## FT PARTNERS FINTECH INDUSTRY RESEARCH

May 15, 2018



Fair Square Financial (Marketer of the Ollo Credit Card),
Raises \$100 million in Growth Equity
from The Orogen Group





The Only Investment Bank Focused Exclusively on FinTech

## Fair Square (Ollo) Raises \$100 million in Financing

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### **Transaction Summary**

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- On May 14, 2018, Fair Square (marketer of the Ollo credit card) announced it had secured a \$100 million growth equity investment from The Orogen Group
  - Former Citigroup CEO Vikram Pandit now heads the investment firm, The Orogen Group, and is making a large bet on credit cards for the middle class
  - The investment follows Fair Square's initial 2016 equity raise of \$200 million led by financial services-focused private equity firm Pine Brook
- With this new investment, Fair Square will continue its growth trajectory and further its goal of providing credit to Americans who are often not adequately served by major financial brands
  - Fair Square claims the investment will allow the Company to meet the high demand for the Ollo card well into the future

### **Transaction Commentary - Company**

"This investment validates our business strategy and management team, and recognizes the remarkable progress we have made since we launched the business."

"The customer response to our Ollo credit card has exceeded our expectations, and we feel great about our prospects for future growth."



Rob Habgood CEO

### **Transaction Commentary - Investors**

"The Orogen Group is excited to invest in Fair Square and to continue working with its talented and experienced management team."

"The Fair Square team is taking a proven business model and enhancing it with the latest data and machine learning technology to provide credit to middle class Americans through superior underwriting. We look forward to helping the team build upon their initial success and achieve their growth potential."

### **OROGEN**<sub>TM</sub>

Vikram Pandit CEO

"Fair Square's combination of credit card industry expertise with advanced analytics has quickly made it the first significant 'CardTech' business."

## **PINE BROOK**

William Spiegel Co-President



"We partnered with Vikram on the creation of Fair Square and are excited to have him and Orogen as partners as we apply our collective expertise in building financial businesses with disruptive models."

**PINE BROOK** 

**Oliver Goldstein** Managing Director

## Fair Square (Ollo) Raises \$100 million in Financing

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### Fair Square / Ollo Overview

### **Company Overview**



Founder & CEO:	Rob Habgood
Headquarters:	Wilmington, DE
Founded:	2016

- Fair Square Financial, through its Ollo card product, focuses on providing consumers with competitive credit card products
- The Company utilizes advanced analytics, data and modeling to identify segments of customers to whom it can provide a differentiated, superior solution
- Ollo customers get clear and simple products, streamlined servicing and credit that grows with them
  - Ollo focuses on borrowers with credit scores between 600 and 700 on a scale of 300 to 850
  - Ollo cards have no penalty rate increases, no annual fee, no return-payment fee, no over-limit fee, and no foreign-transaction fees

#### **Products & Services**

### Ollo Platinum

- No Annual Fee
- Automatic credit line increase reviews
- No surprise fees no over the limit, no returned check, no foreign transaction fees
- No rate hike when you pay late

#### Ollo Rewards

- 2% cash back on gas station, grocery store, and drugstore purchases
- 1% cash back on all other purchases
- Unlimited rewards, no expiration date
- No surprise fees no over the limit, no returned check, no foreign transaction fees
- Low annual fee





Fair Square has extended \$400 million in credit lines to users since it issued its first card in 2016

## Fair Square (Ollo) Raises \$100 million in Financing

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### FAIRSQUARE O O

### The Orogen Group Overview

#### **Overview**

### THE **OROGEN** GROUP







Vikram Pandit Chairman & CEO

Ruchi Madan Managing Director Managing Director

Shannon Bell

#### Locations

New York, NY

### **About**

- Founded in 2016 by Vikram Pandit and the Atairos
- Created on the belief that the financial services industry will soon evolve to a broader and more decentralized network of vertical financial services. companies
- Approach is to make long-term strategic investments in growing or mature financial services companies
- All members of the executive team have extensive experience in the financial services industry

#### **Investment Preferences**

#### Investment Criteria

Fund Size: NA

**Fund Raised:** NA

**Investment Range:** NA

Revenue: NA

**EBITDA:** NA

### General Preferences 1

Control: Majority, Minority

Geography: NA

**Transaction Type:** Growth, Buyout

**Industry Focus:** Financial Services

(Data and

Technology focus)

### **Selected Recent Orogen Group Investments**

FinTech / Financial Services Investments 2

Date	Company	Deal Amt. <sup>3</sup>	Board Rep.	Sector
05/18	Fair Square Financial (Growth Equity)	\$100	Vikram Pandit, Ruchi Madan	Bnkg

