FT PARTNERS FINTECH INDUSTRY RESEARCH

April 6, 2017

E/evate

Elevate Credit Completes its IPO Raising \$81 million

(NYSE: ELVT)



Overview of FT Partners

- Financial Technology Partners ("FT Partners") was founded in 2001 and is the only investment banking firm focused exclusively on FinTech
- FT Partners regularly publishes research highlighting the most important transactions, trends and insights impacting the global Financial Technology landscape. Our unique insight into FinTech is a direct result of executing hundreds of transactions in the sector combined with over 15 years of exclusive focus on Financial Technology

FT Partners' Advisory Capabilities

Private Capital Raising **Debt & Equity Capital** Sell-Side / Buy-Side Markets Advisory M&A Strategic Consortium Capital Structuring / Efficiency Building **Advisory Services FT PARTNERS ADVISORY** Anti-Raid Advisory / Board of Directors / Shareholder Rights Plans Special Committee Advisory Sell-Side Valuations / LBO Advisory Fairness Opinion for M&A Restructuring and **Divestitures**

FT Partners' FinTech Industry Research





Named Silicon Valley's #1 FinTech Banker (2016) and ranked #2 Overall by The Information



Ranked #4 Most Influential Person in all of FinTech in Institution Investors "FinTech Finance 35"



Numerous Awards for Transaction Excellence including "Deal of the Decade"

Steve McLaughlin: Founder & CEO

Tel: 415.992.8880

steve.mclaughlin@ftpartners.com



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IPO Overview

Key IPO Statistics

CEO:	Kenneth E. Rees
Headquarters:	Fort Worth, Texas
Founded:	2004
Employees:	950+
Prospectus File Date:	November 9, 2015
Ticker:	NYSE: ELVT
Proceeds:	\$80.6 mm
Shares:	12,400,000
Listing Date:	April 6, 2017
Offer Price:	\$6.50

Use of Proceeds

The Company expects to use the net proceeds to repay some of the outstanding amount under its VPC Facility; the remainder will be used for general corporate purposes, such as funding a portion of the loans made to its customers

UNITED STATES SECURITIES AND INVESTMENTS COMMISSION

Prospectus

Elevate Credit, Inc.



NYSE: ELVT

Kenneth E. Rees
Chief Executive Officer
4150 International Plaza, Suite 300
Fort Worth, Texas 76109



William Blair



E/evate

Business Overview

Company Overview

- Elevate Credit provides online credit solutions for "nonprime customers" - those with credit scores under 700
 - Serves consumers in the United States and the United Kingdom
- The Rise, Elastic and Sunny brands were released in 2013, and the Company has since provided approximately \$2.5 billion in credit to 785,000 customers
- Elevate's revenue grew 34% from 2015 to 2016
- Previously a division of Think Finance, Elevate was spun off on May 1, 2014



Think Finance provides technology, analytics and marketing services to financial clients within consumer lending

Think Finance Solutions include:

- **Brand Development**
- Direct Mail & Social Media Marketing
- Data analytics
- Fraud Detection & Verification

- Underwriting
- **Payments**
- Reporting & Compliance

Product Overview

Online and Mobile Products (See pg. 5)







Technology & Proprietary Risk Analytics:

Developed a risk-based pricing model – Segmented Optimized Analytics



Credit Scores

12th generation scoring model, 10,000 data inputs, traditional & machine learning



Fraud Scores

2,000 data inputs, targeted unique fraud types, machine learning & alternative data



Affordability Assessment

Multiple approaches: debt to income, payments to income, full budgeting



& Line Offer

Instant Decision 95% of loan application is fully automated, credit determination made in seconds



Fraud & Verifications

Algorithmic verifications, fuzzy matching, cross transaction fraud detection, pattern matching and link analysis

Integrated Multi-Channel Marketing Strategy

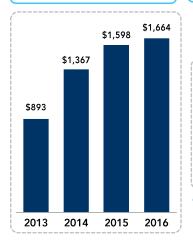
Direct mail programs, TV campaigns, search engine marketing, digital campaigns and strategic partnerships

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Business Overview (cont.)

