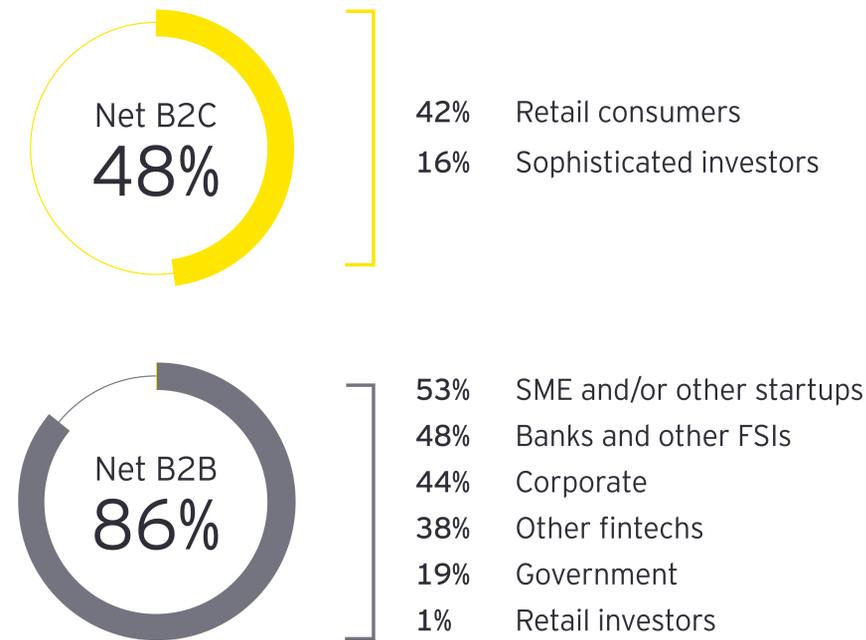


## Post-revenue fintechs



## End customers

(multiple response - excl. don't know)



## Biggest competitors

(excl. none)

Competitor Type	2023	2022	2021	2020
Incumbents	37%	32%	29%	46%
Other fintechs in Australia with a similar offering	31%	39%	33%	22%
Overseas fintechs with a similar offering	27%	23%	31%	17%
Other	5%	6%	7%	15%

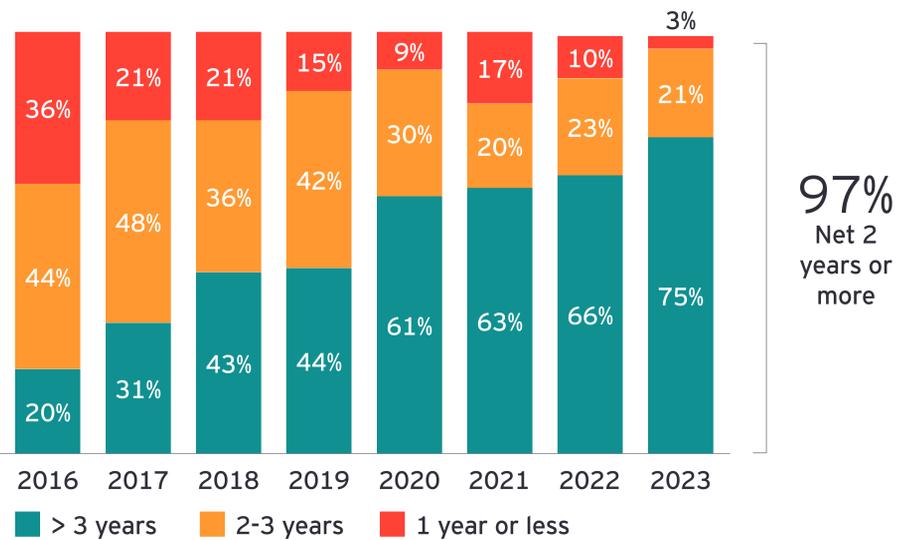
## Type of fintech (multiple response)

Type	2023	2022	2021	2020	2019
Payments, wallets and supply chain	33%	38%	43%	30%	21%
Lending	26%	25%	30%	29%	21%
Data, analytics, information management	21%	19%	20%	22%	28%
Business tools	19%	24%	22%	19%	20%
Wealth and investment	19%	24%	17%	18%	31%
Regtech	13%	10%	10%	15%	16%
Digital or Crypto currencies and exchanges	11%	10%	6%	5%	8%
Marketplace-style or peer-to-peer solution	11%	10%	15%	15%	15%
Asset management and trading	10%	11%	10%	10%	13%
Consumer data right	10%	NA	NA	NA	NA

