

# FT PARTNERS FINTECH INDUSTRY RESEARCH

February 1, 2018

## BANKING TECH CEO INTERVIEW:

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*with CEO Kalpesh Kapadia*

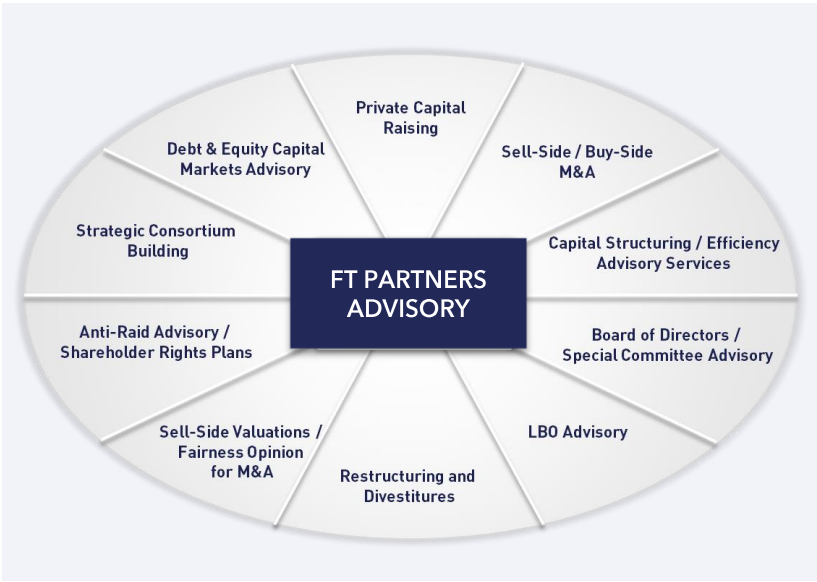
**Analytics-Based Credit**



## 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



### FT Partners' FinTech Industry Research

**FINTECH RESEARCH & INSIGHTS**

- In-Depth Industry Research Reports
- Proprietary FinTech Infographics
- Monthly FinTech Market Analysis
- FinTech M&A / Financing Transaction Profiles



**The Information**

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



Ranked #1 Most Influential Person in all of FinTech in *Institutional Investor's* "FinTech Finance 40"



**THE M&A ADVISOR**

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



# Banking Tech CEO Interview: Deserve



## Deserve Overview

### Company Overview



**CEO:** Kalpesh Kapadia

**Headquarters:** Menlo Park, CA

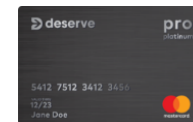
**Founded:** 2013

- Deserve leverages machine learning and alternative data to help millennials and Gen Z's gain financial independence through access to fair credit products
  - The Company currently offers three credit card products through MasterCard:
    - Deserve Classic
    - Deserve Edu
    - Deserve Pro

### Selected Financing History

Date	Size (\$ mm)	Investor(s)
10/24/17	\$13	Accel Partners; Pelion Ventures, Aspect Ventures, Mission Holdings
08/24/16	7	Pelion Ventures, Accel Partners; Aspect Ventures
06/18/15	7	Accel Partners, Aspect Ventures

### Products & Services Overview



	Deserve Classic	Deserve Edu	Deserve Pro
<b>Description</b>	Designed for those who are new to credit	Designed to help college students build credit	Designed for those who already have established credit history
<b>Annual Fee</b>	\$39	\$0	\$0
<b>APR</b>	24.24%	19.99%	17.24% - 24.24%
<b>Credit Limit</b>	Up to \$1,500	Up to \$5,000	Up to \$10,000
<b>Cash Rewards</b>	None	1% cash back on all purchases	1% cash back on all purchases; 2% on Restaurants; 3% on Travel & Entertainment
<b>Foreign Transaction Fees</b>	None	None	None
<b>Builds US Credit History</b>	Yes	Yes	Yes
<b>Accepted Everywhere?</b>	Yes	Yes	Yes

## Interview with Kalpesh Kapadia



**Kalpesh Kapadia**

Co-Founder &  
Chief Executive Officer



Kalpesh Kapadia's career spans 20+ years in the US and Asia, primarily in technology and finance. Prior to co-founding Deserve he was one of the foremost analysts/investors in Wall Street's tech sector. In 2004 he was ranked the #1 analyst in the US across all sectors by the venerable Wall Street Journal. In 2005 he founded Equanum Capital and successfully managed it through 2012. In '07 and '09, Equanum Funds were one of the best managed global equity funds in [Barrons.com](https://www.barrons.com) and Asiahedge rankings. He earned an MBA from Carnegie Mellon University's Tepper School of Business, where he is a member of its [alumni board](#) and a proud member of W.L. Mellon Society.