Average Customer Loan Balance (1)



RISE

Product type	Installment
Geographies Served	15 States
Loan Size	\$500 to \$7,000
Loan Term	4-26 months
Pricing	36% to 299% annualized

- Designed for Americans that live "paycheck to paycheck" who are typically turned away by traditional credit providers
- RISE is a state-licensed online, unsecured loan
- Features include:



Rates that go down over time



Choose payment scheduling



5-Day Risk-Free Guarantee



Free Credit Score Plus

Online Products

elastic

Product type Line of Credit

Geographies Served 40 States

Loan Size \$500 to \$3,500

Loan Term Up to 10 months

Pricing Initially \$5 per \$100
borrowed + up to 5% of outstanding principal

- Elastic is a bank issued line of credit, that allows Americans that live without savings to manage any unexpected financial surprises
- Essentially a flexible credit account anytime you need it
- Zero costs until customer draws on the funds
- Customers pay back on their own terms
 - Required balance reductions and a pay down period



No application, annual or prepayment fees



Quick approval; money within the next business day



Tools such as debt payoff calculator and budget builder

sunny

Product type Installment
Geographies Served United Kingdom
Loan Size £100 to £2,500
Loan Term 6-14 months
Pricing 10.5% to 24% monthly

- Sunny loans are fast and flexible with no fees
- Sunny loans are available for short-term borrowers in the U.K.
- Installment loans from £100 to £2,500



Fast Borrowing



Flexible Repayments



No tees

E/evate

Management Team

Ken Rees Chief Executive Officer



- Ken has served as CEO since the Company's inception in 2014
- He previously served as CEO of Think Finance for nine years
- Ken was also the Founder and CEO of CashWorks

Chris Lutes
Chief Financial Officer



- Chris was previously CFO at Think Finance for eight years
- He also previously served as CFO of Silicon Valley Bank among other CFO positions
- He began his career at Coopers & Lybrand

Jason Harvison Chief Operating Officer, Board Member



- Jason also serves on the Company's Board
- Prior to Elevate, Jason worked for Think Finance and was on the Board
- Jason is also a board member of Town Center Bank

Walt Ramsey
Chief Credit Officer



- Walt is responsible for leading the credit activities for all of Elevate's products
- Walt has held leadership positions at JPMorgan Chase, Experian, GE, Citigroup and Think Finance

Kathy Boden Holland Executive Vice President, Bank Products



- Kathy was previously EVP of Corporate Development for Think Finance
- Other prior positions include President of RLJ Financial, EVP of Urban Trust Bank and Managing Partner of Bluehouse Capital

Scott Greever
Managing Director, UK



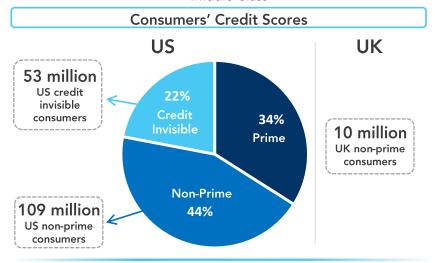
- Prior to his appointment as Managing Director, Scott served as Elevate UK's Chief Information Officer (CIO) for four years
- Previously, Scott served as VP of IT North America and Director of US Applications and Global Shipping for several years at Brink's

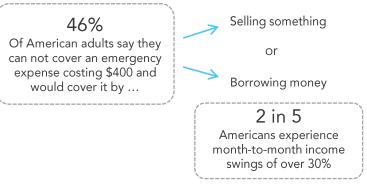
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Industry Overview

Non-prime consumers represent the largest segment of the credit market – larger than prime consumers

Elevate refers to this non-prime demographic as consumers with credit scores under 700, and calls them the "New Middle Class"





2 The New Middle Class is currently unmet in their credit needs

Due to wage stagnation and the financial crisis of recent years, more Americans have less savings and more income volatility



3 Banks do not adequately serve the New Middle Class

Following the financial crisis, banks tightened underwriting standards and increased FICO score minimums to access credit

\$142 Billion
In total reduction of non-prime credit from banks since 2008

4 Legacy non-prime lenders are not innovative

In the past, non-prime consumers have relied on storefront installment lenders, payday lenders, title lenders, pawn and rent-to-own providers who typically do not offer online and mobile access – many of these products also have higher interest rates, punitive fees and aggressive collection tactics

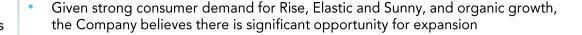
5 Consumers are embracing the internet for their personal finances

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Growth Strategy



Continue to grow current products into dominant brands



The Company continues to evaluate new product and market opportunities that fit into their overall strategic objective of delivering next-generation online and

