

FT PARTNERS FINTECH INDUSTRY RESEARCH

September 28, 2018



Samoyed Files for its IPO

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 15 years of exclusive focus on Financial Technology

FT Partners' Advisory Capabilities



FT Partners' FinTech Industry Research

FINTECH RESEARCH & INSIGHTS

- In-Depth Industry Research Reports
- Proprietary FinTech Infographics
- Monthly FinTech Market Analysis
- FinTech M&A / Financing Transaction Profiles



The Information

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"



THE M&A ADVISOR

Numerous Awards for Transaction Excellence including "Deal of the Decade"

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IPO Overview

Key IPO Statistics

CEO:	Debin Tang
Headquarters:	Shenzhen, China
Founded:	2015
Employees:	269
<hr/>	
Prospectus File Date:	September 28, 2018
Ticker:	NYSE: SMY
Estimated Proceeds:	\$80 mm
Filing Range:	TBD
Revised Filing Range:	TBD
Listing Date:	TBD


Use of Proceeds

Samoyed intends to use the proceeds to continue customer acquisition and brand building in addition to acquiring and retaining talent, improving technology infrastructure, making complimentary acquisitions to the existing business, and bolstering the Company's balance sheet

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION



FORM F-1

Samoyed Holdings Limited



(NYSE: SMY)

Kexing Science Park, No.15, Keyuan Road
Nashan District, Shenzhen
The People's Republic of China

Morgan Stanley Deutsche Bank CICC
中金公司

Source: Company website, prospectus

Samoyed Overview

Company Overview



- **Samoyed works with financial institutions to provide credit services to existing credit card holders that have prime credit**
 - Facilitates loan transactions for financial institution partners for a service fee, without taking credit risk on transactions
- **Only loan facilitator in China that facilitates credit card balance transfer products with a weighted average APR lower than 18.25%, the annual interest rate cap for credit cards set by the Peoples Republic of China regulators**
 - Has established a barrier to entry in the form of competitive pricing for its balance transfer product segment by optimizing costs at every stage of its operations, including customer acquisition, funding, risk management, payment, collection and operations
- **In 2017, Samoyed was ranked third in terms of number of registered users among the credit card repayment facilitators in China**

Products and Services

Facilitating Credit Card Balance Transfer



省呗
你的信用卡分期神器

- **Samoyed currently facilitates three credit services for its customers:**
 - Credit card balance transfer, which extends credit to finance customers' repayment of credit cards bills
 - Cash advance services, a cash loan anywhere from 3 to 12 months and with a lower APR offered by Chinese banks for similar products
 - Credit loans with 3 to 12 months terms and a principal amount between RMB 20,000 (US\$3,022.5) and RMB 50,000 (US\$7,556.2) and an effective APR ranging from 24% to 36%
- **"Seven Swords" proprietary technology system applied across the whole transaction process allows for continual optimization of the loan platform:**



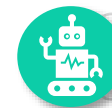
Orion anti-fraud model



DNA credit scoring model



LBRSM geographical location model



Alpha S credit decision bot

Management Team

Jianming Lin
Co-Founder & Chairman



- Mr. Jianming Lin has been the Company's chairman since its inception
- He previously served as Department Manager at Merchants Union consumer Finance Co.
- He received a degree in Computer Science and Technology in 2001 from Huazhong University of Science and Technology

Debin Tang
Co-Founder & Chief
Executive Officer



- Mr. Tang was previously department manager at Merchants-Union Consumer Finance Company from 2014 to 2015 and before that worked at China Merchant's Bank
- He received his bachelor's degree in economic law from Northeast University of Finance and has a master's degree from Renmin University of China

Xiaojun Cai
Chief Financial Officer



- Mr. Xiaojun Cai has served as CFO since May 2018
- Previously Mr. Cai served as CFO of MOLBASE from 2013 to 2015
- Mr. Cai received his bachelor's degree in management from Shanghai University of Finance and Economics in 2007 and his master's degree in financial business administration from China Europe International Business School

Zhan Kevin Xu
Director



- Mr. Zhan Kevin Xu has served as a director since May 2018
- Since 2011, Mr. Xu has been a Managing Director at Pacific Alliance Group for 5 years and previously worked at Apax Partners, TPG Capital, and Morgan Stanley
- Mr. Xu has a bachelor's degree in electronic information engineering from Zhejiang University and a master's degree from Stanford University

Shuanggui Liu
Director



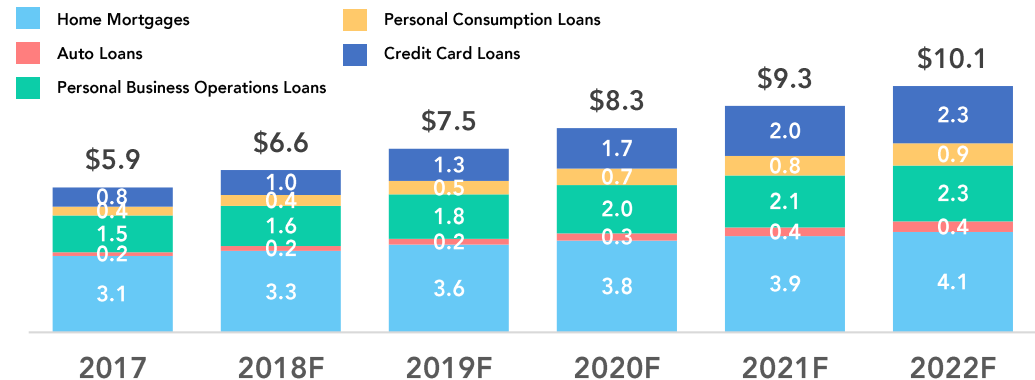
- Mr. Shuanggui Liu will serve as a director upon the effectiveness of the registration statement
- Since July 2013, Mr. Liu has served as investment director of finance and technology department of Fortune Venture Capital Co. and from July 2010 to June 2013, he served as partner of GTJA Investment Group
- He received his bachelor's degree in electric information and engineering from Nanjing University and has a master's degree in politics and economy from Peking University

