FT PARTNERS FINTECH INDUSTRY RESEARCH

January 6, 2022

FINTECH CEO INTERVIEW:



with Co-Founder & CEO Jeffrey Glass

Home Equity Loan Alternative



The Only Investment Bank Focused Exclusively on FinTech

Hometap Overview



Company Overview



Co-Founder and CEO:
Headquarters:
Founded:

Jeffrey Glass Boston, MA 2017

 Hometap is a smart loan alternative that allows homeowners to access their home equity without taking on monthly payments

- As an investor, not a lender, Hometap gives homeowners cash in exchange for a share of their home's future value
- Customers can use the money for any purpose, from paying off credit card debt to starting a business or buying a second home — all without taking on additional debt
 - When the homeowner settles the investment at or before the end of the 10-year effective period, the Company receives an agreed-upon percentage of the sale price or current appraised value

Selected Financing History

Date	Amount (\$ in mm)	Selected Investor(s)
12/06/21	\$60	American Family Ventures; Bain Capital; ICONIQ Capital; G20 Ventures; General Catalyst; Pillar
12/11/19	20	ICONIQ Capital; General Catalyst; G20 Ventures; Pillar; American Family Ventures
05/23/18	15	G20 Ventures; American Family Ventures; General Catalyst; Pillar

Products & Services Overview

01

An Offer is Prepared

If an investment might be possible, Hometap will send an Investment Estimate, which includes estimated terms specific to the property

02

Money is Given Upfront

Hometap invests alongside the homeowner, providing cash today and participating in the proceeds at the time of settlement

03

Settle when the Homeowner is Ready

Homeowners can either sell houses during the effective period, buy out the Investment with savings, or take out a home equity loan

Hometap is currently making home equity investments in:

Arizona	California	
Florida	Maryland	
Massachusetts	Michigan	
Minnesota	New Jersey	
New York	North Carolina	
Ohio	Oregon	
Pennsylvania	Virginia	
Washinaton		



Interview with Hometap





Jeffrey Glass, Hometap CEO and Co-Founder, is a serial entrepreneur, business operator, and investor. He has been the founder and CEO of multiple successful technology-driven companies over the past three decades, leading businesses through difficult moments, as well as periods of hyper growth. He has also been an investor in a broad set of businesses during his tenure as a Managing Director at Bain Capital. Jeffrey holds an MBA from Harvard Business School and a Bachelor's Degree in Economics and Political Science from Amherst College.

"In the past, the only way [homeowners] could tap into the value of their largest asset — their home — was by selling it outright or taking out an additional loan, which may not be possible or desirable."

Can you describe your background and what led you to start Hometap? What is the Company's mission?

Hometap's mission is to make homeownership less stressful and more accessible. When the first iteration of this idea was initially brainstormed with one of our co-founders, it struck a deep personal connection. I grew up in a working-class neighborhood in Brooklyn, and although my parents were renters, many of our friends and family who owned homes always seemed like they were under a lot of pressure to pay the mortgage and keep current on other bills. The stress never seemed to go away, even as they paid down their loans over time. It was something that really made an impression on me as a kid.

Fast forwarding the clock to many years later, as an entrepreneur and investor, I saw over time how there are many creative options for businesses to raise capital, but not nearly as many choices for consumers. There are a significant number of homeowners who are house-rich and cash-poor. In the past, the only way they could tap into the value of their largest asset — their home — was by selling it outright or taking out an additional loan, which may not be possible or desirable. I cofounded Hometap in 2017 with Maxwell Campion, Andrew Vassallo, and Charlie Vrettos to create additional choices for homeowners. Our first product is a home equity investment, which is a smart new option that fits the needs of a big consumer segment by providing homeowners with cash in exchange for a share of their home's future value.

Interview with Hometap (cont.)





CEO Interview – Jeffrey Glass

"Because we do not charge monthly fees and expenses, our underwriting approach is particularly helpful for those who are self-employed, independent workers or others who may be financially stable but lack the consistency of income to either qualify for or desire additional monthly cash burden."

What are the main challenges facing consumers in the real estate market and what role does Hometap play in addressing these challenges?

