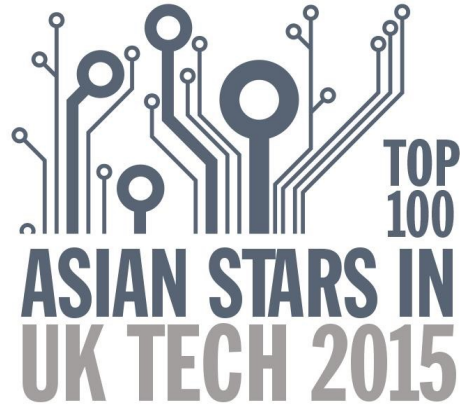


PRESS RELEASE

The Top 100 Asian Stars in UK Tech 2015: Challenging Asian Stereotypes in the Tech Industry



The evening of June 17 2015 will see the official publication of the 2015 edition of Diversity UK's Top 100 Asian Stars in UK Tech, published in association with NewAsianPost.com, at a networking reception hosted in Central London by KPMG, who will be sponsoring the event.

The list will showcase the wealth of talent that is currently involved in the British tech scene including startup founders, social entrepreneurs, technologists, venture capital and angel investors as well as key policy makers and game changers. The key objective of the list is to address the perceived lack of diversity in the tech sector, by highlighting the ground-breaking business models, apps, funding and support networks being created by these Asian digital entrepreneurs.

Patrick Imbach, Head of High Growth Technology Group at KPMG commented, *"KPMG is proud to support this innovative list. The UK tech industry is a growing sector and one with a healthy level of diversity. The Top 100 Asian Stars of UK Tech list represents an important celebration of the Asian talent in UK tech and is a refreshingly different way of looking at the statistics."*

The tech industry in the UK is growing rapidly and the sector accounted for 1.46 million jobs last year, with demand for skilled individuals growing at a rate of 28% year on year according to statistics in the recent Tech Nation 2015 report. However, it is also an industry that is frequently cited for struggling with diversity. The contribution of Asians of both genders to the UK's tech industry is seen as something of a bright spot by many in the industry, and Asians are particularly well represented in the UK's tech sector despite being only 5% of the population, something the list intends to highlight.

The list will also be supported by Wayra, a startup accelerator owned by Telefonica and one of the world's largest telecommunications companies. Since launching in the UK, Wayra has invested in 100 startups and raised \$50 million in third party investments. Wayra is a fitting partner for the list, which will recognise some of the Asian community's most prominent investors in tech. Wayra's own research has shown that the start-up system, in particular, is five times more likely to have individuals from ethnically diverse communities in C-Suite positions than FTSE 100 businesses. Furthermore, Wayra's research showed that 18.7% of people working in startups are from an ethnic minority background, the majority of them Asian. This affirms reports that Asians are more entrepreneurial than the average population and is a mirror image of what is now happening in Silicon Valley, as Asians steadily establish their global digital empires.

The Top 100 Asian Stars in UK Tech list, NewAsianPost.com and Diversity UK are the brainchild of the digital entrepreneur Lopa Patel who has long been recognised as an evangelist for STEM and the tech industries in the UK. She devotes a significant amount of her time towards promoting enterprise and careers in the tech industry, as well as advocating for more diversity in these fields. Lopa's work as a passionate proponent for the STEM industry was recently recognised in April 2015, when she became the first Asian woman to receive the Queen's Award for Enterprise Promotion.

"It will be an honour to publish this list and to formally recognise the achievement of the many British Asians doing fantastic work in the tech industry," said Lopa Patel. *"My hope is that this list will help to increase the visibility of the invaluable contribution that British Asians make to the tech industry, and to encourage the next generation of budding tech entrepreneurs."*

The evening will see a committee of judges selecting the top five competitors in categories including investors, startups, social entrepreneurs, women and digital influencers.

Notes to editors:

About Diversity UK

Diversity UK is a think tank to research, advocate and promote new ideas for improving diversity and inclusion in Britain. Diversity UK delivers its objectives by undertaking research, facilitating debates, hosting roundtable meetings, producing whitepapers and publishing a monthly newsletter focusing on contemporary equality issues.

Diversity UK is a company (No: 8158970) & a registered charity (No: 1155189) in England & Wales

For further information visit www.diversityuk.org

About NewAsianPost.com

NewAsianPost.com is Lopa Patel's latest venture in online publishing and is a news, business and entertainment website for the South Asian diaspora. With an ambition to usher in a new era of high quality citizen journalism, NewAsianPost.com focuses on the 'untold stories and unheard voices' of the community.

www.newasianpost.com

About Lopa Patel MBE

Lopa Patel is a digital entrepreneur with a lifelong love for science and technology, and a widely recognised evangelist for STEM, innovation and bridging the skills gap in business. She is the first Asian woman to be awarded the Queen's Award for Enterprise Promotion. In 2009 she was presented with an MBE for services to the Creative Industries.

Lopa also founded the equality and diversity think tank, Diversity UK, an organisation of which she currently sits as CEO. She is also a non-Executive Director of EMBG (Ethnic Minority Business Group) and a Trustee of educational charity Raha International. She is also a Technology Ambassador for STEMNET, helping to encourage girls to take up science careers, a sector in which just 13% of the workforce are women ('Women in scientific careers' Parliamentary Report, 2014).

www.lopapatel.com

About KPMG

KPMG LLP, a UK limited liability partnership, is a subsidiary of KPMG Europe LLP and operates from 22 offices across the UK with approximately 11,500 partners and staff. The UK firm recorded a turnover of £1.8 billion in the year ended September 2013. KPMG is a global network of professional firms providing Audit, Tax, and Advisory services. It operates in 155 countries and has 155,000 professionals working in member firms around the world. The independent member firms of the KPMG network are affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. Each KPMG firm is a legally distinct and separate entity and describes itself as such.

About KPMG's High Growth Technology Group

KPMG's High Growth Technology Group is based in Shoreditch, London. The team is focused on helping early stage and high growth technology companies succeed through providing advice and assurance as well as contacts in the ecosystem for UK technology startups. The team's remit includes advising companies on: successfully scaling their business, understanding what tax incentives might be available, corporate structuring and expanding internationally, accessing equity and M&A transactions. Furthermore, KPMG's High Growth Technology Group hosts a range of industry and networking events for the startup community in London and supports a number of startup accelerator programmes as coaches and/or mentors.

www.kpmg.com

About Wayra

Wayra is a start-up accelerator owned by Telefónica, one of the world's largest telecommunications companies. Wayra first launched in Latin America and Spain in 2011 and there are now 14 Wayra academies in 12 countries in Europe and Latin America. Companies accepted into the Wayra programme receive funding of up to \$60,000 plus office space, mentoring and access to a wider investor network. In 2015, Wayra UK welcomed 22 startups into its newly refurbished academy, half of which are being accelerated by Wayra UnLtd, the UK's first accelerator facility for digital technology social ventures.

wayra.co/uk