

BusinessWorld *in-depth*

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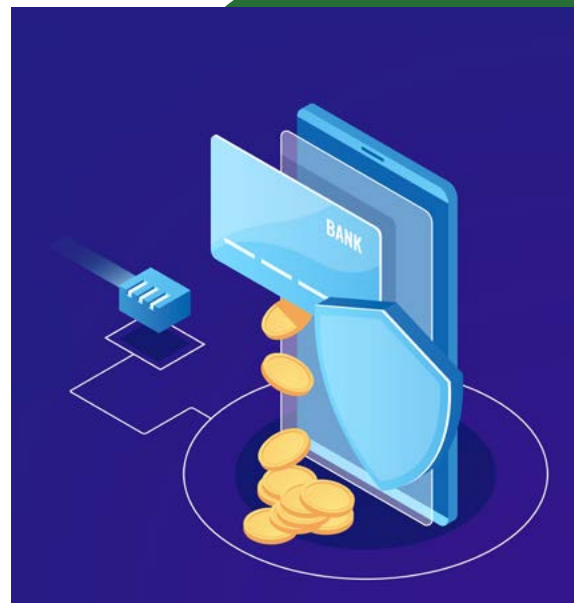
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A FINTECH CATCH-UP: OVERVIEW OF TRENDS AND INNOVATIONS

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ABOUT THIS ISSUE


The in-house editions of *BusinessWorld In-Depth* returns this 2025 as a bi-monthly effort of the multimedia content provider's Special Features and Content team. For the next six issues, beginning with this one, the digital publication seeks to give our readers, including our subscribers on our one-stop shop BWorldX, fresh and informative overviews on some topics and matters that are worth looking further into, or looking back to.

Take financial technology, or fintech, for instance. It's prominence and significance has been further felt back in the lockdown period, when we have turned more often to the mobile applications of our banks or our own electronic wallets to get a hold of our money, send some to our loved one, or pay for our online orders. Since then, how people interact with money has now changed, more options are now available to us, and the financial ecosystem is now sought to become more inclusive, seamless, and precise.

According to a 2024 World Economic Forum (WEF) report, global fintechs experienced a 58% increase in customer growth rate, indicating that the industry is still on the rise, along with strong demand and interest for their services. "As the global fintech industry continues to grow and scale, the financial services ecosystem is presented with both new opportunities and challenges," the report said. "Fintechs are frequently looking to revamp their business models and offer new products and services while expanding into new markets, sometimes amid considerable regulatory and policy uncertainties."

While it is up to fintech brands to unveil such models and offerings to the public, this *In-Depth* issue would like to give a fresh look on fintech in the country, how it is now, and what it is aiming for in the near future.

The first story presents the views of two fintech executives on the current climate of the Philippine market, one that they see they can further attract and cater to by meeting their certain needs through specific solutions. With security a crucial concern in fintech, the issue also gives an overview of the cyberthreats that are encountered in digital finance. A seasoned cybersecurity professional shares about the most common threats, what are being done with them, and what else have to be factored in to better shield finances in the digital space. Capping off the issue is a look back on what top fintech brands in the country have done pertaining to adopting technology, particularly artificial intelligence and expanding financial literacy — some of the several directions the industry has spearheaded.

We hope this issue, brief and limited as it may in what it can cover, will leave readers further informed on what shape the current fintech landscape has already taken. Moreover, may it somehow inspire ideas on what next steps the industry can take not just in growing the space but also in making sure its solutions reach where they are needed and will benefit the most. 

Adrian Paul B. Conoza
Special Features and Content Editor





FREEPIK

A market ripe for fintech

By **Mhicole A. Moral**, *Special Features and Content Writer*

Digital banking platforms, e-wallets, and mobile payment applications have made financial services more accessible, particularly to the previously unbanked and underbanked populations. The convenience and efficiency of these digital solutions have encouraged more consumers and businesses to transition away from traditional cash transactions.