FT PARTNERS FINTECH INDUSTRY RESEARCH

February 1, 2018

ALT LENDING CEO INTERVIEW:



with CEO Levi King

SMB Credit Tools / Financing



The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

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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





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 Investors* "FinTech Finance 40"



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

Nav

Nav Overview

Company Overview



CEO:

Headquarters:

Founded:

Levi King San Mateo, CA

2012

- Nav aggregates a business owner's credit and banking data, and educates them on how to build, protect and leverage that data
 - The Company provides free access to credit reports and scores, for both businesses and individuals
 - Nav also operates a marketplace that matches business owners with the best financing option, using a lender-neutral algorithm

Selected Financing History

Date	Size (\$ mm)	Investor(s)	
05/03/17	\$13	Goldman Sachs Principal Strategic Investments; CreditEase FinTech Investment Fund; Clocktower Technology Ventures; Point72 Ventures	
09/21/16	25	Experian; Crosslink Capital; Tencent; Kleiner Perkins Caufield & Byers	
11/04/14	7	Crosslink Capital; Peak Ventures; Kleiner Perkins Caufield & Byers	
06/21/13	1	Kickstart Seed Fund	

Products & Services Overview



Get funding, save money and protect your assets

- ✓ Transparent and personalized financing options
- ✓ Simplified business credit reports
- ✓ Tools to manage credit
- √ 24/7 credit monitoring

Build business credit

- ✓ BusinessLauncher: guide to establishing a solid business credit profile
- ✓ CreditSweeper: find and dispute incorrect credit information
- ✓ CreditTarget: identify areas of credit that need improvement





Stay on top of your credit

- Mobile apps to keep you connected to your business credit and financing while on the go
- ✓ The power of Nav in your hand

Nav

Interview with Levi King



Levi King
Co-Founder &
Chief Executive Officer

Levi King is the Co-founder and CEO of Nav, a data aggregation platform and marketplace that bridges the gap between small businesses and financial institutions. Levi is a serial entrepreneur who has started and run multiple successful businesses. Prior to Nav, he co-founded Lendio, a business financing marketplace that links commercial lenders and small business owners. While at Lendio, Levi saw too many applicants get denied for financing or only get approved for financing they couldn't afford. He realized someone needed to help business owners become better-qualified applicants, which lead him to start Nav.

1. Please describe your background and the motivation behind founding Nav.

I started my first business in my early 20s and have founded seven businesses across different verticals, and invested in many more. Prior to Nav, I co-founded Lendio, which served as a super broker of business loans. My motivation for founding Nav came while I was at Lendio. There we had hundreds of thousands of small businesses come through our old model, and only three to five percent could get financing they actually liked. Another thirty or forty percent could get financing they didn't like, and the rest didn't get anything at all. And the barrier was always a credit problem.

It just seemed crazy to me that in a technology company where we're supposed to fix problems, we really only met the needs of a small percent of them and didn't address the underlying problems in their credit data that limited their choices in the first place.

So, I decided to leave Lendio to start Nav, where we could focus on the financial health side of the equation to help actually change the outcome for small businesses. You could think of it as the difference between taking advantage of a problem, and fixing a problem.

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Interview with Levi King (cont.)



Exclusive CEO Interview - Levi King

2. What problems are you seeing in the SMB lending space, and how is Nav fixing them?

Too many small businesses make the mistake of choosing the wrong type of financing, or not knowing when to get funding. There are plenty of ways to get money for your business, with literally hundreds of lenders, brokers and dozens of financing types. If you're a busy business owner, you don't have time to research which option is best for you and then deal with a long application process. It's exciting to see the rise of "tech" lenders, like Amazon, Square and PayPal, where the extension of credit happens where the customer already transacts. But, even these lenders are limited in their scope because they can only underwrite against a narrow silo of data.

At its core, it's really a data problem and Nav is well-positioned to fix it. Over 340,000 business owners now use our platform, and we're adding about 13,000 business owners each month. We're bringing transparency and insights to the key data lenders use for all types of financing. And we're using machine learning to make smarter recommendations. Eventually, we'll see hundreds of thousands financing applications and business profiles, and be able to provide the right "answer" practically every time. The whole ecosystem benefits — entrepreneurs build more sustainable businesses and lenders get better referrals. Nav facilitated over 20,000 credit approvals in 2017.

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Interview with Levi King (cont.)



Exclusive CEO Interview - Levi King

3. How do the tools offered by Nav help businesses better manage their credit?

We're the only place business owners can get their personal and business credit data together on one platform. Both materially impact a business owner. We synthesize the data in an elegant way, so it's easy for the business owner to quickly see where they stand and know what they should work on to improve.

Whenever possible we act as robo-advisors, and make it simple to take action. We can say, "Something's wrong with your credit, click this button to dispute it with the bureau." We also provide self-serve tools that business owners can use to build their credit profiles, along with educational content.

4. Can you explain how Nav's "closed loop" ecosystem leverages permissible data?

In addition to credit data, we offer our customers a cash flow analysis tool, Business Banking Health Check. I'm really excited about this. Small business owners connect their bank account data and provide more guidance on this important data set. Both credit and cash flow data are primary ways lenders judge a business owner, so we can advise better and also send lenders more relevant applicants. Our DDA tool is still in beta, but we're seeing strong demand and engagement. Our customers have come to view us advisors, so handing over this data isn't a pain point for them. They are asking us for our help. They're too busy to be thinking about all these things. According to our research, Nav's small business customers are 2.5 times more engaged than CreditKarma's consumer customers. The higher engagement shouldn't be a surprise though, because small business owners tend to use their credit and financial data way more often than consumers.

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Interview with Levi King (cont.)