Customer acquisition costs represent one of the most significant expenses for

customers by providing qualified customers with new loans on improved terms or

mobile credit m=products that span the non-prime credit spectrum

Also focused on improving the Company's analytics for underwriting

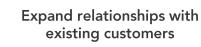
The Company is seeking to expand its strong relationships with existing



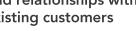
Widen the spectrum of borrowers served







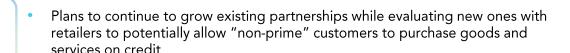




online lenders

offering other products and services







Expand strategic partnerships





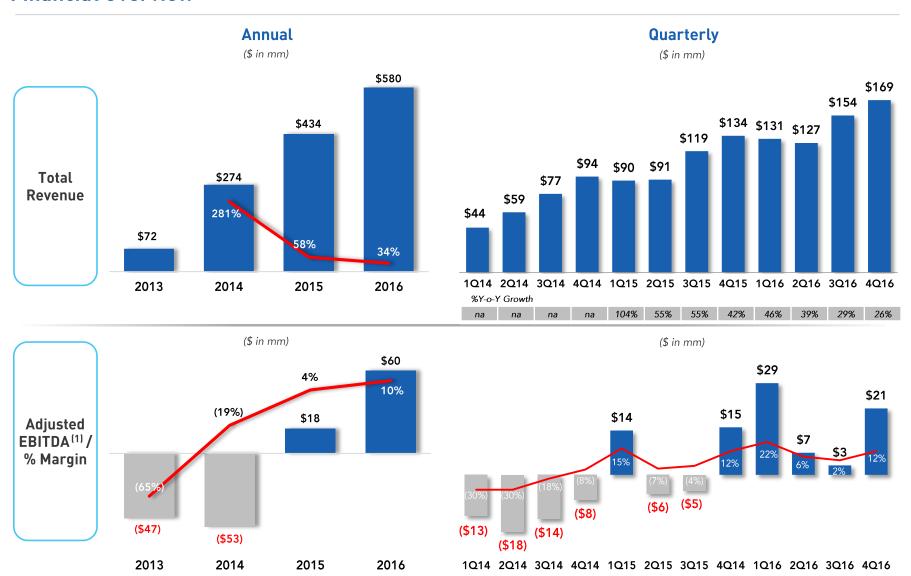
Enter new markets

Will pursue expansion into additional domestic and international markets – yet will take a disciplined approach to international expansion using customized products with unique in-market expertise

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Financial Overview

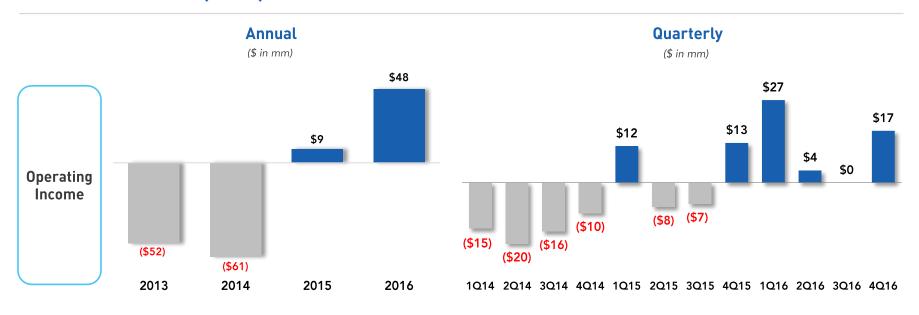


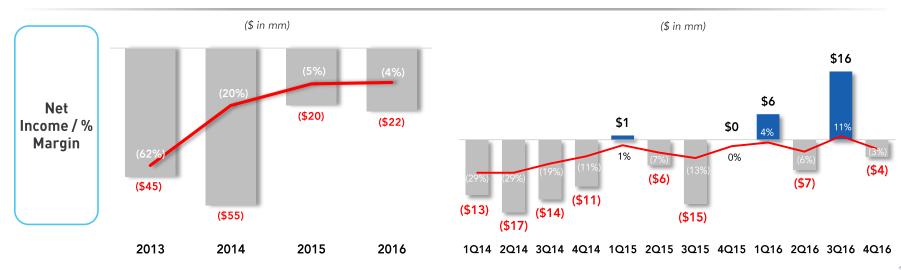
Sources: S-1

⁽¹⁾ Adjusted EBITDA represents the Company's net loss, adjusted to exclude: net interest expense associated with notes payable primarily under the VPC Facility used to fund loans; foreign currency gains and losses associated with the UK operations; depreciation and amortization expense on fixed assets and intangible assets; adjustments to contingent consideration payable related to companies previously acquired prior to the Spin-Off; miscellaneous gains and losses associated with the sale of assets related to discontinued operations; and income taxes