Industry Overview

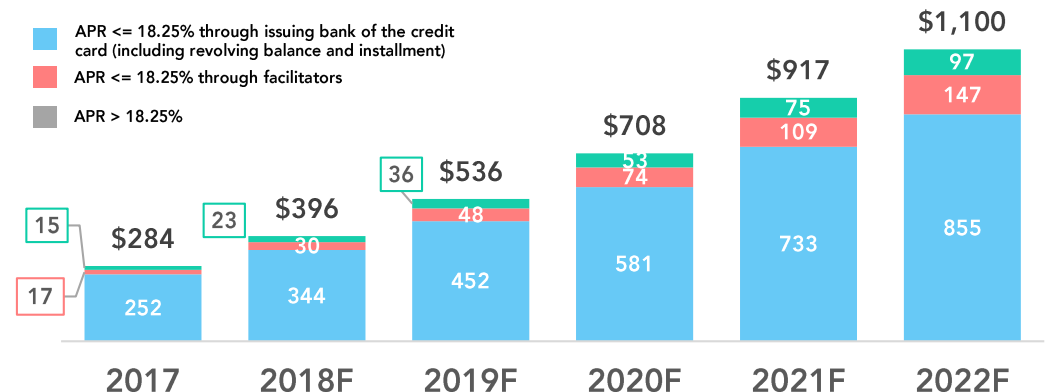
Chinese Credit Card Repayment Market

- i. Chinese consumption has grown rapidly and is supported by **increased use of borrowing**
- ii. The CAGR in the outstanding balance of personal consumption in loans was **27%** from 2011-2017 compared to a **9%** CAGR in real disposable income
- iii. In particular, millennials born between 1980 and 1999 are more educated with **over 70% employed in white collar** occupations (e.g. government, specialists and clerical jobs)
- iv. **Millennials in urban areas have a higher spending propensity** with the total spending increasing at a CAGR of 16% from 2011 to 2016
- v. China's credit card market is very different from the U.S. – About 66% of the adult population in the U.S. has a credit card compared to **21% in China** where there is **low credit card penetration** and there is still a significant demand for cash advance
- vi. According to Oliver Wyman, among various credit card repayment channels, **demand potential for repayment with APR of 18.25%** through facilitators represents the fastest growth from RMB119 billion (US\$18.0 billion) in 2017 to RMB1,053 billion (US\$159.1 billion) by 2022, representing a CAGR of **55%**

Outstanding Balance of Personal Credit Market in China (\$ in bn)



Outstanding Balance of Repayment Channels for Credit Cards



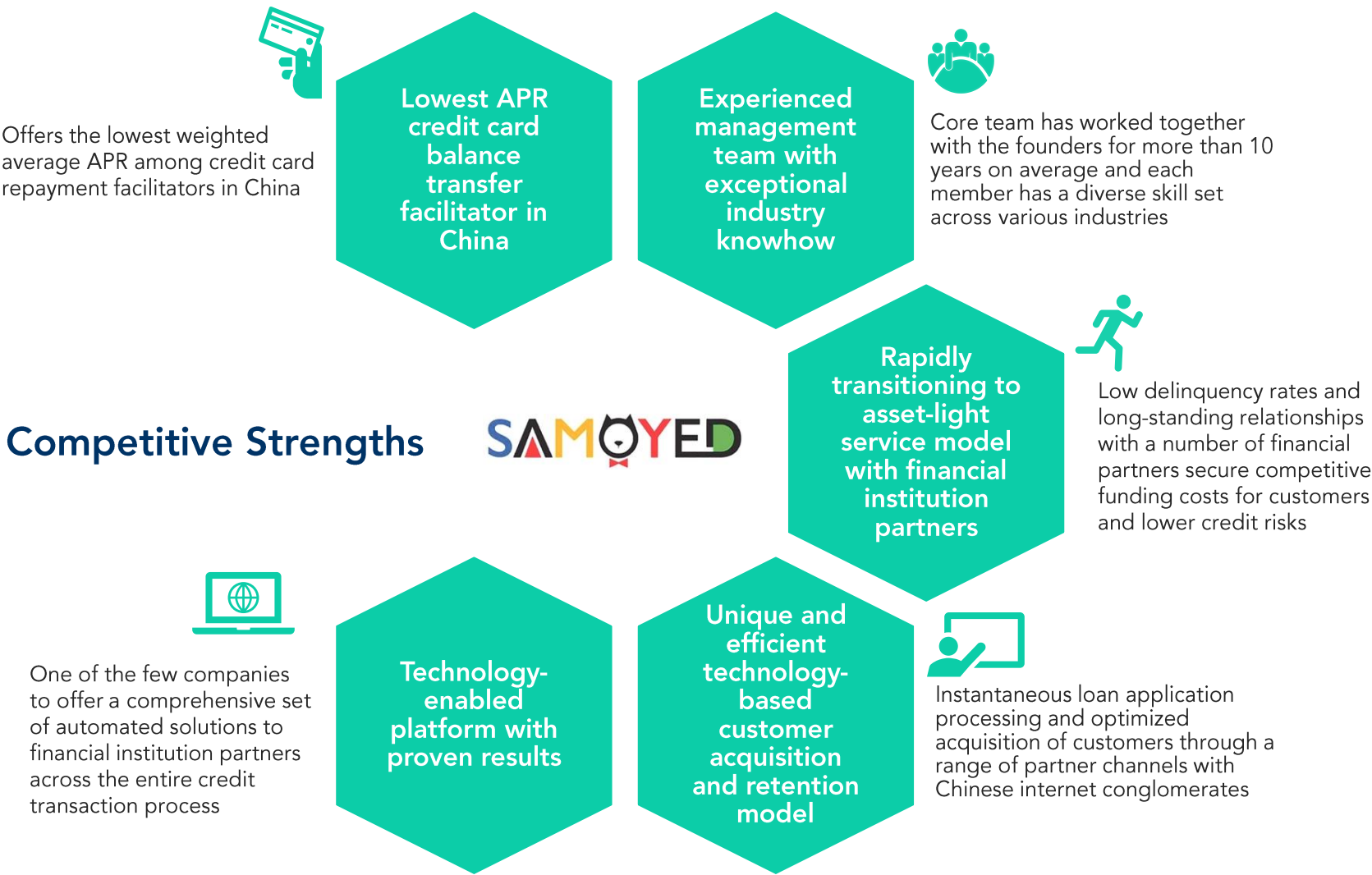
Competitive Landscape

- i. Both issuing banks of credit cards and credit card repayment facilitators compete in the credit card repayment market
- ii. Top five participants in the credit card repayment facilitation market include KaKaDai, Xiaoying Card Loan, Shengbei, Huanbei and Tinihuan





