NOVEMBER 11, 2025

HOCKWORKS

THE STATE OF FINTECH WEBSITES 2025

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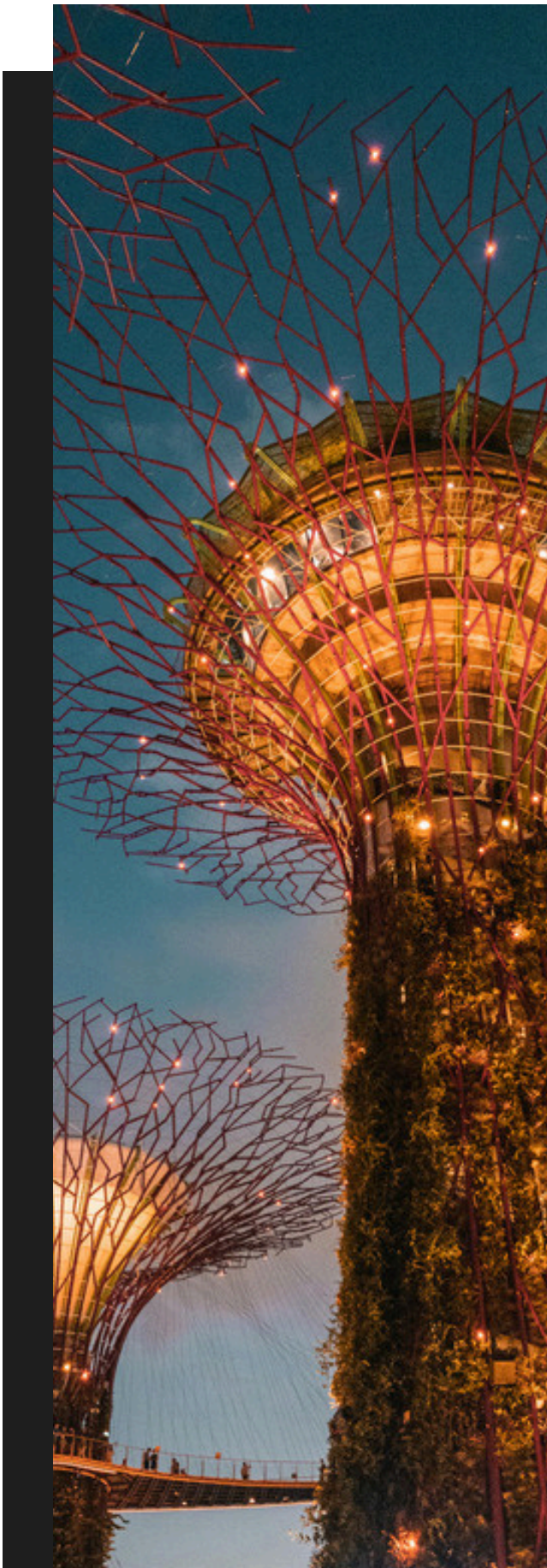


EXECUTIVE SUMMARY

This study analyzed 395 fintech and technology exhibitors from the Singapore Fintech Festival 2025 to assess how well their websites perform in two critical areas - speed and security,

Each website was evaluated using public APIs from Google PageSpeed Insights (for mobile performance) and Mozilla Observatory (for HTTP security headers).

The goal is to understand whether fintech innovation is matched by equally strong digital execution.

KEY FINDINGS

1. Web performance is lagging.

The median Google PageSpeed score was 56, meaning half of all fintech websites load slower than recommended standards.

Most sites cluster between 40 and 70, with only around 10% scoring above 80.

This indicates widespread inefficiency from heavy frameworks, unoptimized media, and unused third-party scripts.

2. Security Hygiene is weak.

The median Mozilla security score was 30, and almost two-thirds of all websites received a D or F grade.

Many lacked essential headers such as **Content-Security-Policy** and **Strict-Transport-Security**, leaving more exposed to phishing, script injection, and clickjacking risks.

Only around 12% achieved an A or A+ grade.

