

FT PARTNERS FINTECH INDUSTRY RESEARCH

October 2018

WEALTHTECH CEO INTERVIEW:



with CEO Anders Jones

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 Investors "FinTech Finance 40"



THE M&A ADVISOR

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

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Facet Wealth Overview

Company Overview



CEO: Anders Jones

Headquarters: Baltimore, MD

Founded: 2016

- Facet Wealth provides full financial life management services to mass affluent households through a dedicated team led by a CFP Professional
- The Company's financial advisors are supported by a proprietary technology platform to deliver a client experience that is transparent, simple, and focused on their goals, not their assets
- Consumers work with one CFP Professional consistently, who takes the time to gain a deep understanding of the consumers' needs, goals, and dreams
- Facet partners with advisory firms to transition small accounts on to Facet's platform, freeing advisory firms with some of the burdens of smaller accounts while providing a monetization vehicle
- On September 10, 2018, the Company raised \$33 mm in its Series A financing led by Warburg Pincus

Management Team



Anders Jones
CEO



Patrick McKenna
Executive
Chairman



Brent Weiss
Head of Planning
& COO



Lisa Rapuano
CFO



Chris Huffman
Head of Operations



Austen Bass
VP Engineering



Marcus Hadley
VP Product
Development



Gorkem Sevinc
CTO

Company Overview (cont.)

- Full-stack, tech-enabled financial services platform, built to service clients with <\$500,000 AUM
- Partners with advisors and institutions to purchase and / or service small accounts
- 14 transactions with RIAs since September, 2017

Dedicated
CFP®
Relationship

Full Planning
and Financial
Life
Management

Subscription
Revenue
Model

Virtual Advice
and
Distributed
Workforce

Facet's Planning Services Overview

✓ Retirement
Planning

✓ Retirement
Income

✓ Education
Planning

✓ Income Tax
Planning

✓ Estate Planning

✓ Insurance
Planning

✓ Life Planning

✓ Asset
Management

✓ Legacy
Planning



Interview with Anders Jones



Anders Jones

Chief Executive Officer



Anders Jones is the founder and CEO of Facet Wealth, a platform that offers full financial life management to mass affluent households led by a CFP® Professional. Jones started the company in 2016 with four other co-founders, and built the company into an industry-changing wealth management technology company. Prior to Facet, Anders was a founding partner at Argyle Ventures and part of the early team at LiveRamp (acquired by Acxiom for \$310 million). Jones has also been involved as an investor or advisor in many other start-ups in Silicon Valley.

“We started Facet because we saw an enormous need with an underserved market: 100 million Americans need access to high quality, low cost financial planning, but don’t have a good option.”

What is your background and what motivated you to start Facet Wealth?

The founding team came from a wide array of backgrounds. Of the five co-founders: two are former startup executives/venture capitalists; two are software developers, and one is a financial advisor. Having an outsider’s view of the industry allowed us to completely re-imagine what the financial services company of the future looks like.

We started Facet because we saw an enormous need with an underserved market: 100 million Americans need access to high quality, low cost financial planning, but don’t have a good option. In aggregate, it’s an enormous market. At an individual level, it is very difficult for the existing industry to service. Facet’s solution addresses that market need.

What differentiates Facet Wealth from robo-advisors and traditional human advisors?

Robos: Facet provides full planning, with a dedicated CFP® Professional — our focus is on human first, and planning first. While we do manage money for our clients, our approach is holistic and goals based. We also don’t require clients to keep money with us — which expands our addressable market.

Humans: Facet provides high-touch service at a price point that makes sense. Historically, traditional advisors have struggled to service lower net worth clients, as the cost of providing service is often higher than the revenue they are able to charge. Facet focuses on increasing efficiency and lowering cost.

For both: we charge a flat annual fee that ranges from \$500-\$5,000, and is completely tied to the level of service that we’re providing — not the assets that we manage. We believe that this transparent and simple approach aligns value with cost.



Exclusive CEO Interview – Anders Jones

“We believe that an advisor’s highest and best use is time in front of a client. So anything that isn’t client facing is very low value-add for a CFP to do, and can be automated —that’s what Facet’s tech platform does.”

How does the Facet Wealth platform utilize technology to help your advisors better serve their clients?

We believe that an advisor’s highest and best use is time in front of a client. So anything that isn’t client facing is very low value-add for a CFP to do, and can be automated — that’s what Facet’s tech platform does.

