FT PARTNERS FINTECH INDUSTRY RESEARCH

August 14, 2019



Fox Corporation (NASDAQ: FOXA) Acquires Majority Stake in Credible Labs (ASX: CRD) for \$265 million, Valuing the Company at \$397 million





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 17 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"

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Fox Acquires Majority Stake in Credible Labs

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Transaction Summary

Transaction Summary

- On August 4, 2019, Fox Corporation (NASDAQ: FOXA) announced that it has agreed to acquire a majority stake in Credible Labs (ASX: CRD) in a deal valuing the Company at \$397 million
 - As part of the merger agreement, Fox will pay \$265 million for a 67% stake in the Company in addition to a \$75 million growth capital commitment to Credible Labs over approximately two years
- The price per CHESS Depositary Interests* of A\$2.21 represents a 31% premium to Credible's closing price on the day before Fox's initial acquisition proposal on May 29, 2019 (A\$1.69)
- Credible will be joining Fox's digital offerings, which include the Fox Nation streaming service, news sources including FoxNews.com, FoxBusiness.com, and the websites of local Fox **Television Stations**
 - Stephen Dash will remain CEO of Credible
- The transaction is expected to close in Q4 2019

Stock Performance (ASX:CRD)



Transaction Commentary

"The acquisition of Credible underscores Fox Corporation's innovative digital strategy that emphasizes direct interactions with our consumers to provide services they want and expand their engagement with us across platforms. Credible, which has tremendous synergy with core brands such as Fox Business and Fox Television Stations and will benefit from our audience reach and scale, will drive strategic growth, further develop our brand verticals and deepen consumer relationships."

Lachlan Murdoch Executive Chairman, Chief Executive Officer



"Fox Corporation's record of innovation and focus on audience engagement will further enhance Credible's position as a leading consumer finance marketplace in the United States, creating opportunities for organic growth and the expansion of the Credible platform. Credible's industry-leading user experience, combined with Fox, will provide greater impact and scale for consumers."

credible

Stephen Dash Chief Executive Officer, Founder



Transaction Multiples

10.1x

8.6x

6.1x EV / 2020E Revenue

EV / LTM Revenue

EV / 2019E Revenue

⁽¹⁾ Market cap as of 8/9/19

^{*}A CHESS depository interest is the instrument developed by ASX that gives investors the same beneficial interests in foreign companies and funds as holding these shares and funds directly on their foreign exchange

Credible Overview



Company Overview



CEO: Stephen Dash

Headquarters: San Francisco, CA

Founded: 2012

- Credible operates a consumer finance marketplace that helps consumers save money and make better financial decisions
 - Through its proprietary platform, Credible integrates with credit bureaus and financial institutions
 - The Company enables consumers to instantly compare accurate, prequalified rates from multiple financial institutions, select a product of choice and then receive a binding offer for the selected loan product
 - Credible's core value proposition is providing consumers with a simple and transparent loan origination experience, and providing financial institutions with efficient customer acquisition at scale
 - Credible focuses on serving millennial customers; a majority of its user base is between the ages of 18 and 35
 - The primary customers are students (both undergraduate and graduate), parents and co-signers and working millennials

Selected Funding History

Date	Investor(s)	Amount (\$ in mm)
12/08/17	IPO: Public Market Investors	\$50
01/18/17	REGAL CARTHONA Undisclosed Investors	10
10/07/15	CARTHONA CAPITAL REDBUS"	12
02/19/15	CARTHONA REDBUS" CTHULHU	3

By the Numbers

Online Consumer Finance Marketplace

- Approximately 1.3 million user accounts
- More than \$1.1 billion in closed loan volume in FY 2018
- Revenue growth of +34% from 2017 to 2018
- Partnerships with 37 financial institutions and 230 membership and online marketing organizations