Competitive Strengths



Growth Strategies

Expand customer base and enhance brand recognition

- Expand credit-focused customer base and increase penetration in China's credit proven population by offering more personalized products, services, and further utilizing targeted marketing
- The initiatives will help strengthen brand recognition, expand transaction recommendation volumes, and achieve economies of scale to lower customer acquisition costs

Create value for customers' lifetime needs through broadening service offerings

- Enrich product offerings beyond credit to include wealth management, insurance, credit card management, and daily life services to realize long term potential
- Leverage technology expertise to cross sell internet based non-financial lifestyle services to the mass population including valued added services that will generate more data that can be used to streamline consumer preferences

Nurture deep partnerships with financial institutions

- Expand coverage to include different types of financial institutions and maximize value for financial institutions across the entire credit transaction
- Provide other value added services such as targeted risk management and anti-fraud solutions to monetize expertise and technology in cooperation with financial institutions with robust customer acquisition capabilities

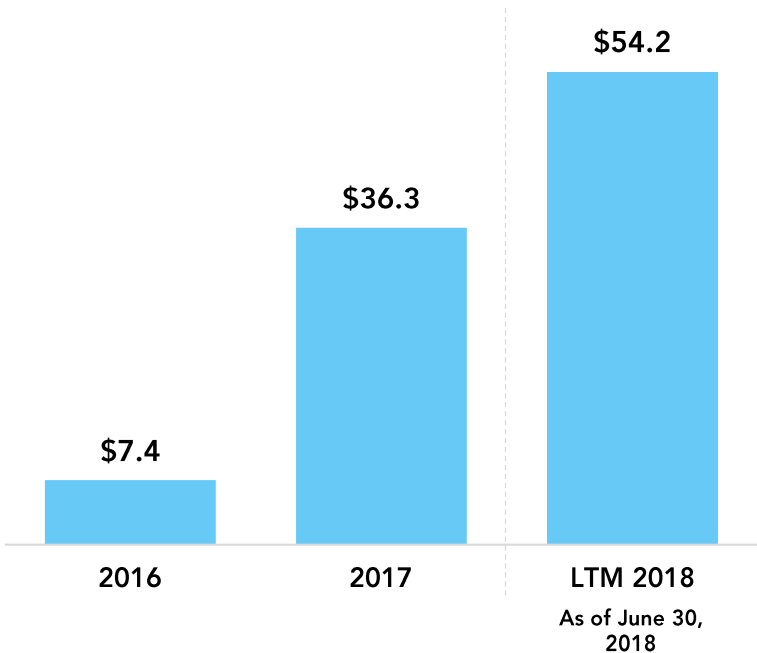
Continue to invest in data and technology

- Strive to strengthen data analytics and technology capabilities to enable a superior user experience, conduct more effective risk management, and respond promptly to new business opportunities
- Further integration among technology, business and risk management and a greater focus on the application of artificial intelligence and blockchain to improve the credit transaction processes



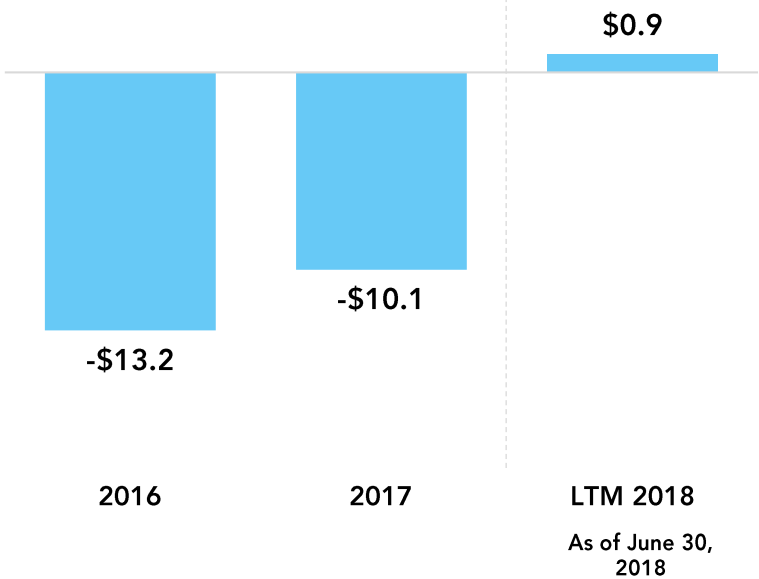
Net Operating Revenue

(\$ in mm)



Net (Loss) / Profit

(\$ in mm)

