FT PARTNERS FINTECH INDUSTRY RESEARCH

July 24, 2017

Betterment

Betterment Raises \$70 million in Financing led by Kinnevik





The Only Investment Bank Focused Exclusively on FinTech

Overview of FT Partners

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

FT Partners' Advisory Capabilities

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

FT Partners' FinTech Industry Research





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



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



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

Steve McLaughlin: Founder & CEO

Tel: 415.992.8880

steve.mclaughlin@ftpartners.com





Transaction Summary

Betterment

Transaction Summary

- On July 21, 2017, Betterment announced it had secured \$70 million in financing, in an extension of the Series E in 2016, led by Kinnevik
 - This latest financing round will value the Company at \$800 million (1)
 - Existing investors Bessemer Ventures Partners, Menlo Ventures and Francisco Partners also participated in this round
- Betterment intends to use the new capital to drive further growth and increase its product development
 - The Company now has almost \$10 billion in AUM and over 270,000 customers
 - Since its last financing in 2016, Betterment has launched new products and services, such as access to licensed financial experts, advanced tax-efficient tools and portfolio personalization
 - Betterment also plans to offer a sustainable investment portfolio
- The \$70 million of new capital is an extension of Betterment's Series E round in 2016
 - In 2016, Betterment raised \$100 million in financing led by Kinnevik
 - Bessemer Venture Partners, Anthemis Group, Menlo Ventures, Globespan Capital Partners and Francisco Partners also participated in the round
 - At that time, Betterment was valued at \$700 million

Transaction Commentary

"Kinnevik and Betterment have formed a strong partnership over the last year, and we welcome their increased commitment to our growth story. We've always prioritized what would have the biggest impact for our customers. Since the beginning, that's meant focusing on delivering the best possible after-tax returns and empowering customers to do what's best with their money. The additional funding will allow us to fulfill our mission and continue to build products that put even more money back in our customers' pockets."

Betterment

Jon Stein Founder, CEO



"The follow-on investment into Betterment aligns with our strategy of investing over multiple rounds into high-performing technology enabled companies. Betterment has continued to impress us with its strong growth, customer-centric focus, cutting-edge technology and talented team. After a year of investment, we saw additional opportunities for growth and proposed the financing to Betterment. We are excited about the opportunity to deepen our relationship."



Chris Bischoff Senior Investment Director



Betterment Overview

Betterment

Company Overview

Betterment

CEO: Jon Stein

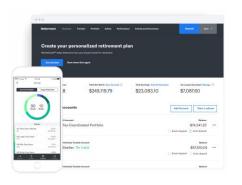
Headquarters: New York, NY

Founded: 2007

- Betterment is the largest independent online financial advisor
 - The Company has three core businesses: Direct-toconsumer, Betterment for Advisors and Betterment for Business
 - Betterment provides personalized advice for retirement planning, building wealth and other financial goals for a low and transparent advisory fee

Financing History			
Date	Size (\$ mm)	Investor(s)	
07/21/17	\$70	Bessemer Ventures Partners; Francisco Partners; Kinnevik; Menlo Ventures	
03/29/16	100	Anthemis Group; Bessemer Venture Partners; Citi Ventures; Francisco Partners; Globespan Capital Partners; Kinnevik; Menlo Ventures	
02/18/15	60	Anthemis Group; Bessemer Venture Partners; FJ Labs, Francisco Partners; Haystack Partners; Menlo Ventures; Northwestern Mutual Capital	
04/15/14	32	Anthemis Group; Bessemer Venture Partners; Citi Ventures; Globespan Capital Partners; Menlo Ventures; Northwestern Mutual Capital	
09/25/12	10	Anthemis Group; Bessemer Venture Partners; Menlo Ventures	
11/22/10	3	Anthemis Group; Bessemer Venture Partners	

Products & Services Overview



Betterment offers...

- ✓ Financial Planning
- ✓ Retirement planning
- ✓ Rollovers
- ✓ Trusts
- ✓ Tax loss harvesting
- ✓ Tax-coordinated portfolios
- √ Financial experts

I am ___ years old and _not retired .

My annual income is ____.



Robo-Advisors AUM (\$ in bn)

Betterment

\$9.1

\$6.8

\$4.3

Betterment

wealthfront

III PERSONAL

Betterment Financing & Valuation History

Date	Round	Amount (\$ in mm)	Valuation (\$ in mm)
07/21/17	Series E (extension)	\$70	\$800
03/29/16	Series E	100	700
02/18/15	Series D	60	450
04/15/14	Series C	32	127
09/25/12	Series B	10	28
11/22/10	Series A	3	9

wealthfront Financing & Valuation History

Date	Round	Amount (\$ in mm)	Valuation (\$ in mm)
10/28/14	Series F	\$64	\$700
04/02/14	Series E	35	287
03/20/13	Series D	20	86
12/15/09	Series C	8	62
12/15/08	Series B	3	15
02/13/07	Series A	0.2	3

III PERSONAL CAPITAL Financing & Valuation History

Date	Round	Amount (\$ in mm)	Valuation (\$ in mm)
12/15/16	Series E	\$75	\$500
10/29/14	Series D	50	250
07/17/13	Series C	27	75
03/26/13	Series B	20	52
06/24/10	Series A	10	19

Dec. 2010 Jun. 2011 Dec. 2011 Jun. 2012 Dec. 2012 Jun. 2013 Dec. 2013 Jun. 2014 Dec. 2014 Jun. 2015 Dec. 2015 Jun. 2016 Dec. 2016 Jun. 2017

