## FT PARTNERS FINTECH INDUSTRY RESEARCH

September 2, 2021

## **FINTECH CEO INTERVIEW:**



with CEO & Co-Founder Kevin Singerman

**Leading Automotive e-Commerce Platform** 



## **-**AutoFi

#### **AutoFi Overview**

#### **Company Overview**



**CEO & Co-Founder:** 

Kevin Singerman

**Headquarters:** 

San Francisco, CA

Founded:

2015

- AutoFi is a FinTech SaaS software and API platform for automobile e-commerce.
- The Company is redefining the auto purchasing experience with a lender network and software suite enabling digital transactions at marketplaces, dealers, and lenders.
- AutoFi expects to complete over \$1B of transactions through its network in 2021, supported by 40 lenders, 4 of the 6 public auto groups, and majority of marketplaces.

Consumers Are Demanding a Transparent, More Convenient Auto Buying Experience...



Of customer auto purchases involve online research (1)



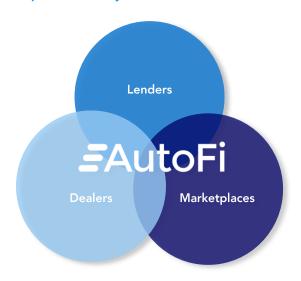
Of customers prefer buying from an OEM / dealer website if seamless online process is provided (2)



Of consumers expect to be able to purchase their next car online (2)

#### Platform and Solutions Overview

The AutoFi Solution Creates a Connected Network in the **Complex and Disjointed Automotive Market** 



#### Lenders

Integrates lender offerings to allow for instant approvals and decisioning innovation to capture share in digital



#### Marketplaces

Provides a vertical vehicle purchase journey and seamless financing at point of search and sale

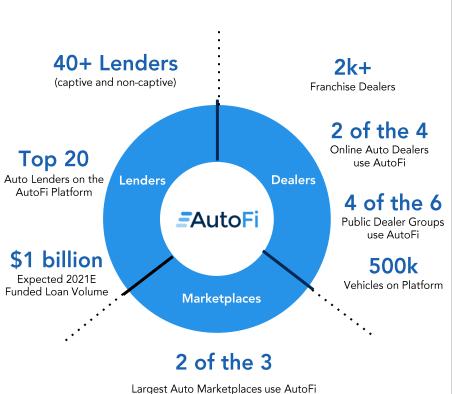


Enables flexible omnichannel sales, financing, and business management

## **=**AutoFi

#### **AutoFi Overview (cont.)**

# AutoFi Enables the Most Well-Respected Brands in the Industry



#### **Recent Developments**



"Wells Fargo and AutoFi Team Up to Provide Car Buyers and Dealers with Fast and Easy Online Sales and Financing"

September 2021 Link to press release

TrueCar

"TrueCar Teams Up with AutoFi to Provide Car Shoppers a Seamless Financing Experience"

August 2021 <u>Link to press release</u>

Santander Consumer USA "Santander Consumer USA And AutoFi Team Up To Provide Car Buyers And Dealers With Fast And Easy Online Sales And Financing"

August 2021 Link

Link to press release

ROCKET Companies, Inc. "Rocket Auto recently formed a strategic partnership with AutoFi, a leading software provider in the automotive retail industry with a network of more than 2,000 dealership partners"

May 2021

Link to press release

**=**AutoFi

"Online Automotive Retailing Takes a Major Step Forward with AutoFi's Lending as a Service"

January 2021

Link to press release

AutoAlert\*

Knowledge is Power, Timing is Everything.

"AutoAlert and AutoFi Collaborate to Boost and Simplify Customer Vehicle Purchases Online"

May 2020

Link to press release



"BMW i Ventures Announces Investment in AutoFi"

February 2020

Link to press release

#### Interview with AutoFi





**EAutoFi Kevin Singerman**CEO & Co-Founder

Kevin Singerman is the CEO and Co-Founder of AutoFi, an e-commerce software platform that moves the point of sale to wherever consumers prefer to shop for and buy vehicles. Before founding AutoFi, Kevin was VP of Corporate Development at Lending Club, an operating partner at Activant Capital Group, and FinTech Advisor at General Catalyst Partners and prior to that spent several years at SunGard in management positions. He began his career in investment banking.