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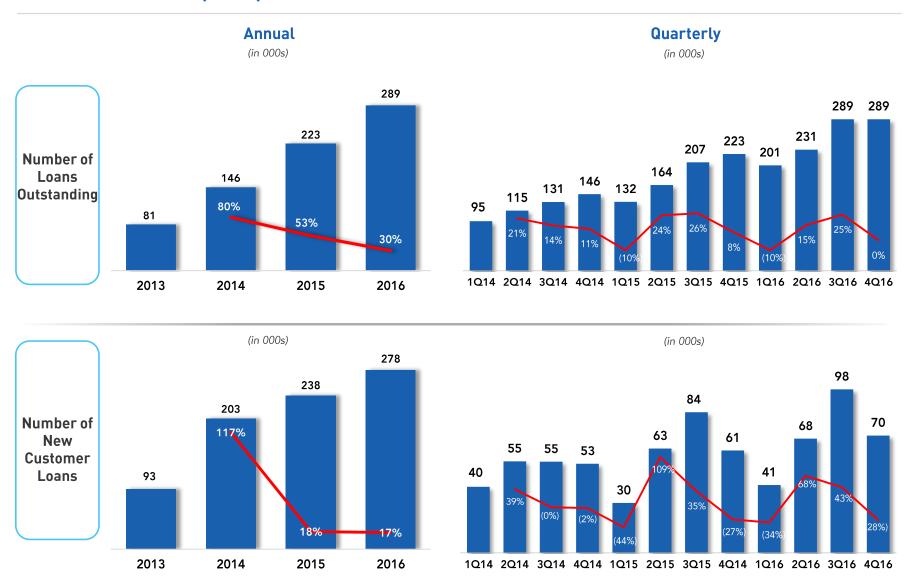
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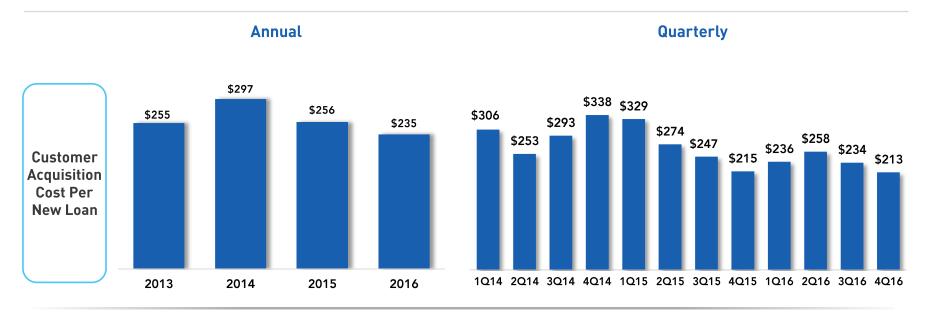
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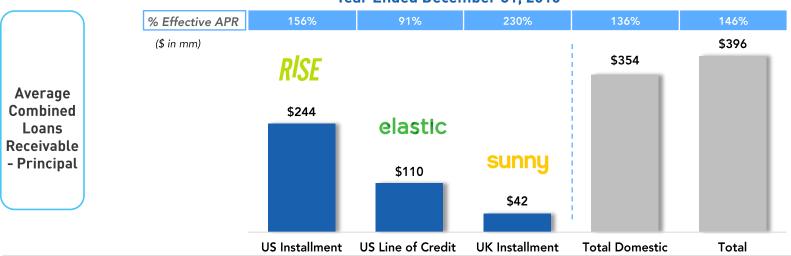


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Financial Overview (cont.)



