



Introduction and overview

June 2024



NorthRow is a B2B SaaS business operating in the fast growing **GRC** (Governance, Risk & Compliance) software sector (Global TAM \$7.5bn), with a focus specifically on mission-critical **CDD** (Customer Due-Diligence), **AML** (Anti-Money Laundering) regulatory requirements, and other stakeholder onboarding and ongoing monitoring activities.

We have two products – the **WorkStation CDD/AML platform** and its integrated **Remote Verify self-serve ID&V product** (Identification and Verification) provide straight-through-processing for **both** simple **and** complex KYB/KYC (Know Your Business/Customer) use cases. **Uniquely** the use case coverage of these products via a single vendor is **market leading**.

Additionally, NorthRow provides a SaaS platform to deliver **UK Government-grade Right to Work checks** using on-site mobile devices.

Client compliance teams can **scale rapidly and efficiently** using this **RegTech**, interacting only by exception, and self-serve technology puts the data collection and even certification in the hands of the end-users.

A proven core technology platform in financial services, as well as property, professional and people services, NorthRow is now looking to accelerate its growth by widening and deepening the use cases covered as well as expanding geographically.

The **ambitious NorthRow management team** has grown the business to **£2.7m ARR** and is excited about the expansion prospects for the company. The capability of the WorkStation platform will be augmented by true **Data Agnosticism** (the ability to use any reference data sources), allowing internationalisation, full client flexibility, and the addition of a **transaction monitoring** capability will create the **world's first end-to-end AML platform**. We are looking for additional funding to further accelerate sales development and geographic expansion in order to maximise the opportunity and turn NorthRow into a true global RegTech leader.



Andrew Doyle

CEO and Executive Chairman

**“We are creating the
world’s first
end-to-end AML
platform.”**

Mission-critical products

Products

WorkStation - KYB, KYC, AML platform

- o Advanced AML platform – UI and API interaction
- o “Insights” analytics
- o “RemoteVerify” government-standard remote ID&V

Use cases

- o High-volume, remote retail individual onboarding
- o KYB / entity onboarding including UBO and ID&V
- o Complex onboarding challenges e.g., HNWI

Drivers

- o Money Laundering supervision and legislation
- o Know Your Customer (“KYC”) risk management
- o Quicker time to revenue and lower costs

Stakeholders

- o Investors
- o Customers
- o Suppliers

~90% of total revenue

Right-to-X platform

- o “Working Status” Right-to-X app

- o Hospitality business with high volumes of temp staff
- o Estate agent checking Right-to-Rent eligibility
- o Academic institution determining Right-to-Study

- o UK immigration legislation
- o Provision of “statutory excuse” against £20k fines
- o HR and Compliance teams’ workforce management

- o Employees
- o Tenants
- o Students

~10% of total revenue

WorkStation

Case management

Built-in case management enables end-to-end compliance process management

Workflow and automation

Automation and workflows enable organisations to create complex, fully automated compliance flows that radically reduce manual intervention

Wide use case coverage

One platform to cover all onboarding scenarios, from basic KYC to complex multi-owner KYB and GPG45 compliant digital identity validation

The screenshot displays the WorkStation interface. On the left is a dark sidebar menu with icons and labels for: Cases, Case profiles, Company changes, PEPs & Sanctions, Scheduled reviews, and Reports & Insights. Below the menu are three performance metrics: Match rate (85% with a 12% increase), Auto-decision (69% with a 12% decrease), and Amber avg process time (62 min with a percentage change). The main area features a table of cases with columns for Name, Date/Time, Duration, Status, Score, and Actions. Below this are three sections: 'My active cases' with a table of active cases, 'Scheduled reviews' with a table of upcoming reviews, and 'Notifications' with a list of system messages.

CLIENT	UPDATED	DURATION	STATUS	SCORE	ACTIONS
Meg Rigden	04 June 2021 01:28	1 h	Int. required	0	⋮
Denice Ekdaht	02 June 2021 09:20	4 h	Open	0	⋮
Leanne Simpson	11 June 2021 08:17	2 days	Rejected	750	⋮
Charles Davies	08 June 2021 05:41	5 days	Archived	300	⋮
Irene Sotelo	01 June 2021 02:14	6 days	Approved	1000	⋮

My active cases

CLIENT	UPDATED	DURATION	STATUS	SCORE	ACTIONS
Lucile Sandoval	02 June 2021 05:41	1 h	Int. required	300	⋮
John Lucas	06 June 2021 02:14	4 h	Open	0	⋮
Joe Wade	04 June 2021 09:20	2 days	Rejected	0	⋮
Ruth Ryan	04 June 2021 08:17	5 days	Archived	1000	⋮
Kathryn Jimenez	03 June 2021 01:28	6 days	Approved	750	⋮

Scheduled reviews

CLIENT	SCHEDULED	PROFILE
Estella Patton	04 June 2021	1 h
Etta Stokes	02 June 2021	4 h
Eva Torres	11 June 2021	2 days

Notifications

- WF 001405 - VAG GmbH has an updated RemoteVerify response for one of its directors yesterday
- WF Workflow Case Score set to 300 2 days ago