Traditionally, homeowners who wanted to access the equity they built in their homes were limited in their choices and had to decide between two options: take out a loan or sell their house. We have introduced an alternative solution for those who don't want to — or are unable to — borrow or sell. With our home equity investments, homeowners get cash in exchange for a share of their home's future value, without the burden and stress of monthly payments or interest. Homeowners love our product and use this capital to improve their lives by paying down debt, funding businesses, renovating their homes, paying school tuition, providing financial help to other family members, etc.

How does Hometap's product compare to a traditional home equity loan or line of credit? From the homeowner's perspective, what is the advantage to cashing in on home equity as opposed to obtaining a traditional loan?

To be clear, we believe that traditional lending products exist for a reason and are a good choice for many people. Having said that, what we offer has several advantages over a home equity loan or a HELOC for many homeowners. The biggest point of differentiation is that, since it's an equity investment, not a loan, there are no monthly payments or interest charges to pay. A homeowner settles with Hometap when they sell, refinance, or otherwise choose to buy out the investment. We also use a proprietary, data-science driven approach to approving homeowners, looking at their financial habits over time to get a more holistic and accurate picture. Because we do not charge monthly fees and expenses, our underwriting approach is particularly helpful for those who are self-employed, independent workers or others who may be financially stable but lack the consistency of income to either qualify for or desire an additional monthly cash burden. Our product is also attractive to those who have a very high percentage of their net worth tied to their home and wish to achieve some diversification from an asset allocation standpoint, or just have a better use of the capital.

Interview with Hometap (cont.)





CEO Interview – Jeffrey Glass

"There is no interest and no monthly payments associated with Hometap Investments, and there are no restrictions on how they use the money. They can put it toward whatever they'd like."

What does the process of obtaining a Hometap investment look like, and are there any restrictions on the use of funds by a homeowner?

We designed our investment process to be as simple and straightforward as possible. It begins with the homeowner filling out a quick online request for an Investment Estimate. We pair them with a dedicated Investment Manager to guide them through the process. We then do our due diligence on the home and the homeowner. If approved, the homeowner receives an Investment Offer. Once the offer is accepted, the homeowner can have their money within four to eight business days. There is no interest and no monthly payments associated with Hometap Investments, and there are no restrictions on how they use the money. They can put it toward whatever they'd like.

What does your target customer look like?

We work with homeowners across a broad range of backgrounds. The one thing most of the homeowners we work with have in common is that they want to access their home equity without the burden of debt — whether that's because they're unable to or simply don't want to deal with extra monthly payments or interest. In general, homeowners who find Hometap to be a good fit tend to have a credit score between 600 - 800 and at least 25% equity in their home.

What are the homeowner's options in settling a Hometap investment?

At or before the end of the investment's 10-year effective period, the homeowner can settle through a refinance, buyout with savings, or sale of the home. There aren't any prepayment penalties if they decide to settle before the end of the effective period.

Interview with Hometap (cont.)





CEO Interview – Jeffrey Glass

"We have stress tested our pricing and underwriting to anticipate how our portfolios would behave in both positive and negative home price environments, and while our alignment with homeowners always leads us to prefer strong housing environments, we work hard to build resiliency in our approach to the market."

Home prices have risen fairly steadily since Hometap's 2017 founding. How would a downturn in home prices impact your business?

Above all, our interests are aligned with the homeowner's interests. If the home appreciates, we both do well. If prices decline and the home depreciates, Hometap takes a smaller percentage of what is now a lower value when the home is sold or when the investment is settled through a buyout with savings, refinancing of the property. We have stress tested our pricing and underwriting to anticipate how our portfolios would behave in both positive and negative home price environments, and while our alignment with homeowners always leads us to prefer strong housing environments, we work hard to build resiliency in our approach to the market. Our capital partners are smart, analytical experts in residential real estate and believe in this asset class over the long haul, where cycles in housing tend to iron out over time.

Where is Hometap currently available, and are there any regulatory hurdles to offering the product in new states? How does the Company think about geographic expansion?