Credible History

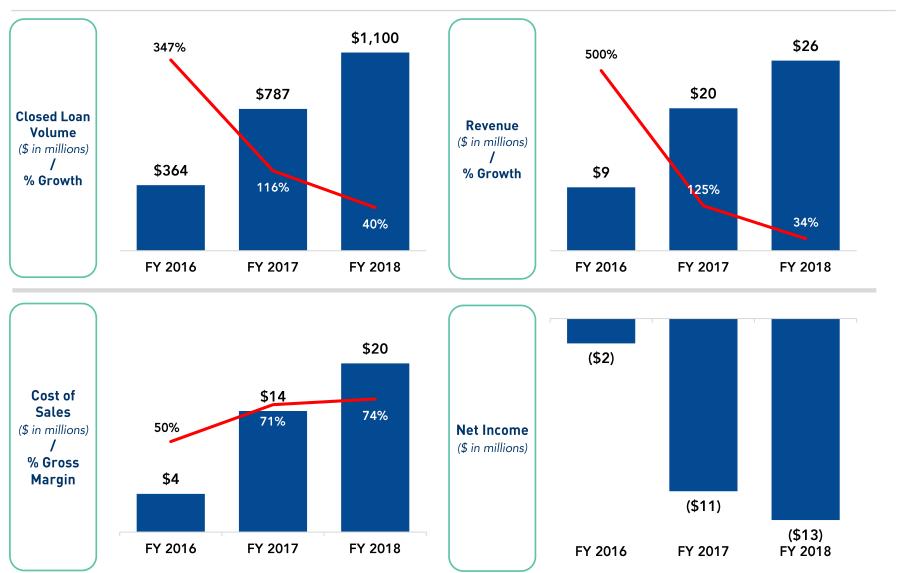


Fox Acquires Majority Stake in Credible Labs

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Financial Overview



Fox Acquires Majority Stake in Credible Labs

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FOX credible

Fox Corporation Overview

Company Overview



CEO: Lachlan Murdoch

Headquarters: New York City, NY

Founded: 2019

- Fox Corporation is a television broadcasting and media company headquartered in New York City
 - The Company was formed from the acquisition of 21st
 Century Fox by The Walt Disney Company in 2019
 - Fox Corporation was spun off from 21st Century Fox and its stock began trading on March 19, 2019
- Fox Corporation produces and distributes news, sports, entertainment content through several domestic brands including:
 - Fox Entertainment
 - Fox Television Stations Group
 - Fox News Group
 - Fox Sports Media Group
- The Company is substantially owned by the Murdoch family via a family trust with 39% interest
 - Rupert Murdoch is co-executive chairman and his son, Lachlan Murdoch, is chairman and CEO

Company Subsidiaries









Selected FT Partners' Research - Click to View



GreenSky Raises \$1 billion in its IPO



MoneyLion's \$100 million Series C Financing



Deserve's Series C Financing Led by Sallie Mae



Vitruvian Partners' Investment in Deposit Solutions



Alkami Raises \$55 million in Series E Financing



Atom Bank Raises ~\$62 million in Financing



Curve Raises \$55 million in Series B Financing



Tally Raises \$50 million in Series C Financing Led by Andreessen Horowitz

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Track Record of Success Across the Banking Technology Space











































Strong Track Record of Success in the Alternative Lending / Credit Space

White Label Loan Management



Consumer Home Improvement Financing



Consumer Marketing / Credit Lead Generation



SMB Credit Tools / Financing



Peer-to-Peer Lending



SaaS-based Loan Origination



SMB Financing



Supplier Finance Solutions



FT Partners Advised on Many of the Largest Alternative Lending Transactions

Company	Investor(s)	Amount Raised
PROSPER	Affiliates of New RISIDENTIAL Jefferies THIRD POINT	\$5,000,000,000 Loan Commitment
GreenSky ™	FIFTH THIRD BANK	2,000,000,000 Loan Commitment 50,000,000 Investment
GreenSky	Initial Public Offering	1,010,000,000
GreenSky ™	TPG DST ICONIQ WHILINGTON MANAGEMENT	300,000,000
GreenSky	PIMCO	200,000,000
Kabbage ¹	RCP CAPITAL ING SAN PARTNERS ING Scotiabank*	135,000,000
earnest	BVS Entery Ventures mayoron	75,000,000
taulia taulia	QuestMark Partners ZDUK BBVA edbi	65,000,000
INSIKT	Coppel. FIRSTMARK revolution Colchis	50,000,000
PROSPER	Fund Co-Managed by:	50,000,000
Nav	POINT72 VENTURES POINT72 VENTURES Creditisse Creditisse Creditisse Creditisse	45,000,000
credit sesame	ICP INVENTUS GLOBESPAN CAPITAL PARTNERS Menlo ia capital group	42,000,000

In addition to these large rounds, FT Partners has advised on a number of other prominent Lending Tech /
Alt Lending transactions

