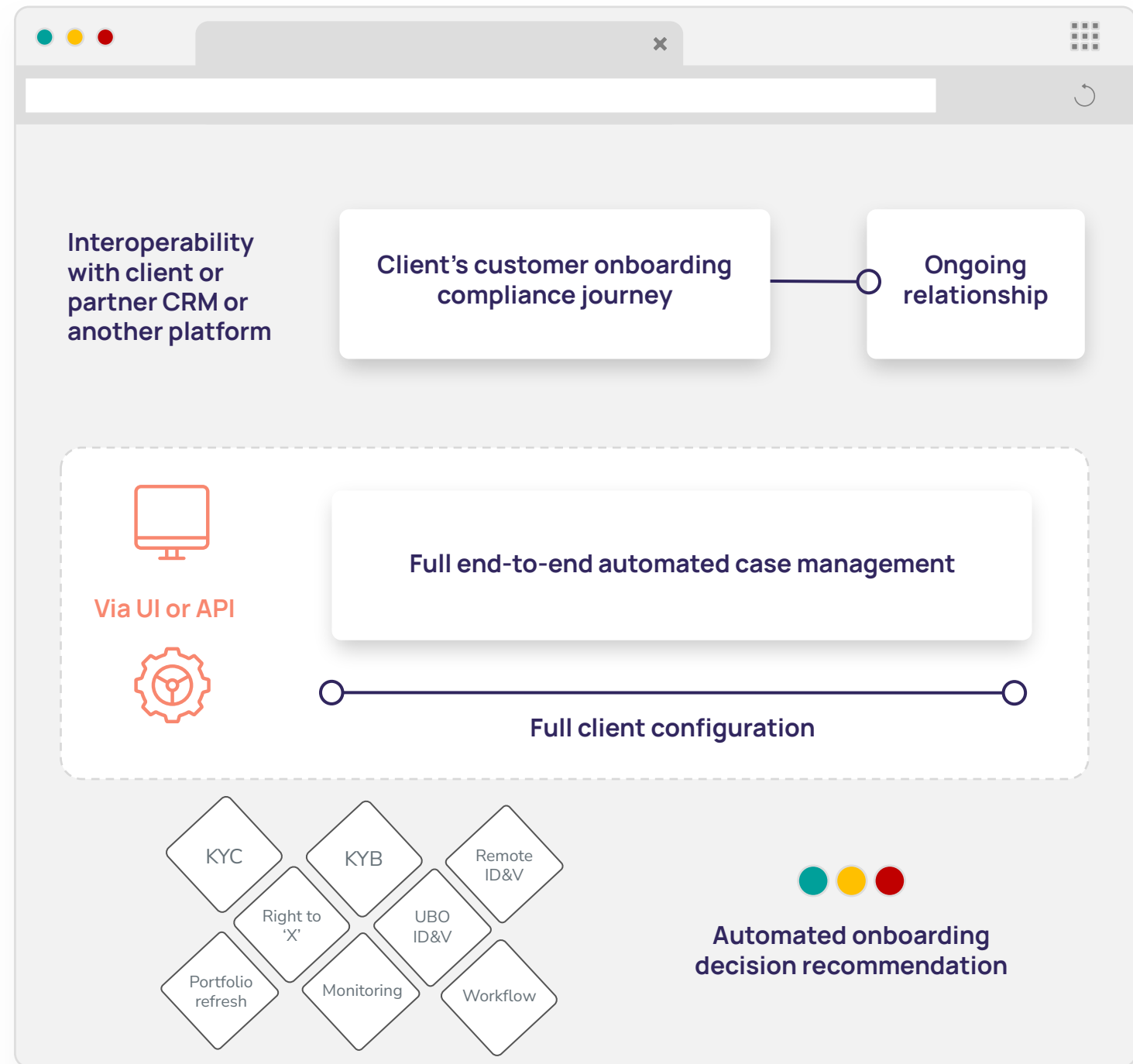
WorkStation

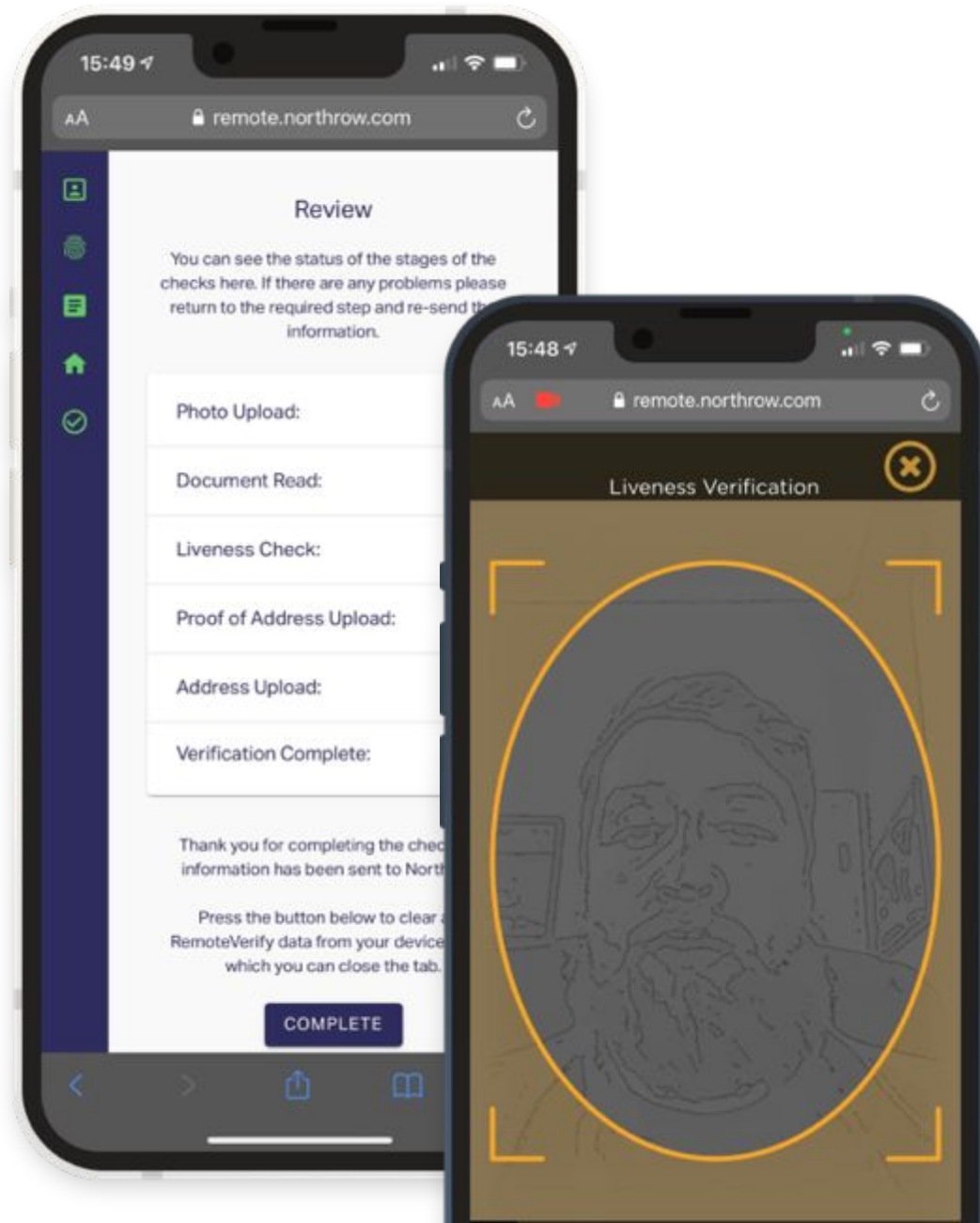
Goals

- Construct solutions for any use case
- Humans only intervene in exceptions
- Incredible CX, allowing customers to self-serve
- Compliance teams can monitor and improve their performance through insightful analytics

Benefits

- Low to zero human interaction
- Automated back book re-checking
- Pre-defined compliance workflows
- Improved customer experience and reduced time to revenue