1Q14 2Q14 3Q14 4Q14 1Q15 2Q15 3Q15 4Q15 1Q16 2Q16 3Q16 4Q16

2013

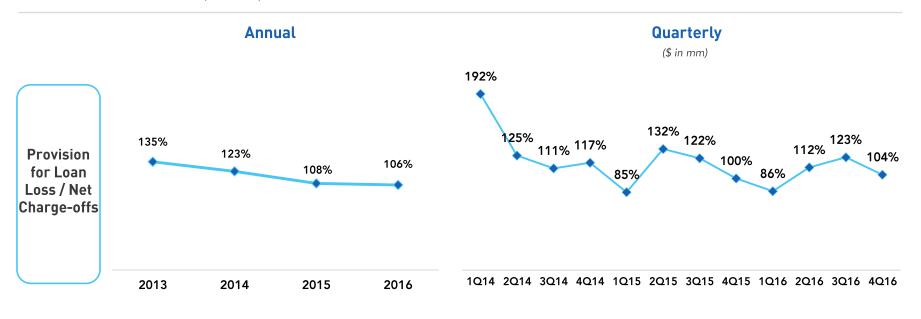
2014

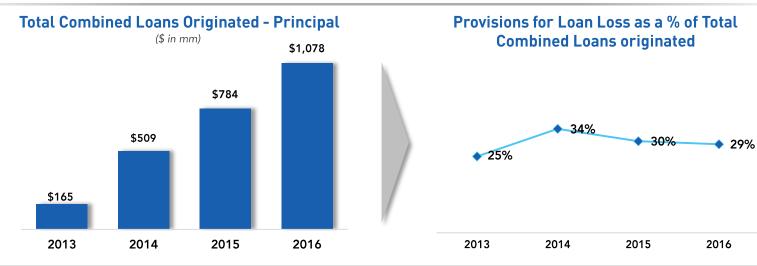
2015

2016

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Financial Overview (cont.)

\$73

2013

2014

2015

2016

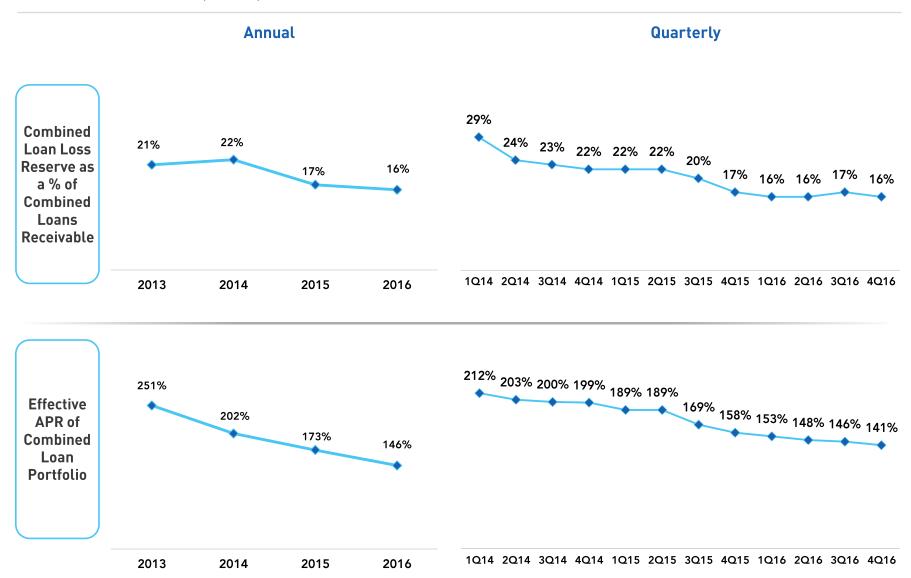


\$88

1Q14 2Q14 3Q14 4Q14 1Q15 2Q15 3Q15 4Q15 1Q16 2Q16 3Q16 4Q16

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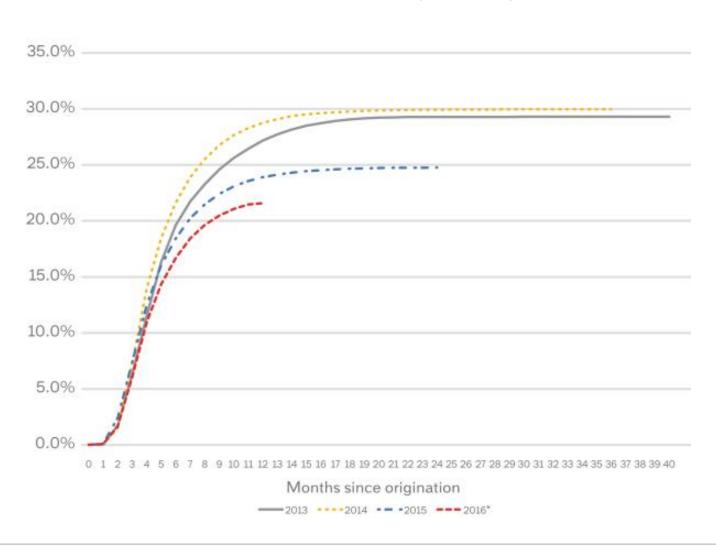
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Financial Overview (cont.)