\*Fintech types <10% not shown

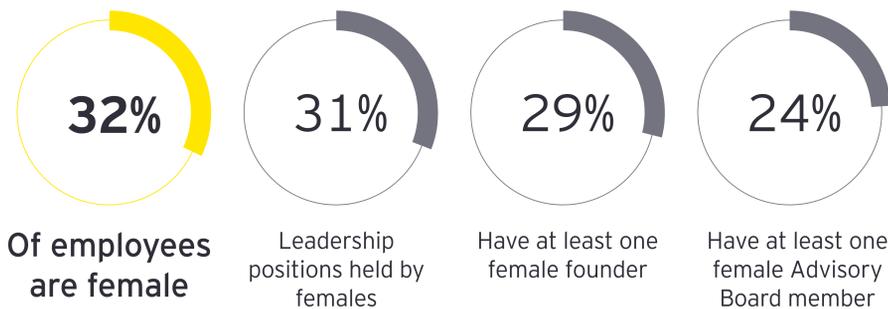
# EY FinTech Australia Census 2023 fast facts and landscape

## Age of company (excl. didn't answer)



## Female participation in the fintech workforce

Gender (workforce participation)

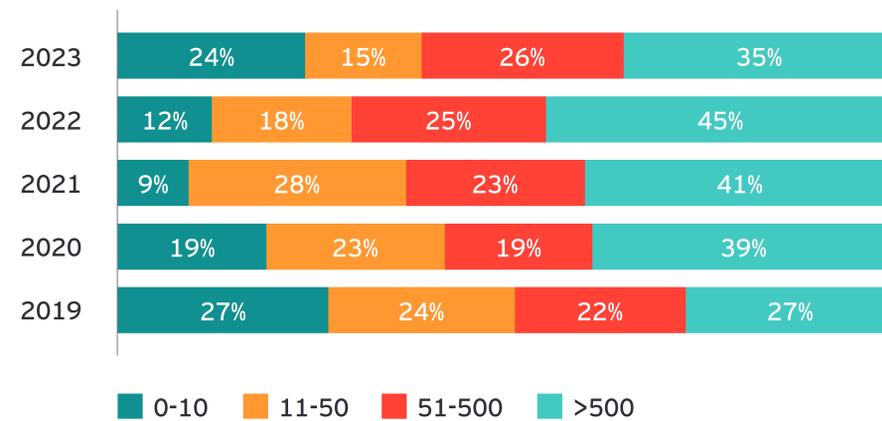


## CALD participation in the fintech workforce

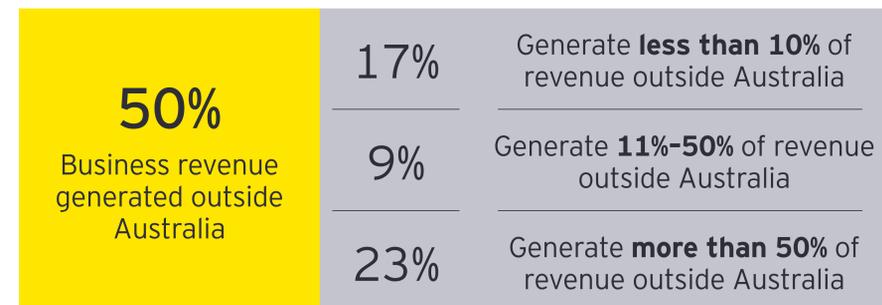
Average % of employees who are culturally and linguistically diverse



