



The European Robo-Advisor

# Imperial Business in the City

## Artificial Intelligence and Robo Financial Advising

July 2018

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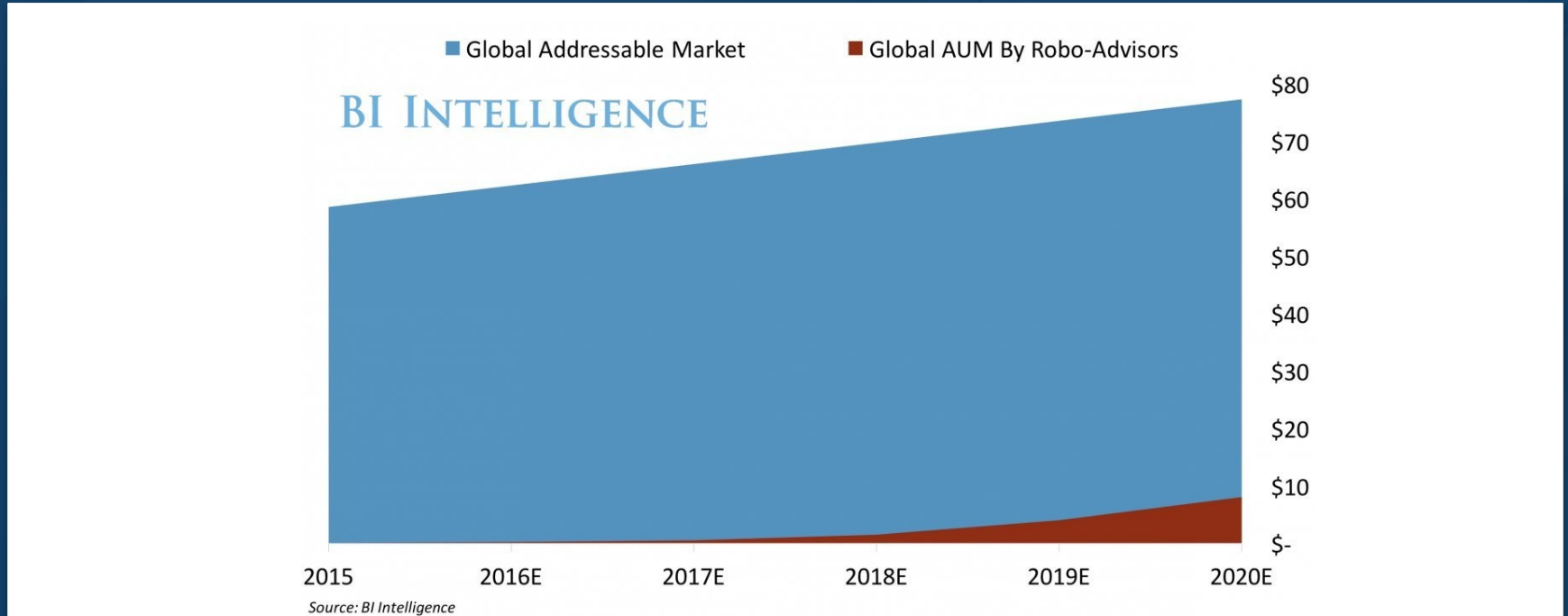
## A Portfolio Manager in an App

ETFs are the most efficient investment building blocks available

How we invest your cash

# Robo-advisory is just getting started

## Forecast: total addressable market



# ETFmatic at a glance

Proven robo-advisor with a unique angle in B2B and licenced in 32 countries

## Company

ETFmatic is the most downloaded robo-advisor in Europe, authorised by the FCA in the UK and passported to operate in 32 European countries

## Technology

Our platform is flexible enough to offer our products both directly to end consumers (D2C) and through business partners (B2B) – i.e. eWallets, banks, ETF issuers, financial advisors, etc.

## Market

The rest of European robo-advisors have mainly focused on the D2C market in one or two countries each

This leaves ETFmatic in an ideal position to grow with limited competition in:

- The B2B market throughout Europe
- Direct-to Consumer in over 25 countries

## The story so far

Launching a bank, one step at a time

4 years making ETFs simple.

