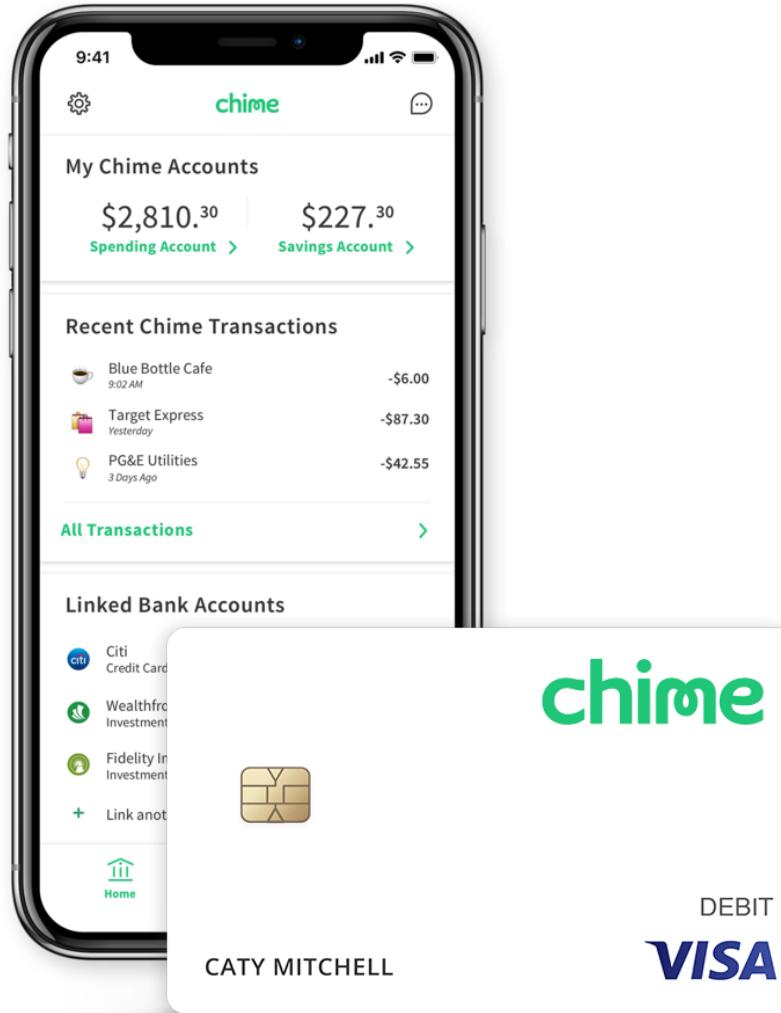


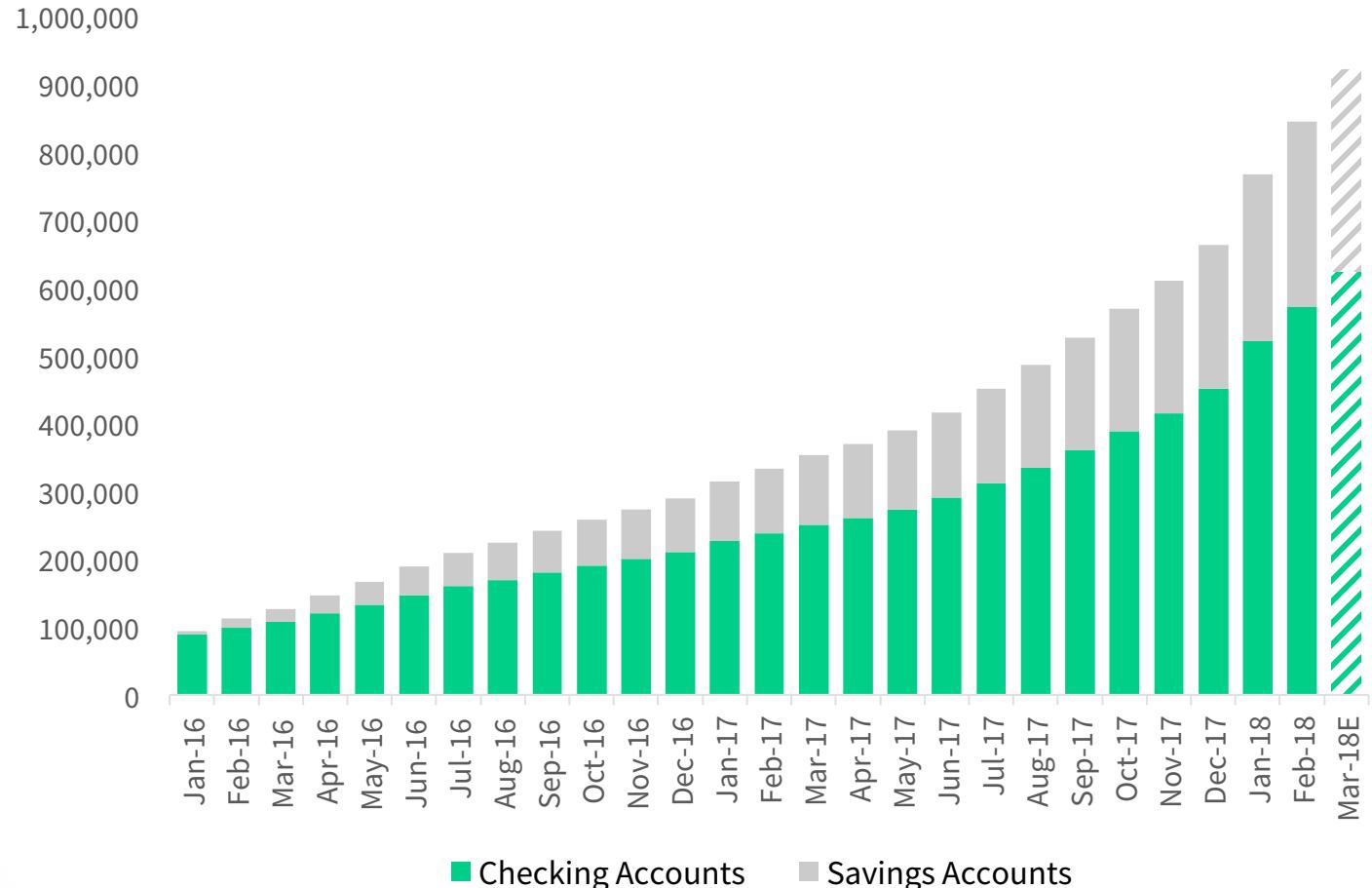
chime

www.chime.com