He also holds an MS in Industrial Engineering and Operations Research from New Jersey Institute of Technology. His personal and charitable interests focus on empowerment and upliftment through higher education. Kalpesh is a member/supporter of organizations such as Cato Institute, Santa Fe Institute, Foundation for Excellence and American Himalayan Foundation. He is also a member of Bay Area chapters of Commonwealth Club and the Churchill Club. He came to the US over 20 years ago as a young student and struggled to establish his credit profile. Through Deserve, he plans to ease the challenges for this deserving but underserved population.

### 1. What is your background and the motivation behind founding Deserve.

I came to the US in 1995 as a student from India to pursue my Master's in engineering and, subsequently, my MBA in Finance (from Carnegie Mellon's Tepper School of Business). After graduation, I worked on Wall Street for 15 years covering the technology sector, both as a sell-side research analyst and as a portfolio manager. I was consistently ranked as one of the top research analysts and technology investors by the Wall Street Journal and other prestigious publications.

The motivation behind founding Deserve was born out of my own personal experience with lack of credit availability as an international student (due to not having credit history in the US) and my long and arduous journey toward financial independence. This experience was shared by many of my family members and friends over the years. The population of international students has expanded manifold over the past 10 years to over 1.2 million, but it has actually become even harder for them to obtain credit due to regulations such as the CARD act in the wake of the financial crisis. My other frustration was with the opaque system of credit scoring and reporting as I suffered from inaccurate information on my file due to no fault of my own. It prompted me to rethink the entire stack of credit provisioning, scoring and reporting. Through my research, two things became crystal clear: (1) we now have a wealth of information to predict creditworthiness using real time data via APIs and analytics using machine learning algorithms, (2) the big banks aren't going to address the problem. So I knew there was a big opportunity here.



### Exclusive CEO Interview – Kalpesh Kapadia

#### 2. What was the tough process behind the recent rebranding from SelfScore to Deserve?

We used to be called SelfScore, which described our scoring algorithm and “how” we underwrite credit in the absence of FICO. As we were expanding our audience from international students to the domestic population of students and young adults (18-29), we wanted our brand to describe “why” we are doing this. And we believe the brand Deserve aligns with our mission of “providing access to fair credit to deserving but underserved populations and leading them to financial independence.” Our primary research told us that young millennials and Gen Z’s are less concerned with “how” and more interested in our values and “why” we do this. We were lucky to secure all the related assets such as [deserve.com](https://www.deserve.com) and other associated domains and social media properties and various trademarks.

#### 3. Building a new consumer financial services brand can be difficult. What are you doing to stand out from deep-pocketed competitors?

As a brand, we promise Access (to your first credit using alternate data), Advocacy (promoting and rewarding good credit behavior) and Independence (building your own credit and developing good habits lead to financial independence). We strive to live up to these three promises and differentiate by giving you credit based on your potential rather than history, agile and nimble management of the credit slope and superior customer experience. Ultimately, our brand is what customers think and say it is, and our approach has earned high retention rates and very positive reviews from our customers.

### **Exclusive CEO Interview – Kalpesh Kapadia**

#### 4. What products are you offering today and what is on the product roadmap for the next couple of years?

We think of product in two different ways. First, we have our credit card products. Additionally, we think of the entire customer experience and how we shape it with technology as a product.

We currently offer three credit card products: (1) Deserve Edu (for students with reasonable APR and relevant cash-back and other rewards such as free Amazon Prime for a year), (2) Deserve Pro (for young professionals with rich 1-2-3 cash-back rewards in popular categories such as restaurants and travel and entertainment), and (3) Deserve Classic (beginners credit builder product with no frills but a clear graduation path to better products). We are planning to launch Deserve Flex, which will feature an attractive APR and payment terms for consumers with uneven and seasonal incomes, later this year.

Our credit card line-up is well aligned to the features and benefits that young adults need and want. But we realize that it takes more than features and rewards to win in this space. So we are innovating with technology and services that will define the next era of consumer lending.

