May 8, 2015 Financial Technology Partners LP FTP Securities LLC

Transaction Profile:



raises

\$275,000,000

in equity and debt financing

Courtesy of:



The Only Investment Bank Focused Exclusively on Financial Technology

www.ftpartners.com

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Transaction Summary

Affirm's capital raise signals continued strong investor interest in the Alternative Lending space and

follows recent large

PROSPER.P

raises from



AVANT OP®RTUN

as well as the IPO's of **!!!Lending**Club
OnDeck>

Transaction Summary

- On May 6, 2015, San Francisco-based consumer lending platform, Affirm, raised \$275 mm in equity and debt financing
 - According to TechCrunch and a source familiar with the transaction, the equity portion was approximately \$80 mm ⁽¹⁾
 - This Series B round was led by Spark Capital and joined by new investors Jefferies and Andreessen Horowitz and existing investors Khosla Ventures and Lightspeed Venture Partners
- Affirm is an online consumer finance startup that provides fixed-term loans at the point-of-sale to consumers buying from online retailers; the Company competes against credit card companies and e-commerce giants with alternative point-of-sale credit solutions (e.g. Alibaba, PayPal Credit, Google and Amazon)
- The additional capital will be used to accelerate the Company's growth initiatives by developing new products, increasing loan distribution capacity, grow merchant services and offer lower-cost loans

Deal Commentary

"Today's financial services industry is not well-equipped to handle the needs of the largest consumer generation in history. We're building a financial technology company for the next generation, and for anyone who expects more from their financial service providers... We price every loan to the transaction, the consumer, and the merchant. There's no compounding interest, hidden fees, or debt calculators here – this is a simple, fixed-term loan, and the approval is in real time – so you know how much you're borrowing, and what your payments will be each month before you make your buying decision. We think of it as the future of honest finance."

- Max Levchin, Founder & CEO of Affirm

"We share Affirm's vision to create better, more transparent financial services products, using large-scale data to improve credit decisions. Max has the team, vision and experience to build the leading company in this important new category.

- Jeremy Philips, General Partner at Spark Capital

"Millennials are looking for alternatives outside the traditional banking giants, and that is precisely what Affirm is offering."

- Brian McGrath, Managing Director at Jefferies

New Investors

Existing Investors



Jefferies 🔣

khosla ventures

ANDREESSEN Horowitz



Previous Financing Activity

Date	Size (\$ mm)	Investors
06/09/14	\$45	nyca khosla ventures LIGHTSPEED VENTURE PARTNERS





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Affirm Overview

Affirm Overview

CEO: Max Levchin

Headquarters: San Francisco, CA

Founded: 2012

Employees:

- Affirm offers fixed-rate installment loans with 3, 6 and 12 month maturities to consumers at the point-of-sale
- The Company's first product Buy with Affirm enables online shoppers to take out small loans and turn regular purchases into monthly installments, similar to credit card transactions, but without the compounding interest rates and hidden fees
 - Rates range from 10-30% APR based on a consumer's credit; this credit rating is transparent and is shown at checkout
 - Pricing on Affirm's platform is real-time and adaptive based on algorithmic data that prices marginal risk and generates a score for every transaction
- Instead of using the typical FICO score data, Affirm aggregates data on individual consumers from atypical sources such as public data and social media, including LinkedIn, Facebook and Twitter, to evaluate creditworthiness
- Since launching in 2012, Affirm has partnered with over 100 small online retailers
- Online merchants on Affirm's platform have experienced increased Average Order Values (AOVs) and conversion rates by more than 20% and increased purchase sizes of 79-84%



Leadership Team

Max Levchin
Founder, CEO
President & CEO of HVF Labs;
Founder & former CEO of Slide;
Co-Founder & former CTO of PayPal



Nathan Gettings
Founder, Chief Risk Officer
Founder & former CTO at Palantir;
Founder of RoboteX



Jeff Kaditz
Founder & Board Member
Previously the Chief Data & Analytics Officer at
DeNA / ngmoco



Libor Michalek
CTO
Previously an Engineering Director at YouTube;
Engineering Director at Google;
CTO of Slide