### **CEO Vikram Pandit's FinTech Angel Investments**

Date	Company	Deal Amt. <sup>3</sup>	Board Rep.	Sector
03/18	CommonBond (Series D)	\$50	NA	Bnkg
09/16	Point (Series A)	8	NA	Bnkg
06/16	CommonBond (Series C)	30	NA	Bnkg
09/15	CommonBond (Series B)	36	NA	Bnkg
09/15	PeerlQ (Seed)	9	NA	Bnkg
09/15	Feex Wisdom Of The Crowds (Early-Stage VC)	3	NA	Bnkg
09/15	MMKT Exchange (Early- Stage VC)	6	NA	Bnkg
09/15	Inventure Capital (Series A)	10	NA	Bnkg
03/15	Dataminr (Series D)	130	NA	CapMkts
03/15	Honest Dollar (The Goldman Sachs Group)*	3	NA	CapMkts
01/15	TransferWise (Series C)	58	NA	Pymts
10/14	Orchard Platform (Kabbage)*	12	NA	Bnkg
10/14	CommonBond (Series A)	5	NA	Bnkg
04/14	Fundbox (Series A)	18	NA	Bnkg

## FT Partners – Focused Exclusively on FinTech

### FT Partners Overview

- 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"

## FT Partners - Focused Exclusively on FinTech

### Significant Experience Across the Banking / Lending Tech Space











































## FT Partners - Focused Exclusively on FinTech

### 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 - Focused Exclusively on FinTech

### 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 <sup>™</sup>	FIFTH THIRD BANK	2,000,000,000 Loan Commitment 50,000,000 Investment
GreenSky **	TPG DST  ICONÍQ WELLINGTON MANAGEMENT	300,000,000
<b>GreenSky</b> **	PIMCO	200,000,000
Kabbage Kabbage	RCP CAPITAL CAPITAL PARTNERS ING Scotiabank°	135,000,000
earnest	BV Fattery Ventures Provenor	75,000,000
<b>taulia</b>	QuestMark Partners  ZUUK BBVA edbi	65,000,000
INSIKT	FIRSTMARK revolution Colchis	50,000,000
PROSPER	Fund Co-Managed by:	50,000,000
credit sesame	ICP INVENTUS GLOBESPAN CAPITAL PARTHERS Menlo id capital group	42,000,000
Mnav	EPOB POINT?2 Tencent ### Tence	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 – Focused Exclusively on FinTech

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

Institutional Investor Institutional Investor Annual Ranking	2017 2015 - 2016 2006 - 2008	<ul> <li>Ranked #1 Most Influential Executive on Institutional Investor's FinTech 40 List</li> <li>Steve McLaughlin Ranked Top 5 on Institutional Investor's FinTech 35 List</li> <li>Consecutively Ranked (2006, 2007 and 2008) among the Top Bankers on Institutional Investor's "Online Finance 40"</li> </ul>
The Information	2016	<ul> <li>Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"</li> </ul>
	2015 - 2017	<ul> <li>Investment Banker of the Year – 2017</li> <li>Investment Banking Firm of the Year – 2016</li> <li>Cross Border Deal of the Year - 2016</li> <li>Dealmaker of the Year – 2015</li> <li>Technology Deal of the Year – 2015</li> </ul>
2017 - 2004  ANNUAL AWARDS  WINNER  M&A Advisor  Awards	2010 -2014	<ul> <li>Equity Financing Deal of the Year - 2014</li> <li>Professional Services Deal of the Year, Above \$100 mm - 2014</li> <li>Dealmaker of the Year - 2012</li> <li>Professional Services Deal of the Year, Above \$100 mm - 2012</li> <li>Boutique Investment Bank of the Year - 2011</li> <li>Deal of the Decade - 2011</li> <li>Upper Middle Market Deal of the Year, Above \$500 mm - 2010</li> <li>IT Services Deal of the Year, Below \$500 mm - 2010</li> <li>Cross-Border Deal of the Year, Below \$500 mm - 2010</li> </ul>
Awarus	2004 - 2007	<ul> <li>Dealmaker of the Year – Steve McLaughlin – 2007</li> <li>Business to Business Services Deal of the Year - 2007</li> <li>Computer and Information Technology Deal of the Year, Above \$100 mm – 2007</li> <li>Financial Services Deal of the Year, Above \$100 mm – 2007</li> <li>Investment Bank of the Year – 2004</li> </ul>
Middle Market Financing Awards	2006 - 2008	<ul> <li>Equity Financing Dealmaker of the Year – Steve McLaughlin – 2008</li> <li>Information Technology Deal of the Year – 2008</li> <li>Financial Services Deal of the Year – 2008</li> <li>Financing Professional of the Year – Steve McLaughlin – 2006</li> </ul>

# FT Partners – Focused Exclusively on FinTech

### The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
<b>Steve McLaughlin</b> Founder, CEO and Managing Partner	Goldman Sachs	<ul> <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>	23
<b>Greg Smith</b> Managing Director	AS Merrill Lynch J.P.Morgan	<ul> <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>	22
<b>Osman Khan</b> Managing Director	pwc	<ul> <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>	21
<b>Steve Stout</b> Managing Director	J.P.Morgan  First Data	<ul> <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>	20
<b>Tim Wolfe</b> Managing Director	Goldman Sachs	<ul> <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>	16
<b>Timm Schipporeit</b> Managing Director	Morgan Stanley Index Ventures	<ul> <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>	15
Andrew McLaughlin Managing Director	Deloitte.	<ul> <li>20+ years experience executing / implementing financial and operational strategy</li> <li>Formerly with Deloitte Consulting</li> </ul>	12