"Our mission is to bring joy and trust into automotive retail. This is a transaction where historically establishing trust has been a challenge between the buyer and seller and we are here to change that paradigm."

#### What was the vision behind founding AutoFi?

The AutoFi founding team came from early FinTech innovators (such as PayPal, Lending Club, and SunGard) that were focused on bringing transparency and removing friction from how consumers make meaningful financial decisions - whether that was getting a loan, mortgage, or financing a purchase. These pillars of transparency, digitization, and convenience were the guiding principles of how we approached the automotive industry over six years ago. What we found was a retail process that hadn't changed much in decades, lacking these pillars that were transforming other markets. Finance importantly played a key role in how cars were bought and sold, and the great majority of consumers despised the finance process of car buying.

Like any startup, you have to ask yourself where is the puck going, and back then we believed the world of automotive retail would also have its e-commerce moment, when customers would want to do business with retailers who gave them the information they needed to make a well-informed decision and buy how they want. The sellers of vehicles that provided that experience and transparency would win in the long-term. That is why our mission is to bring joy and trust into automotive retail. This is a transaction where historically establishing trust has been a challenge between the buyer and seller and we are here to change that paradigm.

## **=**AutoFi

### Interview with AutoFi (cont.)



### **CEO Interview – Kevin Singerman**

"The world hasn't completely changed to 100% selfdirected vehicle buying and selling from Covid - what we have seen though is a greater shift to a digital assisted model, where at specific points in the purchase journey the customer wants to interact with the retailer, though still remain in control of the experience."

## How has COVID and the continued acceleration in e-commerce changed the typical car buying experience?

We've seen 2 major trends emerge from Covid:

First, how vehicles are bought and sold is falling into 3 types of purchase experiences. The customer now wants the ability to choose how they buy, whether that is on their own, with assistance from the retailer, or having it done all for them. It's our job to not only give the consumer that experience, but empower the seller of that vehicle with the tools to meet the customer however they want to buy, in a way that creates transparent and shared experiences that build trust for both the buyer and seller. The world hasn't completely changed to 100% self-directed vehicle buying and selling from Covid – what we have seen though is a greater shift to a digital assisted model, where at specific points in the purchase journey the customer wants to interact with the retailer, though still remain in control of the experience.

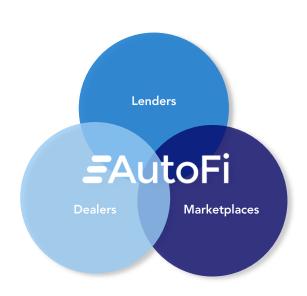
Second, the point of sale is now moving wherever the customer wants to transact. Historically the transaction was initiated and closed exclusively at the retailer, we are now seeing marketplaces, OEMs, lenders and innovative dealers (both incumbents and online challengers) looking to offer unique, branded consumer experiences that allow a customer to go much deeper into a transactional experience vs just being a lead source to the old way of doing business. These enterprises don't want off-the-shelf software, rather APIs that power transactional experiences for their business models.

## **=**AutoFi

### Interview with AutoFi (cont.)



### **CEO Interview – Kevin Singerman**



AutoFi is unique in that the Company serves lenders as well as all key selling channels including new online dealers, auto marketplaces like Rocket Auto and TrueCar, and the traditional dealer networks. How are you able to provide solutions across all of these segments and do you face any channel conflicts?