Manny Alvarez
General Counsel, CCO
Consumer Finance Lawyer



Rob Pfeifer
Head of FP&A
Formerly a Senior Associate at JMI Equity;
Investment Banking Analyst at UBS



"You can't replace the traditional debt to income ratio with your Facebook friends count, but you can use nontraditional data to reduce risk and better analyze customers"

– Max Levchin

FINANCIAL
TECHNOLOGY
PARTNERS



With the Millennial

generation coming

financial institutions

may be too rigid and

not technologically

equipped to cater to

consumer habits

The credit card

overdue for

model also appears

disruption by new market entrants such as Affirm

the shift in

of age, traditional

Affirm Raises \$275 Million in Equity and Debt Financing

Millennial Generation Creating New Market Opportunities

The Millennial Market

- Millennials are people born between 1981 and 2000 the generation is set to inherit approximately \$30 trillion in assets from their baby boomer parents and grandparents (1)
- This generation benefits from a greater percentage of the population obtaining higher education and substantial innovations in technology, which open gateways for disruption; Millennials are clearly more likely to adopt alternative methods for financial services
- According to the Millennial Disruption Index, a 3-year study involving 10,000+ Millennials, commercial banking is at the highest risk of disruption compared to online, personal computing, mobile, discount retail, and industrial / household industries (3) financial institutions have managed to stay relatively rigid for the last two decades with very little true disruption

68% ... of participants believe the way we access money will be completely different in 5 years (3)

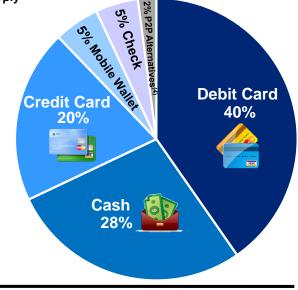
... are relying on the current wave of disruption to shift the banking industry, bring transparency and fair pricing (3)

73% ... of Millennials would rather adopt new services from tech giants such as Amazon, Apple, Google, PayPal and Square than their current banks (3)

Shifting Payment Methods (2)

- The average consumer under the age of 28 has inadequate credit history to fully assess borrower risk using traditional methods, a challenge often faced with Millennials
- In a survey conducted by Quartz, less than 20% of consumers age 18-24 prefer to use credit cards over all other forms of payment ⁽²⁾ a strikingly low percentage due to the fact that young consumers are hesitant about accumulating credit card debt from their banks; this creates an opportunity for alternative lenders such as Affirm and others to disrupt the traditional credit card model

 Although a majority of transactions made by the Millennial generation are still in the form of credit and debit cards, mobile wallets and alternative forms of payment are growing sharply





Source: Company website, Company press release, Accenture, Quartz, The Millennial Disruption Index.

1) Accenture, "Capitalizing on the Intergenerational Shift in Wealth."

(2) Quartz, "Affirm, Survey of 101 18-24 year-olds in the US fielded Feb.15."

(3) The Millennial Disruption Index.

4) P2P Alternatives include companies such as Venmo, PavPal, Square Cash, etc.