A recent report titled “The Millennial Disruption Index,” found that all four of the leading banks in the U.S. are among the 10 least-loved brands by millennials and that 71 percent of millennials surveyed would rather visit the dentist than listen to what a bank rep has to say.

The future of banking is apps, not branches. So we are excited to launch our native apps this spring. Initially, we are focused on delivering on our promises of Access, Advocacy, and Independence. We will deliver on Access by issuing a virtual card upon approval within the app. We will deliver on Advocacy by using ongoing insights and notifications that reinforce good credit behaviors and accelerate the process of building your credit score. And having a positive credit score is the linchpin of Financial Independence. Additionally, the app will provide access to best in class customer service, with a focus on onboarding support and dispute resolution.

### **Exclusive CEO Interview – Kalpesh Kapadia**

#### **5. How big is the market you are serving? Do you plan on expanding internationally?**

Our current TAM in the 18-29 population is ~40 million consumers and from the credit history standpoint, Thin-file, no-file segment is around 50M in the US. Our underwriting approach of not requiring SSN or FICO is highly extensible to international markets that lack the US's credit infrastructure.

#### **6. Are there any key lessons you have learned from others that have tried and failed to enter the card-issuing space?**

Key vicarious learning for us has been building from a strong foundation of capital, compliance and core value proposition and growing in a disciplined and methodical way. We believe providing credit to Millennial and Gen Z's is a large and growing market of consumers who will not bank and build credit the same way their parents did. The key to long-term, profitable growth is relentless focus and execution.

#### **7. Because your primary target market is underserved consumers with limited credit history, what other factors do you look at when evaluating credit?**

Our underlying ABCD (Analytics Based Credit Decisioning) framework relies on verification of self-reported information through APIs. In absence of credit history, we measure one's credit potential. Using machine-learning algorithms, we assess the validity of identity, stability of identity, markers of employability and earnings potential and ability to pay. While an applicant is filling out self-reported information in our form, various back-end APIs are verifying information around the applicant's identity, income, and enrollment or employment. But it doesn't stop there, we continue using alternative data and machine learning to manage positive credit slope with based on usage, payments and life events.



### Exclusive CEO Interview – Kalpesh Kapadia

#### 8. How are you funding your credit card receivables?

We have secured a \$50 million AR facility that funds the receivables.

#### 9. Can you share any growth metrics on the business with us?

Our account volumes, GTV (gross transaction value), receivables and revenues have grown manifold in 2017, and, with the expansion to the domestic population, we expect to grow 10x over 2018-2019.

#### 10. Considering the anticipated growth, how do you look at your capital needs over the next 12-18 months?

Our \$50 million AR facility has capacity to scale with the anticipated 10X growth in our business over 2018-2019. On the equity side, our existing institutional investors are committed and deep pocketed. We will be looking to add an additional lead investor in our next round, which will be a growth round.



# FT Partners – Focused Exclusively on FinTech

FT PARTNERS RESEARCH

## Selected FT Partners Banking Tech Research – *Click to View*

October 25, 2017

FT PARTNERS  
TRANSACTION ANNOUNCEMENT

FINANCIAL  
TECHNOLOGY  
PARTNERS

FT Partners is Pleased to Announce its Exclusive Role as Sole Strategic and Financial Advisor to

**credit sesame**

in its growth financing with participation from

**M** **ICP** **INVENTUS** **GLORISAN** **SF**  
Menlo Iridium Capital Group

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

for a total consideration of  
**\$ 42,000,000**

Credit Sesame's \$42 million Financing

September 22, 2017

FT PARTNERS  
TRANSACTION ANNOUNCEMENT

FINANCIAL  
TECHNOLOGY  
PARTNERS

FT Partners is Pleased to Announce its Exclusive Role as Sole Strategic and Financial Advisor to

**PROSPER**

in its Series G Financing from an investment fund co-managed by

**FinEX ASIA**

for total consideration of  
**\$ 50,000,000**

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

Prosper's Series G Financing

December 4, 2017

FT PARTNERS  
TRANSACTION ANNOUNCEMENT

FINANCIAL  
TECHNOLOGY  
PARTNERS

FT Partners is Pleased to Announce its Exclusive Role as Sole Strategic and Financial Advisor to