A traditional advisor, doing full financial planning for a client, will spend on average 3 hours of prep time for every 1 hour of client facing time. Facet’s tech attacks that 3 hours (we are currently below 1 hour) and our product decisions are geared towards reducing that number as close to zero as possible. Not only does our platform lead to increased advisor efficiency, but it also standardizes quality and consistency of advice for all of our clients.

We’ve also redesigned the client experience — so our financial planning deliverables are much more intuitive and easy to understand, with a focus on actionable insights that can tangibly improve our clients’ financial lives.

Do you see Facet Wealth as disrupting the wealth management market or complementing the existing players?

We are very much focused on partnering with the industry. Our go-to-market strategy consists of partnering with advisors to transition existing relationships that are unprofitable over to Facet — and thus help advisors build and maintain healthy practices. The idea of the “small account problem” has been around for a long time: there are 8 million households that currently work with an advisor — and that are an unprofitable relationship for that advisor. Until now, there hasn’t been a responsible solution for small accounts. Facet provides that solution.



Exclusive CEO Interview – Anders Jones

“...we kick off the transition process whereby the advisor will work with our team to communicate the change to the clients and move them over to Facet. We have about an 85% success rate on transitions (the other 15% typically elects to remain with the previous advisor).”

You are actively buying books of business from other advisors. Please walk us through a typical acquisition and how the process works. Do firms need to be convinced that a sale of a portion of their book makes sense or is it obvious for them?

We start with understanding what an advisor’s strategic priorities are, and what challenges they are facing with their firm. Transitioning small accounts almost always solves a big aspect of these challenges. It typically falls into four buckets:

Problem	Facet Solution
Growth: firm isn’t growing quickly enough	Sell small accounts to Facet; increase capacity and get resources to invest in future growth
Profitability: low margins	Sell unprofitable clients to Facet, focus on higher-margin revenue
Capacity: advisors overworked	Sell small clients to Facet; reduce number of clients per advisor
Valuation: firm isn’t valued well relative to peers	Sell small clients to Facet; higher-quality revenue/higher average account size = valuation increase

From there, we identify the list of target clients. Facet pays market rates (2-3x revenue over 3-5 years; or 1x revenue up-front). Then we kick off the transition process whereby the advisor will work with our team to communicate the change to the clients and move them over to Facet. We have about an 85% success rate on transitions (the other 15% typically elects to remain with the previous advisor).



Exclusive CEO Interview – Anders Jones

“When we hire our advisors, we focus on CFP® professionals that love to mentor, coach, and provide great service to clients. We never ask our advisors to sell, and their variable compensation is tied only to client satisfaction and retention.”

How big is your market opportunity?

In the advisor channel, there are 8M households that are a great fit for Facet and largely unprofitable for their current advisors. In rough numbers, this is a \$4.5B opportunity over the next 5 years.

In the mass affluent market in general, there are 33M households that represent a \$30B opportunity.

What does Facet Wealth look for when bringing on new advisors?

When we hire our advisors, we focus on CFP® professionals that love to mentor, coach, and provide great service to clients. We never ask our advisors to sell, and their variable compensation is tied only to client satisfaction and retention.

What are the characteristics of the typical Facet Wealth client?

We have clients from 23 to 92 — and can provide value in any aspect of someone’s financial life. With that said, there are some key characteristics:

- We don’t work with people above \$1M in assets (and in fact will refer them back to the advisor from which they came if they cross that threshold).
- Our average client has \$350k, and our average fee is \$1,600. This is roughly 60% cheaper than other options available in the market.
- Our average client is 55 years old. We love to work with clients at this age because 1) we can add a tremendous amount of value; 2) they are very difficult for a traditional advisor to service.

How are you acquiring clients organically? Would you consider white-label version of your offering?

Prospective clients can always come to our website to sign up for a call with one of our advisors. We also have a very high referral rate from our existing client base. Other than that, our customer acquisition focus is very much focused on advisor partnerships.

Interview with Anders Jones (cont.)



Exclusive CEO Interview – Anders Jones

“We see an opportunity to build a meaningful and standalone financial services company that provides exceptional service to millions of clients. That’s what we’re focused on, and the capital that we just raised (and the partners from whom we raised it) shows how serious we are about it.”

Can you please walk us through your fee structure. Why did you go with flat fees vs the typical basis points structure?