3. The “Double Risk Zone” is crowded

When plotted on a quadrant map, **52.7%** of fintech websites fell into the Slow + Risky region - the weakest combination of performance and protection.

Another **27.1%** were Slow + Secure, and **12.4%** Fast + Risky, leaving only **7.8%** in the ideal Fast + Secure quadrant.

In total, nearly half of all the fintech websites underperform on at least one critical metric.

EXECUTIVE SUMMARY

WHY IT MATTERS

A fintech website is often the first real customer touchpoint - a digital reflection of its technical discipline and trustworthiness.

Slow or insecure websites can directly impact user acquisition, investor confidence, and even compliance readiness.

The findings show that while Singapore's fintech scene excels in innovation, its digital presence still lags behind its ambition.

WHAT'S NEXT?

Improving these scores requires no proprietary tech - just better implementation discipline. For example:

- Shift to lightweight static frameworks such as Astro or Next.js static export for faster loads.
- Reduce the number of requests made
- Enforce HTTPS and core security headers by default.
- Automate performance monitoring through CI/CD pipelines.

Fintech companies build the future of finance - and their websites should reflect that future too.

METHODOLOGY

SCOPE & PURPOSE

This study analyzes 395 public-facing exhibitor websites from Singapore Fintech Festival 2025 to understand the current state of page speed (user experience) and security hygiene (browser-side protections). The goal is awareness and benchmarking - not shaming or penetration testing. Note that this report only covers public web hygiene, not the product security or backend controls.

DATA SOURCES AND TIMEFRAME

I extract the exhibitors from SFF 2025 directory, and collect both the page speed and content security data on 11 November 2025.

Each domain was scanned once during the window.

TOOLS & MEASUREMENTS

Page Speed Performance

Use Google Pagespeed Insights API, with mobile strategy. This will emulate mid-tier devices and 4G networks. The primary metric is the pagespeed performance score between 0 to 100.

I have also captured supporting metrics such as:

- First Contentful Paint (FCP) - time to first paint
- Total Transfer Size: Total bytes downloaded (converted to MB in analysis)
- Request Count - Number of network requests

Security

I use Mozilla HTTP Observatory. The primary metric is the observatory score between 0 to 145., with multiple grades (A+, A, B, C, D, F).

The observatory evaluates the presence and strength of headers such as:

- Content-Security-Policy (CSP)
- Strict-Transport-Security (HSTS)
- X-Frame-Options, X-Content-Type-Options, Referrer-Policy
- Various TLS/HTTPS configuration checks

METHODOLOGY

DATA CLEANING AND INCLUSION RULES

We only keep scans with successful API responses from both pagespeed and observatory. Missing metrics are excluded from this study.

DERIVED METRICS AND THRESHOLDS

Quadrants

- Google recommend a PageSpeed score of at least 70 and Mozilla consider 50 as the threshold to D. I will be using both threshold in the analysis.
- Classified each site into: Fast + Secure, Fast + Risky, Slow + Secure, Slow + Risky relative to those thresholds

Double Risk Zone: sites below both thresholds

LIMITATIONS

- Point-in-time: scores may vary with deployments, CDN behavior, or transient issues
- Public layer only: security results reflect headers and policies for the public corporate website. They do not assess application logic, authentication, or data protection controls.
- Categorization noise: text-based mapping can be imperfect; the category views are only illustrative.
- Single pass: one scan per site; no averaging of multiple runs

ETHICS AND FRAMING

- Findings are presented as industry benchmarks
- Negatives are aggregated (or anonymized) to avoid reputational harm
- Intent is constructive: to help teams prioritize simple improvements that raise trust.

ASSUMPTIONS

I use the term “Fintech” loosely in this report. It refers to any exhibitor in the SFF 2025, even if it might have been a service provider or an agency.

OVERALL FINDINGS

DATA SNAPSHOT

A total of 395 fintech exhibitor websites were analyzed.

Each record includes speed and security metrics obtained via Google PageSpeed and Mozilla Observatory respectively.