RemoteVerify

Goals

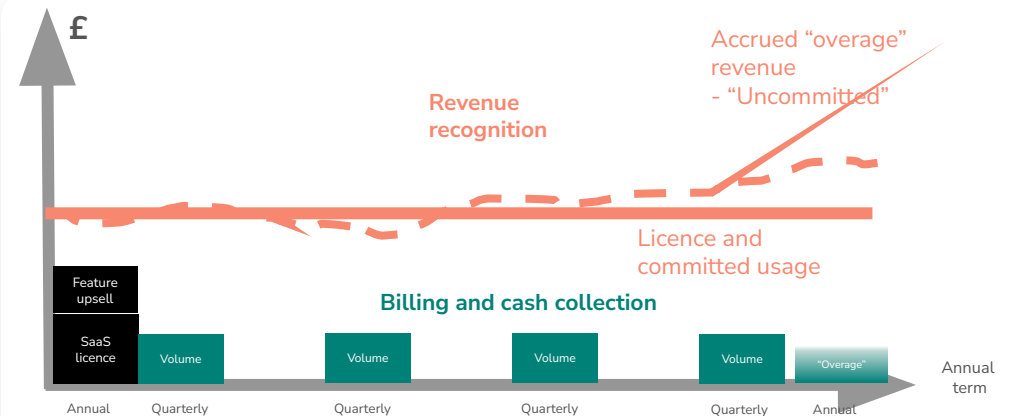
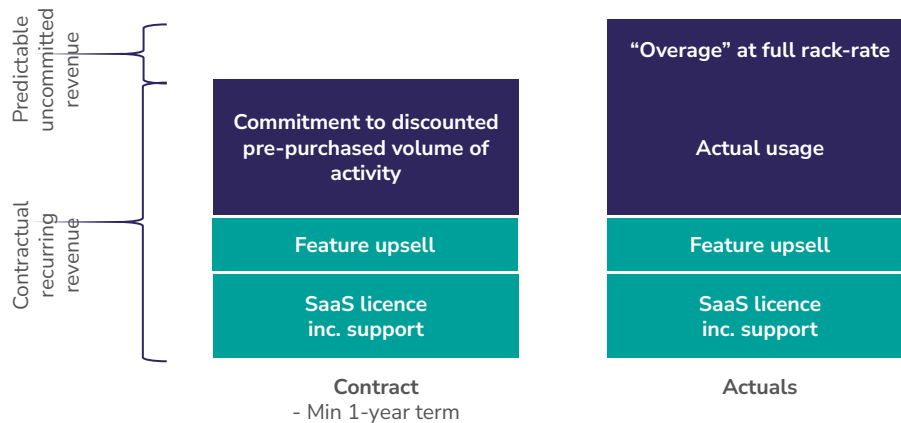
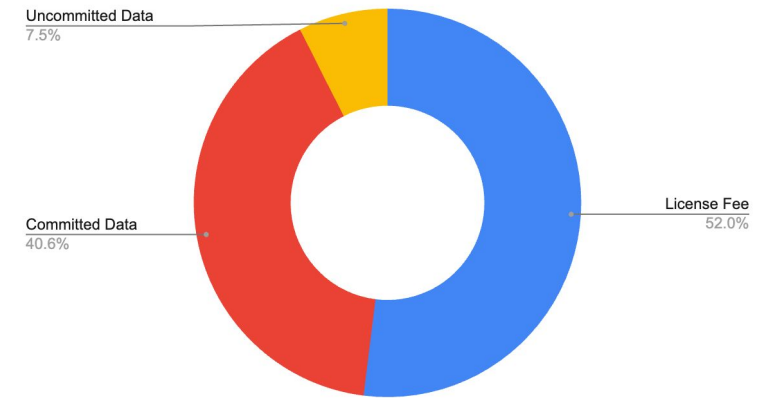
- Anytime, anywhere remote ID&V tool
- Implicitly integrated with WorkStation
- Responsive web-app – no download needed
- Fully white-labelable
- Customisable for additional data capture
- Document verification, facial recognition, liveness check, proof of address all in one
- Data capture in the hands of the customer, not the Compliance team
- GPG45-compliant ID&V technology

Commercial model

SaaS model for both AML/KYC/B and Right-to-X platforms, with clients incentivised to commit to transaction volumes

- o Technology and volume components are contracted and recurring
- o 92.5% of YTD FY24 revenue was contractually recurring
- o Actual usage exceeds contract by 7.5%, as predictable additional revenue
- o Majority of contractual value in cash terms received annually/quarterly in advance

Revenue Composition (YTD May-24)



Operational efficiencies and automation

Products designed to remove friction for compliance teams through activity tracking, reporting, automation and remediation



Wide data coverage

Global individual and company data coverage to assist with KYC, KYB and AML regulations



Leading customer support

Best-in-class customer support, account management, implementation and ongoing technical expertise



End-to-end solution

Most comprehensive functionality from a single vendor satisfying automated onboarding compliance for B2C and B2B clients



Flexible and modular tech architecture

All capabilities delivered through UI or API for deep integration with clients' existing systems

