

Sinch Highlights Launch of Multichannel Messaging Platform, Sinch Engage, at Singapore FinTech Festival

Optimized for WhatsApp, Sinch Engage helps businesses seamlessly build and deploy multi-touch instant response campaigns across various channels.

Singapore, 12 November – Sinch Engage, the multichannel messaging platform by global leader in cloud communications Sinch, is now available in Singapore. The platform makes it easy for businesses to build real scalable connections with customers, clients and prospects on deeply personal channels where they spend time every day like WhatsApp and SMS.

Sinch will showcase Sinch Engage at the Singapore FinTech Festival, where attendees can discover how the platform enables financial institutions and fintech companies to enhance customer engagement through WhatsApp and SMS. The company's presence at the festival underscores its commitment to helping Singapore's dynamic fintech ecosystem deliver seamless, secure customer communications.

*"We understand how important it is for businesses to reach their customers where they are most comfortable," said **Angus Mansfield, SVP, Sales & Partnerships at Sinch**. "The data is clear: WhatsApp is one of the most used and impactful platforms in Singapore. We're helping Singapore businesses better tap into consumer demand for additional communication through this channel, and the Singapore FinTech Festival is the perfect place to showcase this."*

Sinch Engage redefines digital customer communication, allowing companies to reach consumers where they are in real-time. The platform also allows businesses to automate rich, personalized messages on WhatsApp and SMS for lead capture, appointment reminders, follow-up surveys and routing to a relevant representative if necessary.

Integration is a key strength of Sinch Engage – for example, through its native integration as an "Essential App" Partner for HubSpot's Service Hub. Designed for simplicity and speed, The Sinch Engage and HubSpot integration enables users to send rich, personalized campaigns directly from workflows, then build stronger relationships with AI-powered 1:1 messaging in the Conversations Inbox.

*"We're excited to expand our global app partnership with Sinch into Singapore. Having Sinch Engage available to our Singapore HubSpot users will provide them with more choice in how they connect with customers," said **Kelly Sarabyn, Director, Technology Partner Programs and Strategy, HubSpot**. "Sinch Engage is one of our named Essential Apps, and its presence in Singapore supports HubSpot's focus on building better customer relationships at every step."*

Sinch Engage is trusted by a wide range of global companies and is compliant with local and international data privacy and protection standards including PDPA and GDPR. Sinch

Engage is also certified to the highest global security standards, with ISO-20071 certification and built-in spam filtering.

Sinch at Singapore FinTech Festival

Visit Sinch at the Singapore FinTech Festival at Booth 4H07. The team will be available for live demonstrations of Sinch Engage and to discuss modern customer communication strategies."

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About Sinch

Sinch is pioneering the way the world communicates. More than 175,000 businesses – including many of the world's largest tech companies – rely on Sinch's Customer Communications Cloud to improve customer experience through mobile messaging, voice, and email. Sinch has been profitable and fast-growing since it was founded in 2008. It is headquartered in Stockholm, Sweden, with shares traded at NASDAQ Stockholm: XSTO: SINCH. Learn more at sinch.com

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