FT Partners Advises MoneyLion on its \$100 million Series C Financing

Overview of Transaction

- On July 23, 2019, MoneyLion announced it has raised \$100 million in Series C financing, which included strategic investments from Capital One and MetaBank in addition to participation from Edison Partners, Greenspring Associates and FinTech Collective
- MoneyLion is a mobile banking platform that allows members to conveniently borrow money, manage and aggregate finances, as well as invest in future goals through a proprietary digital advisor
- MoneyLion serves over 5 million members, and in 2018 the Company helped its members avoid over \$7 million in traditional banking fees, in addition to helping 70% of members improve their credit scores by 30 points

Significance of Transaction

- MoneyLion will use the latest round of financing to accelerate its customer growth in the U.S., and to expand its product offerings to include 0% APR daily cash advances, high-yield cash accounts and a stock trading platform
- With this latest round, MoneyLion has now raised a total of over \$200 million in equity financing

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to MoneyLion and its board of directors on its \$100 million in Series C financing
- FT Partners previously advised MoneyLion on its \$82 million Series B financing in 2018
- This transaction highlights FT Partners' deep domain expertise in the banking technology sector, and its successful track record generating highly favorable outcomes for high growth FinTech companies globally

FIP Securities LLC.

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



MoneyLion

in its Series C financing with participation from new strategic investors





along with participation from





GREENSPRING ASSOCIATES

for total consideration of

\$100,000,000



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FT Partners Advises Deserve on its Series C Financing

Overview of Transaction

- On August 27, 2018, Deserve announced it has raised \$17 million in a Series
 C financing round led by Sallie Mae
 - Accel, Aspect Ventures, Pelion Ventures, Mission Holdings, Alumni
 Venture Group and GDP Venture also participated in the round
- Deserve is a venture-backed FinTech company that helps people build credit and achieve financial independence
 - The Company has helped tens of thousands of customers from over 160 countries at over 1,800 universities across all 50 states
 - Deserve uses non-traditional data points and advanced machine learning algorithms to determine credit eligibility
- Sallie Mae offers products that promote responsible personal finance, including private education loans, free scholarship search tools, free college financial planning tools, and online retail banking

Significance of Transaction

- Deserve will use the financing to further scale its platform and infrastructure to achieve its mission of helping the 40 million college students and young adults in the U.S. gain financial independence through access to fair credit
- The Company also plans to expand its "perks" program by offering exclusive offers from a number of new partners including Amazon Prime, T-Mobile, Lemonade, Feather, and Wikipedia

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Deserve
- This transaction underscores FT Partners' deep Alternative Lending and Banking Tech domain expertise and its successful track record generating highly favorable outcomes for high growth FinTech companies globally

FIP Securities LLC.

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



on its Series C financing led by



for total consideration of

\$17,000,000



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FT Partners Advises Credit Sesame on its Growth Financing

Overview of Transaction

- On October 25, 2017, Credit Sesame announced it has raised over \$42 million in equity and venture debt
 - The funding comes from existing and new investors including Menlo Ventures, Inventus Capital, Globespan Capital, IA Capital, SF Capital, among others, along with a strategic investor
- The \$42 million in funding is comprised of \$26.6 million in equity and \$15.5 million in venture debt, bringing the Company's total funding to over \$77 million
- Headquartered in Mountain View, CA, Credit Sesame was founded in 2011 and has provided credit and loan management tools to over 12 million members
 - The mobile and web solution provides consumers with tools to build a
 path to achieve financial wellness, including free access to their credit
 profile complete with their credit score, credit report grades, credit
 monitoring, interactive step-by-step tools and recommendations for
 better lending options

Significance of Transaction

- The funds will be used to accelerate the company's growth, hiring, and member acquisition, and to advance its analytics, robo-advisor and machine learning technologies
- A new strategic investor has also joined Credit Sesame's consortium of investors in this round and a separate strategic partnership may be announced in the near future that will allow millions more to benefit from Credit Sesame's services

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Credit Sesame in this transaction
- This transaction further demonstrates FT Partners' continued success advising both leading consumer FinTech brands as well as companies across the Credit / Lending Tech landscape

Financial Technology Partners LP

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



in its growth financing with participation from





for total consideration of

\$42,000,000



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FT Partners Advises Prosper on its Series G Financing