What sets AutoFi apart is that we understand how to connect the key parties of a complex auto transaction in a way that works for their business in the digital channel: (1) a dealer network that represents transactable inventory intended by the dealer, (2) a lender network that can showcase their decisioning, automation, and brand intended by the lender, and (3) marketplaces that want to create unique, branded consumer journeys, allowing customers end-to-end transactional experiences.

We avoid channel conflicts with marketplaces by providing them APIs "building blocks" that they can assemble into their own unique offerings. We are an enabler, not the provider, of their customer offerings. They work with us because they know AutoFi understands how to preserve the intentions of how dealers and lenders want to do business to make online transactions possible.

### FinTech CEO Interview: AutoFi

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## **=**AutoFi

### Interview with AutoFi (cont.)



### **CEO Interview – Kevin Singerman**

"AutoFi's strategy with dealer customers is to integrate our platform with their core systems of CRM, website, ERP system, and finance portal."

Auto dealerships typically use multiple software systems. Which systems can you replace and which do you integrate with?

AutoFi's strategy with dealer customers is to integrate our platform with their core systems of CRM, website, ERP system, and finance portal. We don't want to force our dealer customers to change the core investments and personnel processes they have made in these systems. What we do is automate the sales and finance process for both the customer and sales / finance person that typically requires data and levels of integration with these core systems. Systems that sit between these core products which enable the buying and selling of vehicles in the old non consumer facing way, we can consolidate into the AutoFi platform, such as digital retailing software, online credit apps, deal desking tools, and F&I product presentation. There is no need to have one system for out-of-store customers and another suite of products for in-store customers. These can all be consolidated into one platform for buying and selling.

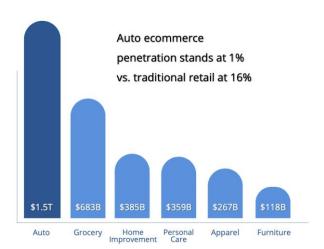
## **-**AutoFi

### Interview with AutoFi (cont.)



### **CEO Interview – Kevin Singerman**

#### **Auto Market Overview**





57M Cars & \$930B Financed

## What is your go-to-market strategy and how do you think about your overall market opportunity?

Our platform strategy is to become the point of sale for all transactable inventory owned by dealers and sold through their physical locations, online experience, or sourced via 3rd party banks, aggregators, and OEMs. In 2021, we expect to have over \$1 billion of vehicle transactions completed on AutoFi at our customers.

The automotive industry is the largest consumer retail category and the most underpenetrated with ecommerce. Finance plays a critical part in how consumers pay for new and used vehicles and likely will increase penetration as vehicles get more expensive over time and the market for credit remains very competitive in automotive.

With over 50 million people per month poised to interact with our platform, our big opportunity is to be the enabler for all participants in the automotive ecosystem from dealers, lenders, marketplaces, and OEMs to bring the buying and selling of vehicles from offline to online.

## **-**AutoFi

### Interview with AutoFi (cont.)



### **CEO Interview – Kevin Singerman**

"While each of these leading automotive brands have their own unique consumer and dealer experience they are bringing to market, there is commonality across these customers in reducing friction in the car purchase experience by surfacing finance higher into the consumer journey."

Just recently you've made a number of interesting new customer / partnership announcements with Rocket Auto, TrueCar, and Santander Consumer USA, among others. Can you walk us through the opportunities each of these present?

While each of these leading automotive brands have their own unique consumer and dealer experience they are bringing to market, there is commonality across these customers in reducing friction in the car purchase experience by surfacing finance higher into the consumer journey - and importantly doing it in a way that dealers or sellers of vehicles embrace, to improve their own profitability and how consumers can engage and transact on their inventory.

TrueCar has built one of the leading trusted brands for customers to shop inventory and bring transparency on vehicle pricing across the industry. We are helping them take that value proposition another step further by enabling them to offer their consumers and participating dealers the ability to bring financing offers to consumers within the trusted TrueCar brand and experience.

