

April 18, 2016  
**Financial Technology Partners LP**  
**FTP Securities LLC**  
Transaction Profile:



*raises*

**\$100 million**

*in financing round led by*



**FOUNDERS FUND**

*Courtesy of:*



***The Only Investment Bank***  
***Focused Exclusively on Financial Technology***

[www.ftpartners.com](http://www.ftpartners.com)

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# Affirm Raises \$100 Million in Financing

## Transaction Summary

### Transaction Summary

- On April 12, 2016, San Francisco-based consumer lending platform, Affirm, raised \$100 mm in financing
  - The round was led by Founders Fund along with participation from LightSpeed Venture Partners, Spark Capital, Khosla Ventures, Andreessen Horowitz, Jefferies and others
  - The round brings Affirm's total debt and equity funding to approximately \$425 mm
- The additional capital will be used to expand its offering of point-of-sale financing to include "direct-to-consumer" products
  - The Company will continue to grow the number of merchants that it supports
  - Three additional partnerships are planned to be announced in the upcoming months
- Affirm is an online consumer finance startup that provides fixed-term loans at the point-of-sale to consumers buying from online retailers; the Company competes against credit card companies and e-commerce giants with alternative point-of-sale credit solutions (e.g. Alibaba, PayPal Credit, Google and Amazon)

### Existing Investors



FINANCIAL  
TECHNOLOGY  
PARTNERS

### Deal Commentary

*"I'm building what I hope will be the next generation consumer bank ... an aspirational, truly loved financial institution for everyone. Most large financial institutions don't enjoy much love or admiration by their own customers, they've settled on ways to make money that's not aligned with their customers ... In general, it is tougher to raise money out there right now we were very lucky to have built a business over the last few years that has shown all the necessary things to get to this level, and be able to raise money successfully."*



– Max Levchin, Founder & CEO of Affirm

*"Max changed the payments industry forever with his work at PayPal, and we think Affirm is positioned to be just as impactful ... Affirm's technology brings much-needed transparency and accountability to a stagnant industry that's no longer meeting the needs of consumers."*



– Brian Singerman, Partner at Founders Fund

*"We've done a lot in various forms in FinTech over the years, We need to be doing more in many dimensions, including repairing the entire financial system from the ground up."*



– Peter Thiel, Managing Partner at Founders Fund

Source: Company press release, Company website, BusinessWire, TechCrunch, VentureBeat, Reuters



# Affirm Raises \$100 Million in Financing




## Affirm Overview

### Affirm Overview

**CEO:** Max Levchin  
**Headquarters:** San Francisco, CA  
**Founded:** 2012  
**Employees:** 121

- Affirm offers fixed-rate installment loans with 3, 6 and 12 month maturities to consumers at the point-of-sale
- The Company's first product – Buy with Affirm – enables online shoppers to take out small loans and turn regular purchases into monthly installments, similar to credit card transactions, but without the compounding interest rates and hidden fees
  - Rates range from 10-30% APR based on a consumer's credit; this credit rating is transparent and is shown at checkout
  - Pricing on Affirm's platform is real-time and adaptive based on algorithmic data that prices marginal risk and generates a score for every transaction
- Instead of using the typical FICO score data, Affirm aggregates data on individual consumers from atypical sources such as public data and social media to evaluate creditworthiness
- Affirm finances purchases at over 700 online and brick-and-mortar stores
  - The company continues to focus on partnerships with large stores particularly ones with sales above \$1 bn
- Online merchants on Affirm's platform have experienced increased average order values and conversion rates by more than 20 – 25 % and lift in average order values up to 80%

### Selected Previous Equity Financings

Date	Size (\$ mm)	Lead Investor(s)
05/06/15	\$80	 SPARK CAPITAL
06/09/14	26	 nyca khosla ventures LIGHTSPEED VENTURE PARTNERS
07/31/12	8	 HVF

### Leadership Team



**Max Levchin**  
*Founder, CEO*  
President & CEO of HVF Labs;  
Founder & former CEO of Slide;  
Co-Founder & former CTO of PayPal



