March 29, 2016

Financial Technology Partners LP **FTP Securities LLC**

Transaction Profile:



raises

\$100,000,000

in financing

Courtesy of:



The Only Investment Bank Focused Exclusively on Financial Technology

www.ftpartners.com



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Financial Technology Partners

555 Mission St., 23rd Floor

San Francisco, CA 94105



Transaction Overview

Transaction Overview

- On March 29, 2016, Betterment announced that it had raised a \$100 million Series E round of funding, led by Kinnevik
 - Also participating in the round were previous investors: Bessemer Venture Partners, Francisco Partners, Anthemis Group and Menlo Ventures
 - The funding round values the company at \$700 million, following a \$500 million valuation from its Series D round (1)
- The company currently has 149 employees, but CEO Jon Stein expects to continue building out the Company in the areas of design, engineering, product management and investment management (1)
- Betterment's recent growth, from \$1.1 billion AUM 15 months ago to current \$3.9 billion AUM, can be attributed to both the expansion of its customer base, as well as the launch of the Company's tool for institutional investors and Business 401(k)s
- Betterments' closest comparable, privately-held Wealthfront, was reportedly valued at \$700 million in its last \$64 million funding round in 2014 (2)

Commentary

"Our goal is to become the central financial relationship for our clients. Over the past year, we've made great progress toward that goal with features like RetireGuide and account aggregation, but there is still work to do. It's the early days for us on our path to helping millions of Americans reach their financial goals."

"Kinnevik shares our vision of building a technology-driven financial services company that customers love. From our first meeting, it was clear that we shared the same values of what a modern day financial company would look like."

- Jon Stein, Founder and CEO of Betterment



Jon Stein



Lorenzo Grabau

"Betterment is a fast-growing, independent company that has already established itself as a market leader in digital asset management by developing innovative and easy-to-use services. In a short period of time, it has attracted a large and loyal group of customers who are investing a growing share of their wealth through the Betterment platform."

"We are delighted to partner with Jon Stein and Eli Broverman, with Betterment's entire team and with its existing investors to support the company's long-term growth. Betterment shares many of the principles that have made other Kinnevik investment companies successful: a mission to make valuable digital services available and affordable to all, a true entrepreneurial spirit, the pursuit of continuous technical innovation, and a belief in building customer-centric businesses that contribute to their communities. Everyone should have access to unconflicted and low-cost financial services that enable them to reach their financial goals."

Lorenzo Grabau, CEO of Kinnevik



Source: Company press releases, Wall Street Journal, Capital IQ.



Business Insider

BusinessWire



Betterment Overview



Company Overview

CEO: Jon Stein

Headquarters: New York, NY

Launched: 2010

- Betterment is an automated investment service with over \$3.9 billion invested by over 150,000 customer accounts
- The Company incorporates Modern Portfolio Theory and recommends a globally-diversified, passive portfolio of twelve asset classes tailored for risk and time horizon
- Betterment invests in six stock and seven bond ETFs
 - Focuses on value and small-cap stock ETFs suggested by Fama-French research
- Betterment Institutional is advisor-oriented software that automates reporting and rebalancing of client portfolios

Financing History				
Date	Size (\$ mm)	Investor(s)		
02/17/15	\$60	Bessemer Venture Partners; Francisco Partners Management; Menlo Ventures; Northwestern Mutual Capital		
04/01/14	32	Anthemis Group; Bessemer Venture Partners; Citi Ventures; Globespan Capital Partners; Menlo Ventures; Northwestern Mutual Capital		
09/25/12	10	Menlo Ventures; Bessemer Venture Partners; Anthemis Group		
11/23/10	3	Bessemer Venture Partners		

Products & Services Overview

Improved Performance

Goal-Based Investing

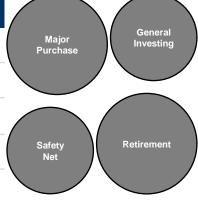




Optimized investment distribution to maximize return and minimize risk

Select goals to define a clear target, set investment plans, and then monitor progress

Annual Betterment Benefit	Return Differential
Passive Investing	+1.25%
Better Diversification	+1.40%
Automated Rebalancing	+0.40%
Better Behavior	+1.25%
Total Annual Gain from	+4.30%