Rocket has transformed the market for home buying with their industry leading mortgage origination business. They understand how to make a very complex transaction simple for the consumer. Rocket Auto is now bringing that innovation to their 14 million customers and beyond, building a marketplace of dealer partner inventory that Rocket customers can now go through an online purchase experience.

Our partnership with Santander Consumer USA (SC) is helping SC transform how they do business with both consumers and their network of dealers. We are helping them accelerate their lending decisioning capabilities to allow consumers to understand what vehicles they can get approved, and at what payment with ease. We are similarly providing their network of dealers decisioning and funding tooling to make it easier to do business with them as a key lending partner.

## **=**AutoFi

### Interview with AutoFi (cont.)



### **CEO Interview – Kevin Singerman**

## Your economic model includes both SaaS revenue streams and transactional revenue. Can you walk through how that works?

Our customers utilize our software and API suite to enable automotive e-commerce. We get paid a recurring fee to power these customers. When we generate financial transactions through our AutoFi Lender Network at these customers, our lending partners pay us a fee. Lenders are able to leverage their investment in technology and automation to finance customers and gain market share in this new digital channel. This combination of recurring revenue and variable transaction fees positions us well to benefit from the movement of this market online, where financing is a critical part of car buying.

## How do you see the auto market evolving over the next decade? Will we all be buying cars online or do you see the traditional dealerships still playing a key role?

Customers want to be able to shop and buy vehicles however and whenever they want. Retailers, marketplaces, OEMs, and lenders are responding to meet those changes in buying behavior. At its core, a vehicle transaction is a "measured purchase" - either the 1st or 2nd highest purchase in most people's lives. You will not likely take out the entire human interaction of sales assistance in the process or the customer wanting to inspect the vehicle before purchase - but all those touch points can now be taken from an offline process to one that is digital, transparent, and empowering for both the buyer and seller. We see dealers continuing to play a critical and vital role in the future as the seller of those vehicles.



## ₁ *≣*AutoFi

Interview with AutoFi (cont.)



**CEO Interview – Kevin Singerman** 

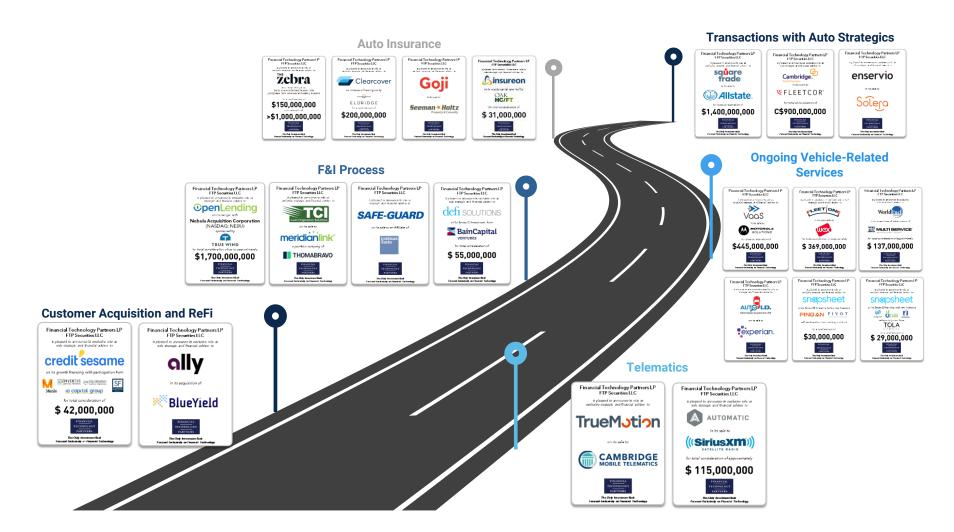
"Our long-term product roadmap is focused on 3 primary areas: (1) Increase our transactable inventory, (2) Increase the utilization of our platform with sellers, and (3) Monetize consumer transactions."