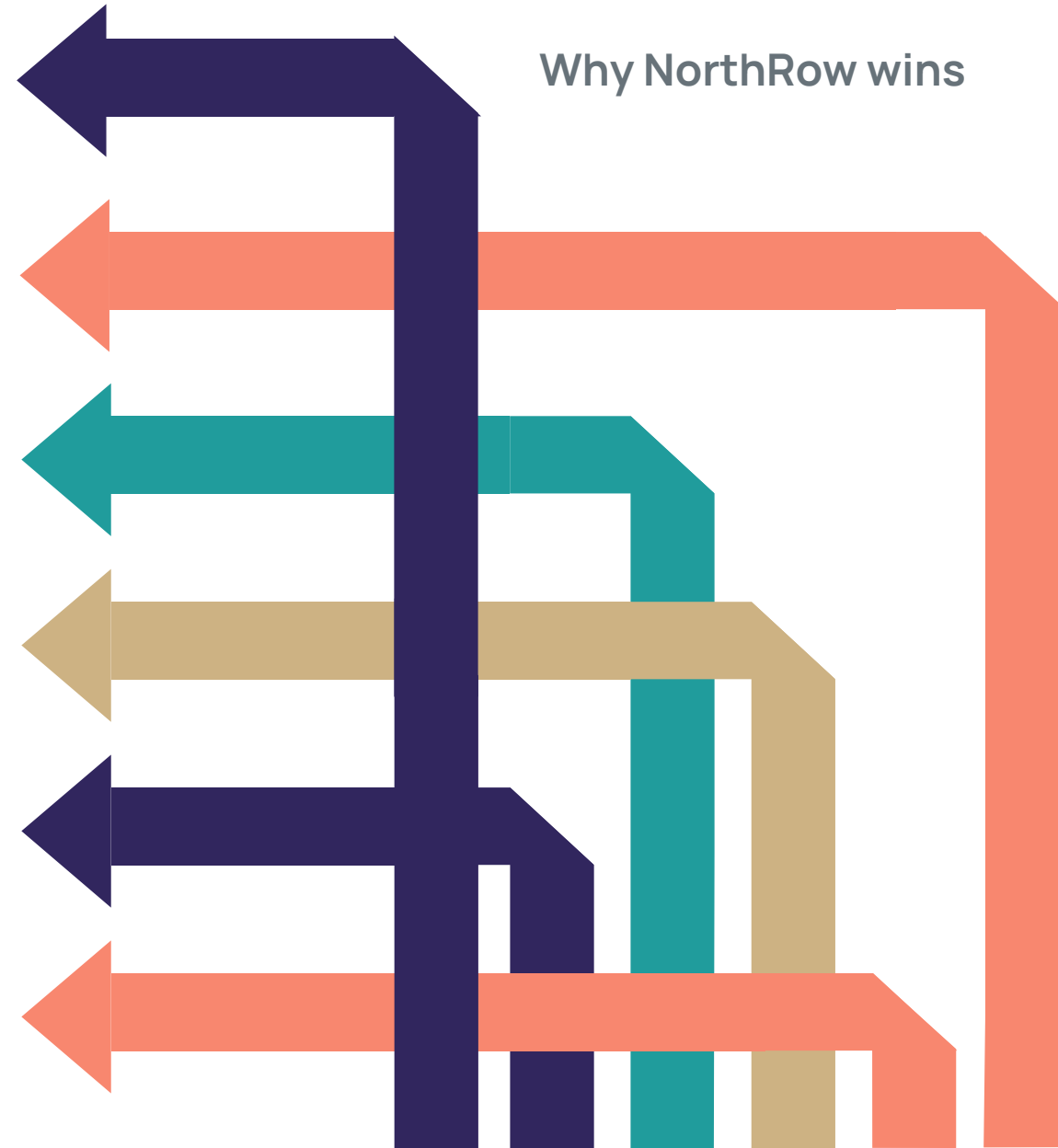


Ease of use out of the box

Simple to use, easy to configure and implemented in days rather than months. Complex processes are simplified



Why NorthRow wins



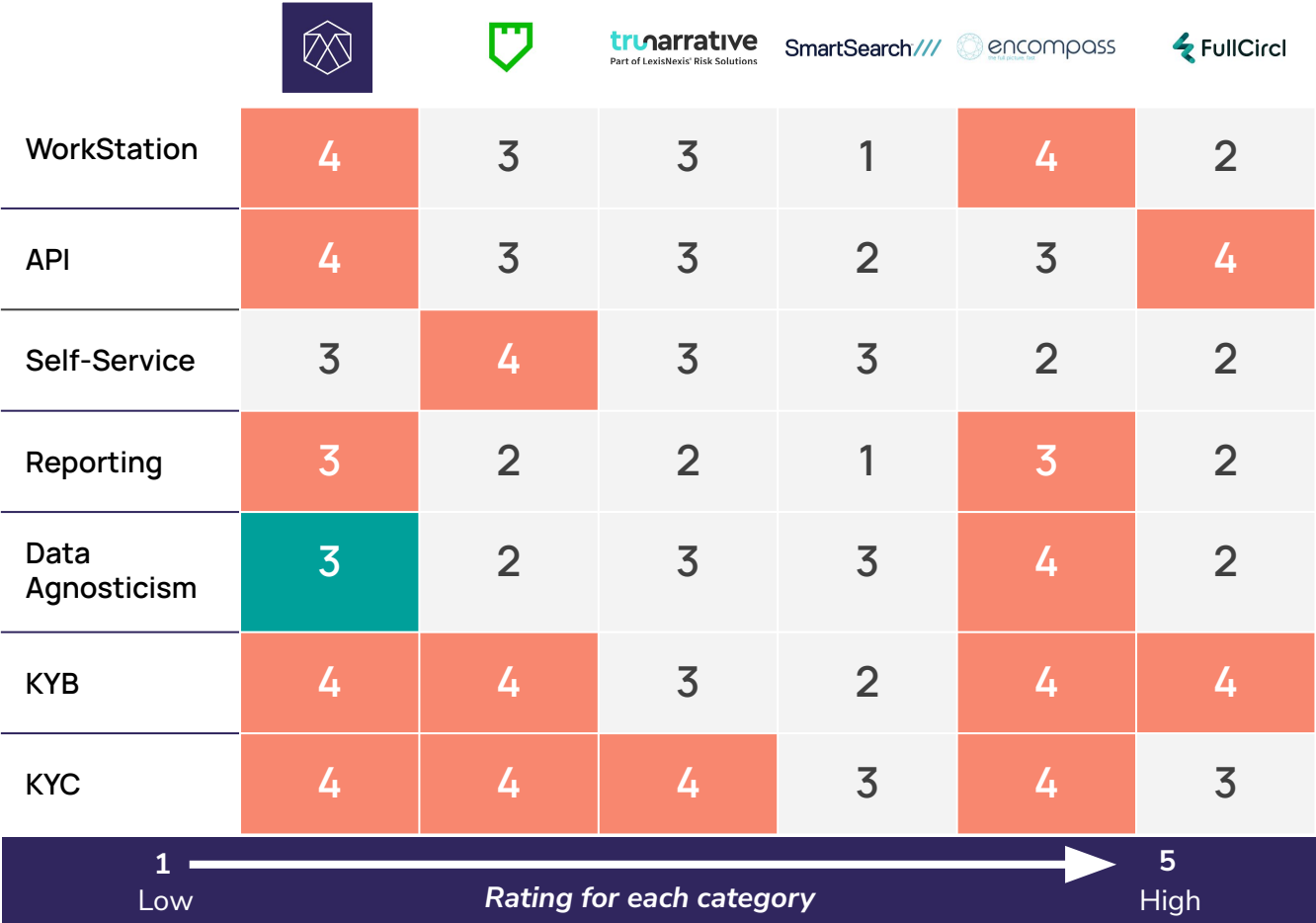
Competitors

Strongly differentiated

- o With the recent updates of WorkStation and its APIs, NorthRow is in a strong position from a price to capability perspective with respect to our most common competitors

Data agnostic

- o Several of the key players on the market have been acquired and are now 'locked & limited' to certain data suppliers. NorthRow's recent Data Agnostic Phase II release provides a great advantage of being a more flexible and attractive offering



Product roadmap - horizon one

Key roadmap items

Data agnosticism

Radically increase the scope and breadth of international data coverage, and potentially remove data from our supplier base

WorkStation v2

Delivery of significantly widened automated use cases & more granular workflow control

Configurable web journeys

Allows users to build no-code web onboarding journeys pre-integrated with NorthRow deliverables through a responsive web application

Product roadmap

2023



2024

2025

WorkStation v2

Configurable web journeys

Enterprise readiness

Data agnosticism phase 1

Data agnosticism phase 2

True perpetual KYC/KYB

Insights phase 1

Task and case management v2

Gen-AI document ingestion

Business roadmap

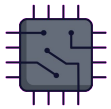
Domestic scaling and global data source expansion

Transaction Monitoring integration through partnerships

Increasing ACV and moving up into the Small & Mid Enterprise segments

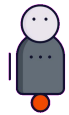
Product roadmap - horizon two

Areas of focus



Generative/Retrieval AI

NorthRow is currently designing a Gen-AI powered document ingestion engine that will be used to help solve the UBO challenge in situations where the data is not currently available through traditional data suppliers. Delivering this would place NorthRow in a truly unique position, being able to provide a highly automated UBO flow even when traditional data sources fail.