Hometap works hard to ensure regulatory compliance in every state in which we operate. We foster an internal culture of compliance which sits nicely with our company value of putting the homeowner first. We are committed to transparency throughout the process and strive to ensure that our homeowners have all of the information they need to make the best decision possible. Our product is currently available in 15 states: Arizona, California, Florida, Maryland, Massachusetts, Michigan, Minnesota, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Virginia, and Washington, and we'll continue to expand our footprint over time.

Interview with Hometap (cont.)





CEO Interview – Jeffrey Glass

"We will continue hiring top talent across all functional areas, scaling our robust channel partner program, introducing new products and services to address homeowner needs, and expanding our operations across the country."

Hometap recently closed a \$60 million equity capital raise. How does the Company intend to use the new funds?

We're incredibly excited to be able to build on current momentum with this latest capital raise. The new funds will be put toward further investment in our technology platform which drives homeowner net promoter scores (which we consider a very important part of gauging homeowner satisfaction), employee satisfaction, scalability and operational controls. We will continue hiring top talent across all functional areas, scaling our robust channel partner program, introducing new products and services to address homeowner needs, and expanding our operations across the country.

Outside of home equity products, does Hometap have additional product ambitions?

We sure do! Our mission to make homeownership less stressful and more accessible leads to a broad vision of products and services to help our homeowners. It also creates opportunities for capital partners to achieve strong risk adjusted returns in an asset class that is difficult to access and tends to have low correlation with public equities and protection against inflation. While we can't talk about specifics of our products under development, we have big plans for 2022 and beyond, so stay tuned and please do keep checking back in with us!

Selected FT Partners Research - Click to View



Revolut's \$800 million Series E Financing



Varo's \$510 million E Round Financing



Truebill's \$1.3 billion Sales to Rocket



Upgrade's \$280 million Series F Financing



Slice Raises \$220 million in Series B Financing



Lydia Raises \$100 million in Series C Financing



Zilch Raises \$110 million in Financing



Valon Mortgage Raises \$44 million in Financing

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Track Record of Success Across the Real Estate Tech Sector

Digital Mortgage Origination



Real Estate Invoicing & Payments



Mortgage Technology



Online Home Services Platform



Consumer Home Improvement Financing



Mortgage Technology



Property Insurance Solutions





SaaS-based Real Estate Loan Origination



Title Insurance



Mortgage Audit & Document Processing Tech



FT Partners Advises GreenSky on its \$2.2 billion Sale to Goldman Sachs

Overview of Transaction

- On September 15, 2021, Goldman Sachs (NYSE: GS) announced it has entered into a definitive agreement to acquire GreenSky (NASDAQ: GSKY) in an all-stock transaction valued at approximately \$2.24 billion
- GreenSky stockholders will receive an implied price of \$12.11 per share
- The transaction price represents a premium of 56% over the closing share price of GreenSky common stock as of September 14, 2021
- GreenSky is a leading FinTech company that powers commerce at the point of sale; the Company's technology platform facilitates merchants' sales, while reducing the friction, and improving the economics, associated with a consumer making a purchase and a bank extending financing for that purchase
 - GreenSky has a growing network of over 10,000 merchants on its platform enabling >4 million consumers to finance over \$30 billion of transactions since its inception through June 30, 2021

Significance of Transaction

- GreenSky's differentiated lending capabilities and market-leading merchant and consumer ecosystem will enhance Goldman Sachs's ability to create the consumer banking platform of the future
- This transaction further supports FT Partners' continued success advising leading FinTech growth companies and also highlights the long-term nature of many of the Firm's advisory relationships

FT Partners' Role

- FT Partners served as financial and strategic advisor to GreenSky in this transaction
- FT Partners previously advised GreenSky on its \$1.1 billion IPO, its \$300 million investment by TPG, Iconiq, Wellington, and DST in 2014, its \$2 billion Ioan purchase agreement and \$50 million investment by Fifth Third Bank in 2016, and its \$200 million investment by PIMCO in 2017

Financial Technology Partners LP

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



on its sale to

Goldman Sachs

for total consideration of

~\$2,240,000,000



FT Partners Advises Porch on its Merger with PropTech Acquisition Corp.