Five Different Accounts



Individual

Accounts

Betterment



Trust Accounts



Roth IRA

Accounts





IRA, 401(k) and 403(b) Rollover Accounts





Kinnevik Overview

Overview





Chris Bischoff Senior Investment Director

Franco Danesi

Investment Director



Investment Director

Stina Andersson Investment Director

Christoph **Barchewitz**

Investment Preferences

Investment Criteria Fund Size: NA

Fund Raised: NA

Investment Range: \$3-700mm

Revenue: NA

EBITDA: NA

Select Recent Investments / Exits FinTech / Financial Services Investments 2

	Time control manda controls in vocaments					
Date	Company	Deal Amt. ³	Board Rep.	Sector		
07/15	Milvik (Series C)	\$38	Mia Livfors	Ins		
12/11	Seamless (PIPE)	NA	NA	Pymts		

Bayport Management (PE 01/12 NA Voria Fattahi Bnkg Growth)

Location(s)

Stockholm, Sweden

About

- Investment AB Kinnevik is a publicly-traded investment company based in Sweden
- Invests from own balance sheet, providing patient capital without investment horizons
- Particularly interested in asset management, digital banking, money remittance, e-commerce
- Comfortable with leading an investment, but prefers to syndicate
- Likes to take significant minority stakes and takes an active board seat in portfolio companies
- Firm does not like balance sheet businesses and has no revenue or EBITDA requirements, but portfolio companies generally have \$5-10 mm run-rate revenue

General Preferences 1

Control: Minority

Geography: Global

Transaction Type: Venture, Growth.

PIPE

Industry Focus: Financial Services,

Mobile.

Entertainment. Communications, Telecommunications, TGE, E-Commerce,

Payments

Other Technology Investments ²					
	Date	Company	Deal Amt. ³	Board Rep.	Secto
	07/15	Quikr India (Secondary)	\$60	Mia Livfors	E-Com
	07/15	Global Fashion Group (Early-Stage VC)	165	NA	E-com
	03/15	PricePanda (Get Price)*	NA	NA	Online
	02/15	DealDey (Series B)	5	NA	E-com
	01/15	Saltside Technologies (Series C)	40	NA	E-Com
	11/14	Lazada (Later-Stage VC)	250	Lorenzo Grabau	E-Com
	10/14	Konga (Series C)	50	NA	E-Com
	05/14	Yell.RU (PE Growth)	11	NA	Online
	05/13	Namshi (Early-Stage VC)	14	NA	E-Com
	05/13	Foodpanda (Early- Stage VC)	20	NA	E-Com





- Italics indicate preferred control / geography.
- * denotes M&A exit: ** denotes IPO exit.
- 3) Deal Amount in mm.





Bessemer Venture Partners Overview

Overview

BESSEMER VENTURE PARTNERS



Brian Feinstein Partner

Byron Deeter



Rob Stavis Partner



Jeremy Levine Partner

Location(s)

Larchmont, NY (HQ)

Partner

- New York, NY
- Bangalore, India
- - Boston, MA Menlo Park, CA
 - Herzliya, Israel

About

- Founded in 1911, the Firm is the oldest venture firm in the United States and currently has \$4 bn invested in over 130 companies
- Bessemer Venture Partners invests all over the world with specific strategies, depending on location, and has a specific focus on India, around 25%
- Invests in a number of industries but focuses on financial services, specifically on asset management, trading technology and research / information services