**Nathan Gettings**  
*Founder, Chief Risk Officer*  
Founder & former CTO at Palantir;  
Founder of RoboteX



**Jeff Kaditz**  
*Founder & Board Member*  
Previously the Chief Data & Analytics Officer at DeNA / ngmoco



# Affirm Raises \$100 Million in Financing

## Millennial Generation Creating New Market Opportunities

*With the Millennial generation coming of age, traditional financial institutions may be too rigid and not technologically equipped to cater to the shift in consumer habits*

*The credit card model also appears overdue for disruption by new market entrants such as Affirm*

### The Millennial Market

- Millennials are people born between 1981 and 2000 – the generation is set to inherit approximately \$30 trillion in assets from their baby boomer parents and grandparents <sup>(1)</sup>
- This generation benefits from a greater percentage of the population obtaining higher education and substantial innovations in technology, which open gateways for disruption; Millennials are clearly more likely to adopt alternative methods for financial services
- According to the Millennial Disruption Index, a 3-year study involving 10,000+ Millennials, commercial banking is at the highest risk of disruption compared to online, personal computing, mobile, discount retail, and industrial / household industries <sup>(3)</sup> – financial institutions have managed to stay relatively rigid for the last two decades with very little true disruption

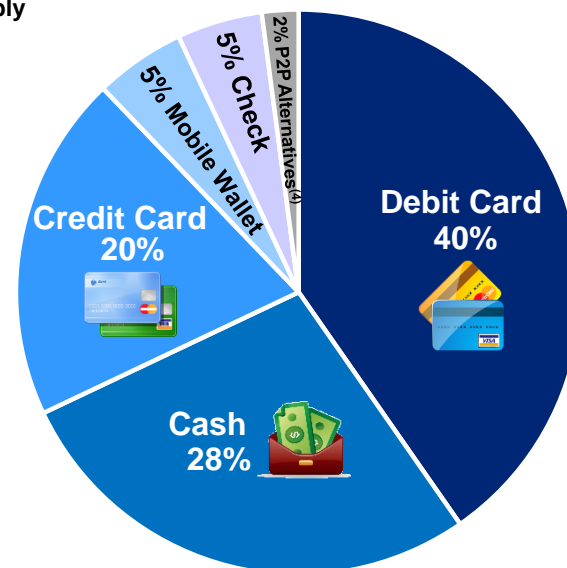
**68%** ... of participants believe the way we access money will be completely different in 5 years <sup>(3)</sup>

**~50%** ... are relying on the current wave of disruption to shift the banking industry, bring transparency and fair pricing <sup>(3)</sup>

**73%** ... of Millennials would rather adopt new services from tech giants such as Amazon, Apple, Google, PayPal and Square than their current banks <sup>(3)</sup>

### Shifting Payment Methods <sup>(2)</sup>

- The average consumer under the age of 28 has inadequate credit history to fully assess borrower risk using traditional methods, a challenge often faced with Millennials
- In a survey conducted by Quartz, less than 20% of consumers age 18-24 prefer to use credit cards over all other forms of payment <sup>(2)</sup> – a strikingly low percentage due to the fact that young consumers are hesitant about accumulating credit card debt from their banks; this creates an opportunity for alternative lenders such as Affirm and others to disrupt the traditional credit card model
- Although a majority of transactions made by the Millennial generation are still in the form of credit and debit cards, mobile wallets and alternative forms of payment are growing sharply



# Overview of FT Partners

## Selected FT Partners' Alternative Lending Research ([click to view](#))

May 1, 2015  
Financial Technology Partners LP  
FTP Securities LLC

Transaction Profile:  
Prosper Marketplace Secures \$165 Million  
in Series D Financing

**PROSPER**

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**Prosper Secures \$165 mm in Series D Financing**

April 27, 2015  
Financial Technology Partners LP  
FTP Securities LLC

Transaction Profile:  
**Funding Circle**  
raises  
\$150,000,000  
in financing led by  
**DST**

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**Funding Circle Raises \$150 mm in Financing Led by DST**

February 19, 2015  
Financial Technology Partners LP  
FTP Securities LLC

Transaction Profile:  
Lending Club IPO: Post Quiet Period Review

**LendingClub**  
NYSE: LC

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**Lending Club IPO: Post Quiet Period Review**

February 19, 2015  
Financial Technology Partners LP  
FTP Securities LLC

Transaction Profile:  
OnDeck IPO: Post Quiet Period Review

**OnDeck**  
NYSE: ONDK

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**OnDeck IPO: Post Quiet Period Review**

