FT PARTNERS FINTECH INDUSTRY RESEARCH

September 25, 2018



Bread Raises \$60 million Financing Led by Kinnevik





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 15 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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Bread

Transaction Overview

Transaction Summary



Marketing technology that builds customizable financing solutions for brands and retailers

- On September 18, 2018, Bread announced that it has raised \$60 million in financing led by Kinnevik
 - All major existing investors including Bessemer Venture Partners, Menlo Ventures, RRE Ventures, Colle Capital Partners, and Cue Ball also participated in the round
- Bread will use this new financing to extend its omnichannel capabilities, expand into new verticals and pursue strategic opportunities
- Bread also announced it is on track to increase its revenue by more than 5x this year
- The Company has raised +\$100 million in equity financing since inception in 2014

Bread's Financing History

Date	Amount (\$ in mm)	Stage	Selected Investor(s)
09/18/18	\$60	N/A	Kinnevik; Cue Ball; RRE Ventures; Bessemer Venture Partners; Colle Capital Partners; Menlo Ventures
07/19/17	126 equity and debt	Series B	Menlo Ventures; Bessemer Venture Partners; RRE Ventures; Victory Park Capital
11/09/15	14	Series A	Bessemer Venture Partners; RRE Ventures
04/17/14	na	Seed	RRE Ventures; Maveron; Red Swan; Greycroft Partners; Cue Ball; Montage Ventures; BoxGroup

Transaction Commentary

"Shoppers' expectations are higher than ever before. Retailers need to be able to offer more — and better — options to provide the best possible shopping experience. With this new investment, Bread will continue to drive innovation and develop industry-leading marketing solutions that help brands and retailers connect with their customers in more meaningful ways."



Josh Abramowitz Co-Founder & CEO

"What sets Bread apart in a crowded market is its distinctive functionality and digitally focused product. Bread goes beyond the one-size-fits-all experience and tailors different payment plans and integrations to a specific retailer's product set and site. We're excited to see more and more retailers use Bread to transform their approach to lending in order to



improve results and drive bottom-line growth."

Chris Bischoff
Senior Investment Director



"Every decision we make is intended to improve the customer experience. We appreciate Bread's white label offering and the customization of their solution. That lets us focus on building our brand while offering our customers the financing option that best meets their needs.



Rob Royer Interior Define CEO (Bread customer)



Bread

Bread Overview

Company Overview



Co-Founder, CEO:	Josh Abramowitz
HQ:	New York, NY
Founded:	2014
Employees	206

- Bread is a platform designed to increase online merchant sales and engage consumers by offering pay-over-time financing options to customers
- The Company's white label solutions feature clear and transparent financing options for consumers, while giving retailers tools to integrate financing options throughout the checkout process
 - Retailers are able to capture more shoppers and improve conversions without harming brand equity or lowering the value of their products
- Bread supports omnichannel financing options in-store, online and over the phone
- Bread customers are direct-to-consumer businesses selling durable goods
- Loans offered on the Bread platform are financed by Cross River Bank, a state-chartered bank and Member FDIC based in New Jersey

Products & Services Overview

For Businesses

Features of Bread Platform

Full-Funnel Integration

Shoppers are able to pre-qualify for financing and check out from any page of the retailer's website





Flexible Loan Terms

Bread offers loan terms that range from 3 to 36 months and 0% APR products to drive incremental sales

Real-Time Decision

Consumers can check their rate without affecting their credit and learn if they are pre-qualified in real time





Customizable Experience

Retailers can tailor Bread to match their brand, to target specific products, and to easily integrate into their site

For Consumers

Bread allows consumers to easily and quickly pay for large purchases and check rates without hurting their credit









Easy Application

Check Rates

Check Out Immediately

Safe and Secure

Bread Raises \$60 million in Financing

Kinnevik Overview



FT PARTNERS RESEARCH

Overview



KINNEVIK



Chris Bischoff
Senior Investment
Director



Tim He Investment Manager



Franco Danesi Investment Director



Jessica Thorell Investment Manager

Locations

• Stockholm, Sweden (HQ) • London, UK

About

- Kinnevik is a publicly-traded, global investor that looks for technology-enabled businesses that solve material customer needs
- Looks for challenger businesses that use technology to provide consumers with more and better choice
- Invests from own balance sheet, providing patient capital without investment horizons
- Likes to take significant minority stakes and takes an active board seat in portfolio companies
- Primarily invests in Europe with a focus on the Nordics, then in the U.S., and then selectively in other markets globally

Investment Preferences

Investment Criteria

Fund Size: NA

Fund Raised: NA

Investment Range: \$3 – 700 mm

Revenue: NA

EBITDA: NA

General Preferences 1

Control: Minority

Geography: Global

Transaction Type: Venture, Growth,

PIPE

Industry Focus: E-commerce, &

Marketplaces, TMT, Financial Services, FinTech, Healthcare

Selected Recent Investments / Exits

FinTech / Financial Services Investments 2

Date	Company	Deal Amt. ³	Board Rep.	Sector
09/18	Bread (Growth)	\$60	NA	Bnkg
09/18	Monese (Series B)	60	NA	Bnkg
08/18	Deposit Solutions (PE Growth/Expansion)	100	NA	Bnkg
06/18	Cedar (Series B)	36	NA	Health
05/18	Pleo (Series A)	16	Andreas Bernstrom	FMS
12/17	BIMA (Later Stage VC)	107	NA	Insur
07/17	Betterment (Series E)	70	NA	CapMkt
01/12	Bayport Management (PE Growth)	NA	Chris Bischoff Franco Danesi	Bnkg
12/11	Transcom WorldWide (Secondary)	NA	Michael Larsson	ВРО
12/11	Seamless (PIPE)	NA	NA	Pymts