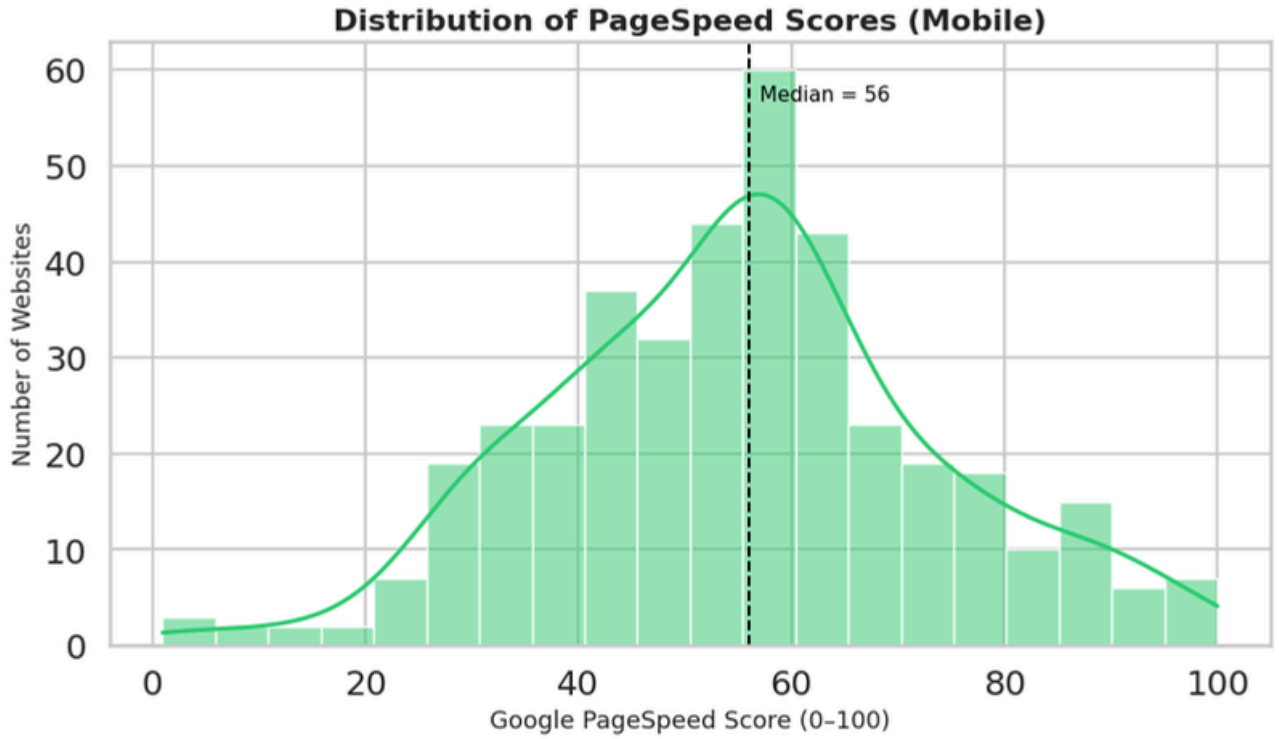
Metric	Mean	Median	25th - 75th Percentile	Interpretation
Pagespeed Score (0-100)	55	56	43-65	Average, but below Google's "good" (more than 90) target
First Contentful Paint (s)	4.2	3.5	2.0-5.8	Many pages render visibly only after 3 to 5 seconds
Page Weight (MB)	6.9	5.8	0.5-112	Heavy use of images and scripts
Number of requests	114	103	2-783	High complexity - typical of marketing stacks
Security Score (0-145)	37	31	0-100	Below Mozilla's baseline; missing headers common

Most fintech websites fall short of basic performance and security best practices.

The median PageSpeed (56) implies visible sluggishness on mobile devices, while the median Security score (31) indicates missing or misconfigured HTTP headers.