## What is the long-term vision for AutoFi? What is on the product roadmap over the next five years?

Automotive is a massive market with ~\$1 trillion of vehicles financed and ~60 million units sold through retailers and growing. But the retail experience has been poor, consistently ranking at the bottom of all consumer categories. That's because buying a vehicle is a very complex transaction involving disjointed systems and poor handoffs, leading to a lack of trust between the buyer and seller. AutoFi's platform is rebuilding that Trust in the market empowering all sellers to succeed in this complex environment. Buyers, can buy how they want to, and now sellers are equipped to meet the needs of their customers, and to do so more efficiently and more profitability than before.

Our long-term product roadmap is focused on 3 primary areas: (1) Increase our transactable inventory, (2) Increase the utilization of our platform with sellers, and (3) Monetize consumer transactions. To increase the number of vehicles on our platform we are building new capabilities for the consumer and seller on further automating all aspects of the vehicle transaction to help our retail and enterprise partners gain more efficiencies and market share. To get our sellers to utilize the platform more to transact more vehicles with AutoFi, we are empowering the sales staff of retailers with tools to more easily engage with customers to transact digitally however they want to buy. Lastly, as we bring more customers to the new digital point of sale, we will expand our scope of financial product offerings to include complementary transactional products like general insurance and unsecured finance to help pay for servicing, repairs, and accessories.

### The Undisputed Leader in Auto FinTech Advisory



### Leading Advisor in Lending Technology

#### SaaS Banking Platform



#### Small Business Lending and Data



## Rent-to-Own Technology



# Digital Banking and Lending



## Financial Data Aggregation



## Banking Technology and Services



## Challenger Bank / Alternative Lending



#### Small Business Lending



### FT Partners Advises Open Lending on its Merger with Nebula Acquisition

#### **Overview of Transaction**

- On January 6, 2020, Nebula Acquisition Corporation "Nebula" (Nasdaq: NEBU), a special purpose acquisition company ("SPAC"), sponsored by True Wind Capital, announced a definitive merger agreement with Open Lending
- Upon completion of the business combination on June 10, 2020, Nebula changed its name to Open Lending, and its common stock is expected to begin trading on the Nasdaq Stock Market under the ticker symbol "LPRO", commencing June 11, 2020
  - Total consideration of the transaction is approximately \$1.7 billion \*
- Open Lending, through its flagship product, Lenders Protection, offers loan analytics, risk-based pricing, risk modeling and default insurance, ensuring profitable auto loan portfolios for financial institutions throughout the U.S.

#### Significance of Transaction

- While creating significant liquidity for existing shareholders, Open Lending's Management team will continue to lead the merged Company as over 70% of their existing equity is expected to be rolled as part of the transaction
- Open Lending's existing minority investor, Bregal Sagemount, a prominent growth equity firm, will continue as a public stockholder and participate on the board as well
- Open Lending will pursue significant growth opportunities within its existing customer base of credit unions, banks, and OEM Captives, as well as through new channels, asset classes, and geographies

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Open Lending
- Exemplifies FT Partners' ability to deploy expertise for a complex business operating at the intersection of consumer finance, InsurTech, and Auto FinTech
- Builds on FT Partners' expertise in navigating the unique process in selling companies to SPACs, and follows highly successful sales of FT Partners' clients <u>CardConnect</u> and <u>REPAY</u>

## Financial Technology Partners LP

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



on its merger with

## Nebula Acquisition Corporation (NASDAQ: NEBU)

sponsored by



for total consideration of up to approximately

\$1,700,000,000



#### FT Partners Advises Acima on its Sale to Rent-A-Center

#### **Overview of Transaction**

- On December 20, 2020, Rent-A-Center, a leading omni-channel lease-toown provider for the credit constrained customer, announced it has entered into a definitive agreement to acquire Acima Credit LLC, a virtual lease-toown provider based in Draper, Utah
  - Total consideration consists of \$1.273 billion in cash and approximately 10.8 million shares of Rent-A-Center common stock currently valued at \$377 million
- Founded in 2013, Acima is a leading platform offering customers virtual lease-to-own solutions at point of sale via mobile technology
- Acima's virtual lease-to-own products are used by more than 15,000 merchant brick and mortar and e-commerce locations