Here's what helping customers to invest looks like.

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Actual assets under management since incorporation. Investing puts capital at risk.

ETFmatic

Start investing now

# Standing on the shoulders of giants

## 3 mega-trends in the investments space

### Investment style



### Regulatory pressure on remuneration



### Interaction with clients



# Investing properly should be easier

## Our journey to make ETFs simple

### Key Milestones Achieved

- FCA-authorized in November 2015
- Operating with real-money accounts since April 2016
- Available in 32 European countries
- +200 000 downloads of Android, iPhone and Windows Apps

### Next Steps

- Continue growing our D2C proposition, that is currently doubling AUM every quarter
- Develop 3 more B2B deals in Europe throughout 2018
- With our dual go-to-market strategy we aim to achieve break-even during 2019

### Planned Share Issue

- Q4 2018
- Pre-approved for EIS
- ETFmatic's funding from 2014 to today (£2m in total) has come from individual investors

## D2C Traction and CAC: Strong growth at a fraction of industry costs

APP  
DOWNLOADS

+200 000

ASSETS UNDER  
MANAGEMENT

x2  
quarterly

CLIENT ACQUISITION  
COST (FUNDED ACCOUNT)

<£100


- Low CAC driven by freemium model
  - +15% of simulation users create a real-money account
- Validated approach to reduce friction points
  - CAC < 1-year fees for a £20,000 account
  - CAC down 50% in the last quarter
- Insights:
  - +70% of users send monthly contributions
  - +75% of traffic is from mobile devices
  - +80% of customers have a LinkedIn profile


Fees matter because they reduce your returns

It's also very unpleasant when you are charged more than you expected

## 0.29-0.48% + ETF costs

 **No deposit fees**

 **No withdrawal fees**

 **No trading fees**

 **No exit fees**

ETFmatic manages all your investment goals for 0.48% of your Assets under Management (our fees) plus the ETF issuer costs (fees of the funds you invest in). For accounts larger than 25,000 £/€/\$, we charge 0.29% of AUM.





The total ETF issuer fees of your portfolio (also known as TER - Total Expense Ratio) will depend on the asset allocation (weights) you have selected. The average TER of ETFs in our portfolios is 0.13%.

We invest in ETFs that are managed by the world's top issuers.



# Our Platform enables us to offer competitive pricing in 32 countries

Transparency motivates us to improve ETFmatic every week

Company	Amount	Fees			Options	
		Total % p.a.	Management	Avg. issuer fees	Currencies	Countries
	<25,000	0.61	0.48	0.13	EUR   GBP   USD	32 European Countries
	>25,000	0.42	0.29			
	Child account	0.13	0			
	<100,000	0.94	0.75	0.19	GBP	United Kingdom
	>100,000	0.54	0.35			
	-	1.0	0.75	0.25	EUR   GBP	Germany United Kingdom
	<10,000	0.25	0	0.25	EUR   GBP	Italy United Kingdom
	10,000-100,000	0.85	0.6			
	100,000-1,000,000	0.65	0.4			
	>1,000,000	4,140 / year				

## B2B Offering

Where and how we could add value to others' propositions



### API + Appointed Representative

- Build on top of our Platform.
- Benefit from our economies of scale.
- Accounts in 3 currencies (GBP, EUR, USD).
- MIFID Passport; we are authorised to offer investment services in 32 countries.



### Whitelabel as a Service

- Define your own terms of service and pricing structure.
- Configure your risk map and asset allocation rules.
- ETFmatic provides you with automated portfolio rebalancing, trade execution and reporting.
- Software as a Service (SAAS).



### Corporate / Execution Accounts

- Custom goals for treasury needs.
- Portfolio execution for IFAs and other Professional Customers.
- Investment Management for Family Offices.
- Pricing based on AUM.