We're the clear leader in US challenger banking

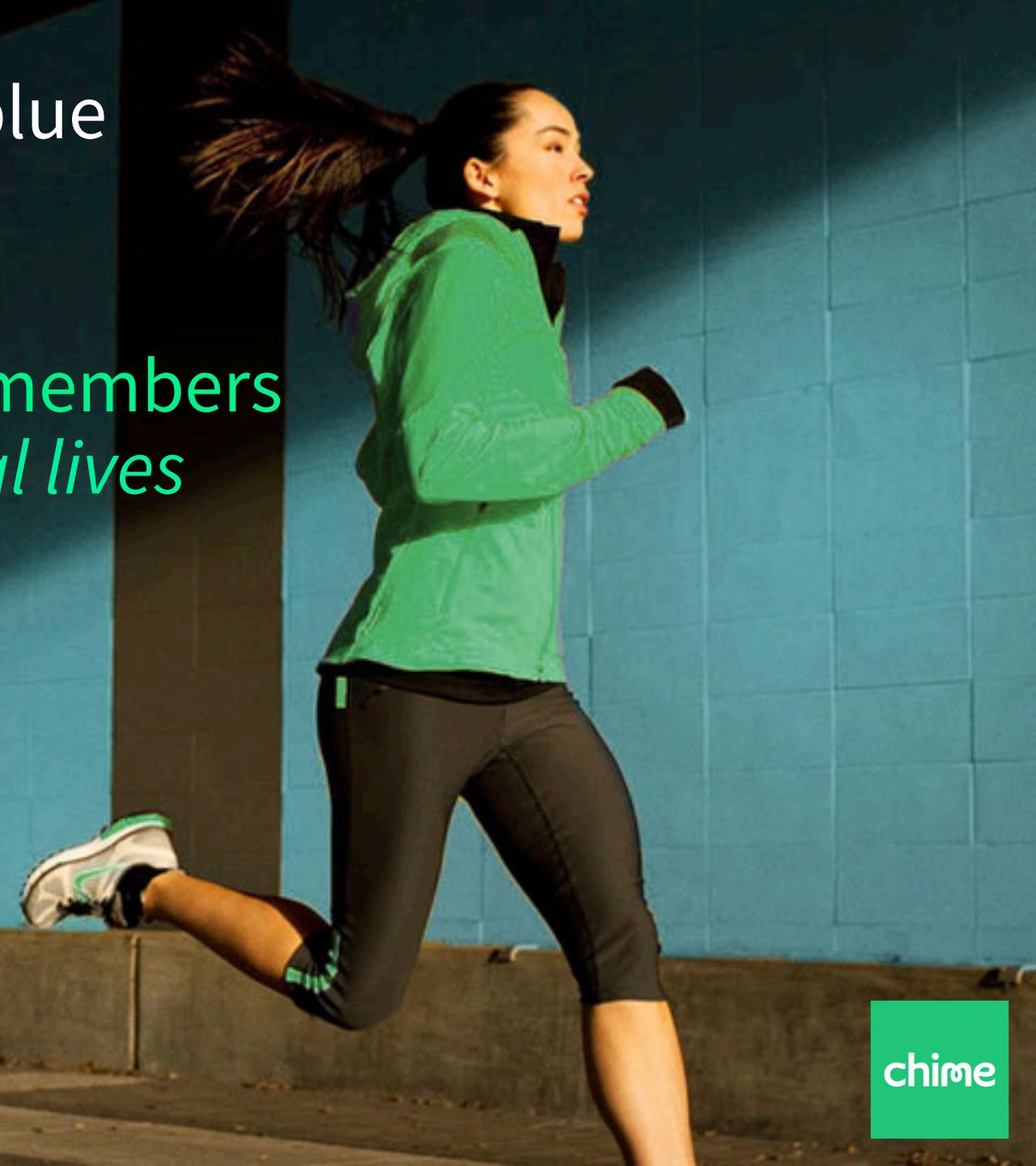


Total Bank Accounts



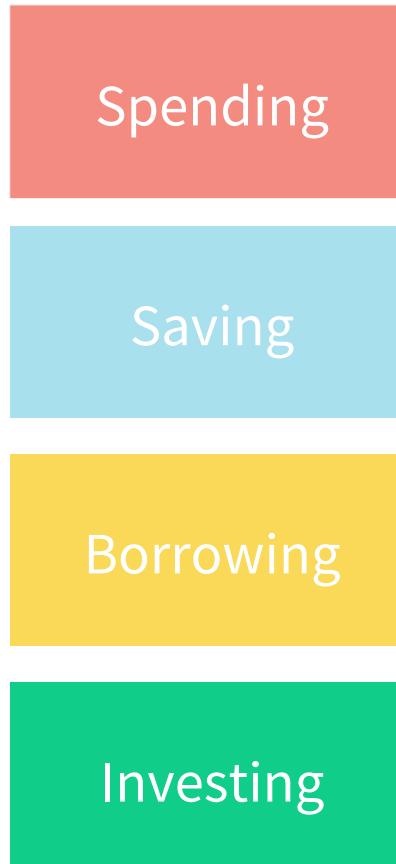
And building America's next blue chip financial services brand