Betterment Raises \$70 million led by Kinnevik

Kinnevik Overview

Betterment

Overview





Chris Bischoff Senior Investment Director



Christoph Barchewitz Investment Director



Locations

Investment Director

• Stockholm, Sweden (HQ)



London, UK

Jessica Thorell Investment Manager

Franco Danesi

Investment Preferences

Investment Criteria

Fund Size: NA

Fund Raised: NA

Investment Range: \$3 - 700 mm

Revenue: NA

EBITDA: NA

General Preferences 1

Control: Minority

Geography: Global

Transaction Type: Venture, Growth,

PIPF

Industry Focus:

Healthcare, Entertainment, Financial Services

(Wealth

Finance)

Selected Recent Investments / Exits

FinTech / Financial Services Investments 2

Date	Company	Deal Amt. ³	Board Rep.	Sector
07/17	Betterment (Series E)	\$70	NA	CapMkts
04/17	Babylon Health (Series B)	60	NA	HCIT
04/17	BIMA (Series C)	55	Chris Bischoff Jessica Thorell	Ins
12/11	Seamless (PIPE)	NA	NA	Pymts
01/12	Bayport Management (PE Growth)	NA	Chris Bischoff Franco Danesi	Bnkg

Communications, E-

Commerce.

Management, Insurance, Consumer

Other Notable Technology Investments 2

Date	Company	Deal Amt. ³	Board Rep.	Sector
02/17	Konga (Later-Stage VC)	NA	Jessica Thorell	Online
09/16	Linio (Series D)	\$55	NA	Online
07/16	Global Fashion Group (Early-Stage VC)	365	NA	Online
05/16	BedBathMore.com (Early- Stage VC)	NA	NA	Online
07/15	Quikr India (Secondary)	\$60	NA	E-Comm
03/15	PricePanda (Get Price)*	NA	NA	Online
02/15	DealDey (Series B)	5	NA	E-comm
01/15	Saltside Technologies (Series C)	40	NA	E-Comm
11/14	Lazada (Alibaba)	250	Lorenzo Grabau	E-Comm
10/14	Konga (Series C)	50	NA	E-Comm

About

- Investment AB Kinnevik is a publicly-traded, global investor that looks for technology-enabled businesses that solve material customer needs
- Invests from own balance sheet, providing patient capital without investment horizons
- Particularly interested in asset management, digital banking, money remittance, e-commerce
- Comfortable with leading an investment, but prefers
- Likes to take significant minority stakes and takes an active board seat in portfolio companies
- Firm does not like balance sheet businesses and has no revenue or EBITDA requirements, but portfolio companies generally have \$5-10 mm run-rate revenue

Source: Company website, PitchBook

- * denotes M&A exit; ** denotes IPO exit

Selected FT Partners Research - Digital Wealth Management

Are the Robots Taking Over? The Emergence of Automated Digital Wealth Management Solutions



Click to View

FT Partners' 140-page report provides a comprehensive overview of key industry trends driving innovation in the wealth management space and how the industry is reacting to the emergence of Robo Advisors and other Digital Wealth Management disruptors.

Additional highlights of the report include:

- A discussion of the different Automated Digital Wealth Management platforms and business models
- The responses of incumbents in the wealth management space, including the innovations, partnerships and acquisitions being made to stay ahead of the game
- Interviews with eight CEOs of leading Digital Wealth pioneers including Betterment, Link Pacific Advisors, MyVest, NextCapital, Nutmeg, Riskalyze, SigFig and Vanare
- A detailed industry landscape of Digital Wealth Management providers as well as other innovative, tangential companies, profiles of 28 companies and a comprehensive list of private equity financing and M&A transactions in the space

Selected FT Partners Research - WealthTech

WEALTHTECH The Digitization of Wealth Management



Click to View

ET Partners' 177-page report is an in-depth examination of the dramatic changes sweeping across the wealth management industry. The traditional investment management and registered investment advisor ("RIA") industries are facing numerous threats, and while firms in the industry recognize the need to respond, technology-driven innovation is not a core expertise of most RIAs and investment managers. Consequently, there has been a groundswell of FinTech companies bringing digital capabilities to the traditional wealth management industries. Collectively, we label this segment of FinTech as WealthTech.

Additional highlights of the report include:

- Visual WealthTech industry landscape including multiple sub-categories
- Exclusive interviews of CEOs at notable disruptive companies
- Proprietary list of financing and M&A transactions in the space
- Detailed company profiles of both private and public players

Selected FT Partners Research - Click to View



Research Report: Innovations in Capital Markets Technology



Riskalyze's \$20 mm growth financing



Axial's \$14 mm growth financing



Factset Acquires BISAM for \$205 million



Virtu Financial Acquires KCG for \$1.4 billion



LiquidPoint (Convergex) and Dash Financial have Agreed to Merge



Kensho Raises \$50 million in Series B
Financing



Hellman & Friedman and GIC Acquire
Allfunds Bank Valued at \$1.9 billion

VIEW MORE FT PARTNERS RESEARCH

Selected FT Partners Capital Markets / WealthTech Transactions

M&A Transactions







Financing Transactions







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

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



Awards

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



2015

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

Institutional Investor

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



Middle Market Financing Awards 2008

Equity Financing Dealmaker of the Year - Steve McLaughlin

Financial Services Deal of the Year, Above \$100mm

- Information Technology Deal of the Year
- Financial Services Deal of the Year

2006

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

Platform of Choice for Clients and Bankers Alike



The FT Partners Senior Banker Team

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