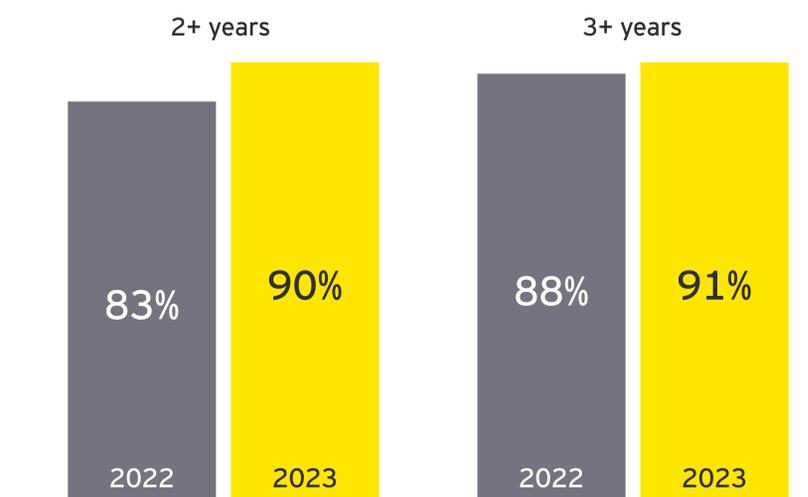
## Paying customers post-revenue



## Location of revenue generation (excl. prefer not to say)

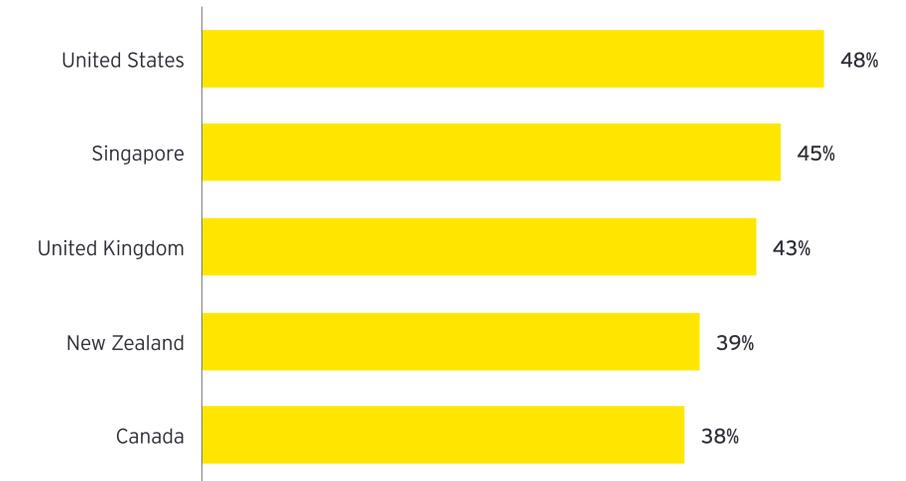


## Post-revenue fintechs by age



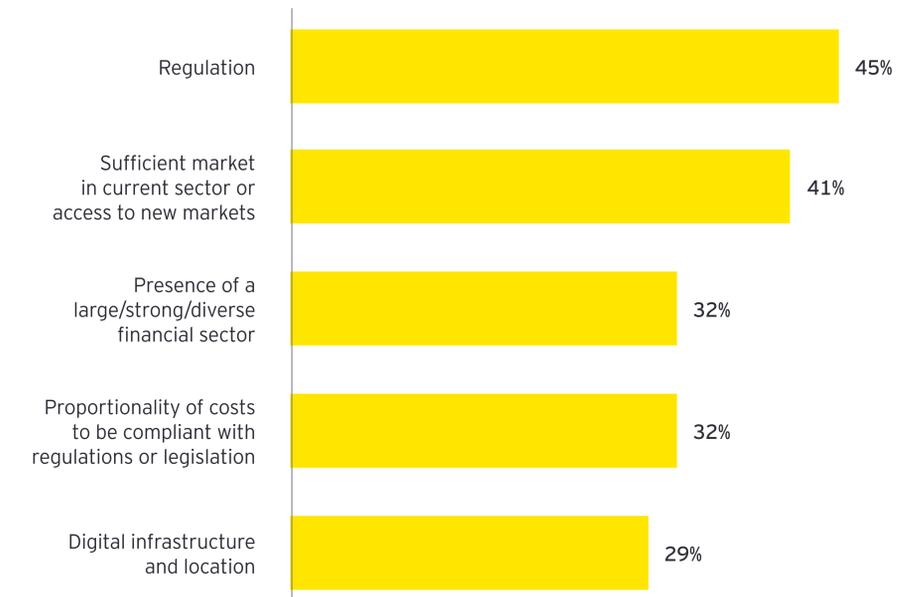
## Future outlook

Top 5 markets for potential expansion in the coming three years (excl. don't know, no plans for expansion)



## Factors of consideration for expansion

Top 5 factors of importance in determining a country of residence to grow business