Independent AI Agents

NorthRow expects to develop a number of AI Agents. These AI Agents are self contained context aware services that can be tasked with slow and repetitive tasks 'manual' tasks not suited for traditional RPA, which will really enable the NorthRow platform to act as a member of the compliance team as well as tool used by the team.



Regulatory Changes

As well as technology advances, NorthRow will continue to take advantage of regulatory enhancements, such as the expansion of the Digital Identity Trust Framework and new regulations around UBO Registration that will enable NorthRow to improve the quality of its services. NorthRow should look to be aggressive in its adoption of new regulations and the opportunity they present.



Growth opportunities



Proliferation of WorkStation

Due to the capability it delivers over and above the current release of the platform (i.e. case management, automation, data agnosticism etc.) NorthRow expects to see a shift towards higher ACV opportunities, as well as the ability to drive upsell and retention within the existing client base.



Data agnosticism

Enabling customers to integrate with a wider range of data supplies as well as supporting a BYOD (Bring Your Own Data) model will enable NorthRow to increase its SOM.



Transaction monitoring

A number of identified partners/acquisition targets could be integrated to deliver this functionality, differentiating NorthRow as a key provider of all legislation requirements in relation to AML. NorthRow is in talks with a variety of Transaction Monitoring providers in regards to a joint go to market offering.



Deeper integration

By adding capabilities like Configurable Web Journeys, NorthRow will be able to entrench its product and generate value deeper in the client lifecycle. Becoming a focal point for clients during an End-to-End onboarding process enables NorthRow to generate value beyond the compliance team and into the entire organisation.

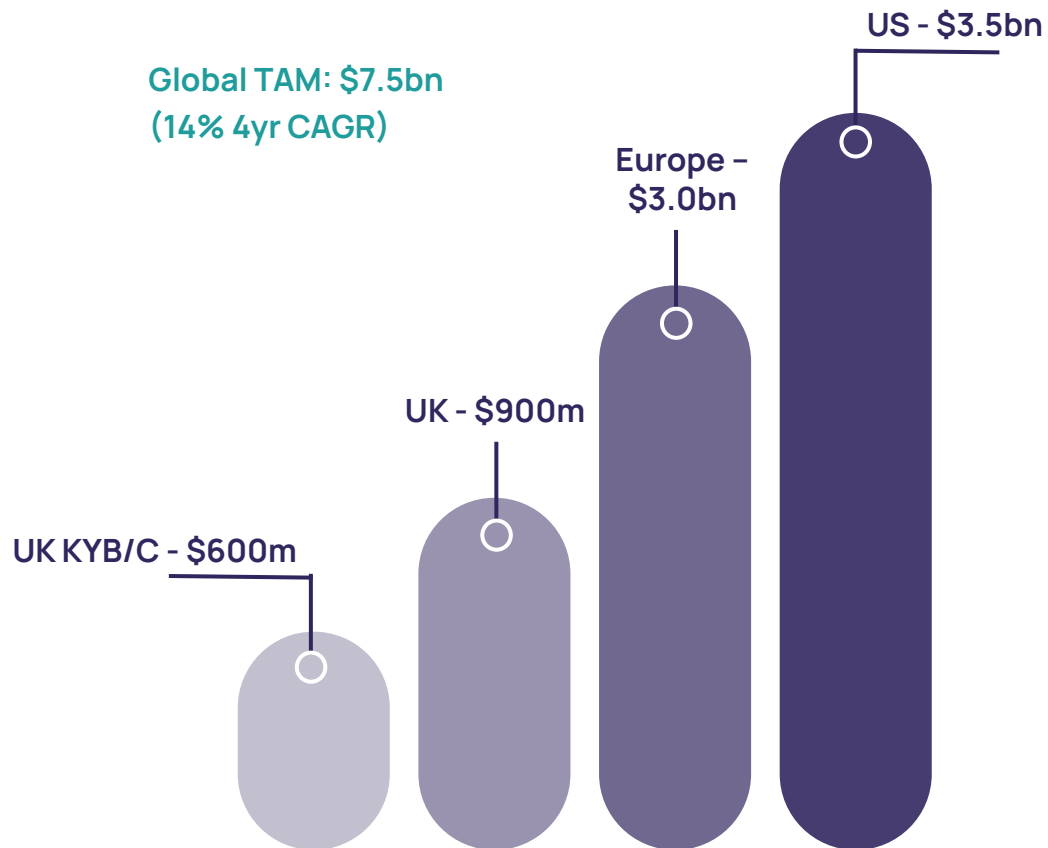


Strategic partnerships

As the business grows, NorthRow becomes a more attractive proposition for strategic partnerships. At present NorthRow is engaged in late-stage discussions with of the largest global KYB data providers to combine NR Tech with their Data to create a market leading offering in the SME segment. Other opportunities will follow as NorthRow continues to become recognised in its target sectors.

Addressable market

Global KYC/B/AML spend



Sources: multiple (including OWI, Burton Taylor, Grand View Research, Statista, TechSci Research, Analytical Research Cognizance); \$bn revenue for KYC/B/AML software