Other Notable Technology Investments 2

Date	Company	Deal Amt. ³	Board Rep.	Sector
08/18	Kolonial.no (Early Stage VC)	\$37	NA	Online
04/18	Livongo (Series B)	105	NA	Equip
02/17	Konga (Later-Stage VC)	NA	Jessica Thorell	Online
09/16	Linio (Series D)	55	NA	Online
07/16	Global Fashion Group (Early-Stage VC)	365	NA	Online

Selected FT Partners' Research - Click to View



GreenSky Raises \$1 billion in its IPO



Prosper's Series G Financing



Deserve's Series C Financing Led by Sallie Mae



Vitruvian Partners' Investment in Deposit Solutions



Monese Raises \$60 million in Financing



OakNorth Raises \$100 million in Financing



Upgrade Raises \$62 million in Series C Financing



Jumo Raises \$52 million in Financing

VIEW MORE FT PARTNERS RESEARCH

Continued Track Record of Success in the Alternative Lending 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
PRO S PER	Affiliates of NEW RESIDENTIAL 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 [®]	RCP CAPITAL ING SATURDER PARTNERS Scotiabank*	135,000,000
earnest	ADAMS STREET Buttery Venures maveron	75,000,000
taulia	QuestMark Partners ZOUK BBVA edbi	65,000,000
INSIKT	Coppel. FIRSTMARK revolution Colchis	50,000,000
PROSPER	Fund Co-Managed by:	50,000,000
credit sesame	ICP INVENTUS GLOBESPAN CAPITAL PARTNERS Menlo ia capital group	42,000,000
Nav	KPCB POINTZ POINTZ VENTURES OF CHORDEN	38,000,000

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

























FT Partners Advises 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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FT Partners Advises Kabbage on its \$135 million Minority Financing

Overview of Transaction

- On October 14, 2015, Kabbage announced a minority \$135mm Series E equity financing round
- The round was led by Reverence Capital Partners as well as ING, Santander InnoVentures and Scotiabank
- Additional new investors include China's Yuan Capital and Japan's Recruit Strategic Partners; existing investors BlueRun Ventures, UPS Strategic Enterprise Fund and Thomvest Ventures also participated in the round
- In conjunction with the equity raise, Kabbage also increased its credit facility by more than threefold to over \$900mm to fuel the expansion of its direct lending business
- Kabbage is the leading technology and data platform powering automated lending; the Company leverages numerous data sources generated through business activity to better understand performance and deliver fast, flexible funding in real time

Significance of Transaction

The transaction represents one of the few times in recent history that multiple global financial institutions have invested in a U.S.-based financial technology company, suggesting the potential for Kabbage's world-class platform to change the landscape of lending worldwide

FT Partners' Role

- FT Partners served as strategic advisor to Kabbage in this groundbreaking transaction
- Transaction demonstrates FT Partners' continued success advising on \$100mm+ financings for leading, world class financial technology companies while also building on the Firm's deep domain expertise in the Alternative Lending space

Financial Technology Partners LP FTP Securities LLC.

is pleased to announce its role as advisor to



in its Series E minority financing led by











for total consideration of

\$ 135,000,000



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FT Partners Advises Swift Financial on its Sale

Overview of Transaction

- On August 10, 2017, Swift Financial announced its sale to PayPal (Nasdaq:PYPL) for approximately \$200 million
- Headquartered in Wilmington, DE, Swift Financial was founded in 2006 and has since provided funding to over 20,000 businesses in the U.S. through a unique combination of data, technology and customer service
 - Swift Financial provides working capital to growing businesses through two options, loans and advances, through proprietary brands LoanBuilder.com and Swift Capital

Significance of Transaction

- The acquisition will enable PayPal to better serve small businesses by enhancing its underwriting capabilities to provide access to affordable business financing solutions
- While PayPal Working Capital provides access to capital based exclusively
 on proprietary insights, Swift's technology will allow PayPal to assess
 supplemental information to more fully understand the strength of a
 business and provide access to complementary financing products

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Swift Financial in this transaction
- FT Partners advised Swift Financial on its previous capital raises including financing from both Khosla Ventures and Third Point Ventures
- This transaction further demonstrates FT Partners' continued success advising leading FinTech companies 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



in its sale to



for approximately

\$ 200,000,000



The Only Investment Bank Focused Exclusively on Financial Technology

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



The Only Investment Bank Focused Exclusively on Financial Technology

Award-Winning Investment Banking Franchise Focused on Superior Client Results

LendIt	2018	2018 Top Investment Bank in FinTech
Institutional Investor Institutional Investor Annual Ranking	2017 2015 - 2016 2006 - 2008	 Ranked #1 Most Influential Executive on Institutional Investor's FinTech 35 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	 Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"
2017 - 2004 ANNUALAWARDS WINNER M&A Advisor Awards	2015 - 2017 2010 - 2014 2004 - 2007	 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	 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 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. 	23
Larry Furlong Managing Director	Goldman Sachs	 Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004 Wharton M.B.A. 	22
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 	22
Osman Khan Managing Director	m m m m m m m m m m m m m m m m m m m	 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 Managing Director	J.P.Morgan First Data	 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 Managing Director	SUNTRUST	 Formerly head of FinTech M&A at SunTrust Robinson Humphrey, began investment banking career at Piper Jaffray Kellogg M.B.A. 	18
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. 	16
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. 	16
Timm Schipporeit Managing Director	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 	15
Andrew McLaughlin Managing Director	Deloitte.	 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting 	12