Our biggest goal in designing our fee structure is to align value with cost. We believe that our clients should know exactly what they are paying for — that’s difficult under the AUM-based model. We’ve found that our clients really appreciate the full transparency.

You’ve just raised \$33 million in your Series A round – where will you be deploying this capital?

Two key focuses:

- Growth: we’re going to deploy a tremendous amount of this capital towards advisor partnerships and purchasing partial books of business.
- Tech: we’re going to continue to invest in our proprietary tech platform and further improve our advisor efficiency and client experience.

What are the biggest threats you see to your business model?

We don’t see any existential threats to the company. The market is big enough that it is not winner-take-all; so even if there are fast followers to our model, we will have no problem building a substantial company.

At the moment, we are scaling very quickly — so as CEO, my focus is ensuring that the quality of service we give to our clients, the quality of the platform, and the quality of the team scales just as well as it has in the early days.

What’s the long-term vision for Facet Wealth? Where do you see the Company in 5-10 years?

We see an opportunity to build a meaningful and standalone financial services company that provides exceptional service to millions of clients. That’s what we’re focused on, and the capital that we just raised (and the partners from whom we raised it) shows how serious we are about it.

FT Partners – Focused Exclusively on FinTech

FT PARTNERS RESEARCH

Selected FT Partners' Research – *Click to View*

July 9, 2018

FT PARTNERS
TRANSACTION ANNOUNCEMENT

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

moneybox

in its Series B Financing led by

8th EIGHT ROADS[™]
with participation from

OXFORD CAPITAL
SAMOI INVESTMENTS

The Only Investment Bank Focused Exclusively on FinTech

for approximately
£14,000,000

San Francisco • New York • London

Moneybox's £14 million Series B Financing

May 29, 2018

FT PARTNERS
TRANSACTION ANNOUNCEMENT

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

moneyfarm

in its Series B Financing from

Allianz
Fondazione di Sardegna

The Only Investment Bank Focused Exclusively on FinTech

for approximately
£40,000,000

San Francisco • New York • London

Moneyfarm's £40 million Series B Financing

May 2, 2018

FT PARTNERS
TRANSACTION ANNOUNCEMENT

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

CVC
Capital Partners

in its acquisition of

OANDA

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

CVC Capital Partners' Acquisition of OANDA

October 19, 2017

FT PARTNERS
TRANSACTION ANNOUNCEMENT

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

TRUST COMPANY OF AMERICA

in its sale to

E*TRADE

The Only Investment Bank Focused Exclusively on FinTech

for total cash consideration of
\$ 275,000,000

San Francisco • New York • London

TCA's \$275 million sale to E*TRADE

FT PARTNERS FINTECH INDUSTRY RESEARCH

August 8, 2018

dun&bradstreet

Investor Group Acquires Dun & Bradstreet (NYSE:DNB) for Approximately \$6.9 billion

THL Thomas H. Lee Partners
CC Capital
CANNABE

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

Investor Group Acquires Dun & Bradstreet for \$6.9 billion

FT PARTNERS FINTECH INDUSTRY RESEARCH

July 17, 2018

TIGER BROKERS
老虎证券

Tiger Brokers Raises \$80 million in Series C Financing
Led by Prospect Avenue Capital, Orient Hontai Capital, Oceanpine Capital

Prospect Avenue Capital
orient capital
OCEANPINE

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

Tiger Brokers Raises \$80 million in Series C Financing

FT PARTNERS FINTECH INDUSTRY RESEARCH

September 19, 2018

Nasdaq

Nasdaq (NasdaqGS:NDAQ) Acquires Cinnober Financial Technology (OM:CINN) for \$190 million

Cinnober

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

Nasdaq Acquires Cinnober for \$190 million

FT PARTNERS FINTECH INDUSTRY RESEARCH

July 20, 2018

STATE STREET

State Street (NYSE:STT) Acquires Charles River Development for Approximately \$2.6 billion

Charles River

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San Francisco • New York • London

State Street Acquires Charles River Development for \$2.6 billion

[VIEW MORE FT PARTNERS RESEARCH](#)

FT Partners – Focused Exclusively on FinTech

FT PARTNERS RESEARCH

Selected FT Partners Capital Markets / WealthTech Transactions

M&A Transactions

Financial Technology Partners LP
FTP Securities LLC

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

BLACKROCK

in its 100% acquisition of

FutureAdvisor

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

CVC
Capital Partners

in its acquisition of

OANDA

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

TRUST COMPANY OF AMERICA

in its sale to

E*TRADE

for total consideration of

\$ 275,000,000

FINANCIAL TECHNOLOGY PARTNERS
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Financing Transactions