Drivers for growth

Industry transformation

Firms are looking for a next generation solution

Convergence

Firms are combining teams, data and analytics

Adoption

Adoption of advanced analytics and disruptive technologies

Automation

Automation is replacing manual and people-driven processes

Regulation

Regulation is continuously demanding improvements

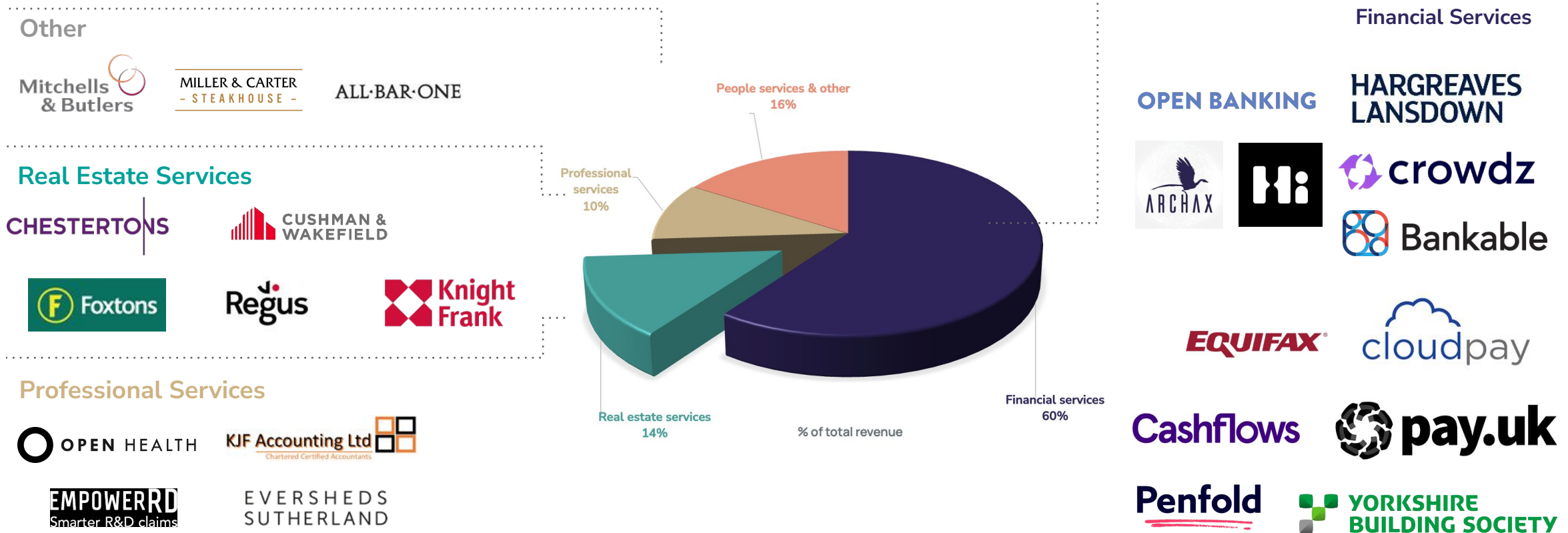
Mandated

The use of electronic CDD for continuous compliance where possible

FATF

Widening its programme of mutual assessment and enforcement

Deeply entrenched customer base



Target customers



Financial services

60% of total revenue and most heavily regulated for AML. Both KYC/B and high and low volumes. 47K UK organisations.



Professional services

10% of total revenue from legal, accounting and fund admin. Conduits for client compliance. 114K UK organisations.



Property services

14% of total revenue and has a growing focus from governments. Largely KYC in sales and KYB in lettings. 52K UK organisations.



Other services

16% of total revenue and has increasing Brexit-related changes. Automated mobile RTW verification. 92K UK organisations.

Current example customers

Financial services



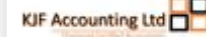
Legal services



DRAGON ARGENT



Accounting



DRAGON ARGENT



Property services



Additional partnerships



First Advantage



Chairman & CEO

Andrew Doyle

Executive positions held in several high-growth companies and multiple Non-Exec roles such as Evolyst, Qunifi, Christie Group and Kumulos.



Product

Anton Zdziebczok

10+ years in digital transformation within Financial Services, Anton became Chief Product & Strategy Officer in late 2020.



Finance

Dan Schonfeld

Joined late 2022 and has 20+ years' experience in finance, consulting, PE and VC. Responsible for Finance, Legal and Compliance.



Engineering

Luca Redcliffe

Joined in 2022 and leads our Engineering team. Luca has previously worked at Hargreaves Lansdown and several start-ups.



Sales

Joe Morris

Joined in December 2023 from ComplyAdvantage. Deep AML market knowledge and experience. heads up the sales team and new business efforts.



Marketing

Chris Bourne

Joined in February 2022 and has a wealth of B2B SaaS marketing experience. Drives brand strategy and marketing performance.



Customer Success

Richard Evans

Leads the customer success and implementation teams. Has over 17 years' experience within FinTech and SaaS businesses including D&B and W2.



Platform Ops

Jodie Lewis

Joined April 2022 and has 18+ years in SaaS technical support and implementation. Leads our support and data protection teams.



People & Culture

Sarah Clark

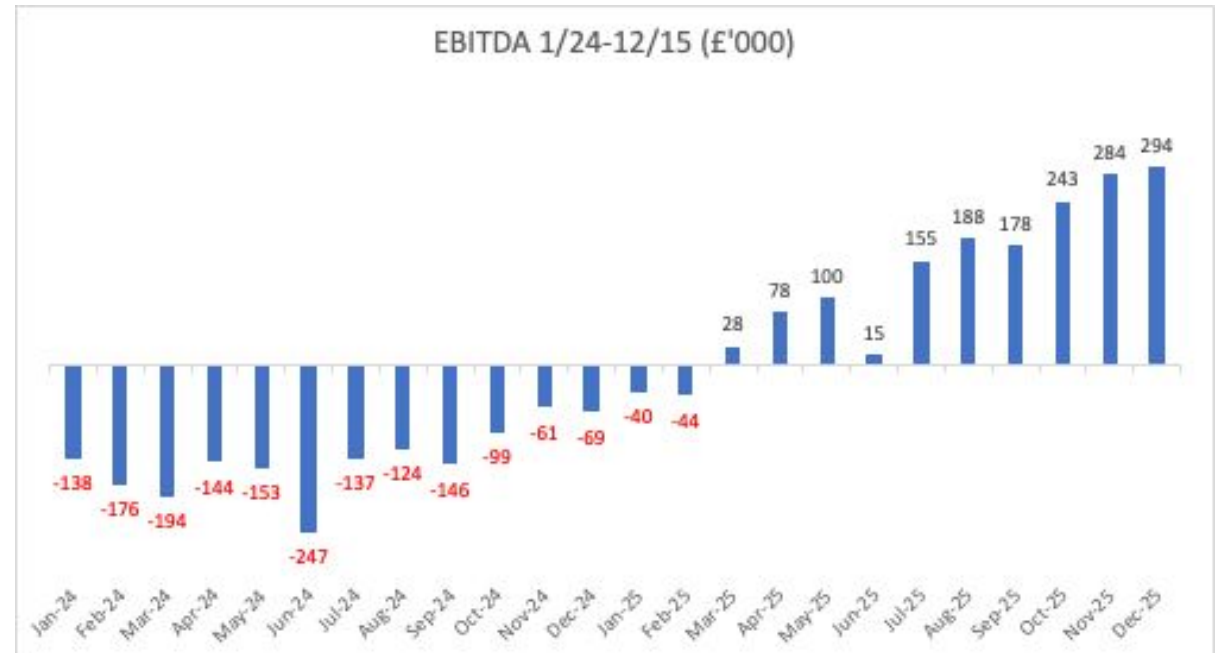
Joined July 2018 and has improved the employee experience. Drives company culture and the retention of high performers.