February 11, 2015  
Financial Technology Partners LP  
FTP Securities LLC

Transaction Profile:  
**OPORTUN**  
(Formerly known as Prosper Financial)

raises  
\$90,000,000  
in financing led by  
**Fidelity**

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**Oportun Raises \$90 mm in Financing Led by Fidelity Investments**

February 3, 2015  
Financial Technology Partners LP  
FTP Securities LLC

Transaction Profile:  
**SoFi**  
raises  
\$200,000,000  
in Series D financing led by  
**THIRD POINT**

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**Sofi Raises \$200 mm in Series D Financing Led by Third Point Ventures**

December 4, 2014  
Financial Technology Partners LP  
FTP Securities LLC

Transaction Profile:  
**AVANT**  
raises  
\$225,000,000  
in Series D Financing led by  
**TIGER**

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**Avant Raises \$225 mm in Series D Financing Led by Tiger Global**

November 13, 2014  
Financial Technology Partners LP  
FTP Securities LLC

Transaction Profile:  
Enova Spin-off from Cash America

**enova**  
NYSE: ENVA

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**Enova Spin-off from Cash America**

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 13 years of exclusive focus on Financial Technology. Please visit our [subscription form](#) to subscribe to our exclusive monthly newsletter and receive our research reports.

# Overview of FT Partners

## FT Partners Track Record of Success in the Alternative Lending Space

### Student / Personal Loan

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its role as  
exclusive strategic and financial advisor to

**earnest**

in its Series B minority financing led by

BV  
Battery Ventures

ADAMS STREET  
CAPITAL

maveron

for total consideration of

**\$ 75,000,000**

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### Consumer Home Improvement Financing

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its  
exclusive role as financial advisor to

**GreenSky**

in its minority investment from

DST ICONIQ

TPG WELLINGTON  
MANAGEMENT

for total consideration of

**\$ 300,000,000**

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### Consumer Marketing / Credit Lead Generation

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its role as advisor to

Google  
**capital**

in its lead investment in

Credit Karma

with additional participation from

TIGER

SIG

Ribbit Capital

for approximately

**\$ 85,000,000**

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### Contractor Financing

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole  
strategic and financial advisor to

**BlueTarp**  
Financial

in its financing, including investment from

HIGHLAND  
CAPITAL PARTNERS

longridge

TRINITY  
CAPITAL

FLYBRIDGE

for approximately

**\$ 15,000,000**

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### Asset Backed Loans Financing

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its  
exclusive role as financial advisor to

**borro**

in its growth financing for total  
consideration of

**\$ 19,500,000**

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### SaaS-based Loan Origination

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as  
sole strategic and financial advisor to

**WebEquity**  
solutions™

in its sale to

**MOODY'S**

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### SMB Financing

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its  
role as advisor to

**Kabbage**

in its Series E minority financing led by

RCP  
REVERENCE  
CAPITAL  
PARTNERS

ING

Santander

InnoVentures

Scotiabank

**\$ 135,000,000**

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### Supplier Finance Solutions

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its  
exclusive role as financial advisor to

**taulia**

in its Series E financing led by

**zouk**

**\$ 46,000,000**


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# Overview of FT Partners

## FT Partners Advised on Three of the Largest Alternative Lending Transactions

Company	Investor(s)	Amount Raised
 SoFi	 SoftBank	\$1,000,000,000
AVANT	 GENERAL ATLANTIC  RRE Ventures  B.A.M.  TIGER  AUGUST CAPITAL  DFJ GROWTH	325,000,000
GreenSky™	 TPG  ICONIQ  DST WELLINGTON MANAGEMENT	300,000,000+
AVANT	 TIGER  RRE Ventures  DFJ  KKR	225,000,000
 SoFi	 AUGUST CAPITAL  THIRD POINT  IVP  WELLINGTON MANAGEMENT  ARK STAR	200,000,000
PROSPER	 CREDIT SUISSE  BBVA  NEUBERGER BERMAN  J.P. Morgan  BREYER CAPITAL  USAA	165,000,000
 Funding Circle	 BLACKROCK  TEMASEK HOLDINGS  DST  SANDS CAPITAL  RAIFFEISEN GIFFORD	150,000,000
 Kabbage	 RCP  Sanctander  InnoVentures  ING  Scotiabank®	135,000,000
earnest	 BV  ADAMS STREET PARTNERS  maveron	75,000,000