Selected Large Alternative Lender Financings, Ranked by Size

Date	Investor	Target	Value (\$ mm)	Transaction	Commentary
12/04/14	KKR; Tiger; August Capital; DFJ Growth	AVANT	\$225	Financing	 Avant, founded by the founders of Enova, provides installment loans and credit lines at competitive interest rates The Company announced the completion of a \$225 mm Series D round of funding led by Tiger Global Management and August Capital
02/03/15	Third Point; Institutional Venture Partners; Wellington Management	SoFi	200	Financing	 SoFi is a marketplace lender with an emphasis on private and federal student loan refinancing The \$200 mm Series D financing round was led by Third Point Ventures, Wellington Management Company and Institutional Venture Partners
04/07/15	BBVA Ventures; JP Morgan Asset Management; Credit Suisse Asset Management; Neuberger Berman; SunTrust Equity; Passport Capital; USAA	PROSPER	165	Financing	 Prosper Marketplace announced it had raised a \$165 Series D financing round Prosper will use the proceeds for growth, expansion, and development of a national brand as it builds more products and services
04/22/15	DST Global; BlackRock; Baillie Gifford; Sands Capital; Temasek	Funding Circle	150	Financing	 Funding Circle is a leading provider of alternative small business loans in the UK and the US through its online platform The round was raised with a post money valuation of over \$1 bn
05/02/13	Google; Foundation Capital	::::Lending Club	125	Secondary Transaction	 Google and Foundation Capital purchased \$125 mm in equity from current LendingClub shareholders This transaction valued LendingClub at \$1.55 bn
02/11/15	Fidelity; Institutional Venture Partners	OP RTUN	90	Financing	 Oportun is the largest financial services company specifically dedicated to providing credit to the underbanked Hispanic community The \$90 mm funding round was led by Fidelity Management & Research Company with previous investor, Institutional Venture Partners
05/06/15	Spark Capital; Andreessen Horowitz; Jefferies; Khosla Ventures; Lightspeed Ventures	⊿ffirm	80 ⁽¹⁾	Financing	 Affirm raised \$275 mm in a Series B round, approximately \$80 mm of which is equity financing The Company previously raised a \$45 mm Series A round led by Lightspeed Ventures, Khosla Ventures and NCYA Partners in 2014





Investor Overview - Spark Capital

Team Overview

SPARK CAPITAL



Todd Dagres Founder & General Partner



Jeremy Philips General Partner

Alex Finkelstein General Partner
Andrew Parker General Partner
Bijan Sabet General Partner
Mo Koyfman General Partner
Nabeel Hyatt Venture Partner
John Melas-Kyriazi Associate
Katie Bolin Associate

Location(s)

- Boston, MA
- San Francisco, CA

New York, NY

About

- Founded in 2005
- Spark Capital manages \$2 bn in assets across five funds
- Looks at three core aspects of a company when deciding whether to invest: the founder, the product and the vision
- Has invested in some of the fastest growing technology companies in the world such as Twitter, Tumblr and Oculus

Investment Preferences

Investment Criteria

Fund Sizes: \$375 mm (Growth) \$450 mm (Venture)

Funds Raised: 2014 (Growth) 2013 (Venture)

Equity Range: \$0.5 – 30 mm

Revenue: na

EBITDA: na

General Preferences

Control: Minority

Geography: North America

Transaction Type: Seed, Venture,

Growth

Industry Focus: Commerce,

Marketplaces, Financial Services,

Hardware.

Infrastructure, Media, Advertising, Social, Mobile, Software &

Services

Select Recent Investments / Exits

<u>Investments</u>

Date	Company	Amount (mm)
01/27/15	COLU	\$3
01/21/15	Work Market	20
01/13/15	peerTransfer	22
01/04/15	eShares	na
12/10/14	eToro	27
11/01/14	VivaReal	40
10/28/14	Wealthfront	64
10/21/14	Orchard Platform	12
10/16/14	Quantopian	15
09/03/14	IEX	75
07/30/14	Privlo	4

Date	Company	Amount (mm)
10/01/14	Wayfair (IPO)	\$367
06/26/14	Oculus (Facebook)	2,000
11/06/13	Twitter (IPO)	1,820
08/01/13	Parlaran (Yahoo)	na
06/21/13	Tumblr (Yahoo)	1,100
05/02/13	Group Commerce (NimbleCommerce)	na
12/05/11	AdMeld (Google)	400





Investor Overview - Andreessen Horowitz

Team Overview

ANDREESSEN Horowitz



Marc Andreessen Co-Founder & General Partner

Ben I Co-F Gene

Ben Horowitz Co-Founder & General Partner Scott Weiss General Partner

Lars Dalgaard General Partner

Arthur Johnson Operating Partner

Ray Jones Partner

Balaji Srinivasan Partner

Angela Strange Partner

Mike Zappert Principal

Location(s)