P&L summary

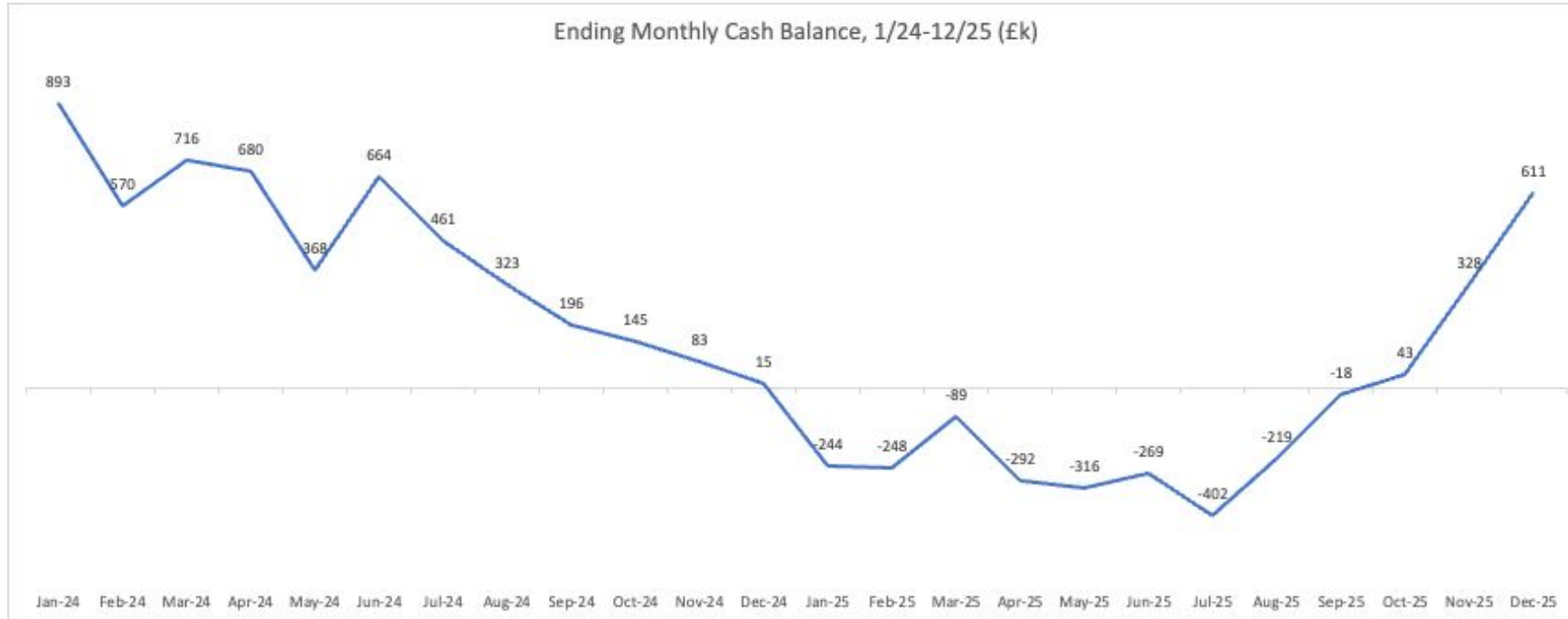
Highlights

- o Revenue growth accelerating from FY24 to FY25 as sales and marketing teams ramp up and gain pace
- o COS (incl. sales commissions) improving over time as the business scales
- o Staff costs and other opex remain under tight control
- o EBITDA-positive in early FY25

NorthRow Key Financials 22-24 (£k)	FY23 (actual)	FY24 (projected)	FY25 (projected)
Total Revenue	2,648	3,295	7,050
Total Direct Costs	683	951	1,218
Gross Profit	1,965	2,344	5,832
Gross Margin (%)	74%	71%	83%
Total Opex	3,706	4,033	4,353
EBITDA	(1,741)	(1,689)	1,479
Operating Margin (%)	-66%	-51%	21%



Cashflow summary



Highlights

- o Despite growth in sales, current cash resources insufficient to prevent the company from going into the red from Jan 25
- o This assumes no additional investment (equity or otherwise)



Strong SaaS metrics

As of 31/05/2024

£2.7m

Annual Recurring Revenue

£118,000

Lifetime Value

£3m

Revenue Run Rate

£78,000

ARR/Full Time Employee

2x

LTV:CAC Ratio

3 months

CAC Payback

£65,000

Customer Acquisition Cost (blended)

89 months

CLT

£65,000

Average Net Monthly Burn

13.6% p.a.