# EY FinTech Australia Census 2023 fast facts and landscape (cont.)

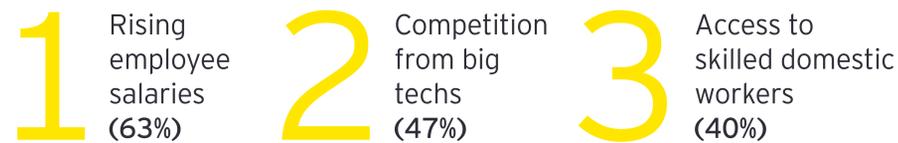
## Talent



### Talent shortages (top 3)

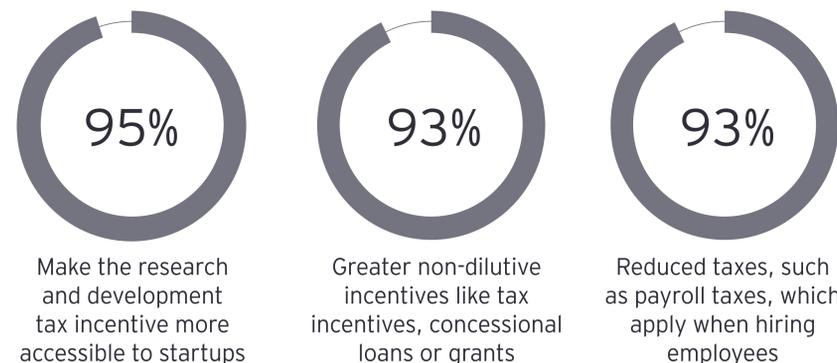


### Challenges to attracting and retaining talent (top 3)

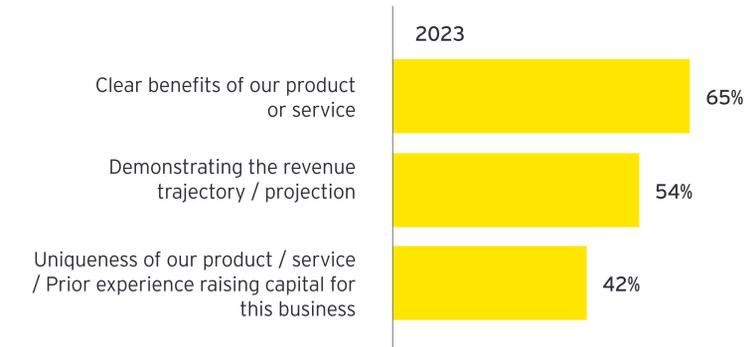


## Government support and the regulatory environment

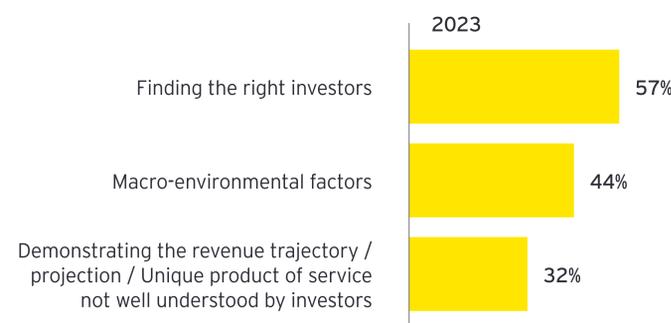
(% very effective for growing and promoting Australian fintech industry)



## Success factors in raising capital (top 3)



## Barriers faced in raising capital (top 3)



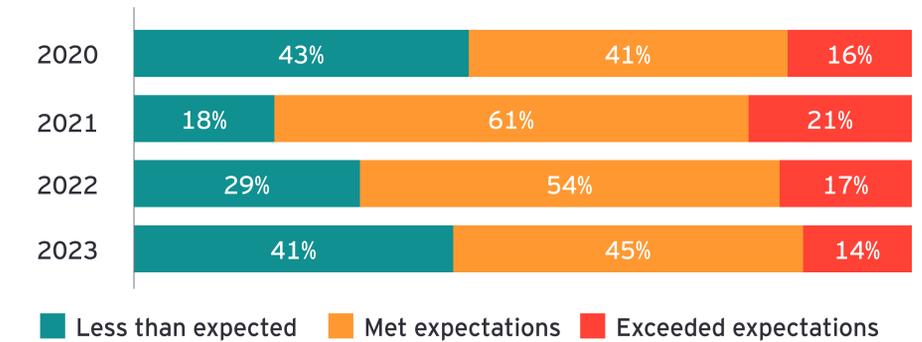
## Funding sources (top 3)



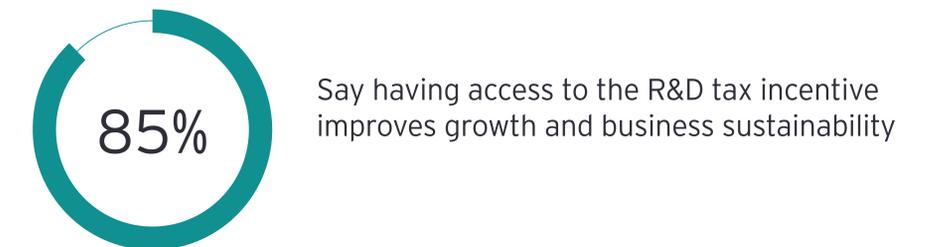
## Measuring sustainability



## Capital requirements in the last 12 months



## R&D tax incentive



## Additional government levers that would increase R&D investment



# Contacts



## Malia Forner

Partner, Government & Investment Incentives, EY Australia  
EY Oceania Regional Fintech Leader

[malia.forner@au.ey.com](mailto:malia.forner@au.ey.com)



## Rehan D'Almeida

General Manager,  
FinTech Australia

[rehan@fintechaustralia.org.au](mailto:rehan@fintechaustralia.org.au)

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S202311-002451  
EYSCORE 011170-23-AUNZ  
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