## Founders and Advisors



Luis Rivera  
Business  
Development



Johan Hellman  
Operations and  
Regulatory



Tom Carnell  
Technology

- ETFmatic is led by a team of experienced entrepreneurs that believe we all deserve a transparent and cost effective way to put our savings to work
- Our Non-Executive Directors combine extensive experience in Financial Services (UBS, JPMorgan) and Technology (Google)
- Our Academic Advisory Board includes INSEAD Chaired Professor of Finance, Cambridge Judge Business School's Professor of Behavioural Finance and a former Hedge Fund manager and London Business School lecturer.

Experience our approach with a free simulation account  
Capital at Risk

## Lowering your costs.

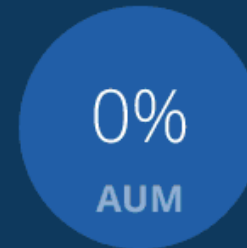
Now 0.48% per year or less + Average T.E.R of 0.12%!



Accounts  
< 25,000 €/£/\$



Accounts  
> 25,000 €/£/\$



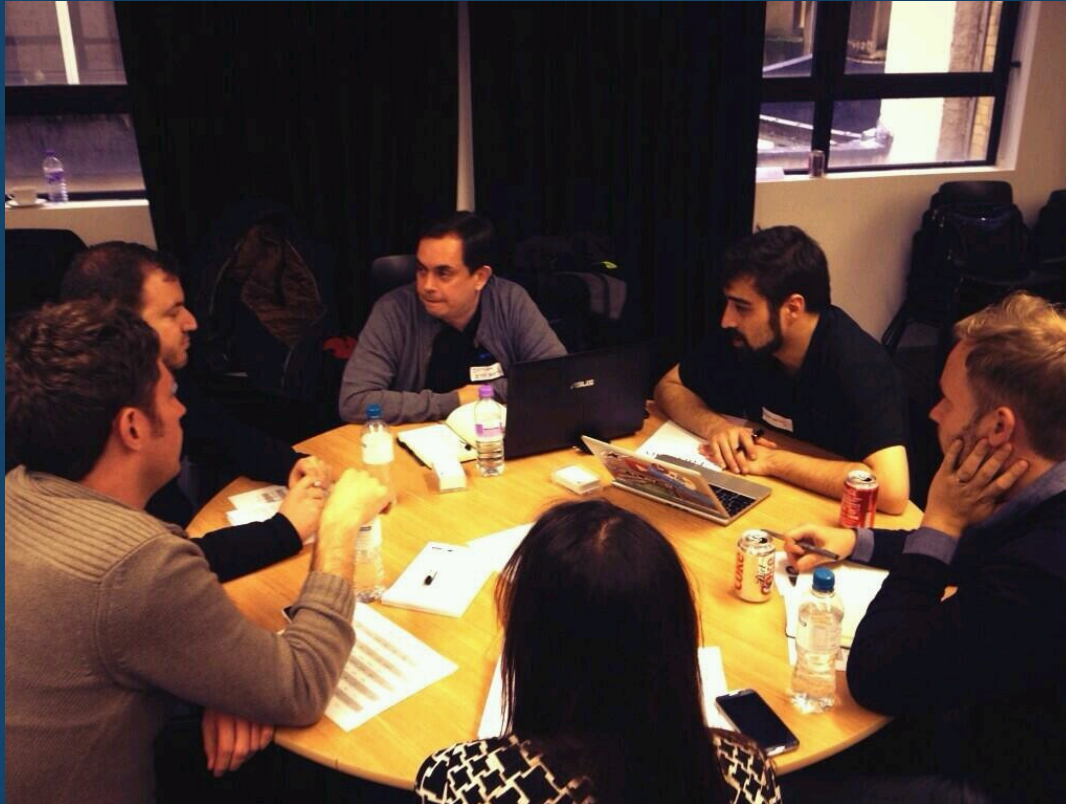
Accounts  
for children

More info: [etfmatic.com/pricing](https://etfmatic.com/pricing)



Thanks for your time!

Please don't hesitate to contact me with any questions



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