Exclusive CEO Interview - Levi King

5. How has the marketplace offering evolved over time?

We initially launched our marketplace in November 2014 with just a few lending partners. Since then we've expanded it to include over 100 financing options from the top lenders across the spectrum, from SBA loans to credit cards. We've also partnered with business service providers to connect business owners with solutions for every part of running and growing a business.

In July 2016, we launched MatchFactor, and algorithm that presents business owners with the most suitable financing option for their credit and business profiles. It provides "approval" odds, so they can make smarter decisions about where to apply. This is a place where we're using machine learning to continually make better recommendations.

6. What is Money-as-a-Service (MaaS) and how does it fit into your platform?

MaaS removes the need to "apply" to get money. All of the decisioning happens behind the scenes. By sitting on the data a lender would need to underwrite loans, we can partner with them to take care of that painful (and expensive) part of funding a loan — last mile delivery. We're trying to get to the point where we can have proactive loan approvals in our product, so if we see you need money, you won't have to apply for it, you'll just say, "I'll take the money". We're not far off now that we have DDA and credit data. That's a trend throughout all of tech, solving problems much further down the problem-path. It requires insane amounts of customization and data-analysis. It's an exciting trend.

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Interview with Levi King (cont.)



Exclusive CEO Interview - Levi King

7. How is Nav able to grow with its customers?

Small businesses are notoriously fragmented, but it's a problem that big data combined with machine learning can solve. Nav is acting as the hub of financial decision making for small businesses wherever they are in their business lifecycle. If you're starting up we can provide you guidance to do it the right way, if you're at a growth stage we can accelerate process, if you're a mature business we can help you protect yourself.

8. How is Nav differentiated from its competitors?

At our core, Nav is an advocacy-based company. Most small business lenders and brokers (we are neither a lender or broker) ignore the financial health side. Some of their models depend on keeping their customers at low-credit quality so they are forced to re-use their expensive product. Business owners need a partner, not just a loan.

If they need money now, we can guide them in the right direction, but the transaction doesn't end there. We believe if we help them improve throughout their lifetime, they will continually trust us when they need money or services. When we're successful, millions of business owners will be using our platform, and we'll materially reduce the small business death rate.

Selected FT Partners Banking Tech Research – Click to View



Credit Sesame's \$42 million Financing



Prosper's Series G Financing



Oakam's Debt Financing from Victory Park Capital



defi SOLUTIONS Raises \$55 million in Series C Financing



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



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



Creditas Raises \$50 million in Series C Financing



Credible Completes its IPO Raising ~\$50 million

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Significant Experience Across the Banking Technology Space











































Track Record of Success in the Alternative Lending Value Chain

Credit & Loan Management Tools



Marketplace Lending



Consumer Home Improvement Financing



SaaS-based Loan Origination



Consumer Marketing / Credit Lead Generation



SMB Financing



SMB Credit Tools / Financing



Supplier Finance Solutions



FT Partners has Advised on Many of the Largest Alt. Lending Transactions

Company	Investor(s)	Amount Raised
PROSPER	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
GreenSky **	PIMCO	200,000,000
Kabbage Kabbage	RCP CAPITAL PARTNERS ING Sociabank*	135,000,000
earnest	Bothery Ventures maveron	75,000,000
taulia	QuestMark Partners ZDUK BBVA edbi	65,000,000
INSIKT	Coppel. FIRSTMARK revolution Colchis €	50,000,000
PROSPER	Fund Co-Managed by:	50,000,000
credit sesame	ICP INVENTUS GLOBESPAN COUNTAI PARTIERS Menlo Ia Capital group	42,000,000
Nav	KPCB POINT72 Continue Control	38,000,000

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

























FT Partners Advises Nav on its Series B Financing

Overview of Transaction

- On May 3, 2017, Nav announced it has raised \$13 million in additional Series B financing, increasing the round to \$38 million
 - The round expansion was led by Goldman Sachs Principal Strategic Investments group with participation from CreditEase FinTech Investment Fund, Point72 Ventures and Clocktower Technology Ventures
- On September 21, 2016 Nav initially raised \$25 million in Series B equity financing led by Experian with participation from existing investors including Kleiner Perkins Caufield & Byers and Crosslink Capital
 - Nav and Experian also announced a strategic partnership to provide
 SMBs greater transparency into their business and personal credit data, along with instant access to their most-qualified financing options
- Nav enables SMBs to manage their entire credit and financial profile and provides access to financing and business services through its marketplace offerings
- Experian is a leading global information services company, providing data and analytical tools to help businesses manage credit risk, prevent fraud and automate decision making

Significance of Transaction

- The transaction capitalizes on Nav's strong growth and traction and firmly positions the Company to expand its marketplace offerings and continue to disrupt the credit and financing space
- The strategic partnership allows Nav to combine Experian's deep levels of data on consumers and businesses with its industry leading platform, empowering SMBs with technology to improve their credit and streamline access to funding

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Nav and its Board of Directors
- Transaction demonstrates FT Partners' continued success advising on financings for leading, world class Financial Technology companies

Financial Technology Partners LP FTP Securities LLC

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



in its Series B minority financing led by



with participation from









\$ 38,000,000



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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

FTP Securities LLC

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



in its investment from

PIMCO

for total consideration of

\$200,000,000



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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



The Only Investment Bank 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"
The Information	2016	Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"
2017 - 2004 ANNUAL AWARDS	2015 - 2017	 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
WINNER M&A Advisor Awards	2010-2014	 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
	2004 - 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
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. 	23
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 	22
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) 	21
Steve Stout Managing Director	J.P.Morgan First Data	 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 	20
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. 	16
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 	15
Andrew McLaughlin Managing Director	Deloitte.	 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting 	12