OVERALL FINDINGS

PERFORMANCE OVERVIEW



The distribution of Pagespeed scores shows that most fintech websites perform below modern web performance standards. A clear cluster between 40 to 70 indicates that many sites are “average” performers - not critically slow, but far from optimized. Only about 10% of websites scored above 80, while a small but significant number fell below 30, suggesting severe loading delays.

In practical terms, this implies:

- Mobile visitors experience noticeable lag, especially on cellular connections
- Many websites rely heavily on JavaScript frameworks, third-party trackers, and large media assets that inflate page weight (median more than 6 MB)
- Conversion and engagement rates are likely impacted, as visitors drop off when sites take longer than 3 seconds to become interactive.

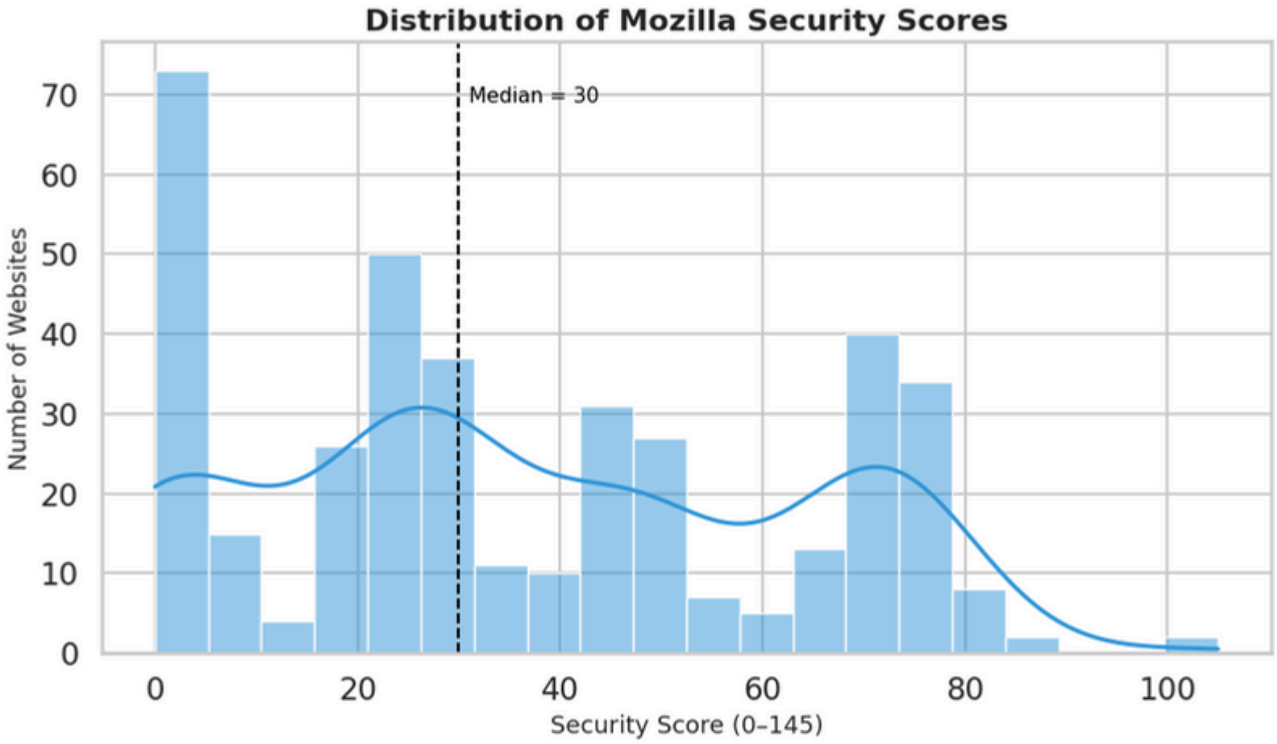
OVERALL FINDINGS

Even for fintech and tech-oriented firms, these scores highlighted a surprising gap between technical capability and execution quality. My take is for these tech firms, the focus is on building the product and not improving their public facing website.