Our mission to guide our members to lead *healthy financial lives*



chime

Financial health is *the* defining challenge for Americans



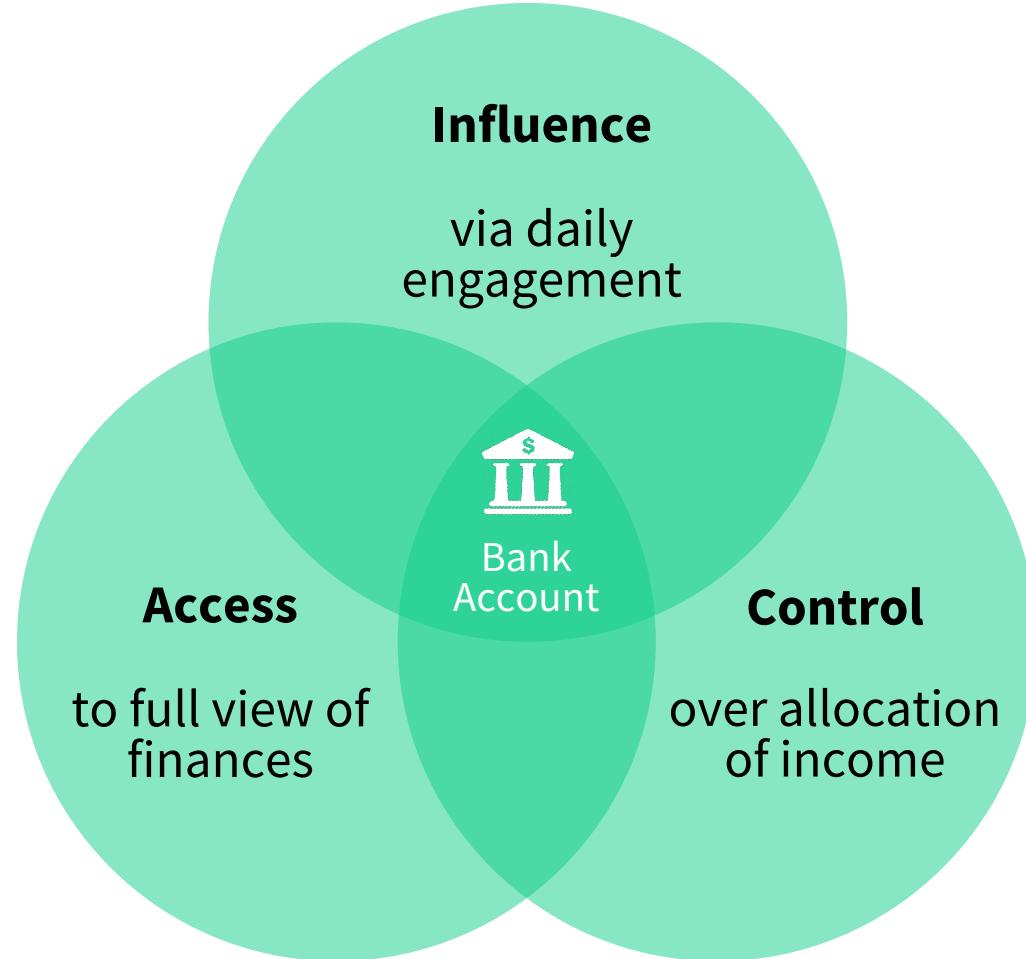
Three-fourths live paycheck to paycheck

Half couldn't come up with \$500 for emergency

40% have credit card debt; 44M have student loans

<\$5,000 in mean retirement savings

Your bank is uniquely positioned to improve your financial life



But traditional bank business models exploit poor financial health, rather than improve it

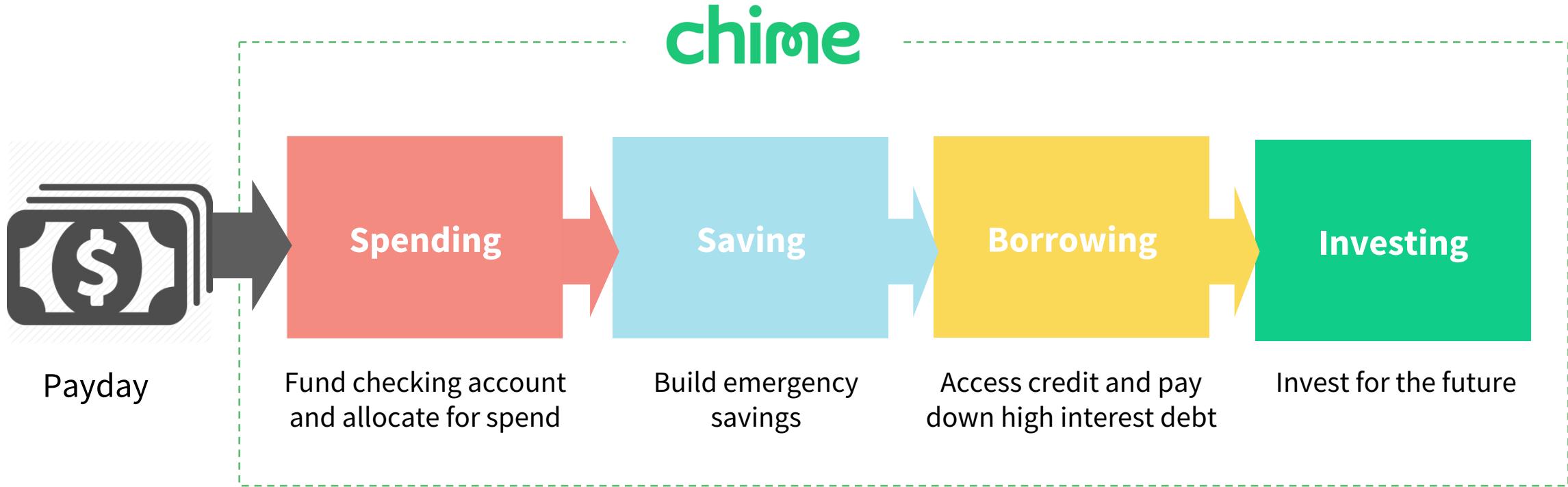


- Heavily reliant on fees, predatory APRs
- Limited by legacy costs & regulation
- Slow to innovate