Cumulative Credit Loss Rates by Loan Vintage



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Publicly Traded Comparables

				Market	Enterprise	Multiples								Growth Rates Margins				gins		
	Price	% MTD	% LTM	Value	Value	Pric	ce / Earni	ngs	E,	V / EBITD	Α	ΕV	/ / Reveni	ıe	Reve	nue	EPS	EBI	ΓDΑ	P/E/
Company Name	04/05/17	Change	High	(\$ mm)	(\$ mm)	LTM	CY 17E	CY 18E	LTM	CY 17E	CY 18E	LTM	CY 17E	CY 18E	CY 17E	CY 18E	LT	CY 17E	CY 18E	CY 17
Elevate Credit	\$ 6.50		nm	\$ 257	\$ 203	nm	na	4.5 x	3.4 x	na	na	0.4 x	na	na	na	na	na	na	na	na
TRADITIONAL CONSUMER LENDE																				
OneMain (fka Springleaf)	\$ 24.25	(2)%	73 %	\$ 3,279	nm	12.0 x	6.4 x	5.6 x	nm	nm	nm	nm	nm	nm	6 %	9 %	15 %	nm	nm	0.4
Santander Consumer USA	12.23	(8)	79	4,392	nm	6.1	6.0	5.5	nm	nm	nm	nm	nm	nm	(5)	1	(1)	nm	nm	nm
World Acceptance	50.32	(3)	73	436	nm	6.3	7.3	9.5	nm	nm	nm	nm	nm	nm	(5)	(1)	na	nm	nm	na
International Personal Finance	2.13	4	50	473	nm	6.7	6.0	5.0	nm	nm	nm	nm	nm	nm	3	1	(11)	nm	nm	nm
Provident Financial	39.22	5	92	5,694	nm	14.4	17.2	15.3	nm	nm	nm	nm	nm	nm	10	9	10	nm	nm	1.7
Regional Management	19.55	1	71	232	nm	9.7	7.6	6.9	nm	nm	nm	nm	nm	nm	12	13	na	nm	nm	na
Median		(1)%	73 %			8.2 x	6.9 x	6.2 x	na	na	na	na	na	na	4 %	5 %	4 %	na	na	1.1
Mean		(1)	73			9.2	8.4	8.0	na	na	na	na	na	na	4	5	3	na	na	1.1
Ferratum Enova International MyBucks	\$ 20.70 13.60 15.80) (8)) (0)	79 % 88 76	\$ 452 453 179	\$ 579 413 271	16.6 x 13.5 nm	9.7 na	12.0 x 8.6 na	na na na	14.4 x 2.6 na	10.9 x 2.3 na	5.4 x 0.6 5.1	0.5 na	2.0 x 0.4 na	40 % 12 na	27 % 11 na	46 % 2 na	17 % 19 na	18 % 19 na	0.4 4.9 na
Median		(0)%	79 %			15.0 x		10.3 x	na	8.5 x	6.6 x	5.1 x		1.2 x	26 %	19 %	24 %	18 %	19 %	2.6
Mean		(1)	81			15.0	13.8	10.3	na	8.5	6.6	3.7	1.5	1.2	26	19	24	18	19	2.6
PAWN / ASSET-BACKED																				
First Cash Financial Services	\$ 48.25	(2)%	89 %	\$ 2,331	\$ 2,698	21.0 x	19.0 x	16.0 x	15.0 x	10.4 x	9.2 x	2.5 x	1.6 x	1.5 x	59 %	3 %	10 %	15 %	17 %	1.9
EZCORP	7.85	(4)	65	538	753	21.5	15.1	12.3	12.1	8.4	7.7	1.0	1.0	1.0	2	1	5	12	13	3.0
Median		(3)%	77 %			21.3 x	17.1 x	14.2 x	13.6 x	9.4 x	8.4 x	1.8 x	1.3 x	1.2 x	31 %	2 %	8 %	13 %	15 %	2.5
Mean		(3)	77			21.3	17.1	14.2	13.6	9.4	8.4	1.8	1.3	1.2	31	2	8	13	15	2.5
		(-/														_				
RENT-TO-OWN																				
Aaron's	\$ 29.56	(1)%	86 %	\$ 2,121	\$ 2,311	9.4 x	12.9 x	11.5 x	5.0 x	6.8 x	6.5 x	0.7 x	0.7 x	0.7 x	(O)%	2 %	11 %	11 %	11 %	1.2
Rent-A-Center	9.11	3	57	485	1,113	13.3	22.6	9.5	6.0	0.8	5.4	0.4	0.4	0.4	(6)	2	12	5	7	1.9
Median		1 %	72 %			11.4 x	17.7 x	10.5 x	5.5 x	7.4 x	5.9 x	0.5 x	0.6 x	0.5 x	(3)%	2 %	11 %	8 %	9 %	1.5
Mean		1	72			11.4	17.7	10.5	5.5	7.4	5.9	0.5	0.6	0.5	(3)	2	11	8	9	1.5