Investment Preferences

Investment Criteria

Fund Size: \$1,600mm

Fund Raised: 2015

Investment Range: <\$50mm

Revenue: NA

EBITDA: NA

General Preferences 1

Control: Minority

Geography: Global

Transaction Type: Seed, Venture,

Growth

Industry Focus: Financial Services,

Cloud Computing, Cyber Security, Healthcare, Infrastructure, Mobile,

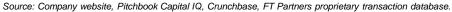
Marketplaces

Select Recent Investments / Exits

FinTech / Financial Services Investments 2

Date	Company	Deal Amt. ³	Board Rep.	Sector
11/15	Bread (Series A)	\$14	Charles Birnbaum	FMS
06/15	Adaptive Insights (Series A)	75	Byron Deeter	FMS
06/15	SimplyInsured (Series A)	6	NA	Ins
05/15	Hightower (Series B)	13	Ethan Kurzweil	Bnkg
04/15	Fortune Payment (Early- Stage VC)	7	NA	Pymts
02/15	Betterment (Series D)	60	NA	CapMkts
02/15	DocuTap (Series D)	6	Stephen Kraus	HCIT
01/15	Raise (Series B)	56	Jeremy Levine Talia Goldberg	Pymts
10/14	Abacus (Seed)	4	NA	FMS
10/14	Quantopian (Series B)	15	Rob Stavis	CapMkts
08/14	BillGuard (Prosper)*	6	Adam Fisher	Bnkg
07/14	Remedinet (Later- Stage VC)	NA	NA	HCIT
05/14	Dashlane (Series B)	22	Alex Ferrara Talia Goldberg	Pymts
02/14	Snapdeal (Early- Stage VC)	134	Rob Chandra	Pymts
02/14	MINDBODY (Later- Stage VC)**	50	Jeremy Levine Brian Feinstein	Pymts
02/14	Intacct (Series G)	45	Byron Deeter	FMS
12/13	Shopify (Series C)**	100	Trevor Oelschig	Pymts





Italics indicate preferred control / geography.



^{*} denotes M&A exit: ** denotes IPO exit.

Deal Amount in mm. 3)



Anthemis Group Overview

Overview



anthemis group



Sean Park Co-Founder. Chairman, CIO





Nadeem Shaikh Co-Founder & CEO



Amv Nauiokas Co-Founder & President

Investment Preferences

NA

Investment Criteria

Fund Raised: NA **Investment Range:** \$0.5-15mm

Fund Size:

Revenue: NA

EBITDA: NA

Location(s)

London, UK (HQ)

Luxembourg City, Luxembourg

About

- Founded in 2010 by Sean Park, Udayan Goyal, Amy Nauiokas and Nadeem Shaikh
- Currently maintains a portfolio of 27 high-growth companies across a wide variety of geographies including the U.S. (52%), UK (30%), Continental Europe (4%) and the Rest of the World (15%)
- Seeks to invest in disruptive technology and business models in financial services
- Specific areas of focus within FinTech include consumer finance, corporate banking, payments, wealth management, insurance and capital markets

General Preferences 1

Control: Minority

Geography: North America.

Europe, Africa

Transaction Type: Seed, Venture,

Growth

Industry Focus: Financial Services,

Financial Technology

Select Recent Investments / Exits

FinTech / Financial Services Investments ²

Date	Company	Deal Amt. ³	Board Rep.	Sector
10/15	Moven (Series B)	\$12	Udayan Goyal	Bnkg
09/15	QuanTemplate (Series A)	\$8	Yann Ranchere	Ins
06/15	Currency Cloud (Series C)	18	Nadeem Shaikh	Pymts
04/15	Artivest (Series A)	15	NA	CapMkts
04/15	eToro (Later-Stage VC)	39	NA	CapMkts
12/14	Atom Bank (PE Growth)	39	NA	Bnkg
10/14	Eris (Seed)	1	Yanne Ranchere	FMS
08/14	Trov (Series B)	7	Sean Park	CapMkts
04/14	Betterment (Series C)	32	NA	CapMkts
01/14	Bento (Seed)	3	Nadeem Shaikh	FMS
12/13	afb (Early-Stage VC)	16	Nadeem Shaikh	Bnkg
09/13	Azimo (Seed)	1	NA	Pymts
01/13	PayPerks (Series A)	3	Nadeem Shaikh	Pymts
08/12	Blueleaf (Seed)	1	Sean Park	CapMkts
06/12	The Climate Corporation (Monsanto)*	50	NA	Ins
06/12	Xenapto (Seed)	1	Sean Park	CapMkts
01/12	Payoff.com (Late-Stage VC)	2	Sean Park	Bnkg
10/11	Fidor Bank (Early-Stage VC)	3	Sean Park	Bnkg
09/10	Simple (BBVA Group)*	3	Sean Park	Bnkg



Source: Company website, Pitchbook Capital IQ, Crunchbase, FT Partners proprietary transaction database.