In short, the fintech sector's web presence looks modern, but it's running on heavy engines - fast to innovate, slow to load.

A full list of the Top 20 fastest fintech websites can be found in the Appendix (Page 17). These top performers demonstrate that with optimized frameworks and CDN deployment, scores near 90 are achievable even for complex fintech sites.

SECURITY OVERVIEW

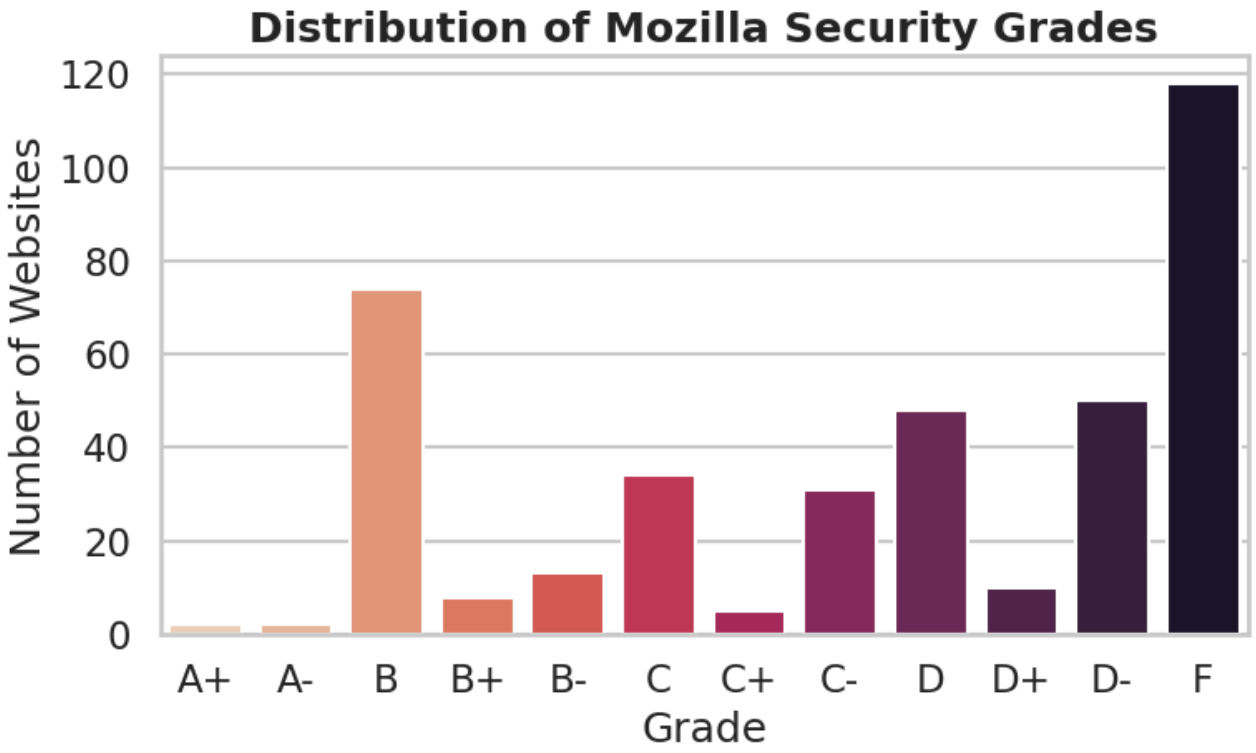


OVERALL FINDINGS

The distribution of Mozilla Observatory Security scores paints a concerning picture. The median score of 30 means that half of all fintech websites failed to implement even the most basic HTTP security headers recommended for modern web protection.

The histogram shows a heavy concentration of scores below 40, with a significant spike at zero - representing websites that completely lack key headers such as:

- Content-Security-Policy (CSP): prevents malicious scripts from being injected or loaded from unauthorized sources.
- Strict-Transport-Security (HSTS): enforces HTTPS, protecting against protocol downgrade attacks.
- X-Frame-Options and Referrer-Policy: mitigate clickjacking and data leakage.