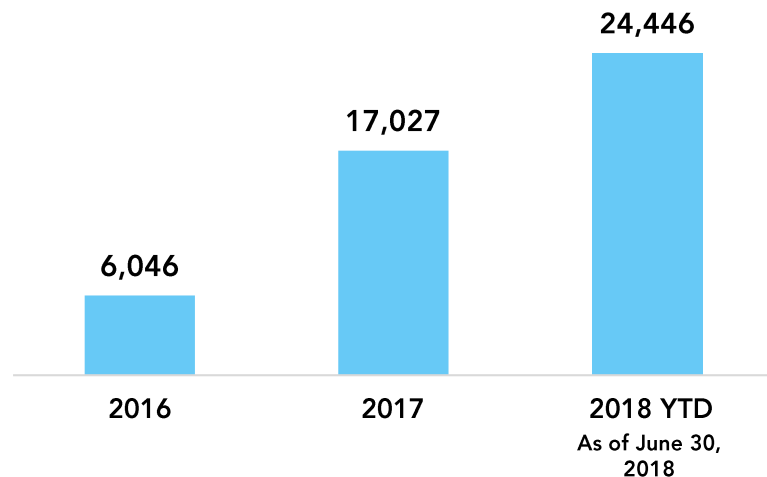




Key Metrics

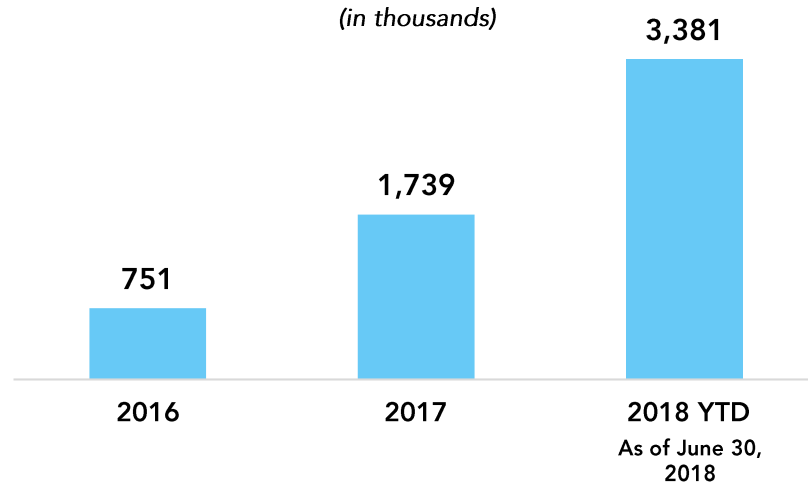
Accumulated Number of Registered Users

(in thousands)

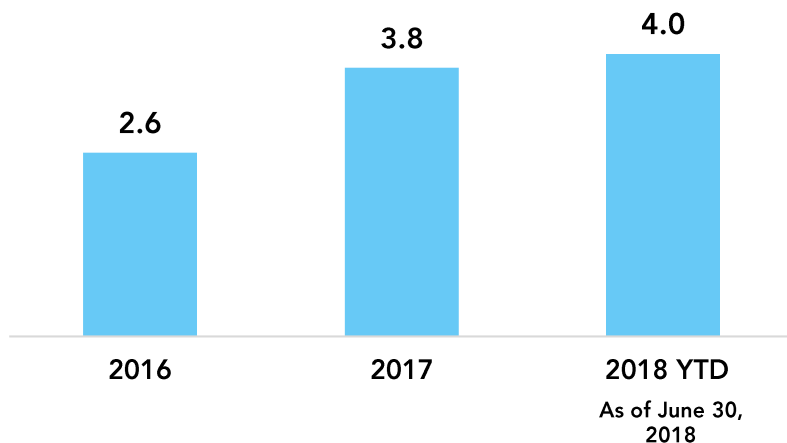


Average Number of Monthly Active Users

(in thousands)

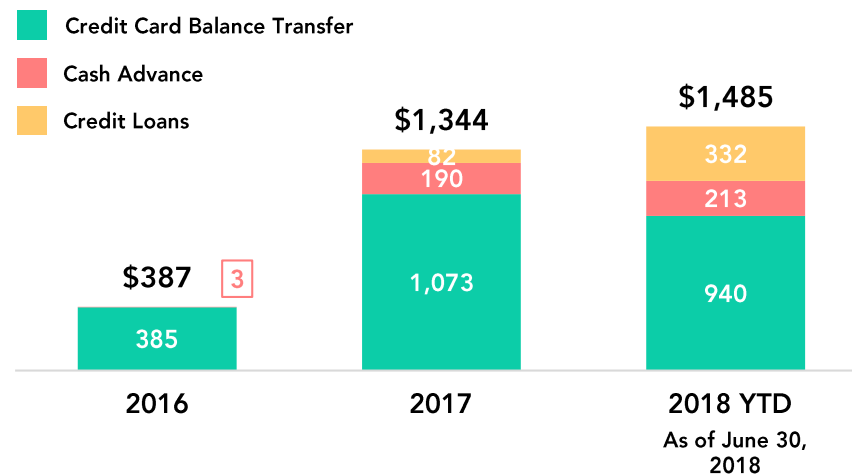


Average Number of Loan Transactions Per Customer



Loan Facilitation Volume

(\$ in mm)

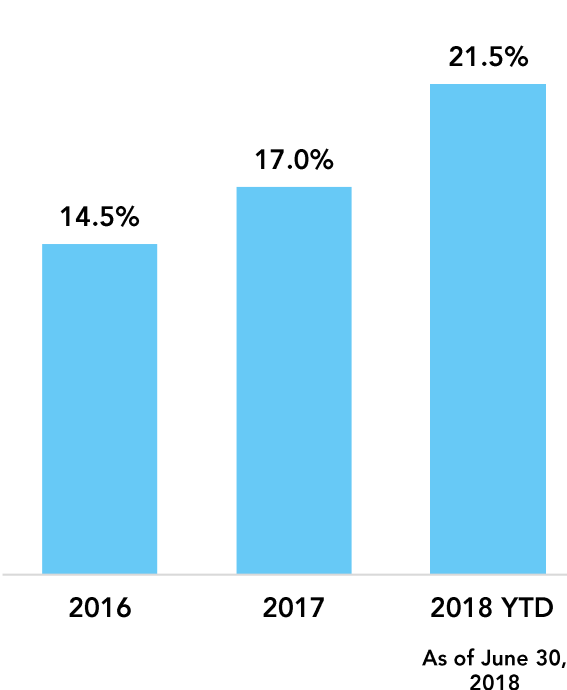




Key Metrics (Cont.)

