



# Cinch Raises US\$28.8M to Expand Device-as-a-Service Platform Across Asia

Funding to Accelerate Subscription-First Device Access, Strengthen Enterprise Solution and Drive Partnership With Samsung

**SINGAPORE, 8 April 2025** – Cinch, Asia’s largest Device-as-a-Service (DaaS) platform, announced an up to USD\$28.8 million funding round to scale its subscription-based tech ecosystem. The round was led by Monk’s Hill Ventures, with participation from Z Venture Capital, 1982 Ventures, Ratio Ventures, DCG, Feedback Ventures, Seedstars, and Faeda Ventures.

Cinch’s subscription model provides flexible, affordable, and sustainable access to devices like smartphones, laptops, and tablets. Consumers can upgrade to the latest technology with low monthly fees, avoiding upfront costs and long-term contracts. For enterprises, Cinch streamlines device procurement, financing, and lifecycle management, optimising cost and efficiency.

Cinch operates on a circular subscription model designed to maximize device longevity while minimizing environmental impact. By refurbishing and redeploying devices across multiple lifecycles, Cinch reduces e-waste and enhances affordability for consumers and businesses. Its proprietary platform integrates automated lifecycle management, dynamic pricing intelligence, and embedded financing, ensuring capital efficiency while enabling devices to generate long-term value beyond a single ownership cycle. This model not only improves financial accessibility but also supports global sustainability goals by embedding reuse and responsible disposal into the core of technology consumption.

“The way people consume technology is evolving,” said Mahir Hamid, CEO & Co-Founder of Cinch. “With rising costs, financing gaps, and increasing regulatory pressure on e-waste, Cinch is leading the shift toward circular access to tech. Beyond a platform, we’re connecting the dots within Asia’s infrastructure for a sustainable tech economy.”

The company has rapidly established itself as Asia’s largest circular tech provider, driving sustainable access to high-quality devices at scale across key markets. Key partners include Samsung Electronics Singapore, where Cinch was announced as its official subscription partner for the Galaxy S25 Series in Singapore. Consumers can subscribe to Samsung’s flagship smartphone with a monthly fee that includes damage protection and an upgrade option at the end of the term.



“We’ve chosen to work with Cinch to offer our consumers in Singapore a flexible and affordable option to own our latest devices, while concurrently bolstering our sustainability agenda. Achieving resource circularity for our products throughout their entire life cycles is key for the brand, and Cinch’s Device-as-a-Service supports this vision, while balancing consumers’ aspirations of having access to the latest technology innovation in market,” said Timothy Tan, Director and Head of Integrated B2B, Samsung Electronics Singapore.

This strategic raise will enable Cinch to further develop an operating system that powers circular device distribution at scale. Paving the way for technology that allows distributors, telcos, and retailers to seamlessly integrate device subscriptions into their existing sales and service models.

"Cinch operates at the intersection of fulfilling consumer aspiration, supporting industry digitalization and enabling environmental sustainability. These value propositions are particularly relevant in Southeast Asia where a youthful population and a rising middle class aspire to own the latest devices, while businesses are rapidly digitalizing through mobile technology. This also extends the useful life of electronic devices and reduces e-waste: ultimately a win-win-win for all. We are pleased to be an early partner to the Cinch team on this important mission," said Kuo-Yi Lim, Co-founder and Managing Partner at Monk's Hill Ventures.

By integrating financial inclusion, circular economy principles, and asset-backed funding models, Cinch is shaping the future of tech access.

## **About Cinch**

Cinch is Asia’s leading Device-as-a-Service (DaaS) platform, providing businesses and consumers with affordable, flexible access to premium technology—without the financial and environmental costs of ownership.

Through a fully integrated subscription model, Cinch helps enterprises streamline device procurement, financing, and lifecycle management, while giving consumers affordable, flexible access to quality refurbished devices.

By embedding circular economy principles into the tech ecosystem, Cinch extends device lifespans, reduces e-waste, and aligns economic growth with sustainability.

**For more details, visit: [cinchtech.ai](https://cinchtech.ai) and download all media assets [here](#).**

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