

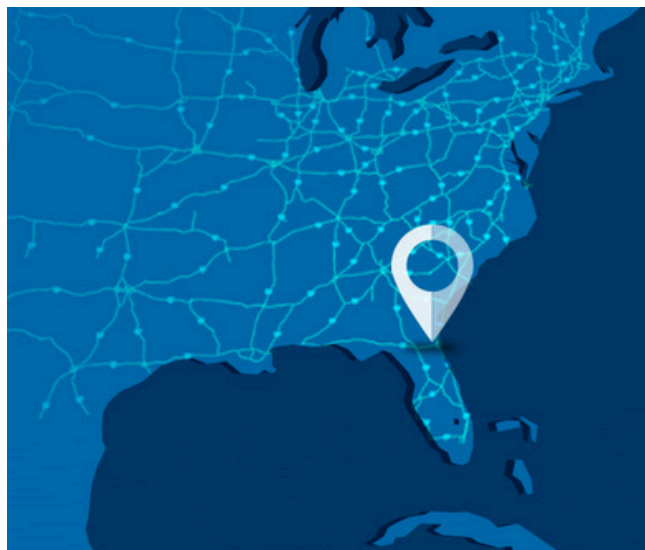
# JACKSONVILLE'S FINTECH INDUSTRY

## Why Jacksonville?

Located along the East Coast of the United States, Jacksonville is home to three Fortune 500 headquarters, thriving businesses and startups and waterways that inspire innovation and well-being. With 1.9 million residents, the Jacksonville region was named a supernova market by Urban Land Institute, selected for its sustained population and job growth; above average levels of economic diversity and white-collar employment; and strong investor appeal.

Delivering the perfect combination of talent, infrastructure and available office and industrial space, the region is risk averse and not dependent on any one industry. Instead, Jacksonville offers a diverse industry mix due to its range of assets in environment, infrastructure, talent and education.

Growth has especially been evident in the industries of financial services and IT & innovation with a natural progression toward fintech. Tech in the region is thriving and it was recently cited as one of the top U.S. cities for tech workers by LinkedIn/Bloomberg.



## Financial Technology

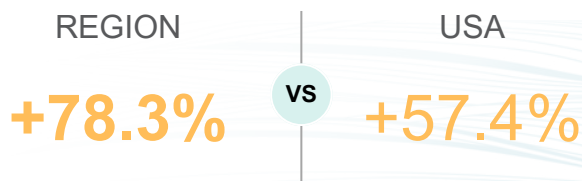
With lower costs to conducting business and a wealth of young and experienced talent, global financial institutions have found tremendous success in Jacksonville. In fact, nearly 20 major banks, insurance and investment firms on the Fortune Global 500 list have centers of operation in the region.

There is a significant presence of jobs in cybersecurity software development, data analytics, banking and payment innovation as well as traditional back office functions, insurance and investment banking and front office services. Nearly 900 corporations, businesses and startups operate in the region's fintech industry.

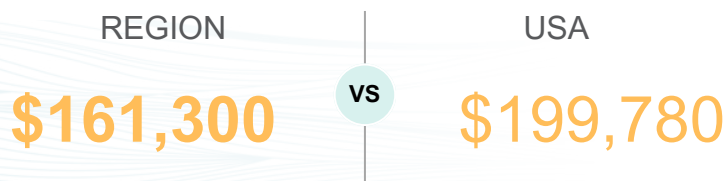
### Key Fintech Employers in Jacksonville:

- Fidelity Information Systems/FIS
- Deutsche Bank
- Intercontinental Exchange (ICE)
- Citi
- SS&C Technologies
- VyStar Credit Union
- SoFi
- Medius
- SmartStream Technologies
- Finxact
- Paysafe

### CHANGE IN JOBS AVAILABLE IN FINTECH FROM 2012-2022\*



### AVERAGE EARNINGS PER FINTECH JOB IN 2022\*



## Fintech Highlights

### Paysafe:

Further solidifying Jacksonville's standing as the fintech capital of the Southeastern United States, the announcement of UK-based Paysafe selecting the city as their North American headquarters made headlines in Q4 2022. CEO Bruce Lowthers stated the establishment of its office in Jacksonville made sense for the specialized payments platform company since it is "a vibrant business hub and rich with diverse talent from well-known academic institutions, as well as a number of high-profile Fortune 500 companies." Paysafe has more than 3,000 employees at more than a dozen global locations and connected businesses and consumers across 100 payment types in more than 40 currencies. The news followed the grand opening of the Jacksonville headquarters of FIS, the world's largest fintech company by revenue.

### UK & Florida MOU:

At the end of 2023, a memorandum of understanding was signed to increase trade and bilateral investment, strengthen business ties and grow academic partnerships between Florida and the UK. The MOU signed by UK Secretary of State for Business and Trade, Kemi Badenoch, and Florida Governor Ron DeSantis, focuses on fintech, health tech, aviation and aerospace, artificial intelligence and more.



**"Jacksonville is tailor-made to take the financial technology sector to the next level."** – Florida Gov. Ron DeSantis

*The Wall Street Journal* named Jacksonville the #2 Hottest Job Market.

There are 55,000+ people employed in the Jacksonville region's financial services industry.

Jacksonville saw a net growth of 67 percent of corporate relocations, the highest of any major U.S. city from 2022-2023.

Jacksonville is the birthplace of the first bitcoin transaction in 2010 at a local Papa John's.

University of Florida recently established the UF Health and Financial Technology Graduate Education Center in downtown Jacksonville.

There are **71,500** college graduates annually in fintech-supported majors within a 250-mile radius of Jacksonville.

*Source: JobsEQ*

### About JAXUSA Partnership

JAXUSA Partnership, a division of JAX Chamber, is Jacksonville's regional economic development initiative. Using strategic research and targeted marketing, JAXUSA focuses on recruiting new companies, increasing private capital investment and expanding the existing business community. Economic development partners in the seven-county region situated in Northeast Florida comprise the strong partnership that drives the business development process.



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