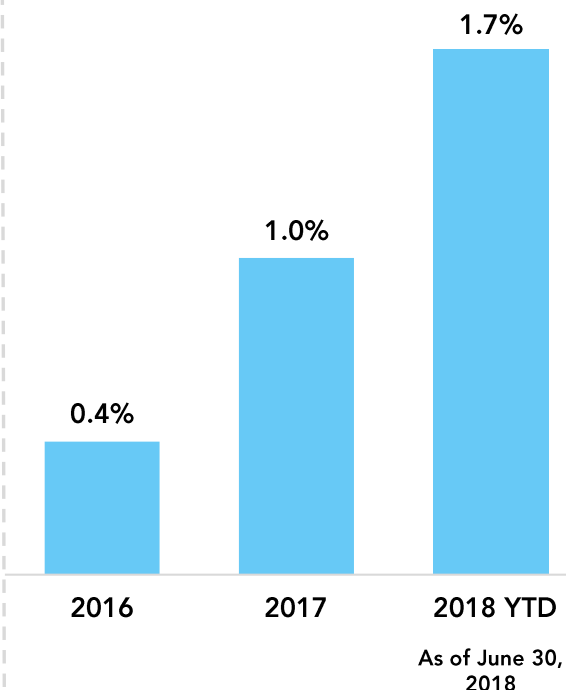
Weighted Average APR

Represents the average APR of credit drawdowns weighted by loan volume that are facilitated by the Company in the specified period



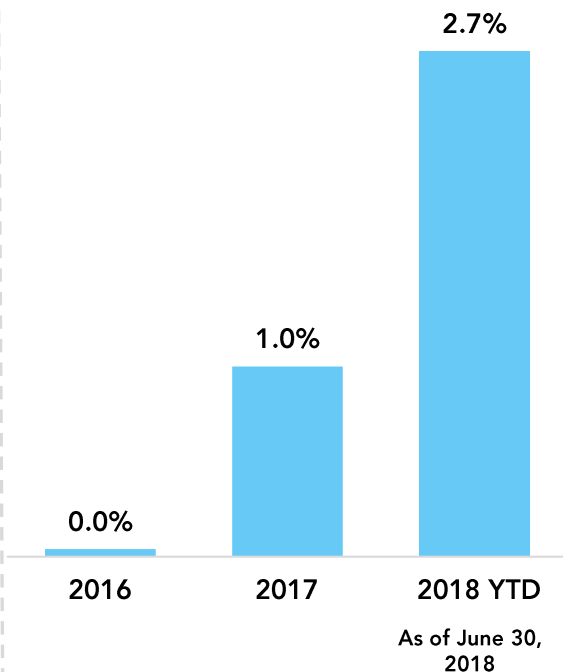
M3+Delinquency Rate By Balance

Represents the total outstanding balance for all loans of a customer for which any installment repayment is over 90 calendar days past due divided by the total outstanding balance of all loans; Credit loans and loans that have been charged-off are not included



Charge-off Rate

Represents the total loan principal for all loans of a customer for which any installment repayment is over 210 calendar days past due divided by the total outstanding balance of all loans assuming that no loans are charged off



Source: Company prospectuses

Samoyed Files for its IPO



Publicly Traded Comparables

Company Name	Price 10/29/18	% MTD Change	% LTM High	Market Value (\$ mm)	Enterprise Value (\$ mm)	Multiples						Growth Rates			Margins		P / E / G CY 18E	
						Price / Earnings		EV / EBITDA		EV / Revenue		Revenue		EPS	EBITDA			
						CY 18E	CY 19E	CY 18E	CY 19E	CY 18E	CY 19E	CY 18E	CY 19E	LT	CY 18E	CY 19E		
ONLINE, NON-BANK LENDERS																		
Yixin Group	\$ 0.24	(25)%	19 %	\$ 1,615	\$ 5,421	17.8 x	7.8 x	41.4 x	19.8 x	6.8 x	5.0 x	43 %	36 %	na	16 %	25 %	na	
LexinFintech	9.28	(5)	46	1,700	3,543	9.2	5.2	18.6	9.2	3.6	2.8	22	30	40	20	30	0.2	
GreenSky	12.10	(33)	45	2,435	2,478	18.5	13.4	12.6	9.4	5.7	4.2	35	35	24	45	45	0.8	
Qudian	4.30	(13)	12	1,471	1,594	3.9	3.0	3.8	3.1	1.3	0.7	71	89	13	33	22	0.3	
PPDAI	5.58	5	38	1,824	1,311	6.8	6.4	6.0	na	2.4	2.1	(10)	19	(5)	40	na	nm	
LendingClub	3.02	(23)	51	1,278	1,054	32.4	16.1	12.3	7.8	1.5	1.3	21	18	na	12	16	na	
Yirendai	15.71	(13)	33	953	688	7.3	5.2	3.2	2.3	0.8	0.6	(0)	22	8	24	28	0.9	
OnDeck	6.69	(10)	71	507	467	15.2	13.6	13.3	10.0	1.2	1.1	9	12	na	9	11	na	
Hexindai	7.77	(1)	46	416	268	5.3	5.3	na	na	2.5	2.3	370	8	na	na	na	na	
Mogo	2.68	(11)	41	63	129	nm	nm	nm	17.9	2.9	2.3	21	24	na	3	13	na	
creditshef	84.69	(4)	88	113	113	nm	nm	na	na	na	na	na	na	na	na	na	na	
China Rapid Finance	2.45	(17)	23	164	92	nm	9.7	nm	na	1.0	0.6	10	71	na	nm	na	na	
Median		(12)%	43 %			9.2 x	7.1 x	12.4 x	9.3 x	2.4 x	2.1 x	21 %	24 %	13 %	20 %	23 %	0.5 x	
Mean		(12)	43			12.9	8.6	13.9	9.9	2.7	2.1	54	33	16	23	24	0.5	
TRADITIONAL CONSUMER LENDERS																		
OneMain (fka Springleaf)	\$ 27.47	(17)%	74 %	\$ 3,730	nm	5.5 x	5.0 x	nm	nm	nm	nm	15 %	7 %	8 %	nm	nm	0.7 x	
Santander Consumer USA	17.72	(10)	81	6,413	nm	7.0	6.6	nm	nm	nm	nm	(2)	4	14	nm	nm	0.5	
World Acceptance	97.36	(13)	78	896	nm	12.2	11.6	nm	nm	nm	nm	(3)	5	na	nm	nm	na	
International Personal Finance	2.24	(18)	67	499	nm	5.6	5.4	nm	nm	nm	nm	3	8	na	nm	nm	na	
Provident Financial	6.57	(13)	47	1,481	nm	10.0	7.9	nm	nm	nm	nm	(4)	4	1	nm	nm	nm	
Regional Management	28.50	(2)	77	346	nm	9.1	7.8	nm	nm	nm	nm	12	16	na	nm	nm	na	
Median		(13)%	75 %			8.1 x	7.2 x	na	na	na	na	1 %	6 %	8 %	na	na	0.6 x	
Mean		(12)	71			8.2	7.4	na	na	na	na	4	7	8	na	na	0.6	
ONLINE SHORT-TERM CONSUMER LENDING																		
Enova International	\$ 24.88	(10)%	64 %	\$ 866	\$ 819	9.7 x	8.0 x	3.9 x	3.3 x	0.7 x	0.6 x	31 %	14 %	na	19 %	20 %	na	
Curo Group	13.44	(54)	42	642	527	7.2	4.7	2.4	2.0	0.5	0.4	14	16	na	20	21	na	
goeasy	31.69	(20)	76	441	423	11.5	7.7	4.1	2.9	1.1	0.9	26	22	na	26	31	na	
Elevate	6.35	(19)	56	278	207	9.5	5.8	1.5	1.2	0.3	0.2	19	17	na	17	18	na	
MyBucks	6.94	(26)	43	81	77	na	na	na	na	na	na	na	na	na	na	na	na	
Ferratum	12.59	(26)	35	272	76	10.8	7.6	1.6	1.2	0.2	0.2	21	24	na	16	17	na	
Median		(23)%	50 %			9.7 x	7.6 x	2.4 x	2.0 x	0.5 x	0.4 x	21 %	17 %	na	19 %	20 %	na	
Mean		(26)	53			9.7	6.7	2.7	2.1	0.6	0.5	22	19	na	20	21	na	