#### **Significance of Transaction**

- The acquisition accelerates Rent-A-Center's position as a premier FinTech platform across both traditional and virtual lease-to-own solutions
- The acquisition also provides further diversification of Rent-A-Center's retail partner base and product verticals, and enhances its ability to compete for high-value national retail accounts

#### FT Partners' Role

- FT Partners served as exclusive financial and strategic advisor to Acima
- This transaction highlights FT Partners' deep domain expertise across the Buy-Now-Pay-Later and Credit Technology sectors, and its successful track record generating highly favorable outcomes for leading high-growth FinTech companies globally, including during the COVID-19 pandemic

## FTP Securities LLC

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



on its sale to



for total consideration of

\$1,650,000,000



### FT Partners Advises Cambridge on its C\$900,000,000 Sale to FLEETCOR

#### Overview of Transaction

- On May 1, 2017, Cambridge Global Payments ("Cambridge" or the "Company") announced that it has entered into a definitive agreement to be acquired by FLEETCOR (NYSE:FLT) for C\$900 million
- Headquartered in Toronto, Canada, Cambridge is a leading provider of integrated, B2B cross-border payment services
  - Cambridge is one of the largest privately-owned, non-bank international payment specialists worldwide
- FLEETCOR is a leading global provider of fuel cards and workforce payment products to businesses
  - FLEETCOR's payment programs enable businesses to better control employee spending and provide card-accepting merchants with a high volume customer base that can increase their sales and customer loyalty
- The transaction is expected to close in the third quarter of 2017

#### **Significance of Transaction**

- The acquisition of Cambridge enables FLEETCOR to enter the B2B crossborder payments market, a \$145 billion global revenue market opportunity
- Additionally, the acquisition also enhances FLEETCOR's global corporate payment capabilities, allowing FLEETCOR to pay both domestic and international AP payments for the same client

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Cambridge in this transaction
- This transaction demonstrates FT Partners' continued success advising leading FinTech companies and generating highly successful outcomes in the International Payments space

#### Financial Technology Partners LP FTP Securities LLC

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



in its sale to



for total consideration of

C \$900,000,000



### FT Partners Advises Clearcover on its \$200 million Series D Financing

#### **Overview of Transaction**

- On April 13, 2021, Clearcover announced it has raised \$200 million in its Series
   D financing round
  - The investment was led by Eldridge with participation from existing investors, including American Family Ventures, Cox Enterprises, OMERS, as well as other new investors
  - Clearcover has raised \$329 million in total funding to date
- Clearcover is the smarter car insurance choice, offering better coverage for less money
  - Clearcover's customer-first, service-focused model powered by advanced technology delivers a convenient, reliable and affordable experience
  - Built for today's driver, Clearcover takes the guesswork out of car insurance, making it easy to save money, get insured, and get serviced on the go
- Since its founding in 2016, Clearcover has expanded to 15 states and has achieved significant momentum

#### **Significance of Transaction**

- This recent round of funding positions Clearcover as the company to watch in an industry that continues to experience accelerated digital transformation
- The funding will accelerate innovation of the Company's digital insurance offerings, by enabling Clearcover to invest in and grow its team of engineers and developers

#### FT Partners' Role

- FT Partners served as exclusive financial and strategic advisor to Clearcover
- This transaction highlights FT Partners' deep domain expertise in the InsurTech sector, as well as its successful track record generating highly favorable outcomes for high-growth FinTech companies