*In addition to recent rounds for Earnest, Kabbage and GreenSky, FT Partners has advised on a number of other prominent Lending Tech / Alt Lending transactions*

<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its role as sole strategic and financial advisor to</p> <p> Google capital</p> <p>in its lead investment in</p> <p> Credit Karma</p> <p>with additional participation from</p> <p> TIGER  SIG  Rabbit Capital</p> <p>for approximately</p> <p><b>\$ 85,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p> FAST PAY</p> <p>in its growth financing with</p> <p> OAK HC/FT</p> <p>for total consideration of approximately</p> <p><b>\$ 15,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its role as exclusive strategic and financial advisor to</p> <p> lighter capital</p> <p>in its Series B financing led from</p> <p> Voyager</p> <p>for total consideration of</p> <p><b>\$ 9,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p> Upstart</p> <p>in its Series C financing led by</p> <p> THIRD POINT</p> <p>with additional participation from</p> <p> khosla ventures</p> <p>for approximately</p> <p><b>\$ 35,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>
<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p> borrow</p> <p>in its financing, including investment from</p> <p> HIGHLAND  FLYBRIDGE</p> <p>for approximately</p> <p><b>\$ 15,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p> borrow</p> <p>in its growth financing for total consideration of</p> <p><b>\$ 19,500,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p> L2C inc</p> <p>in its sale to</p> <p> TransUnion</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p> taulia</p> <p>in its Series C financing led by</p> <p> zouk</p> <p><b>\$ 46,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>
<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as Capital Markets &amp; IPO Advisor to</p> <p> ELLIE MAE</p> <p>in its</p> <p><b>\$45,000,000</b> Initial Public Offering</p> <p>valuing the equity at approximately</p> <p><b>\$ 146,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its role as advisor to</p> <p> CIBC</p> <p>in its strategic investment in</p> <p> Bank Capital Finance</p> <p>with additional participation from</p> <p> Bank Capital Finance</p> <p>for total consideration of approximately</p> <p><b>\$ 70,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p> custom credit systems</p> <p>a portfolio company of</p> <p> Triton Pacific Capital Partners, LLC</p> <p>in its sale to</p> <p> MISYS</p> <p>a portfolio company of</p> <p> Vista Equity Partners</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p> WebEquity solutions</p> <p>in its sale to</p> <p> Moody's</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>














FINANCIAL  
TECHNOLOGY  
PARTNERS

# Overview of FT Partners

## FT Partners has Significant Experience Advising Large Financing Rounds

*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	Selected Prominent Investors in FT Partners Led Rounds
 MERCURY®	\$420,000,000+	ACCEL PARTNERS, DST, TPG
 GreenSky™	300,000,000+	ICONIQ, RCP, REVERENCE CAPITAL PARTNERS, WELLINGTON MANAGEMENT
 liquidnet	250,000,000	BainCapital, BainCapital Ventures, SUMMIT PARTNERS
 square trade protection plans	238,000,000	nyca, CIBC, Great Hill PARTNERS
 avidxchange	235,000,000	Google capital, QED INVESTORS, Scotiabank®
 nmi	150,000,000+	ING, KeyBank, BV, BBVA
 Kabbage	135,000,000	khosla ventures, edbi
 TradingScreen SIMPLIFYING GLOBAL MARKETS®	110,000,000+	QUESTMARK PARTNERS, maveron
 CHROMERIVER	100,000,000	SILVERLAKE, PARthenon CAPITAL PARTNERS
 Credit Karma™	85,000,000	
 earnest	75,000,000	
 taulia	60,000,000	
 YAPSTONE™ POWERING PAYMENTS	50,000,000	

Note: FT Partners represented investor in Dynamics (CIBC) and Credit Karma (Google Capital); some transactions include a combination of equity and smaller amount of debt financing.



