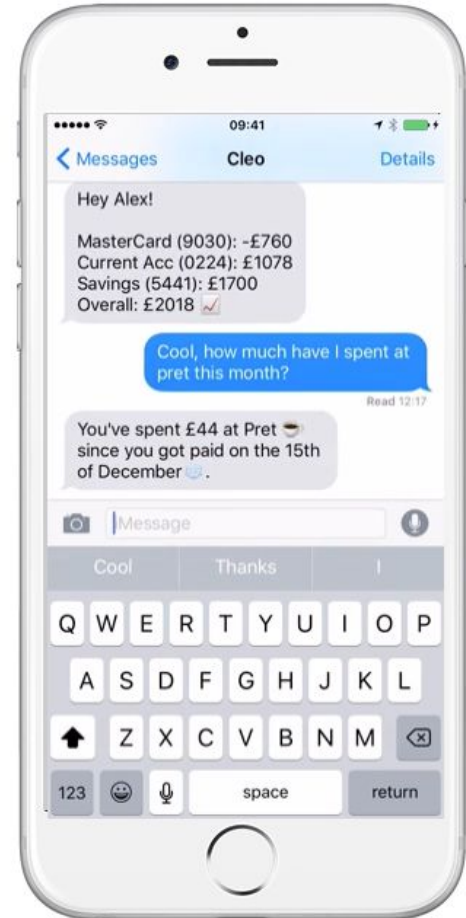


Cleo

An A.I. assistant for your money.

www.meetcleo.com

barney@meetcleo.com | +44 (0) 7876 377 209



Millennials don't like or **trust** their bank anymore

NO CONTROL

No one wants to spend 4 hours in excel to understand where their money is going.

EXTORTIONATE FEES

Hidden fees and sneaky charges don't sit well with a price sensitive and hyper-informed generation.

INCONVENIENT

Call centers and seven passwords to remember? No, thanks.

73% of Millennials would rather bank with Facebook, Google or Apple than their current bank.

Source: <http://www.millennialdisruptionindex.com/>

It's time for a change

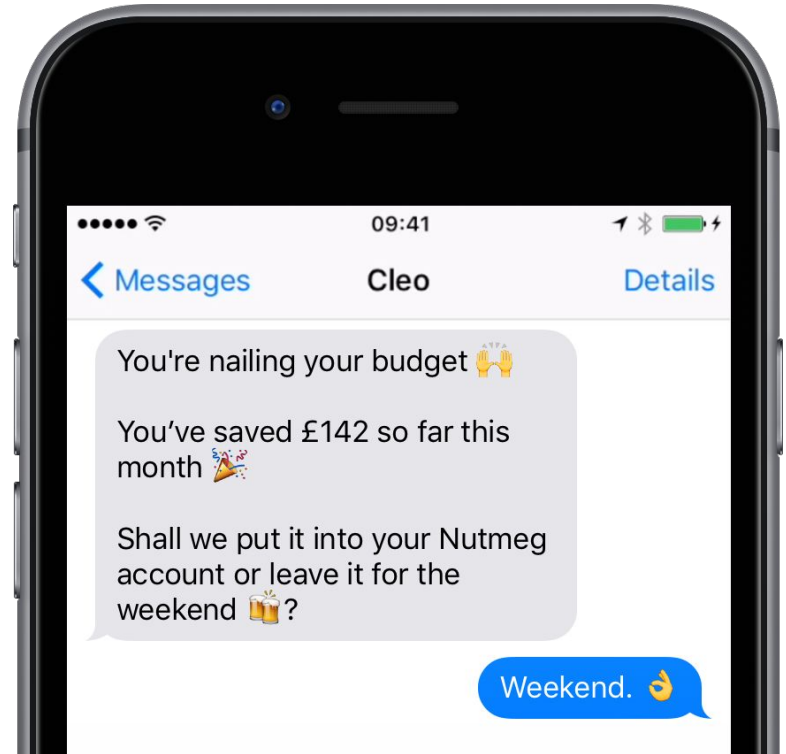
Meet Cleo, your intelligent personal financial advisor.