Overview of Transaction

- On July 31, 2020, PropTech Acquisition Corporation ("PropTech"), a special purpose acquisition company ("SPAC") announced a definitive merger agreement with Porch.com, Inc. ("Porch")
- The business combination was completed on December 23, 2020, PropTech changed its name to Porch, and its common stock is scheduled to begin trading on the Nasdaq Stock Market under the ticker symbol "PRCH" on December 24, 2020
 - The deal represents a post-transaction equity value of \$1.079 billion
 - Transaction includes a \$150 million fully committed common stock private investment at \$10 per share led by Wellington Management Company, LLP
- Porch is a unique home services platform that provides leading ERP and CRM software to 11,000 inspection, moving and adjacent home services companies, gaining access to a proprietary and recurring sales funnel which captures a majority of homebuyers in the U.S. annually

Significance of Transaction

- While creating significant liquidity for existing shareholders, Porch's Management team will continue to lead the merged Company as over 92% of their existing equity is expected to be rolled as part of the transaction
- The net proceeds raised from the transaction will be used to support Porch's working capital, pay down debt and fund expansion through acquisitions

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Porch
- Builds on FT Partners' expertise in navigating the unique process in selling companies to SPACs, and follows highly successful sales of FT Partners' clients Open Lending, CardConnect and REPAY

Financial Technology Partners LP

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



on its merger with



(NASDAQ: PTAC)

for a post-transaction equity value

\$1,079,000,000⁽¹⁾



FT Partners Advises Better on its \$160 million Series C Financing

Overview of Transaction

- On August 19, 2019, Better.com announced it has closed its Series C financing round for a total of \$160 million
 - The round included new investors Activant Capital, Ping An Global Voyager Fund, Ally Financial, Citi, AGNC, American Express Ventures and Healthcare of Ontario Pension Plan, as well as existing investors Goldman Sachs, Pine Brook and Kleiner Perkins
 - Better.com initially closed its Series C round in January 2019 for a total of \$70 million, but expanded the round due to high demand
 - The Company has now raised \$254 million in total financing
- Better.com is one of the fastest growing homeownership platforms in the U.S. and has funded more than \$4 billion in loans since its founding in 2016
 - The Company has reconstructed the process of buying and financing a home, step-by-step, using technology and automation to create the most efficient, cost-effective and user-friendly experience in the market
 - Better.com has grown 3x year-over-year (vs. -15% for the industry) and is currently funding \$375 million in mortgages a month, which puts the Company on track to lend over \$4 billion in 2019 alone

Significance of Transaction

- With strong investor demand including from high profile strategics, this financing round positions Better.com as a market leader in streamlining and digitizing the home loan process
- The additional capital will enable Better.com to enhance its offerings, grow its strategic partnerships, as well as expand its team by hiring an additional 400 people in sales and technology by the end of 2019

FT Partners' Role

- FT Partners served as strategic and financial advisor to Better.com
- This transaction highlights FT Partners' deep domain expertise in the Alt Lending / Real Estate Tech space as well as our successful track record generating highly favorable outcomes for leading FinTech companies globally

Financial Technology Partners LP FTP Securities LLC

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



on its Series C financing from new investors















along with participation from existing investors

for total consideration of

\$160,000.000



FT Partners Advises LoanLogics on its Sale to Sun Capital

Overview of Transaction

- On July 7, 2021, LoanLogics announced its sale to an affiliate of Sun Capital Partners
- Founded in 2005, LoanLogics is a provider of mortgage audit software and document processing automation solutions that help residential mortgage lenders, servicers, insurers and investors validate compliance, improve profitability and manage risk during the manufacture, sale and servicing of loan assets
 - LoanLogics is a pioneer in utilizing AI and Machine Learning to improve the overall transparency and accuracy of the mortgage loan process
- Sun Capital is a leading global private equity firm with offices across the US and Europe, which possesses over 25 years of history investing in the Business Services, Consumer, Healthcare, Industrial and Technology sectors

Significance of Transaction

- Sun Capital's deep strategic and operational expertise will enhance LoanLogics'
 ability to focus on ensuring quality performance for clients in the production of
 loan assets and creating the premier investor network ecosystem for digital loan
 commerce
- Sun Capital can provide support and resources to LoanLogics, which will enable
 the Company to ensure quality performance for clients, enhance operations and
 serve the rapidly modernizing mortgage technology market