Menlo Park, CA

About

- Founded in 2009 by Marc Andreessen and Ben Horowitz, former co-founders of Opsware
- Seed, venture and growth-stage investor with ~\$4.2 bn in AUM across four funds
- Stage-agnostic investor that prefers to invest in companies with over 50% of growth
- Early investors in some of the fastest growing and most successful technology companies in the world, like Facebook, Skype and Twitter

Investment Preferences

Investment Criteria

Fund Size: \$1,700 mm

Fund Raised: 2014

Equity Range: \$0.5 – 100 mm

Revenue: na

EBITDA: na

General Preferences

Control: Minority

Geography: North America

Transaction Type: Seed, Venture,

Growth

Industry Focus: Software-Enabled

Consumer and Enterprise Products &

Services

Select Recent Investments / Exits

<u>Investments</u>

Date	Company	Amount (mm)
05/06/15	Zenefits	\$500
03/10/15	21	116
01/27/15	Ripple Labs	30
01/27/15	Earnest	17
01/25/15	Transferwise	58
01/20/15	Coinbase	75
12/16/14	Mattermark	7
11/19/14	CipherCloud	50
09/30/14	Dwolla	10
07/16/14	TradeBlock	3
06/03/14	Zenefits	67
5/15/14	OpenGov	15

Date	Company	Amount (mm)
01/22/15	Box (IPO)	\$175
09/30/14	DataPad (Cloudera)	na
04/18/14	LocoMobi (QuickPay)	na
11/06/13	Twitter (IPO)	1,820
08/31/12	Instagram (Facebook)	1,000
11/04/11	Groupon (IPO)	700
10/14/11	Skype (Microsoft)	8,500





Investor Overview - Khosla Ventures

Team Overview

khosla ventures



Vinod Khosla Founder & Partner

Andrew Chung Investment Partner Keith Rabois Investment Partner David Weiden Partner

Partner



Samir Kaul General Partner

Vijit Sabnis Partner Zorawar Singh Partner Mike Kourey Partner David Weiden

Location(s)

Menlo Park, CA

About

- Founded in 2004 by Vinod Khosla, who was the co-founder of Sun Microsystems
- Manages over \$4 bn across 4 funds, investing clean-tech, IT and internet / mobile technology
- Focuses on seed and venture stage investments in companies with disruptive technologies and large addressable markets
- Works with entrepreneurs and existing management teams on formulating and refining business models and offer strategic advice

Investment Preferences

Investment Criteria

Fund Size: \$1.050 mm

Fund Raised: 2011

<\$20 mm Equity Range:

Revenue: na

FBITDA: na

General Preferences

Control: Minority

Geography: US

Transaction Type: Seed, Venture,

Growth

Industry Focus: Advertising,

Agriculture / Food, Big Data, Chemicals / Fuels, Consumer, Education, Enterprise, Financial Services, Healthcare, Materials, Power, Robotics, Space, Storage, Transportation

Select Recent Investments / Exits

Investments

Date	Company	Amount (mm)
05/06/15	Zenefits	\$500
04/01/15	Tapingo	22
03/19/15	Fundbox	40
03/10/15	21 Inc	116
02/24/15	Metamarkets	10
01/22/15	Stripe	70
11/18/14	Blockstream	21
11/17/14	Sliced Investing	2
10/16/14	Quantopian	15
09/17/14	TrueAccord	5
08/20/14	Chain	10
08/07/14	Two Tap	3

Date	Company	Amount (mm)
12/16/14	OnDeck (IPO)	\$200
10/14/14	The Cloudscaling Group (EMC)	50
07/15/14	HowAboutWe (Match.com)	na
06/10/14	Skybox Imaging (Google)	500
02/06/14	Ness Computing (OpenTable)	17
01/15/14	Supernova (Fullscreen)	20





Investor Overview - Lightspeed Venture

Team Overview

LIGHTSPEED VENTURE PARTNERS



Will Kohler Partner



Dev Khare Managing Director

Anshoo Sharma Partner

Arif Janmohamed

Barry Eggers Partner

Partner

Chris Schaepe Partner

Jeremy Liew Partner

David Gussarsky Partner

David Chen Principal Partner

Location(s)