**oakam'**

in its debt financing from

**VICTORY PARK CAPITAL**

for total consideration of approximately  
**\$47,000,000**

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

Oakam's Debt Financing from Victory Park Capital

January 19, 2018

FT PARTNERS  
TRANSACTION ANNOUNCEMENT

FINANCIAL  
TECHNOLOGY  
PARTNERS

FT Partners is Pleased to Announce its Exclusive Role as Sole Strategic and Financial Advisor to

**defi SOLUTIONS**

in its Series C Investment from

**BainCapital VENTURES**

for approximately  
**\$55,000,000**

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defi SOLUTIONS Raises \$55 million in Series C Financing

FT PARTNERS FINTECH INDUSTRY RESEARCH

November 8, 2017

**OakNorth**

OakNorth Raises £244 million (~\$321 million) in Financing

**COLTRANE** **CLERMONT** **TOSCAFUND** **GIC**

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San Francisco • New York • London

Includes Interview with OakNorth Co-Founders

OakNorth Raises £244 million in Financing (includes interview with Co-Founder)

FT PARTNERS FINTECH INDUSTRY RESEARCH

January 4, 2018

**MoneyLion**

MoneyLion Raises \$42 million in Series B Financing led by Edison Partners

**edisonpartners**

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Featuring: Exclusive CEO Interview (Shawar Choudhry)

MoneyLion Raises \$42 million in Series B Financing (includes interview with CEO)

FT PARTNERS FINTECH INDUSTRY RESEARCH

December 13, 2017

**creditas**

Creditas Raises \$50 million in Series C Financing Led by Vostok Emerging Finance

**>EF Vostok Emerging Finance**

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Creditas Raises \$50 million in Series C Financing

FT PARTNERS FINTECH INDUSTRY RESEARCH

December 8, 2017

**credible**

Credible Labs Completes its IPO Raising Approximately \$50 million (ASX:CRD)

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San Francisco • New York • London

Credible Completes its IPO Raising ~\$50 million

VIEW MORE FT PARTNERS RESEARCH

# FT Partners – Focused Exclusively on FinTech

## Significant Experience Across the Banking / Lending Tech Space

<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as financial advisor to</p> <p><b>GreenSky™</b></p> <p>in its minority investment from</p> <p><b>DST ICONIQ</b></p> <p><b>TPG</b> <b>WILLINGHAM MANAGEMENT</b></p> <p>for total consideration of</p> <p><b>\$ 300,000,000</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 financial advisor to</p> <p><b>nav</b></p> <p>in its Series E minority financing led by</p> <p><b>experian</b></p> <p>with participation from</p> <p><b>宜信</b> <b>POINT72</b> <b>KPCB</b> <b>Tencent</b></p> <p>for total consideration of</p> <p><b>\$ 38,000,000</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 advisor to</p> <p><b>Kabbage</b></p> <p>in its Series E minority financing led by</p> <p><b>ING</b> <b>Scotiabank</b></p> <p>for total consideration of</p> <p><b>\$ 135,000,000</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><b>SWIFT   FINANCIAL</b></p> <p>in its sale to</p> <p><b>PayPal</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><b>MARQETA</b></p> <p>in its minority financing led by</p> <p><b>VISA</b></p> <p>with participation from</p> <p><b>COMMERCE VENTURES</b> <b>83NORTH</b> <b>宜信</b> <b>CreditEase</b></p> <p>for total consideration of</p> <p><b>\$ 25,000,000</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><b>credit scout</b></p> <p>in its growth financing with participation from</p> <p><b>MENLO</b> <b>ICIVENTURES</b> <b>CLORESDEN</b> <b>la capital group</b> <b>SF CAPITAL</b></p> <p>for total consideration of</p> <p><b>\$ 42,000,000</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 financial advisor to</p> <p><b>optimalblue</b></p> <p>in its sale to</p> <p><b>GTCR</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><b>WebEquity solutions™</b></p> <p>in its sale to</p> <p><b>Moody's</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><b>ELLIE MAE™</b></p> <p>in its</p> <p><b>\$45,000,000</b> <b>Initial Public Offering</b></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 exclusive role as financial advisor to</p> <p><b>GreenSky™</b></p> <p>in its minority investment from</p> <p><b>FIFTH THIRD BANK</b></p> <p>for total consideration of</p> <p><b>\$ 50,000,000</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><b>F2ST P2Y</b></p> <p>in its growth financing from</p> <p><b>OAK HC/FT</b></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 exclusive role as sole strategic and financial advisor to</p> <p><b>CORILLIAN</b></p> <p>in its sale to</p> <p><b>CheckFree</b></p> <p>for approximately</p> <p><b>\$ 245,000,000</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 financial advisor to</p> <p><b>borro</b></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 advisor to</p> <p><b>CIBC</b></p> <p>in its strategic investment in</p> <p><b>Bain Capital Ventures</b></p> <p>with additional participation from</p> <p><b>for total consideration of approximately</b></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><b>customcredit systems</b></p> <p>a portfolio company of</p> <p><b>Triton Pacific Capital Partners, LLC</b></p> <p>in its sale to</p> <p><b>MISYS</b></p> <p>a portfolio company of</p> <p><b>Vista Equity Partners</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><b>L2C inc</b></p> <p>in its sale to</p> <p><b>TransUnion</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 financial advisor to</p> <p><b>Upstart</b></p> <p>in its Series C financing led by</p> <p><b>THIRD POINT VENTURES</b></p> <p>with additional participation from</p> <p><b>khosla ventures</b></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><b>BlueTarp Financial</b></p> <p>in its financing, including investment from</p> <p><b>HIGHLAND CAPITAL PARTNERS</b> <b>Longbridge</b> <b>TRINITY CAPITAL</b></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 advisor to</p> <p><b>lighter capital</b></p> <p>in its growth financing 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><b>FLEET ONE</b></p> <p>in its cash sale to</p> <p><b>wex</b></p> <p>for total consideration of approximately</p> <p><b>\$ 369,000,000</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 debt capital advisor to</p> <p><b>jack henry &amp; ASSOCIATES INC.</b></p> <p>in its acquisition of</p> <p><b>iPay Technologies</b></p> <p>for total consideration of approximately</p> <p><b>\$ 300,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>