# Overview of FT Partners

## 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*



**M&A Advisor Awards**

2016	<ul style="list-style-type: none"> <li>■ <b>Investment Banking Firm of the Year</b></li> <li>■ <b>Cross Border Deal of the Year</b></li> </ul>
2015	<ul style="list-style-type: none"> <li>■ <b>Dealmaker of the Year</b></li> <li>■ <b>Technology Deal of the Year</b></li> </ul>
2014	<ul style="list-style-type: none"> <li>■ <b>Equity Financing Deal of the Year</b></li> <li>■ <b>Professional Services Deal of the Year, Above \$100mm</b></li> </ul>
2012	<ul style="list-style-type: none"> <li>■ <b>Dealmaker of the Year</b></li> <li>■ <b>Professional Services Deal of the Year, Above \$100mm</b></li> </ul>
2011	<ul style="list-style-type: none"> <li>■ <b>Boutique Investment Bank of the Year</b></li> <li>■ <b>Deal of the Decade</b></li> <li>■ <i>10 Deal of the Year Nominations Across 9 Categories</i></li> </ul>
2010	<ul style="list-style-type: none"> <li>■ <b>Upper Middle Market Deal of the Year, Above \$500 mm</b></li> <li>■ <b>IT Services Deal of the Year, Below \$500mm</b></li> <li>■ <b>Cross-Border Deal of the Year, Below \$500mm</b></li> </ul>
2007	<ul style="list-style-type: none"> <li>■ <b>Dealmaker of the Year – Steve McLaughlin</b></li> <li>■ <b>Business to Business Services Deal of the Year</b></li> <li>■ <b>Computer and Information Technology Deal of the Year, Above \$100mm</b></li> <li>■ <b>Financial Services Deal of the Year, Above \$100mm</b></li> </ul>



**Institutional Investor Annual Ranking**

2015	■ Steve McLaughlin ranked #4 in Institutional Investor's FinTech 35 List
2006-2008	■ Consecutively ranked (2006, 2007 and 2008) among the top Bankers in Financial Technology



**Middle Market Financing Awards**

2008	<ul style="list-style-type: none"> <li>■ <b>Equity Financing Dealmaker of the Year – Steve McLaughlin</b></li> <li>■ <b>Information Technology Deal of the Year</b></li> <li>■ <b>Financial Services Deal of the Year</b></li> </ul>
2006	<ul style="list-style-type: none"> <li>■ <b>Financing Professional of the Year – Steve McLaughlin</b></li> <li>■ <i>Financing Deal of the Year - Equity</i></li> <li>■ <i>Financing Deal of the Year - Debt</i></li> </ul>

Note: **Bold** represents awards that FT Partners has won, *italics* represents nominations.

# Overview of FT Partners

## The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
<b>Steve McLaughlin</b> <i>Founder, CEO and Managing Partner</i>		<ul style="list-style-type: none"> <li>Formerly with Goldman, Sachs &amp; Co. in New York and San Francisco from 1995-2002</li> <li>Formerly Co-Head of Goldman Sachs' Financial Technology Group (#1 market share)</li> <li>Wharton M.B.A.</li> </ul>	<b>21</b>
<b>Larry Furlong</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly with Goldman, Sachs &amp; Co. in New York, London and Los Angeles beginning in 1995</li> <li>Wharton M.B.A.</li> </ul>	<b>21</b>
<b>Greg Smith</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly award winning Equity Research Analyst at Merrill Lynch / J.P. Morgan / Sterne Agee</li> <li>Recent coverage included WU, EEFT, DST, ENV, FISV, FIS, V, MA, GPN &amp; HPY among others</li> </ul>	<b>20</b>
<b>Phil Olson</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly with William Blair &amp; Company in the Technology &amp; Financial Services group</li> <li>Northwestern University – Kellogg M.B.A</li> </ul>	<b>15</b>
<b>Tim Wolfe</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly with Goldman, Sachs &amp; Co. beginning in 2000</li> <li>40 Under 40 M&amp;A Advisor Award Winner 2013</li> <li>Harvard M.B.A.</li> </ul>	<b>14</b>
<b>Andrew McLaughlin</b> <i>Managing Director, Research &amp; Business Development</i>		<ul style="list-style-type: none"> <li>Leads FT Partners' Research and Business Development Team</li> <li>Formerly with Deloitte Consulting</li> </ul>	<b>10</b>