- Menlo Park, CA (HQ)
- New Delhi, India
- Herzliya Pituach, Isreal
- Shanghai, China
- Beijing, China

About

- Founded in 2000, Firm has invested in more than 200 companies since its founding and focuses its investments on early and expansion stage companies in the enterprise and consumer technology markets
- Lightspeed prefers to be the first institutional investor in companies and help them from the earliest stages of business development through successful exit and beyond
- Upon successful investment, two partners are dedicated to each portfolio company and fully focus on that company's success

Investment Preferences

Investment Criteria

Fund Size: \$1,050 mm

Fund Raised: 2014

Equity Range: \$1 – 25 mm

Revenue: na

EBITDA: na

General Preferences

Control: Minority

Geography: North America,

Europe, Middle East

Transaction Type: Seed, Venture,

Growth

Industry Focus: Enterprise /

Consumer Technology, Cleantech

Select Recent Investments / Exits

Investments

Date	Company	Amount (mm)
01/26/15	Ripple Labs	\$30
01/21/15	Bluevine Capital	19
12/16/14	Clever	30
11/12/14	SimplyTapp	6
10/27/14	NYBX	5
10/10/14	Gainsight	26
10/07/14	Blockchain	31
09/25/14	FiveStars	26
06/09/14	Affirm	45
07/31/13	Zest Finance	20

Date	Company	Amount (mm)
09/03/14	Grubhub (2PO)	\$421
07/15/14	HealthPocket (Health Insurance Tetchnologies)	32
02/07/14	Nest Labs (Google)	3,200
12/12/13	Insightera (Maketo)	20
12/03/13	Lemon (LifeLock)	43
06/12/13	EdgeSpring (Salesforce.com)	131
03/15/11	Star Analytics (IBM)	na



Overview of FT Partners

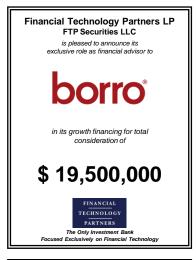
Strong Domain Expertise in Alternative Lending / Financial Technology

FT Partners has advised on the most prominent transactions in Financial Technology





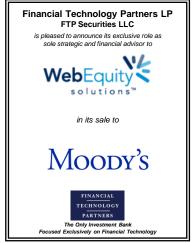














Overview of FT Partners

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



■ Equity Financing Deal of the Year 2014

■ Professional Services Deal of the Year, Above \$100mm

Dealmaker of the Year 2012

■ Professional Services Deal of the Year, Above \$100 mm

■ Boutique Investment Bank of the Year

■ Deal of the Decade

■ 10 Deal of the Year Nominations Across 9 Categories

■ 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

■ Dealmaker of the Year - Steve McLaughlin

■ Business to Business Services Deal of the Year

■ Computer and Information Technology Deal of the Year, Above \$100mm

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

Institutional **Institutional Investor Annual Ranking**

2006-2008

2011

2010

2007

■ Steve McLaughlin consecutively ranked (2006, 2007 and 2008) among the top Bankers in Financial Technology



2008

2006

- Equity Financing Dealmaker of the Year Steve McLaughlin
- Information Technology Deal of the Year
- Financial Services Deal of the Year

■ Financing Professional of the Year – Steve McLaughlin

- Financing Deal of the Year Equity
- Financing Deal of the Year Debt

Middle Market FINANCIAL **Financing Awards**



Overview of FT Partners

Selected FT Partners' Alternative Lending Research (click to view)



Prosper Secures \$165 mm in Series D Financing



Funding Circle Raises \$150 mm in Financing Led by DST



Lending Club IPO: Post Quiet Period Review



OnDeck IPO: Post Quiet Period Review



Oportun Raises \$90 mm in Financing Led by Fidelity Investments



Sofi Raises \$200 mm in Series D Financing Led by Third Point Ventures



Avant Raises \$225 mm in Series D Financing Led by Tiger Global



Enova Spin-off from Cash America



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 13 years of exclusive focus on Financial Technology. Please visit our <u>subscription form</u> to subscribe to our exclusive monthly newsletter and receive our research reports.