Selected FT Partners' Research - Click to View



Nubank Raises \$80 million in Series D Financing



YgreneWorks Raises \$95 million in Financing



Tandem Raises ~\$43 million in Financing



Funding Circle Raises \$100 million in Financing



SoFi Raises \$500 million in Financing



SoFi Acquires Zenbanx



JD.com Divests JD Finance



Atom Bank Raises £83 million in Financing

VIEW MORE FT PARTNERS RESEARCH

Track Record of Success in the Alternative Lending / Credit Space

Student / Personal Loan



Consumer Home Improvement Financing



Consumer Marketing / Credit Lead Generation



Contract Financing



Peer-to-Peer Lending



SaaS-based Loan Origination



SMB Financing



Supplier Finance Solutions



FT Partners Advised on Many of the Largest Alternative Lending Transactions

Company	Investor(s)	Amount Raised
PR0 S PER	Affiliates of NEW RESIDENTIAL Jefferies THIRD POINT	\$5,000,000,000 Loan Commitment
GreenSky **	FIFTH THIRD BANK	2,000,000,000 Loan Commitment 50,000,000 Investment
GreenSky*	TPG DST ICONIQ WELLINGTON MANAGEMENT	300,000,000
Kabbage	REVERENCE CAPITAL PARTNERS ING Sociabank°	135,000,000
earnest	ADAMS STREET Battery Ventures maveron	75,000,000
taulia	QuestMark Partners ZULK BBVA edbi	65,000,000

In addition to these large rounds, FT Partners has advised on a number of other prominent Lending Tech /
Alt Lending transactions







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Significant Experience Advising Large Financing Rounds and "Unicorns"

FT Partners has a history of advising on some of the largest financing transactions in the FinTech space

Representing numerous FinTech "Unicorns" above \$1 billion valuations

Company	Amount Raised
MERCURY®	\$420,000,000+
GreenSky**	300,000,000+
∑avid xchange	253,000,000
liquidnet.~~	250,000,000
square trade protection	238,000,000
nmi	150,000,000+
Kabbage	135,000,000
Tradingscreen SIMPLIFYING GLOBAL MARKETS*	110,000,000+
YAPSTONE"	110,000,000
CHROMERIVER	100,000,000
Credit \(\infty \) Karma \(\)	85,000,000
earnest	75,000,000
taulia	65,000,000

Selected Prominent Investors in FT **Partners Led Rounds**

























































Award-Winning Investment Banking Franchise Focused on Superior Client Results

FT Partners has been recognized as Investment Banking Firm of the Year and regularly achieves Merger and Financing Deal of the Year recognition



2016	 Investment Banking Firm of the Year Cross Border Deal of the Year
2015	 Dealmaker of the Year Technology Deal of the Year
2014	 Equity Financing Deal of the Year Professional Services Deal of the Year, Above \$100mm
2012	 Dealmaker of the Year Professional Services Deal of the Year, Above \$100mm
2011	 Boutique Investment Bank of the Year Deal of the Decade 10 Deal of the Year Nominations Across 9 Categories
2010	 Upper Middle Market Deal of the Year, Above \$500 mm IT Services Deal of the Year, Below \$500mm Cross-Border Deal of the Year, Below \$500mm
2007	 Dealmaker of the Year – Steve McLaughlin Business to Business Services Deal of the Year Computer and Information Technology Deal of the Year, Above \$100mm Financial Services Deal of the Year, Above \$100mm