Ask Cleo **anything** about
your finances



Intelligent notifications keep
you in **control** at all times



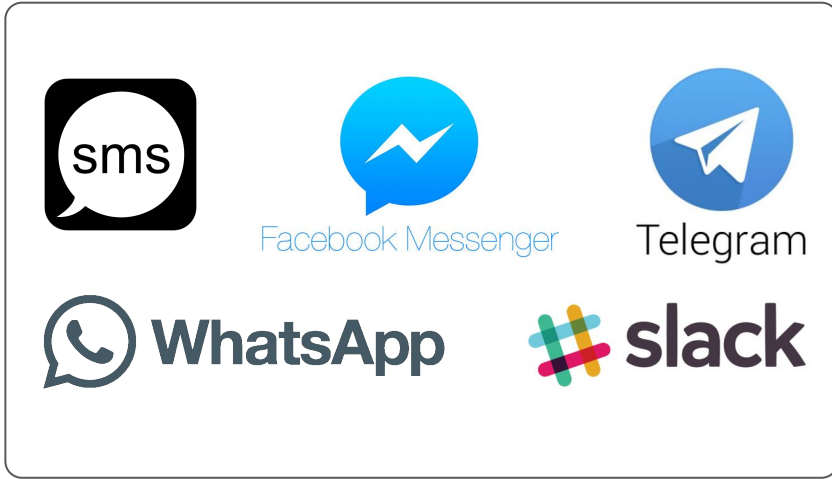
Virality is baked into the product



Cleo helps you switch to better products



Cleo fits into your life



Cleo is available in multiple messaging channels.



Mobile app accompanies the chat interface.

This is **exactly** the right time to do this

New EU-wide regulation, **PSD2**, has been adopted. Banks are required to **open APIs** for customer transaction data and payments in the next **two** years.

FASTER GROWTH

You will be able to connect your bank account to Cleo like you would a Facebook account.

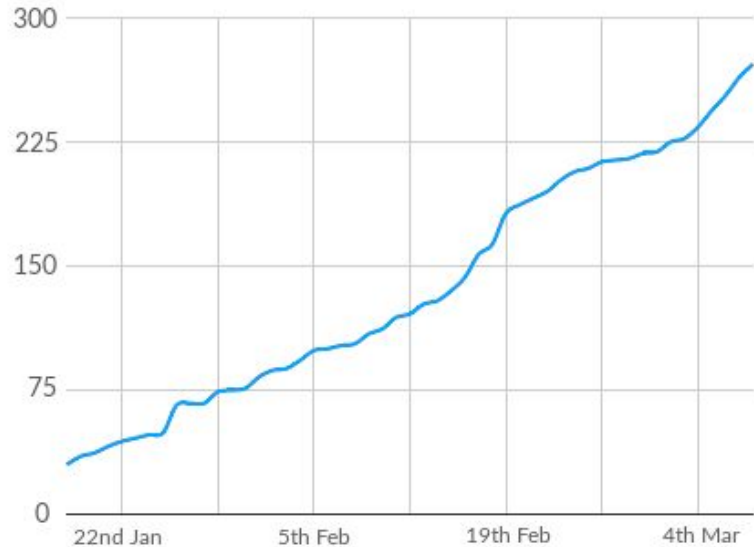
IMPROVED UNIT ECONOMICS

The cost of acquiring data goes to zero.

A BETTER EXPERIENCE

Cleo will be able to make payments on your behalf.

We are growing. Quickly.



7 weeks since invite-only beta launch

272 bank connects

27% week on week growth

64% of users interact with Cleo every week

5000 messages sent to Cleo

Business model: Product referrals & Lead Generation



Cleo analyses user's financial activity to refer relevant financial products at the right time.

£220 M - £350 M

market opportunity

assuming:

£22+ of yearly revenue per user

10-15 M potential customers

Check appendix for details.

A multi-billion dollar opportunity



KILLING THE CREDIT CARD

A pre-approved £1000 - £3000 line of credit delivered straight to your account.

FOR MILLENNIALS

Transparent, flexible and fast.

THE MARKET IS HUGE

67% of all consumer credit is currently credit cards. Over a £200 billion market in the UK alone.

Cleo is the missing link between banks and financial innovation

Banking infrastructure



Loans



Foreign exchange



Saving and investments



The banking **platform** of the future

A BETTER BANKING EXPERIENCE

Achieved by linking innovative financial services directly to your bank account.

SOLVING THE REAL PROBLEM INSTEAD OF BUILDING A BANK

Building a new bank is reinventing the wheel. Instead of dealing with the regulator, we focus on providing the best banking experience.

CHALLENGER BANKS WON'T WIN THE MARKET

Getting people to switch to a new bank is hard. We allow them to easily connect to an intelligent service.

WE WILL OWN THE CUSTOMER AND THE DATA

Banks will become the plumbing while we control the value added services.

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An Entrepreneur First company