OVERALL FINDINGS

Only about 12% of websites achieved A or A+ grade, while nearly two-thirds received D or F. This pattern suggested that even among technically sophisticated fintech and AI startups, web security hygiene is rarely prioritized.

From a risk standpoint, missing these headers doesn't necessarily mean a site is "hacked", but it removes vital layers of defense that safeguard both users and brand reputation.

For companies handling payments, personal data, or identity verification, these omissions could expose customers to phishing or data interception risks - and more importantly, undermine investor confidence in technical discipline.

In short, Fintechs excel at innovation but neglect their digital storefronts' foundations. Security headers cost nothing to implement - yet their absence could cost trust.

The Top 20 most secure fintech websites (Appendix Page 18) highlights firms that implemented comprehensive HTTP headers and HTTPS enforcement, achieving A to A+ grades on Mozilla Observatory.

SUMMARY INSIGHT

Fintech websites are strong on vision, weak on execution. The typical site loads in 3 to 5 seconds, weighs nearly 7 MB, and lacks modern security headers. This may result in slower user journeys, and weaker first-impression trust - both preventable with today's static hosting and automation tools.

QUADRANT ANALYSIS - SPEED VS SECURITY

OVERVIEW

To understand the relationship between performance and security across the fintech landscape, each website was positioned on a two-dimensional grid using its Google PageSpeed and Mozilla Security scores.

The median PageSpeed (56) and median Security score (30) were used as dividing lines, forming four quadrants:

Quadrant	Number of companies	Percentage
Fast + Secure	31	7.8%
Slow + Secure	107	27.1%
Fast + Risky	49	12.4%
Slow + Risky	208	52.7%