Selected FT Partners' Research – *Click to View*

June 25, 2018

FT PARTNERS
TRANSACTION ANNOUNCEMENT

FT PARTNERS is Pleased to Announce its Role as IPO Advisor to

GreenSky™

in its
\$1,010,000,000
Initial Public Offering

for a total enterprise value of
\$4,500,000,000

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

GreenSky Raises \$1 billion in its IPO

September 22, 2017

FT PARTNERS
TRANSACTION ANNOUNCEMENT

FT PARTNERS is Pleased to Announce its Exclusive Role as Sole Strategic and Financial Advisor to

PROSPER

in its Series G Financing from
an investment fund co-managed by
FinEX ASIA

for total consideration of
\$ 50,000,000

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San Francisco • New York • London

Prosper's Series G Financing

December 4, 2017

FT PARTNERS
TRANSACTION ANNOUNCEMENT

FT PARTNERS is Pleased to Announce its Exclusive Role as Sole Strategic and Financial Advisor to

oakam'

in its debt financing from
VICTORY PARK CAPITAL

for total consideration of approximately
\$47,000,000

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San Francisco • New York • London

Oakam's Debt Financing from Victory Park Capital

January 19, 2018

FT PARTNERS
TRANSACTION ANNOUNCEMENT

FT PARTNERS is Pleased to Announce its Exclusive Role as Sole Strategic and Financial Advisor to

defi SOLUTIONS

in its Series C Investment from
BainCapital VENTURES

for approximately
\$55,000,000

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San Francisco • New York • London

defi SOLUTIONS Raises \$55 million in Series C Financing

FT PARTNERS FINTECH INDUSTRY RESEARCH

March 7, 2018

Atom

Atom Bank Raises £149 million (~\$207 million) in Financing Led by BBVA & Toscafund

BBVA TOSCAFUND

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

Atom Bank Raises ~\$207 million in Financing

FT PARTNERS FINTECH INDUSTRY RESEARCH

March 27, 2018

N26

N26 Raises \$160 million in Series C Financing Led By Allianz X & Tencent

Allianz X Tencent 腾讯

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N26 Raises \$160 million in Series C Financing

FT PARTNERS FINTECH INDUSTRY RESEARCH

April 26, 2018

Revolut

Revolut Raises \$250 million in Series C Financing Led By DST Global

DST

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Revolut Raises \$250 million in Series C Financing Led by DST Global

FT PARTNERS FINTECH INDUSTRY RESEARCH

June 5, 2018

chime

Chime Raises \$70 million in Series C Financing Led by Menlo Ventures

M Menlo

The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

Chime Raises \$70 million in Series C Financing

[VIEW MORE FT PARTNERS RESEARCH](#)

Strong Track Record of Success in the Alternative Lending Space

White Label Loan Management

Financial Technology Partners LP
FTP Securities LLC

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

INSIKT

in its Series D financing led by

Coppel

with participation from

revolution FIRSTMARK Colchis

for total consideration of

\$ 50,000,000

FINANCIAL
TECHNOLOGY
PARTNERS

The Only Investment Bank
Focused Exclusively on Financial Technology

Consumer Home Improvement Financing

Financial Technology Partners LP
FTP Securities LLC

is pleased to announce its
exclusive role as financial advisor to

GreenSky

in its minority investment from

DST ICONIQ

TPG WELLINGTON
MANAGEMENT

for total consideration of

\$ 300,000,000

FINANCIAL
TECHNOLOGY
PARTNERS

The Only Investment Bank
Focused Exclusively on Financial Technology

Consumer Marketing / Credit Lead Generation

Financial Technology Partners LP
FTP Securities LLC

is pleased to announce its role as advisor to

capitalG

in its lead investment in

credit karma

with additional participation from

TIGER SIG Ribbit Capital

for approximately

\$ 85,000,000

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TECHNOLOGY
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The Only Investment Bank
Focused Exclusively on Financial Technology