## FTP Securities LLC

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



on its Series D financing led by



ELDRIDGE

for a total amount of

\$200,000,000



### FT Partners Advises defi on its \$55 million Series C Financing

#### Overview of Transaction

- On January 19, 2018, defi SOLUTIONS announced it has raised \$55 million in a Series C investment from Bain Capital Ventures
- Headquartered in Grapevine, TX, defi SOLUTIONS is the leading provider of flexible, configurable and adoptable software that drives the lending community
  - defi's cloud-based, lender-centric software offers the freedom to do business exactly as they choose and provides timely updates, system enhancements, and integrations with a growing list of quality third-party data providers
- A subsidiary of Bain Capital, Bain Capital Ventures (BCV) invests from seed- to growth-stage in fast-growing startups that are leveraging technology to disrupt existing markets or create entirely new ones
  - BCV has approximately \$3 billion of assets under management and offices in the Bay Area, New York City and Boston

#### **Significance of Transaction**

- The funds raised will enable defi to accelerate the development of existing and emerging products, expand resources and facilities, and grow the number of employees by nearly 50 percent in 2018, across all teams, including client support, technology services, and sales and marketing
- defi also gains a partner in Bain Capital Ventures, who has a proven track record in scaling businesses in the auto software space

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to defi SOLUTIONS on this transaction
- This transaction demonstrates FT Partners' continued success advising leading SaaS companies in the Lending Tech space as well as its expertise across the Auto FinTech space

#### Financial Technology Partners LP FTP Securities LLC

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



in its Series C. Investment from



for approximately

\$55,000,000



### FT Partners Advises TrueMotion on its Sale to Cambridge Mobile Telematics

#### Overview of Transaction

- On June 17, 2021, Cambridge Mobile Telematics (CMT) announced it has acquired TrueMotion, provider of a leading smartphone driving data platform
- CMT will now provide telematics services to 21 out of the 25 largest auto insurers in the United States, and across more than 20 countries, including Canada, the United Kingdom, Germany, South Africa, Japan, and Australia
- This acquisition also strengthens CMT's ability to help insurers and the mobility industry modernize emergency response and claims processes
  - The advancements build on the companies' innovations for real-time crash detection and Al-based crash reconstruction using highfrequency sensor data.
  - The technology enables organizations to dispatch roadside assistance within seconds of a crash, receive detailed information about a crash in minutes, and improve damage assessment for insurance claims.
- TrueMotion's CEO, Ted Gramer, will become CMT's Chief Operating Officer

#### Significance of Transaction

- This acquisition unites the two leading companies in the rapidly growing mobile telematics industry
  - Mobile telematics, which did not exist a decade ago, is estimated to become a \$125 billion market in the next five years, powering the next generation of digital auto insurance

#### FT Partners' Role

- FT Partners served as exclusive financial and strategic advisor to TrueMotion
- This transaction highlights FT Partners' deep domain expertise in the InsurTech sector, as well as its successful track record generating highly favorable outcomes for high-growth FinTech companies

#### Financial Technology Partners LP FTP Securities LLC

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on its sale to





### FT Partners' Recent Awards and Recognition

### **Bloomberg**

#### **Bloomberg**

- o FT Partners' Steve McLaughlin was featured on Bloomberg / Bloomberg TV
- View the full article and watch the live TV interview



#### **M&A Advisor Awards**

- Technology Deal of the Year (2019)
- Cross Border Deal of the Year and Corporate / Strategic Deal of the Year (2018)
- Investment Banker of the Year (2017) Steve McLaughlin, CEO & Managing Partner of FT Partners
- Investment Banking Firm of the Year (2016) FT Partners



### **LendIt FinTech Industry Awards 2018:**

o FT Partners wins Top Investment Bank in FinTech

## Institutional Investor





#### The FinTech Finance 40:

Steve McLaughlin ranked #1 in 2017 and 2018





### The Information's "Silicon Valley's Most Popular Dealmakers"

- o Ranked as the #2 top Technology Investment Banker by The Information subscribers (2016)
- o Only FinTech focused investment banking firm and banker on the list

### The Largest FinTech Advisory Practice in the World

