

250 | CITY  
ROAD  
LONDON EC1



# FIRST FOR FINTECHS

**LONDON**, THE WORLD'S NO.1 FOR INVESTMENT IN  
FINTECH FIRMS, AND **TECH CITY** THE WORLD'S 3RD  
LARGEST TECHNOLOGY STARTUP CLUSTER



**Berkeley**  
Designed for life

# LONDON, THE WORLD'S NO.1 FOR INVESTMENT IN FINTECH FIRMS



## TECH CITY

ALSO KNOWN AS SILICON ROUNDABOUT, ENCOMPASSES THE AREA BETWEEN OLD STREET AND SHOREDITCH.

Its close proximity to the Square Mile as well as established tech firms like Google, Amazon and YouTube makes this an attractive location.



*Every hour*  
a new tech business is formed in London

**£17bn**

Silicon Roundabout has amassed since 2011, the highest in Europe

**World's 3rd** largest technology startup cluster after San Fran & NYC

**No. 1** in Europe

Source: Tech Nation Report 2017 and cityoflondon.gov.uk 2018. Employee figures correct at time of print, March 2019. Computer generated image of the regeneration of Old Street Roundabout, indicative only. Due to be complete December 2020.

THE AREA AROUND 250 CITY ROAD HAS ALWAYS BEEN A LEADING TECHNOLOGY AND FINANCIAL SERVICES CENTRE. RIGHT NOW, IT IS FAST BECOMING AN ELITE GLOBAL HUB OF FINTECHS.

Financial technology, or fintech, is rapidly changing the way we control our finances. Combined with the widespread use of devices like smartphones and tablets, it is now easier than ever to borrow, manage and invest online. The speed of this change has accelerated greatly in recent years.

In the first eight months of 2019, London attracted 114 investments to a value of more than £1.6bn. With many of the major players surrounding 250 City Road, there is no better place to invest.

### London

attracted more fintech deals in the first 8 months of 2019 than New York or San Francisco

### 44,000

people work in fintech roles in London. More than Silicon Valley or New York

### 89,000

finance and insurance firms are in the UK

### 64,000

London has the world's highest concentration of financial and professional service firms

### £4.5bn

of investment in UK Fintech sector since 2015, with 2019 almost doubling that of 2018

### 42%

of workers in UK Fintech are from overseas

Sources: uktech.news, tech.eu, prnewswire.com, netguru.com, fintechfutures.com, fathomlondon.com, ft.com, growthandwich.com, techcrunch.com, londonandpartners.com, City of London Corporation, 2018, assets.publishing.service.gov.uk and technation.io







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