SMB Credit Tools / Financing

Financial Technology Partners LP
FTP Securities LLC

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

Nav

in its Series B minority financing led by

experian

with participation from

宜信 CreditEase 宜信 CreditEase 宜信 CreditEase

POINT72 VENTURES 宜信 CreditEase 宜信 CreditEase

Clocktower technology 宜信 CreditEase 宜信 CreditEase

KPCB 宜信 CreditEase 宜信 CreditEase

Tencent 宜信 CreditEase 宜信 CreditEase

for a total consideration of

\$ 38,000,000

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Focused Exclusively on Financial Technology

Peer-to-Peer Lending

Financial Technology Partners LP
FTP Securities LLC

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

PROSPER

in its loan purchase agreement with a
consortium of institutional investors

Affiliates of

NEW RESIDENTIAL Jefferies

THIRD POINT

for up to

\$ 5,000,000,000

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SaaS-based Loan Origination

Financial Technology Partners LP
FTP Securities LLC

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

WebEquity
solutions™

in its sale to

Moody's

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SMB Financing

Financial Technology Partners LP
FTP Securities LLC

is pleased to announce its
role as advisor to

Kabbage

in its Series E minority financing led by

RCP REVERENCE
CAPITAL PARTNERS

ING

Santander InnoVentures Scotiabank

for total consideration of

\$ 135,000,000

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TECHNOLOGY
PARTNERS

The Only Investment Bank
Focused Exclusively on Financial Technology

Supplier Finance Solutions

Financial Technology Partners LP
FTP Securities LLC

is pleased to announce its exclusive role as
financial advisor to

taulia

in its investment from

QUESTMARK PARTNERS

zouk BBVA edbi

for total consideration of approximately

\$ 65,000,000

FINANCIAL
TECHNOLOGY
PARTNERS

The Only Investment Bank
Focused Exclusively on Financial Technology

FT Partners Advised on Many of the Largest Alternative Lending Transactions

Company	Investor(s)	Amount Raised
PROSPER	Affiliates of NEW RESIDENTIAL THIRD POINT Jefferies	\$5,000,000,000 Loan Commitment
GreenSky™	FIFTH THIRD BANK	2,000,000,000 Loan Commitment
GreenSky™	Initial Public Offering	50,000,000 Investment
GreenSky™	TPG DST ICONIQ WELLINGTON MANAGEMENT	1,010,000,000
GreenSky™	PIMCO	300,000,000
GreenSky™	PIMCO	200,000,000
Kabbage®	RCP REVERENCE CAPITAL PARTNERS ING Santander InnoVentures Scotiabank®	135,000,000
earnest	ADAMS STREET BV maveron	75,000,000
taulia®	QUESTMARK PARTNERS zouk BBVA edbi	65,000,000
INSIKT	Coppel FIRSTMARK revolution Colchis CAPITAL	50,000,000
PROSPER	Fund Co-Managed by: FinEX ASIA	50,000,000
credit sesame	ICP INVENTUS Menlo CAPITAL PARTNERS ia capital group SF CAPITAL	42,000,000
Nav	宣信 CreditEase KPCB 腾讯 experian CROSSLINK CAPITAL POINT72 VENTURES 钟鼎创投	38,000,000

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

<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>capital6</p> <p>in its lead investment in</p> <p>credit karma</p> <p>with additional participation from</p> <p>TIGER SIG Ribbit Capital</p> <p>for approximately</p> <p>\$ 85,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>F2ST P2Y</p> <p>in its growth financing from</p> <p>OAK HC/FT</p> <p>for total consideration of approximately</p> <p>\$ 15,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>lighter capital</p> <p>in its growth financing from</p> <p>for approximately</p> <p>\$ 9,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>Upstart</p> <p>in its Series C financing led by</p> <p>THIRD POINT</p> <p>with additional participation from</p> <p>khosla ventures</p> <p>for approximately</p> <p>\$ 35,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>
<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>Bluebird</p> <p>in its financing, including investment from</p> <p>HIGHLAND KPMG TRIMITY</p> <p>for approximately</p> <p>\$ 15,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>borro®</p> <p>in its growth financing for total consideration of</p> <p>\$ 19,500,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>L2C inc</p> <p>in its sale to</p> <p>TransUnion</p> <p>for total consideration of approximately</p> <p>\$ 47,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>oakam</p> <p>in its debt financing from</p> <p>VICTORY PARK CAPITAL</p> <p>for total consideration of approximately</p> <p>\$ 47,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>
<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>EllieMae</p> <p>in its</p> <p>\$45,000,000</p> <p>Initial Public Offering</p> <p>valuing the equity at approximately</p> <p>\$ 146,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>CIBC</p> <p>in its strategic investment in</p> <p>with additional participation from</p> <p>Bain Capital Ventures</p> <p>for total consideration of approximately</p> <p>\$ 70,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>customcredit@systems</p> <p>an affiliate company of</p> <p>Triton Pacific Capital Partners, LLC</p> <p>in its sale to</p> <p>MISYS</p> <p>an affiliate company of</p> <p>Vista Equity Partners</p> <p>for total consideration of approximately</p> <p>\$ 70,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>WebEquity solutions™</p> <p>in its sale to</p> <p>Moody's</p> <p>for total consideration of approximately</p> <p>\$ 70,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>

FT Partners Advises GreenSky on its \$1 billion Initial Public Offering

Overview of Transaction

- On May 23, 2018, GreenSky (Nasdaq: GSKY) priced its IPO at \$23 per share, raising approximately \$1.01 billion
- Due to strong demand, the deal priced at the high end of the initial \$21 - \$23 filing range and the number of shares was increased by 3.9 million, or 11%
- GreenSky will use the IPO proceeds to purchase Holdco units and Class A common stock from its CEO and other officers as well as early equity investors
- 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 approximately 12,000 active merchants on its platform and the Company has enabled 1.7 million consumers to finance over \$12 billion of transactions since its inception through March 31, 2018