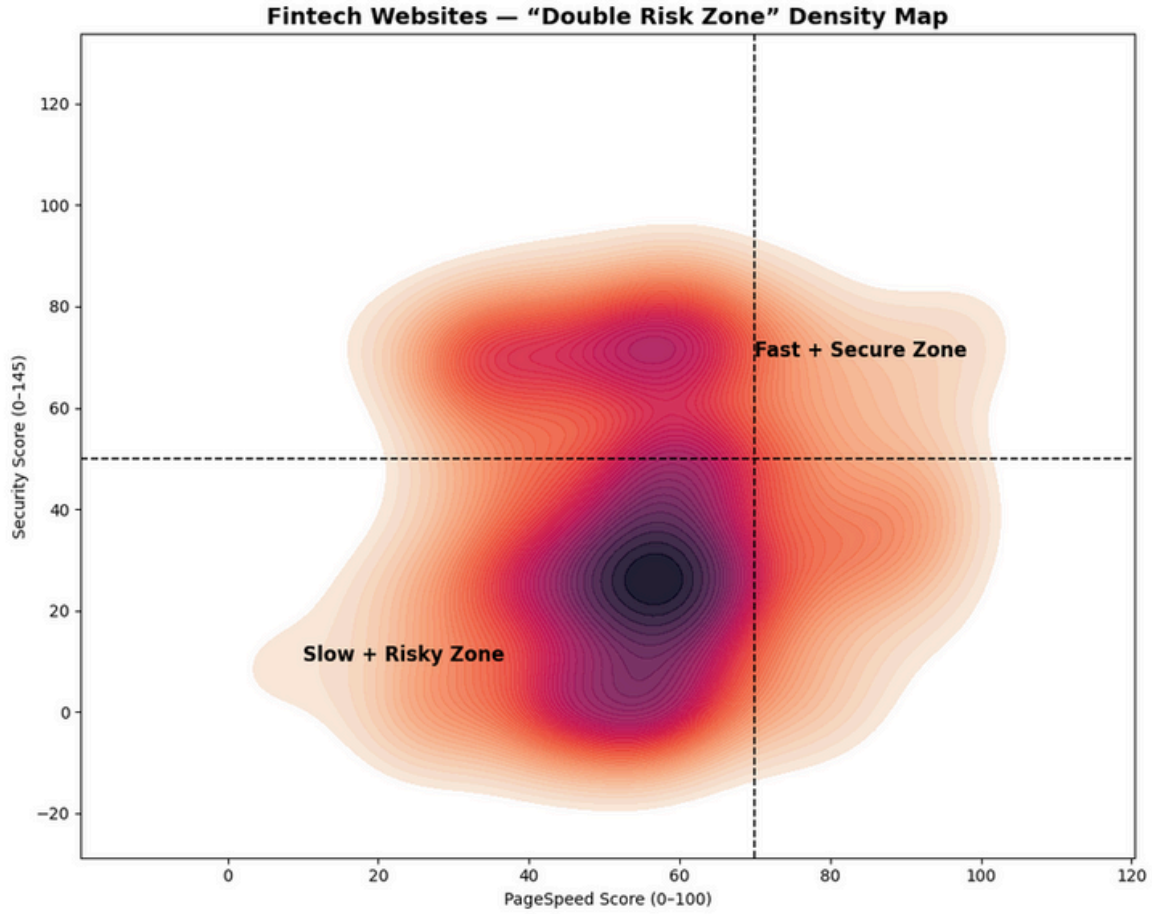
FINDINGS

The results reveal a fragmented web performance landscape among fintech companies:

- Less than **10% (7.8%)** of fintech websites fall into the ideal Fast + Secure quadrant.
- A **quarter (27.1%)** are **Slow + Secure**, showing good technical discipline but poor user experience.
- Another **12.4%** are **Fast + Risky**, prioritizing visual polish and performance but lacking security foundations.
- Most concerning, **52.7%** sit squarely in the **Slow + Risky zone** - the “double risk” region where both user experience and web protection are weak.

QUADRANT ANALYSIS - SPEED VS SECURITY

The density map below highlights this risk visually. The dark concentration in the bottom-left corner (red-shaded zone) shows that nearly one in four fintech websites load slowly and fail to pass basic security header checks.



This pattern suggests that even in a technically advanced sector like fintech:

- Many firms excel at building financial technology but neglect their digital storefronts.
- The Slow + Risky group represents potential vulnerabilities: poor load performance affects customer retention, while missing HTTP headers increase exposure to attacks like script injection and clickjacking.
- The Fast + Secure group demonstrates that's achievable with disciplined DevOps, CDN optimization, and modern static-site frameworks.

More than 50% of fintech websites underperform where it matters most - speed and trust. Fixing either is straightforward; fixing both is a signal of digital maturity.

CONCLUSION AND RECOMMENDATIONS

This analysis of 395 fintech and technology exhibitors at the Singapore FinTech Festival 2025 reveals a consistent pattern:

The industry's innovation on the backend isn't matched by performance on the frontend.

While fintechs continue to push boundaries in payments, AI, and digital assets, many overlook the fundamentals of how their businesses appear and perform online.

The data shows that:

- The median PageSpeed score (56) falls short of modern benchmarks.
- The median Security score (30) suggests missing or misconfigured headers are common.
- More than one in two websites (52.7%) are both slow and insecure - the "double risk" zone.

RECOMMENDATIONS

To improve both credibility and conversion, fintechs should treat their websites as core digital infrastructure, not marketing afterthoughts.

Three simple areas can make the biggest impact:

CONCLUSION AND RECOMMENDATIONS

1. Modernize the Frontend Stack

- Adopt static-first frameworks like Astro, Next.js or SvelteKit for faster builds and instant rendering
- Use CDN delivery like Cloudflare Pages or Netlify to cut latency for global visitors
- Minimize third-party scripts and unused libraries that bloat performance.

2. Automate Performance and Security Testing

- Integrate Google PageSpeed API and Mozilla Observatory scans into CI/CD pipelines.
- Set alerts when PageSpeed drops below 70 or when key headers are missing.
- Treat performance regressions as seriously as uptime issues.