Financial Technology Partners LP
FTP Securities LLC

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

riskalyze

in its growth equity investment led by

FTV CAPITAL

for total consideration of

\$ 20,000,000

FINANCIAL TECHNOLOGY PARTNERS
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Financial Technology Partners LP
FTP Securities LLC

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

alphasense

in its growth financing from

Quantum Strategic Partners

in private investment vehicle managed by

Triangle Peak

for total consideration of

\$ 33,000,000+

FINANCIAL TECHNOLOGY PARTNERS
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Financial Technology Partners LP
FTP Securities LLC

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

ADDEPAR

in its Series D financing co-led by

VALOR 8VC

Harald McPike

for total consideration of

\$ 140,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

ATD

in its sale to

citi

for cash and stock consideration of approximately

\$ 680,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

PENSCO
TRUST COMPANY

in its sale to

OpusBank
BUILD YOUR MASTERSPIECE™

for total consideration of

\$ 104,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

INSTINET

in the sale of its stake in

CHIX EUROPE

to

BATS

for total consideration of approximately

\$ 305,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

THE MARKETS.COM

in its sale to

Capital IQ
A Division of Standard & Poor's

for total consideration of approximately

\$ 300,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

moneyfarm

in its Series B financing from

Allianz

for approximately

£ 40,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

ENVESTNET

in its

\$69,000,000
Initial Public Offering

valuing the equity at approximately

\$ 300,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

liquidnet

in its financing for approximately

\$ 250,000,000

valued at approximately

\$ 1,800,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

AXIAL

in its financing led by

Edison
PARTNERS

for total consideration of approximately

\$ 14,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

WOMBAT
FINANCIAL SOFTWARE

in its sale to

NYSE Euronext

for total consideration of approximately

\$ 225,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

Alpha

in its acquisition by

CHIX EUROPE

TMX **Maple Group**

for total consideration of approximately

\$ 175,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

ITG
INVESTMENT TECHNOLOGY GROUP

in the services of

macgregor

for cash consideration of approximately

\$ 230,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

TradingScreen
SIMPLIFYING GLOBAL MARKETS™

in its minority recapitalization for

\$ 110,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

ITG
INVESTMENT TECHNOLOGY GROUP

in its debt financing

Senior Revolving Credit Facility
Senior Term Loan

for approximately

\$ 205,000,000

FINANCIAL TECHNOLOGY PARTNERS
The Only Investment Bank Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC

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

MarketAxess

in its minority capital raise with

TCV
TECHNOLOGY CREDIT VENTURES

for approximately

\$ 35,000,000

FINANCIAL TECHNOLOGY PARTNERS
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FT Partners has advised on some of the most prominent and groundbreaking transactions in the Securities / Capital Markets / Wealth Technology sectors

FT Partners Advises Addepar on its Series D Financing

Overview of Transaction

- On June 8, 2017, Addepar announced it has raised \$140 million in Series D financing co-led by Harald McPike, the founder of QuantRes, along with Valor Equity Partners and 8VC
- Headquartered in Mountain View, CA, Addepar is a leading provider of portfolio management and reporting software and services that seeks to become the infrastructure that will connect all aspects of global finance
- Harald McPike is the founder of QuantRes, a quantitative trading firm, and a global private investor with a focus on the financial and technology sectors
- Valor Equity Partners is an operational growth investment firm that does both minority and majority investments in high growth companies at various stages of development
- 8VC is a venture capital firm that makes seed to later stage investments with a focus on the technology industry

Significance of Transaction

- The financing capitalizes on Addepar's unprecedented growth — from \$300 billion to over \$650 billion assets on platform in less than 18 months — as top wealth managers embraced Addepar's category-defining client reporting software
- With the new capital, Addepar will continue investing significantly in R&D, expanding its product, platform and tech-enabled services to unlock more value for its clients while also serving a wider range of wealth and asset management firms

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Addepar
- Transaction demonstrates FT Partners' continued leadership position as the "advisor of choice" to the highest quality FinTech companies as well as its deep domain expertise and experience in the WealthTech space

Financial Technology Partners LP FTP Securities LLC

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



in its Series D financing co-led by



Harald McPike

for total consideration of

\$ 140,000,000



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FT Partners Advises BlackRock on its Acquisition of FutureAdvisor