Significance of Transaction

- GreenSky's IPO is the largest U.S. Technology IPO of 2018 and is also the largest U.S. FinTech IPO in over two years¹
- 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 IPO Advisor to GreenSky on this transaction
- FT Partners previously advised GreenSky on its [\\$300 million investment by TPG, Iconiq, Wellington, and DST in 2014](#), its [\\$2 billion loan purchase agreement and \\$50 million investment by Fifth Third Bank in 2016](#), and its [\\$200 million investment by PIMCO in 2017](#)
- FT Partners has leveraged its deep industry knowledge, extensive transaction expertise, and broad scope of relationships to consistently achieve favorable outcomes for GreenSky

Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its role as
IPO Advisor to*



in its

\$1,010,000,000
Initial Public Offering

for a total enterprise value of

\$4,500,000,000



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(1) Excludes ADRs and foreign issuers

FT Partners Advises INSIKT on its Series D Financing

Overview of Transaction

- On December 13, 2017, INSIKT announced it has raised \$50 million in its Series D financing round led by Grupo Coppel
 - Existing investors First Mark Capital, Revolution Ventures and Colchis Capital also participated
- Headquartered in San Francisco, CA, INSIKT provides a white-label credit and loan management platform called Lendify to over 620 store locations across the United States
 - Lendify is cloud-based and available to organizations wanting to extend and deepen their relationships with customers by offering high quality loans
- With 1,450 store locations and 1,000 bank branches, Grupo Coppel has many years of experience providing credit and empowering financial services to millions of previously unbanked families in Mexico and Latin America
- This transaction was featured in articles on [TechCrunch](#) and [American Banker](#)

Significance of Transaction

- The latest round brings the Company's total funding to \$100 million, and will enable further growth in existing and new markets
- Since first launching in late 2014, INSIKT has processed more than 325,000 applications and provided 125,000 loans to underserved individuals in need of credit

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to INSIKT in this transaction
- This transaction further demonstrates FT Partners' continued success advising leading FinTech companies as well as its deep domain expertise in the Alternative Lending space

Financial Technology Partners LP FTP Securities LLC

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

INSIKT

in its Series D financing led by



with participation from



for total consideration of

\$ 50,000,000



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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 co-managed 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 [Prosper's \\$5 billion loan purchase agreement](#) 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*

PROSPER

in its Series G Financing from

an investment fund co-managed by

FinEX
A S I A

for total consideration of

\$ 50,000,000

**FINANCIAL
TECHNOLOGY
PARTNERS**

*The Only Investment Bank
Focused Exclusively on Financial Technology*

Award-Winning Investment Banking Franchise Focused on Superior Client Results

	2018	<ul style="list-style-type: none"> 2018 Top Investment Bank in FinTech
 Institutional Investor Annual Ranking	2017 2015 - 2016 2006 - 2008	<ul style="list-style-type: none"> Ranked #1 Most Influential Executive on Institutional Investor's FinTech 40 List Steve McLaughlin Ranked Top 5 on Institutional Investor's FinTech 35 List Consecutively Ranked (2006, 2007 and 2008) among the Top Bankers on Institutional Investor's "Online Finance 40"
 The Information	2016	<ul style="list-style-type: none"> Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"
 M&A Advisor Awards	2015 - 2017 2010 - 2014 2004 - 2007	<ul style="list-style-type: none"> Investment Banker of the Year – 2017 Investment Banking Firm of the Year – 2016 Cross Border Deal of the Year - 2016 Dealmaker of the Year – 2015 Technology Deal of the Year – 2015 Equity Financing Deal of the Year - 2014 Professional Services Deal of the Year, Above \$100 mm – 2014 Dealmaker of the Year – 2012 Professional Services Deal of the Year, Above \$100 mm – 2012 Boutique Investment Bank of the Year – 2011 Deal of the Decade – 2011 Upper Middle Market Deal of the Year, Above \$500 mm – 2010 IT Services Deal of the Year, Below \$500 mm – 2010 Cross-Border Deal of the Year, Below \$500 mm – 2010 Dealmaker of the Year – Steve McLaughlin – 2007 Business to Business Services Deal of the Year - 2007 Computer and Information Technology Deal of the Year, Above \$100 mm – 2007 Financial Services Deal of the Year, Above \$100 mm – 2007 Investment Bank of the Year – 2004
 Middle Market Financing Awards	2006 - 2008	<ul style="list-style-type: none"> Equity Financing Dealmaker of the Year – Steve McLaughlin – 2008 Information Technology Deal of the Year – 2008 Financial Services Deal of the Year – 2008 Financing Professional of the Year – Steve McLaughlin – 2006

The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
Steve McLaughlin <i>Founder, CEO and Managing Partner</i>		<ul style="list-style-type: none"> 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. 	23
Larry Furlong <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004 Wharton M.B.A. 	22
Greg Smith <i>Managing Director</i>		<ul style="list-style-type: none"> 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 	22
Osman Khan <i>Managing Director</i>		<ul style="list-style-type: none"> 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 LSE (BSc w/Honors), MBS (MBA w/Distinction), ICAEW (FCA) 	21
Steve Stout <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly Global Head of Strategy at First Data Formerly Led J.P. Morgan Payments Investment Banking Practice Former Equity Research Analyst on #1 ranked team at UBS Former Economist at the Federal Reserve Bank 	20
Mike Nelson <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly head of FinTech M&A at SunTrust Robinson Humphrey, began investment banking career at Piper Jaffray Kellogg M.B.A. 	18
Tim Wolfe <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with Goldman Sachs from 2000-2002 40 Under 40 M&A Advisor Award Winner 2013 Harvard M.B.A. 	16
Kate Crespo <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with Raymond James' Technology & Services investment banking 12+ years of FinTech transaction execution experience Dartmouth M.B.A. 	16
Timm Schipporeit <i>Managing Director</i>		<ul style="list-style-type: none"> 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 	15
Andrew McLaughlin <i>Managing Director</i>		<ul style="list-style-type: none"> 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting 	12