- Italics indicate preferred control / geography.
- * denotes M&A exit: ** denotes IPO exit. 2)
- 3) Deal Amount in mm.





\$400mm

<\$20mm

2015

NA

NA

Menlo Ventures Overview

Fund Size:

Revenue:

EBITDA:

Fund Raised:

Investment Range:

Overview

Menlo



H. DuBose Montgomery Co-Founder

Doug Carlisle

Managing Director



John Jarve Managing Director



Pravin Vazirani Managing Director

Investment Preferences

Select Recent Investments / Exits

Investment Criteria FinTech / Financial Services Investments ²

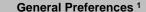
Date	Company	Deal Amt. ³	Board Rep.	Sector
05/15	CreditSesame (Series D)	\$16	John Jarve	Bnkg
04/15	RealtyShares (Series A)	12	John Jarve	CapMkts
02/15	Betterment (Series D)	60	John Jarve	CapMkts
09/14	FiveStars (Series B)	26	Pravin Vazirani	Pymts
09/13	Check (Intuit)*	24	Doug Carlisle	Bnkg
01/13	Nexxo Financial (Moneygram)*	10	Doug Carlisle	Pymts
09/12	ParAccel (Actian)*	26	John Jarve	FMS
08/11	BloomSpot (JP Morgan)*	40	Pravin Vazirani	Pymts
02/09	Golden Gateway Financial (Series A)*	5	NA	Bnkg
02/08	Cellfire (Catalina Marketing)*	12	Doug Carlisle	Pymts
02/07	ProfitLine (Series B)*	7	Doug Carlisle	FMS
04/05	PassMark Security (RSA Security)*	6	NA	Bnkg
03/05	Vhayu Technologies (Thomson Reuters)*	10	NA	CapMkts
01/05	Vocent Solutions (Passmark Security)*	6	Derek Chu	Pymts
01/05	FutureTrade (Interactive Brokers Group)*	11	Doug Carlisle	CapMtks
12/01	NewMarkets International (Commonwealth)*	3	NA	Pymts

Location(s)

Palo Alto, CA

About

- Founded in 1976 by H. DuBose Montgomery and 3 other partners, Menlo Ventures is one of the first venture capital firms established in Silicon Valley
- Has had numerous successful exits since inception, with 70 IPO's and over 100 mergers and acquisitions
- Manages a flexible investment mandate, making seed investments up to \$250k through its Menlo Talent Fund through participation in pre-IPO transactions
- Menlo Ventures takes an active role in each investment by serving on portfolio companies' boards
- Has invested in some of the most well known technology companies in the world, including Uber, Gilead and Tumblr



Control: Minority

Geography: North America

Transaction Type: Venture, Growth

Industry Focus: Advertising

Technology, E-

Commerce.

Marketplaces, Mobile, Gaming, New Media, Social Media Internet,

Cloud, SaaS.

Communications,

Hardware, Security, Storage & Big Data





Italics indicate preferred control / geography.

^{*} denotes M&A exit: ** denotes IPO exit. 2)

³⁾ Deal Amount in mm.



Francisco Partners Overview

Overview

FRANCISCO PARTNERS



Dipanjan (DJ) Deb CEO

David Golob

Officer

Chief investment



Peter Christodoulo
Partner



Ezra Perlman Co-President

Investment Preferences

Select Recent Investments / Exits

NA

Investment Criteria FinTech / Financial Services Investments ²

10/15 GoodRx (Early-Stage VC)

Fund Size:	\$2,875mm
Fund Raised:	2015
Investment Range:	\$100–300mm
Revenue:	NA
EBITDA:	NA

General Preferences 1

About

Location(s)

- Founded in 1999, Francisco Partners is one of the largest private equity firms focused exclusively on technology and tech-enabled businesses
- Francisco Partners has raised almost \$10 bn in capital since its founding and invested in over 150 companies
- Pursues transactions between \$50 mm and \$2 bn
- Specializing in buyouts, Francisco Partners will typically seek majority control in all transactions, but will consider minority from time to time
- Looks for companies with revenue growth between 5% and 15%
- Maintains a strategic partnership with venture / growth capital firm Sequoia Capital

Control:

Geography: North America,

Europe, Asia / Pacific

Transaction Type:

Growth, Buyout, Spinoff, Take Private, PIPE

Majority, Minority

Industry Focus:

Software / Services, Security / Systems, Internet, Healthcare IT, Hardware /

Industrial, Communications

Date	Company	Deal Amt.3	Board Rep.	