Overview of Transaction

- On September 22, 2017, Prosper Marketplace announced that it has raised \$50 million in a Series G financing round from an investment fund comanaged by FinEx Asia
- San Francisco, CA-based Prosper is a leading marketplace lending platform for consumer loans, connecting people who want to borrow money with individuals and institutions that want to invest in consumer credit
 - To date, over \$10 billion in personal loans have been originated through the Prosper platform for debt consolidation and large purchases such as home improvement projects, medical expenses and special occasions
- Based in Hong Kong, FinEx Asia is the first global FinTech marketplace connecting Asian investors with high quality, low volatility asset classes, including U.S. consumer lending

Significance of Transaction

 The Series G investment, which brings Prosper's total equity raised to \$410 million to date, will be used to make strategic investments in the Company's platform and products

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Prosper and its Board of Directors
- FT Partners also advised on <u>Prosper's \$5 billion loan purchase agreement</u> from a consortium of institutional investors
- This transaction further solidifies FT Partners' role as the advisor of choice in the Alternative Lending sector

Financial Technology Partners LP FTP Securities LLC

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



in its Series G Financing from

an investment fund co-managed by



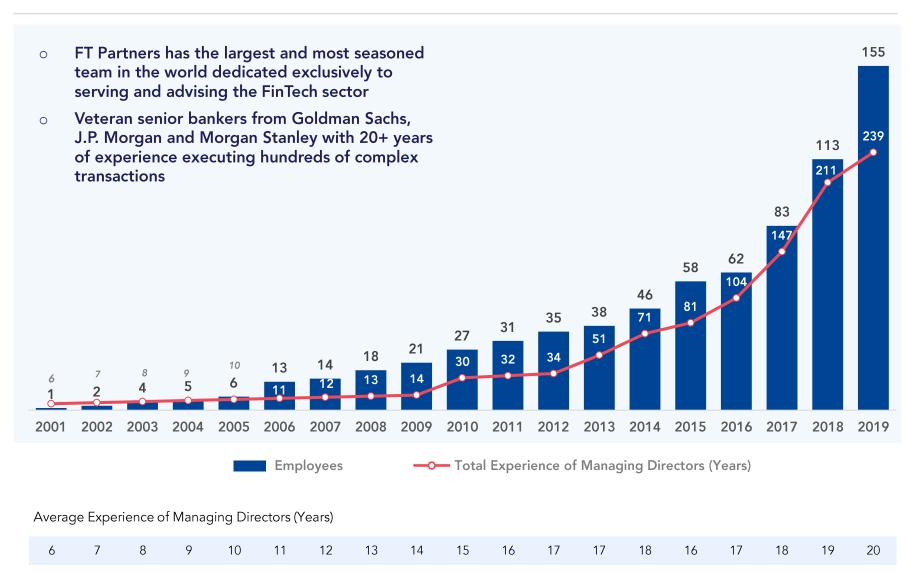
for total consideration of

\$50,000,000



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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 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. 	24
Mohit Agnihotri Managing Director	J.P.Morgan	 Formerly Managing Director and Global Head of Payments Investment Banking at J.P. Morgan Wharton M.B.A 	17
Kate Crespo Managing Director	RAYMOND JAMES®	 Formerly with Raymond James' Technology & Services investment banking 12+ years of FinTech transaction execution experience Dartmouth M.B.A. 	17
Larry Furlong Managing Director	Goldman Sachs	 Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004 Wharton M.B.A. 	23
Osman Khan Managing Director	pwc	 Formerly Managing Director and 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 	22
Andrew McLaughlin Managing Director	Deloitte.	 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting 	13
Mike Nelson Managing Director	SunTrust	 Formerly head of FinTech M&A at SunTrust Robinson Humphrey Kellogg M.B.A. 	19
Timm Schipporeit <i>Managing Director</i>	Morgan Stanley Index Ventures	 Formerly with Morgan Stanley as Senior Executive Director of European Technology Investment Banking Team in London Formerly a Venture and Growth Investor focused on FinTech at Index Ventures 	16
Greg Smith Managing Director	Merrill Lynch J.P.Morgan	 Formerly award winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht & Quist 20+ years of experience covering FinTech as both an Analyst and Investment Banker 	23
Tim Wolfe Managing Director	Goldman Sachs	 Formerly with Goldman Sachs from 2000-2002 40 Under 40 M&A Advisor Award Winner 2013 Harvard M.B.A. 	17