2015

2008

2006

• Steve McLaughlin ranked #4 in Institutional Investor's FinTech 35 List

2006 - 2008 • C

Consecutively ranked (2006, 2007 and 2008) among the top Bankers in Financial Technology

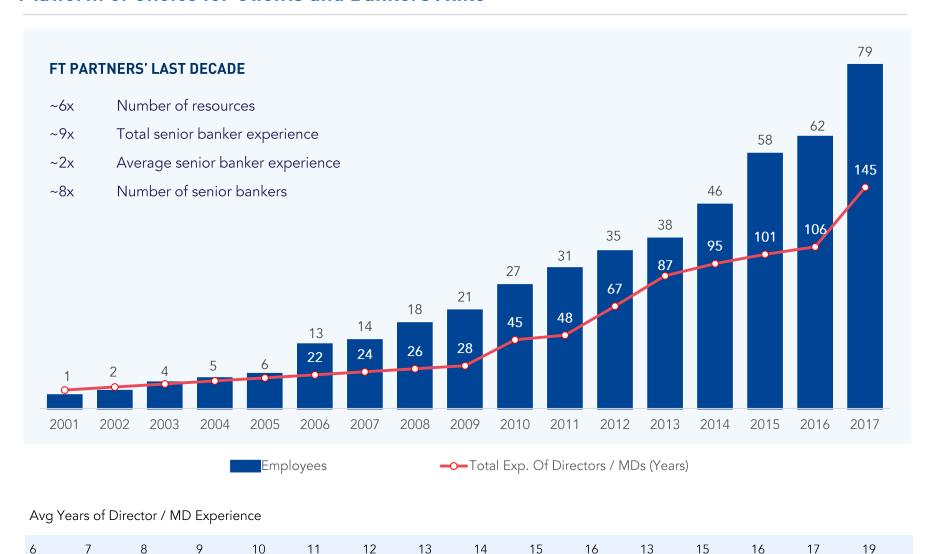
Equity Financing Dealmaker of the Year – Steve McLaughlin Information Technology Deal of the Year

Financial Services Deal of the Year

Financing Professional of the Year – Steve McLaughlin
 Financing Deal of the Year - Equity

• Financing Deal of the Year - Debt

Platform of Choice for Clients and Bankers Alike



The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
Steve McLaughlin Founder, CEO and Managing Partner	Goldman Sachs	 Formerly with Goldman, Sachs & Co. in New York and San Francisco from 1995-2002 Former Co-Head of Goldman Sachs' Financial Technology Group (#1 market share) Wharton M.B.A. 	22
Larry Furlong Managing Director	Goldman Sachs	 Formerly with Goldman, Sachs & Co. in New York, London and Los Angeles beginning in 1995 Wharton M.B.A. 	22
Greg Smith Managing Director	Merrill Lynch J.P.Morgan	 Formerly award winning Equity Research Analyst at Merrill Lynch / J.P. Morgan / Hambrecht & Quist 20+ years of experience covering FinTech as both an Analyst and Investment Banker 	21
Osman Khan Managing Director	pwc	 Former Managing Director / Head of FIG M&A at Alvarez & Marsal 15+ years FIG deal, consulting and assurance experience at PwC 40 Under 40 M&A Advisor Award Winner in 2013 LSE (BSc w/Honors), MBS (MBA w/Distinction), ICAEW (FCA) 	20
Steve Stout Managing Director	J.P.Morgan	 Former Global Head of Strategy at First Data Formerly Led J.P. Morgan Payments Investment Banking Former Equity Research Analyst on #1 ranked team at UBS and Economist at the Federal Reserve Bank 	19
Tim Wolfe Managing Director	Goldman Sachs	 Formerly with Goldman, Sachs & Co. beginning in 2000 Started at FT Partners in 2002 40 Under 40 M&A Advisor Award Winner 2013 Harvard M.B.A. 	15
Timm Schipporeit Managing Director	Morgan Stanley Index Ventures	 11+ years with Morgan Stanley, Senior Executive Director of European Technology Investment Banking Team in London Formerly a Venture and Growth Investor focused on FinTech at Index Ventures 	14
Andrew McLaughlin Managing Director, Research & Business Development	Deloitte.	 Leads FT Partners' Research and Business Development Team Formerly with Deloitte Consulting 	11