## FT Partners Advises GreenSky on its Financing

### Overview of Transaction

- On December 28, 2017, GreenSky Credit filed an SEC Form D stating that it has closed a \$200 million capital transaction
- Founded in 2006 and headquartered in Atlanta, GA, GreenSky is a leading provider of point of sale (POS) promotional financing solutions
  - With operations throughout North America, GreenSky connects approximately 15 funding partners with more than 17,000 merchants, and services close to \$4 billion in origination volume per year
- PIMCO is an American investment management firm with over \$1.5 trillion in AUM, with expanding operations in corporate private equity investments in high growth financial services and technology companies

### Significance of Transaction

- PIMCO's investment represents the continued fundamental shift in lending customer acquisition models away from traditional banks and towards specialists like GreenSky, who partner with traditional banks as partners
- This transaction positions GreenSky as a clear leader in Alternative & POS Lending and enables the company to continue to innovate, bring additional products to existing markets, and expand into new markets overall

### FT Partners' Role

- FT Partners has served as the exclusive strategic and financial advisor to GreenSky and its board of directors since 2014, advising the Company through numerous equity and debt capital raises and other financial processes
- This transaction further supports FT Partners' continued success advising prominent companies in the Alternative & POS Lending space and highlights the long-term nature of many of the Firm's advisory relationships
- FT partners leveraged its deep industry knowledge, extensive experience, and broad scope of relationships to help achieve a favorable outcome for the Company

### Financial Technology Partners LP FTP Securities LLC

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



*in its investment from*

P I M C O

*for total consideration of*

**\$200,000,000**



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Focused Exclusively on Financial Technology*

## FT Partners Advises Credit Sesame on its Growth Financing

### Overview of Transaction

- On October 25, 2017, Credit Sesame announced it has raised over \$42 million in equity and venture debt
  - The funding comes from existing and new investors including Menlo Ventures, Inventus Capital, Globespan Capital, IA Capital, SF Capital, among others, along with a strategic investor
- The \$42 million in funding is comprised of \$26.6 million in equity and \$15.5 million in venture debt, bringing the Company's total funding to over \$77 million
- Headquartered in Mountain View, CA, Credit Sesame was founded in 2011 and has provided credit and loan management tools to over 12 million members
  - The mobile and web solution provides consumers with tools to build a path to achieve financial wellness, including free access to their credit profile complete with their credit score, credit report grades, credit monitoring, interactive step-by-step tools and recommendations for better lending options