Logo churn

£21,000

Annual Contract Value

100%

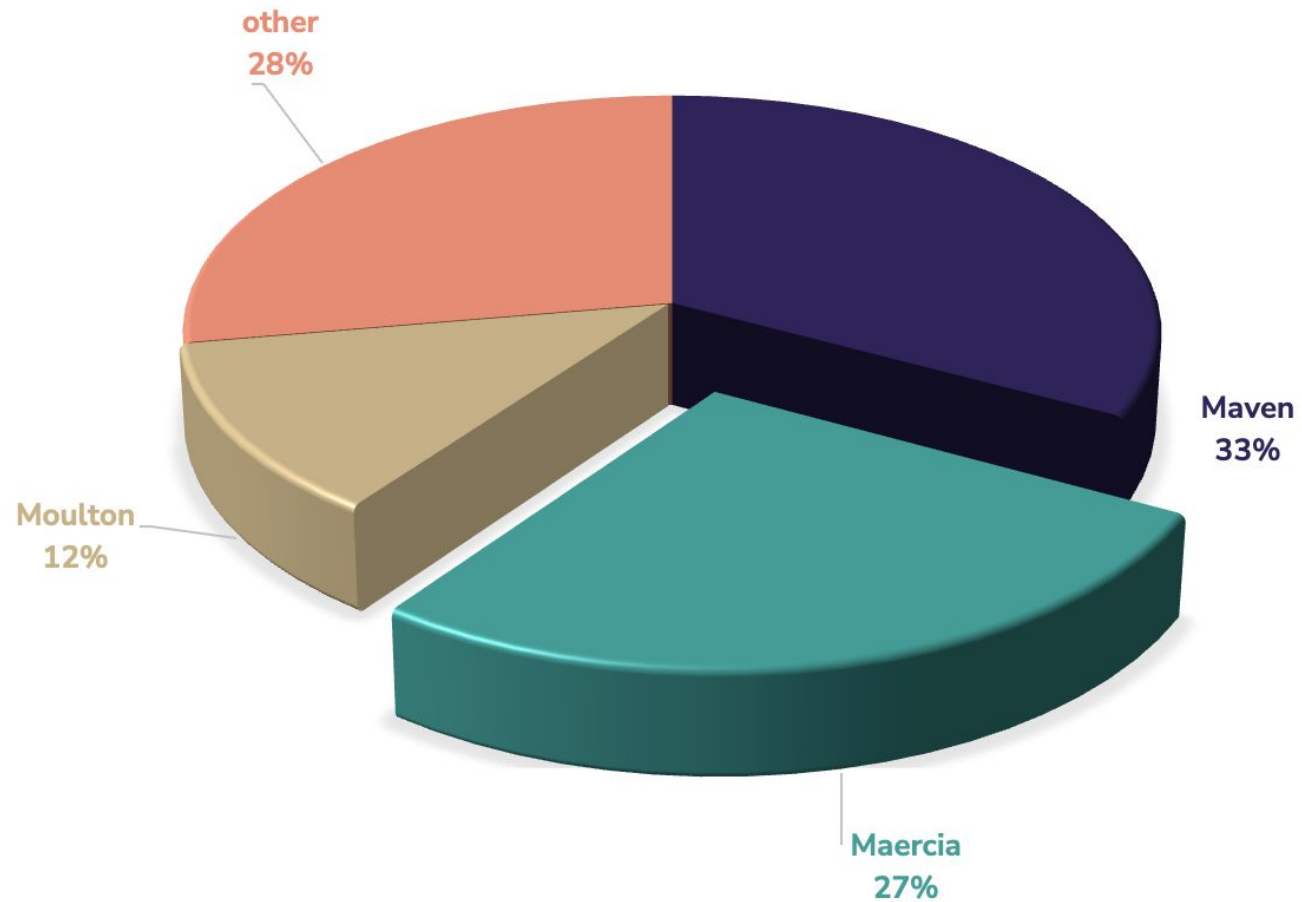
Net Revenue Retention

Appendices



Summary cap table

Shareholding % (undiluted)



* 65 share and option holders; no one stake is >5% *** D shares command a 1x participating preference on return of capital; E shares command a 1x non-participating preference

Increasing scarcity of assets

1Enterprise Value at Close | 2Total Capital Raised to date before any M&A activity | 3Post Money
Valuation at last funding round Source: Pitchbook & Proprietary GCR Partners Research

Competitor M&A and investment activity

Notable exits

Company	Close Date	Exit Valuation ¹	Revenue Multiple	Total Capital Raised ²	Acquirer	Company HQ
4Stop	19 Jan 22	Undisclosed	N/A	\$2.5M	Jumio	Cologne, DE
Passfort	30 Nov 21	\$158.0M	N/A	\$17.6M	Moody's Analytics	London, UK
Trunarrative	25 Aug 21	Undisclosed	N/A	Undisclosed	LexisNexis	Leeds, UK
Fenergo	4 May 21	1,170.0M	10.6x	\$181.4M	Bridgepoint, Astorg	Dublin, Ireland
Arachnys	4 Mar 21	Undisclosed	N/A	\$16.2M	AML Rightsource	London, UK

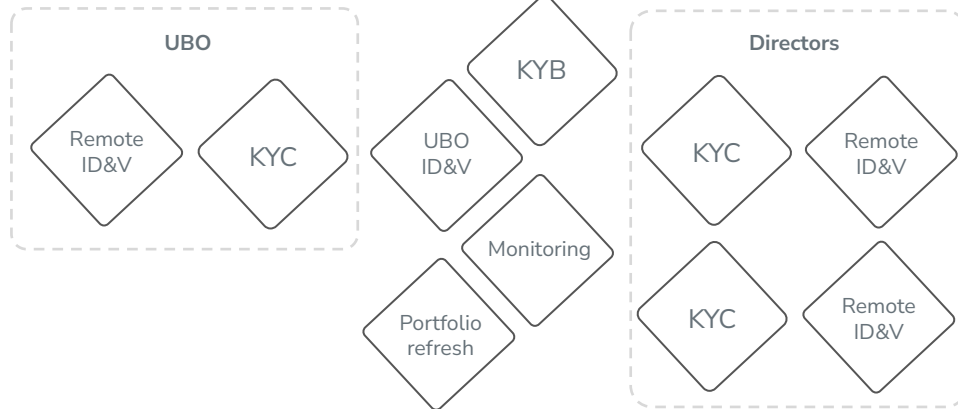
Notable investments

Company	Close Date	Deal Size	Valuation ³	Total Capital Raised ²	Lead Investors	Company HQ
SumSub	8 Jul 22	\$90.0M	Undisclosed	\$97.5M	Undisclosed	London, UK
Encompass	14 Mar 21	\$34.6M	\$191.0M	\$53.9M	Perennial	London, UK

Configurable use cases

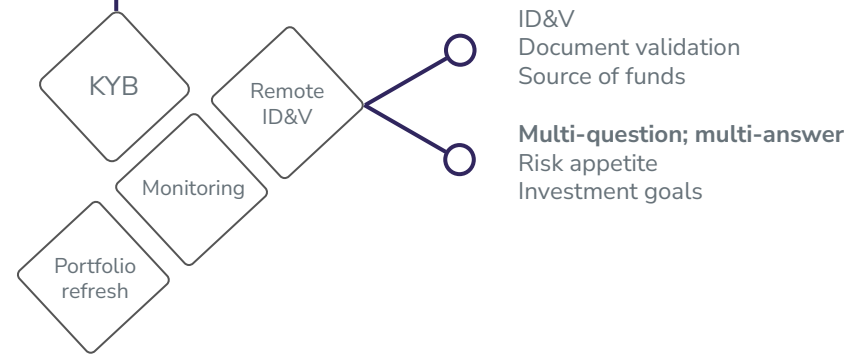
Orchestration and workflow

Full end-to-end automated case management



Complex corporate customer

- Legal entity ID&V
- Automatic identification of directors, and then automated ID&V of those directors, including remote, self-serve facial recognition, liveness detection and document verification
- Identification of UBO, and then remote ID&V of the UBO as above using RemoteVerify
- Continuous monitoring and scheduled refresh throughout the customer lifecycle
- UBO self-declaration journey for exception handling



Wealth management private client

- Individual ID&V
- Powerful and flexible RemoteVerify solution delivers enhanced CX by being configured for Government-standard (GPG45) ID&V (including liveness)
- Flexible, configurable self-service questionnaires to deepen the onboarding process and expand into suitability and product selection
- Continuous monitoring and scheduled refresh throughout the customer lifecycle




OPEN BANKING

A new, secure way to share financial data

Financial Services

NorthRow worked with Open Banking to deliver an identity verification solution that met their demands and particular security and customer requirements. The solution digitally transforms its onboarding, monitoring, and verification processes.

- Fully managed service for enhanced due diligence
- Real-time and automated identity verification for both individuals and companies
- Alerts to any changes in clients' risk status



“NorthRow’s ability to deliver a bespoke solution that combines automated identity checks with the added security of face-to-face verification made it the obvious choice when deciding which firm to partner with to securely deliver Open Banking.”

Nigel Spencer
Head of Support Services



One of the world's largest residential and commercial firms

Property

NorthRow's digital transformation of Knight Frank's client compliance process has seen their onboarding time accelerate, offering clients a friction-free experience whilst meeting their compliance obligations.

- Less compliance team intervention needed for efficient onboarding
- All compliance is now automated
- Enabled them to make faster, data-driven decisions when onboarding
- Reduced errors and costs

"There has been a positive change towards client onboarding. We have seen a significant improvement from a cost and time perspective."

Deputy Money Laundering Officer