Overview of Transaction

- On August 26, 2015, BlackRock (NYSE: BLK) announced a definitive agreement to acquire 100% of FutureAdvisor
- FutureAdvisor is a leading digital wealth management platform with technology-enabled investment advice capabilities
- BlackRock offers investment management, risk management and advisory services to institutional and retail clients worldwide and has over \$4.7tn in assets under management
- Following the transaction, FutureAdvisor will operate as a business within BlackRock Solutions (“BRS”), BlackRock’s investment and risk management platform
- The transaction is expected to close in Q4 2015

Significance of Transaction

- Combines FutureAdvisor’s tech-enabled advice capabilities with BRS’ investment and risk management solutions
- Enables BlackRock to provide a B2B digital advice platform, which helps financial institution partners both improve their clients’ investment experiences and grow advisory assets
- Empowers partners to meet the growing demand among consumers to engage with technology to gain insights on their investment portfolios
 - Demand is particularly strong among the mass-affluent, who account for ~30% of investable assets in the U.S.

FT Partners’ Role

- **FT Partners served as exclusive advisor to BlackRock**
- Highlights FT Partners’ continued success advising a broad range of top-tier strategic investors across the financial technology landscape

Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its
exclusive role as advisor to*

BLACKROCK

in its 100% acquisition of



FINANCIAL
TECHNOLOGY
PARTNERS

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FT Partners Advises Moneyfarm on its Series B Financing

Overview of Transaction

- On May 29, 2018, Moneyfarm announced it has raised £40 million in a Series B financing round led by Allianz Asset Management, the investment arm of global insurer Allianz
 - Venture Capital firm Endeavor Catalyst and Italian finance firm Fondazione di Sardegna joined the round as new investors, with further funding from existing backers United Ventures and Cabot Square Capital
 - Allianz first invested in Moneyfarm in September 2016
- Headquartered in London, U.K., Moneyfarm is a digital wealth manager operating in both Italy and the U.K.
 - Moneyfarm provides bespoke automated advice and discretionary portfolio management with exposure to multiple asset classes, through its diversified ETF-based portfolios
 - Moneyfarm serves more than 27,000 active investors, manages approximately £400 mm in Assets Under Management, and is led by its co-founders, Paolo Galvani and Giovanni Dapra

Significance of Transaction

- Moneyfarm's Series B financing is the largest funding round by a European digital wealth manager to date, and will enable the Company to drive the next evolution in digital advice
- The Company plans to bolster its product and investment advice offering by exploring the integration of goal-based investments and additional layers of personalization

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Moneyfarm
- This transaction underscores FT Partners' strong domain expertise and successful track record in the WealthTech space

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



in its Series B Financing from



Fondazione
di Sardegna

for approximately

£40,000,000



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Award-Winning Investment Banking Franchise Focused on Superior Client Results



2018

- 2018 Top Investment Bank in FinTech



Institutional Investor
Annual Ranking

2017

2015 - 2016

2006 - 2008

- Ranked #1 Most Influential Executive on Institutional Investor's FinTech 35 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"



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
Steve McLaughlin <i>Founder, CEO and Managing Partner</i>		<ul style="list-style-type: none"> Formerly with Goldman Sachs 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
Larry Furlong <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004 Wharton M.B.A. 	22
Greg Smith <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly award winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht & Quist 20+ years of experience covering FinTech as both an Analyst and Investment Banker 	22
Osman Khan <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly Managing Director and 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 <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly Global Head of Strategy at First Data Formerly Led J.P. Morgan Payments Investment Banking Practice Former Equity Research Analyst on #1 ranked team at UBS Former Economist at the Federal Reserve Bank 	20
Mike Nelson <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly head of FinTech M&A at SunTrust Robinson Humphrey, began investment banking career at Piper Jaffray Kellogg M.B.A. 	18
Tim Wolfe <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with Goldman Sachs from 2000-2002 40 Under 40 M&A Advisor Award Winner 2013 Harvard M.B.A. 	16
Kate Crespo <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with Raymond James' Technology & Services investment banking 12+ years of FinTech transaction execution experience Dartmouth M.B.A. 	16
Timm Schipporeit <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with Morgan Stanley as 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 <i>Managing Director</i>		<ul style="list-style-type: none"> 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting 	12