### Significance of Transaction

- The funds will be used to accelerate the company's growth, hiring, and member acquisition, and to advance its analytics, robo-advisor and machine learning technologies
- A new strategic investor has also joined Credit Sesame's consortium of investors in this round and a separate strategic partnership may be announced in the near future that will allow millions more to benefit from Credit Sesame's services

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Credit Sesame in this transaction
- This transaction further demonstrates FT Partners' continued success advising both leading consumer FinTech brands as well as companies across the Credit / Lending Tech landscape

### Financial Technology Partners LP FTP Securities LLC

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



*in its growth financing with participation from*



*for total consideration of*

# \$ 42,000,000



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Focused Exclusively on Financial Technology*

## Award-Winning Investment Banking Franchise Focused on Superior Client Results

**Institutional Investor**  
Institutional Investor  
Annual Ranking

2017  
2015 - 2016  
2006 - 2008

- Ranked #1 Most Influential Executive on Institutional Investor's FinTech 40 List
- Steve McLaughlin Ranked Top 5 on Institutional Investor's FinTech 35 List
- Consecutively Ranked (2006, 2007 and 2008) among the Top Bankers on Institutional Investor's "Online Finance 40"

**I** The Information

2016

- Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"



M&A Advisor  
Awards

2015 - 2017

2010 - 2014

2004 - 2007

- Investment Banker of the Year – 2017
- Investment Banking Firm of the Year – 2016
- Cross Border Deal of the Year - 2016
- Dealmaker of the Year – 2015
- Technology Deal of the Year – 2015
- Equity Financing Deal of the Year - 2014
- Professional Services Deal of the Year, Above \$100 mm – 2014
- Dealmaker of the Year – 2012
- Professional Services Deal of the Year, Above \$100 mm – 2012
- Boutique Investment Bank of the Year – 2011
- Deal of the Decade – 2011
- Upper Middle Market Deal of the Year, Above \$500 mm – 2010
- IT Services Deal of the Year, Below \$500 mm – 2010
- Cross-Border Deal of the Year, Below \$500 mm – 2010
- Dealmaker of the Year – Steve McLaughlin – 2007
- Business to Business Services Deal of the Year - 2007
- Computer and Information Technology Deal of the Year, Above \$100 mm – 2007
- Financial Services Deal of the Year, Above \$100 mm – 2007
- Investment Bank of the Year – 2004



Middle Market  
Financing Awards

2006 - 2008

- Equity Financing Dealmaker of the Year – Steve McLaughlin – 2008
- Information Technology Deal of the Year – 2008
- Financial Services Deal of the Year – 2008
- Financing Professional of the Year – Steve McLaughlin – 2006

## 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>Former Co-Head of Goldman Sachs' Financial Technology Group (#1 market share)</li> <li>Wharton M.B.A.</li> </ul>	<b>23</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 / Hambrecht &amp; Quist</li> <li>20+ years of experience covering FinTech as both an Analyst and Investment Banker</li> </ul>	<b>22</b>
<b>Osman Khan</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Former Managing Director / Head of FIG M&amp;A at Alvarez &amp; Marsal</li> <li>15+ years FIG deal, consulting and assurance experience at PwC</li> <li>40 Under 40 M&amp;A Advisor Award Winner in 2013</li> <li>LSE (BSc w/Honors), MBS (MBA w/Distinction), ICAEW (FCA)</li> </ul>	<b>21</b>
<b>Steve Stout</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Former Global Head of Strategy at First Data</li> <li>Formerly Led J.P. Morgan Payments Investment Banking</li> <li>Former Equity Research Analyst on #1 ranked team at UBS and Economist at the Federal Reserve Bank</li> </ul>	<b>20</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>Started at FT Partners in 2002</li> <li>40 Under 40 M&amp;A Advisor Award Winner 2013</li> <li>Harvard M.B.A.</li> </ul>	<b>16</b>
<b>Timm Schipporeit</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>11+ years with Morgan Stanley, Senior Executive Director of European Technology Investment Banking Team in London</li> <li>Formerly a Venture and Growth Investor focused on FinTech at Index Ventures</li> </ul>	<b>15</b>
<b>Andrew McLaughlin</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>20+ years experience executing / implementing financial and operational strategy</li> <li>Formerly with Deloitte Consulting</li> </ul>	<b>12</b>