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to LoanLogics
- This transaction underscores FT Partners' continued success advising companies in the lending and mortgage technology space

FTP Securities LLC

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



on its sale to





FT Partners Advises Lennar on its Sale of NATC and NATIC

Overview of Transaction

- On December 6, 2018, Lennar Corporation ("Lennar") announced its wholly-owned subsidiary North American Title Group (NATG) plans to combine its underwriter and the majority of its retail title business with States Title. The deal received regulatory approval and became effective on January 7th, 2019
 - States Title has acquired NATG's underwriter, North American Title Insurance Company (NATIC), and a majority of the retail business of NATG's national title agency, North American Title Company (NATC)
 - The newly combined company will continue to operate under the North American Title brand led by States Title CEO, Max Simkoff, and Lennar has assumed a substantial minority equity ownership stake
- NATC's builder business and a portion of its retail business remains with Lennar and operates as CalAtlantic Title, while around two-thirds of NATG's current associates have been transferred to States Title
- Lennar Corporation (NYSE:LEN) is one of the nation's leading builders of quality homes
- States Title is a San Francisco-based title insurance and escrow platform that uses predictive
 analytics to streamline the underwriting, settlement, and closing processes of purchasing a
 home
- North American Title Group (NATG) is one of the largest real estate settlement service providers in the U.S.

Significance of Transaction

- The combination accelerates the growth of States Title and its vision, enabling the Company to better serve home buyers and sellers across the U.S. by leveraging its proprietary technology and analytics to create a modern real estate closing experience
- The transaction is consistent with Lennar's strategy to align itself with leading technology innovators in order to streamline and enhance the overall customer experience

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Lennar
- FT Partners also recently advised Lennar on its co-lead investment in home insurance innovator Hippo's \$70 million financing round
- This transaction underscores FT Partners' deep FinTech expertise and its continued success in providing advisory services to world class organizations

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



in its sale of





Like Clockwork®



to



FT Partners' Recent Awards and Recognition

Bloomberg

Bloomberg

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



M&A Advisor Awards

- Technology Deal of the Year (2019)
- o 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
- o Investment Banking Firm of the Year (2016) FT Partners



LendIt FinTech Industry Awards 2018:

oFT Partners wins Top Investment Bank in FinTech







The FinTech Finance 40:

oSteve McLaughlin ranked #1 in 2017 and 2018

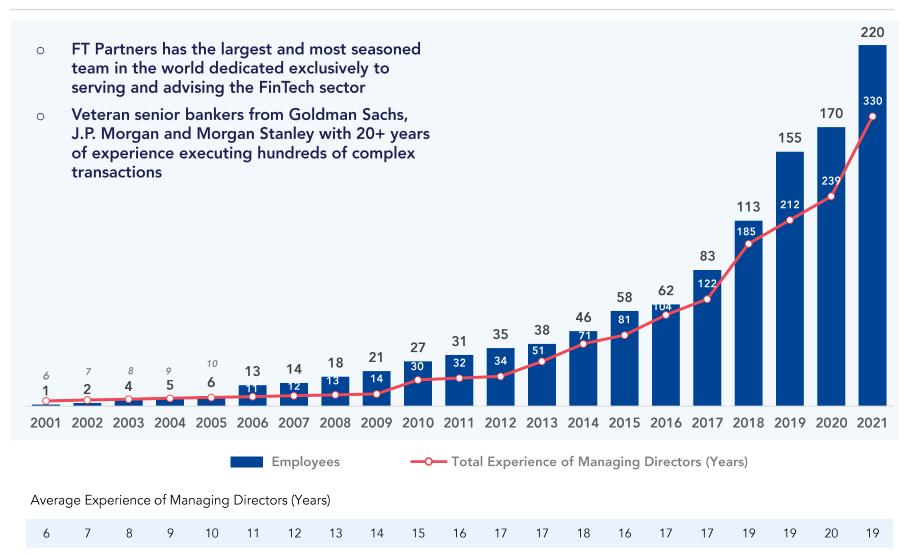




The Information's "Silicon Valley's Most Popular Dealmakers"

- 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



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