3. Enforce Baseline Security Standards

- Add essential headers like ***Strict-Transport-Security***, ***Content-Security-Policy***, ***X-Frame-Options***, and ***Referrer-Policy***.
- Enable HTTPS redirection everywhere, with automatic certificate renewal.
- Periodically audit public-facing assets and dependencies for outdated libraries.

FINAL REFLECTION

For an industry built on trust and precision, small technical oversights on the website level can create large perception gaps. The best fintechs - fast, secure, and stable - already demonstrate that user experience is a form of credibility.

Every fintech deserves a website that reflects the reliability of the technology behind it.

ABOUT HOCKWORKS

Hockworks is a Singapore-based digital advisory that helps small and growing businesses transform outdated websites into fast, modern, and high-performing assets.

We specialize in performance-driven web rebuilds - optimizing for speed, security, and conversion - using modern technologies such as Astro and Cloudflare.

Our philosophy is simple:

A good website should work harder than your salesperson.

By combining automation, AI-assisted development, and human-centered design, Hockworks delivers websites that are lightweight, secure, and built to scale.

Beyond rebuilds, we also help businesses implement continuous improvement practices - from automated audits to content and lead-generation systems - so their digital presence never falls behind again.

This Fintech Website Benchmark was created as part of Hockworks' ongoing effort to promote better technical standards across Southeast Asia's digital ecosystem.

We believe that when businesses perform better online, the entire ecosystem - customers, partners, and communities - grow stronger together.

For collaboration or media enquiries **or** if you like to access to the full data:
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https://hockworks.com/thiamhock

LET'S CONNECT!

APPENDIX

The following tables recognize the fintech exhibitors that achieved the best scores in each category.

TOP 20 COMPANIES BY PAGE SPEED

Company Name	Website URL	Speed Score
Eximpe	https://www.eximpe.com/	100.0
AiMT Horizon Pte Ltd	https://www.aimt-horizon.com	100.0
DBS Bank	https://www.dbs.com.sg/index/default.page	99.0
Sinch	https://sinch.com/	98.0
Hawk	https://hawk.ai/	98.0
Trulioo	https://www.trulioo.com/	96.0
Singapore Fintech Association	https://singaporefintech.org/	96.0
QuontX	https://www.quontx.com	95.0
bolttech	https://bolttech.io	95.0
Regulus Investment and Capital Holdings	https://regulus.sg/	94.0
Proximus Global	https://www.proximusglobal.com/	93.0
BEST WAY CORPORATION (FINFAN)	https://finfan.io/en	93.0
ThreatBook	https://threatbook.io/	92.0
Osome	https://osome.com/sg/	90.0
Team Remited	https://www.remited.ai	90.0
ZYRO	https://zyro.in/	90.0
Ergomania Service Design	https://ergomania.eu/	90.0
Doverunner Inc	https://doverunner.com/	89.0
Hungarian Fintech Association	https://hunfintech.com	89.0
Innovatrics	https://www.innovatrics.com/	89.0

APPENDIX

TOP 20 COMPANIES BY SECURITY

Company Name	Host	Security Score
Stripe	stripe.com	105.0
Fineksi	fineksi.com	100.0
Avaloq	avaloq.com	85.0
Thredd	thredd.com	85.0
AsiaPay	asiapay.com	80.0
TerraPay	terrapay.com	80.0
Sinch	sinch.com	80.0
BaFin (Federal Financial Supervisory Authority)	bafin.de	80.0
6Estates	6estates.com	80.0
Compass Plus Technologies	compassplustechnologies.com	80.0
Finatext Ltd.	finatext.com	80.0
FACEPHI	facephi.com	80.0
Beijing Financial Street Service Center Co.,Ltd	financialstreetforum.com	75.0
Moneystation	signal-engine.io	75.0
i-Sprint Innovations	i-sprint.com/	75.0
Italian Trade Agency	www.ice.it	75.0
iProov	iproov.com	75.0
IDEMIA PUBLIC SECURITY	idemia.com	75.0
CapBay	capbay.com	75.0
Bank of Singapore	bankofsingapore.com	75.0

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