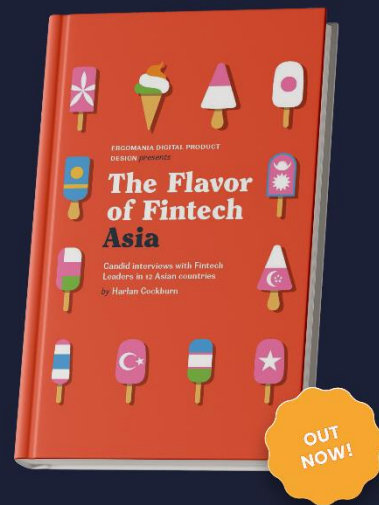


Discover the future of finance! Celebrate the launch of "Fintech Frontiers"

— a deep dive into Asia's booming fintech scene and the people shaping it.



Ergomania Publishes New Book Exploring Asia's FinTech Landscape at Singapore FinTech Festival 2025

SINGAPORE – 12 November 2025 – ERGOMANIA Digital Product Design, a leading Europe based global company specializing in user experience for financial products, announced the publication of the second volume in its acclaimed "The Flavor of Fintech" series at the Singapore FinTech Festival 2025. The new book, titled "**The Flavor of Fintech Asia**," offers an unparalleled look into the region's dynamic financial technology market through candid interviews with FinTech leaders across 12 Asian countries.

Conceived and edited by Maria Amidi Nouri (UX Architect, Partner at Ergomania) and authored by Harlan Cockburn, the book explores the vibrant FinTech ecosystems of **Hong Kong, India, Indonesia, Japan, Kazakhstan, Nepal, Oman, Singapore, Thailand, Türkiye, Uzbekistan, and Vietnam**. It demonstrates how local economic conditions, cultural nuances, and regulatory frameworks are shaping innovative financial solutions across the continent.

"Finance is too important to suffer from bad design," said Dr. András Rung, CEO of ERGOMANIA. "This book series is proof of our commitment to not just create interfaces, but to understand the industry from the inside. By capturing the voices of entrepreneurs, bankers, regulators, and innovators, we get a living picture of finance today and tomorrow – and deepen our ability to design solutions that are relevant, resilient, and real."

"The Flavor of Fintech" series is the result of a multi-year project dedicated to exploring the diverse landscape of FinTech markets worldwide. Following the success of the first volume, which covered Europe, this latest volume turns its focus to the multifaceted Asian landscape. The series title deliberately suggests an exploration of distinct impressions of FinTech rather than a definitive guide, emphasizing that the solutions examined are always tailored to local realities.

Representatives from ERGOMANIA are present at the Singapore FinTech Festival 2025 and are available for interviews and further discussion.

About ERGOMANIA Digital Product Design

Founded in 2012, with offices in Amsterdam and Budapest, and a presence in Stockholm and Hong Kong, Ergomania is a digital product design company built for one key purpose: to make financial products people actually want to use. For over a decade, its team of forty-plus specialists has delivered trusted, human-first experiences across Europe, the USA, and Asia. The company's focus is sharp: user research and experience design, interface and identity design, service design, and the integration of new technologies such as voice banking, AI, and blockchain.