10/13	Goodka (Larry-Stage VC)	INA	Cillis Adailis	11011
04/15	Healthcare Source HR (Buyout)	\$330	NA	HCIT
02/15	Betterment (Series D)	60	Peter Christodoulo	CapMkts
01/15	eSolutions (PE Growth)	NA	NA	HCIT
11/14	CoverMyMeds (PE Growth)	NA	Chris Adams, Jason Brein	HCIT
10/14	Vendavo (Buyout)	NA	Petri Oksanen, Jay Schneider	FMS
06/14	PayLease (Buyout)	120	David Golob, Jay Schneider	Pymts
05/14	Prosper (Series C)	70	David Golob	Bnkg
10/14	Aesynt (Buyout)	52	Chris Adams, Ezra Perlman, Jay Schneider	HCIT
10/14	Avantgate (Buyout)	NA	David Golob, My Le Nguyen	Pymts
08/14	Paymetric (Buyout)	NA	Peter Christodoulo, Jason Brein	Pymts
06/12	Plex Systems (Buyout)	NA	DJ Deb, Brian Decker, Petri Oksanen	FMS
09/11	eFront (Bridgepoint)*	57	Deep Shah, Peter Christodoulo	CapMkts
10/10	Quantros (Buyout)	NA	Chris Adams, Ezra Perlman	нсіт 8
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Source: Company website, Pitchbook Capital IQ, Crunchbase, FT Partners proprietary transaction database.

- 1) Italics indicate preferred control / geography.
- * denotes M&A exit: ** denotes IPO exit.
- 3) Deal Amount in mm.



Sector

HCIT

Chris Adams

Significant Experience in Capital Markets Technology

Wealth Management

ita / Analytics

High Frequency Trading





















Significant Experience in Capital Markets Technology



Other Capital Markets Technology















Selected FT Partners' Research (click to view)



Research Report: Innovations in Capital Markets Technology



PENSCO Trust Company's Sale to Opus Bank



BlackRock's acquisition of FutureAdvisor



AlphaSense's \$33 mm growth financing



BATS files for its IPO



Wipro's acquisition of Viteos for \$130 mm



ICE's acquisition of Trayport for \$650 mm



Nasdaq's acquisition of ISE for \$1.1 billion



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.

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FT Partners has been recognized as Investment Banking Firm of the Year and regularly achieves Merger and Financing Deal of the Year recognition





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

Middle Market

Financing Awards

2006

The FT Partners Senior Banking Team

Name / Position	Prior Background	Experience / Education	Years of Experience
Steve McLaughlin Founder, CEO and Managing Partner	Goldman Sachs	 Formerly with Goldman, Sachs & Co. in New York and San Francisco from 1995-2002 Formerly Co-Head of Goldman Sachs' Financial Technology Group (#1 market share) Wharton M.B.A. 	21
Larry Furlong Managing Director	Goldman Sachs	 Formerly with Goldman, Sachs & Co. in New York, London and Los Angeles beginning in 1995 Wharton M.B.A. 	21
Greg Smith Managing Director	Merrill Lynch J.P.Morgan sterne agee	 Formerly award winning Equity Research Analyst at Merrill Lynch / J.P. Morgan / Sterne Agee Recent coverage included V, MA, DFS, FISV, FIS, JKHY, DST, ENV, GPN & HPY among others 	20
Tim Wolfe Managing Director	Goldman Sachs	 Formerly with Goldman, Sachs & Co. beginning in 2000 40 Under 40 M&A Advisor Award Winner 2013 Harvard M.B.A. 	14
Andrew McLaughlin Managing Director, Research & Business Development	Deloitte.	 Leads FT Partners' Research and Business Development Team Formerly with Deloitte Consulting 	10