Bank trust at historic lows

We're a tech company building the bank of the future



Smart automation is the key to financial health, and only a bank like Chime can do it

We started by focusing on the 160 million *mainstream Americans* who live paycheck-to-paycheck

Three-fourths live paycheck-to-paycheck

Only **one-fourth** have financial “slack”



- Primary financial need is **making ends meet**
- Chronic low balance + overdraft fees
- Path to financial health seems out of reach

With our initial product, we set out to build *the best* checking & savings account for mainstream Americans

Biggest pain points

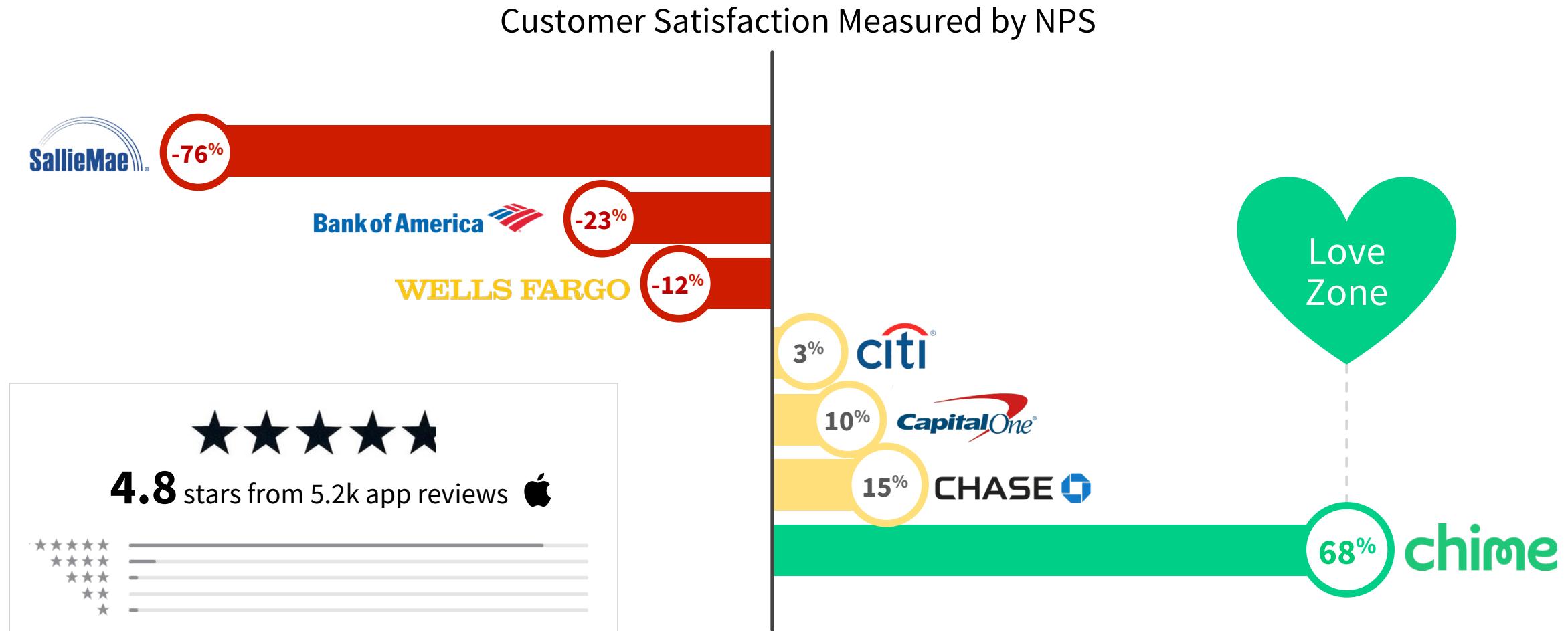
1. Hitting \$0 balance before payday
2. Paying \$329/yr in OD and bank fees
3. Having no savings
4. Anxiety about ability to pay



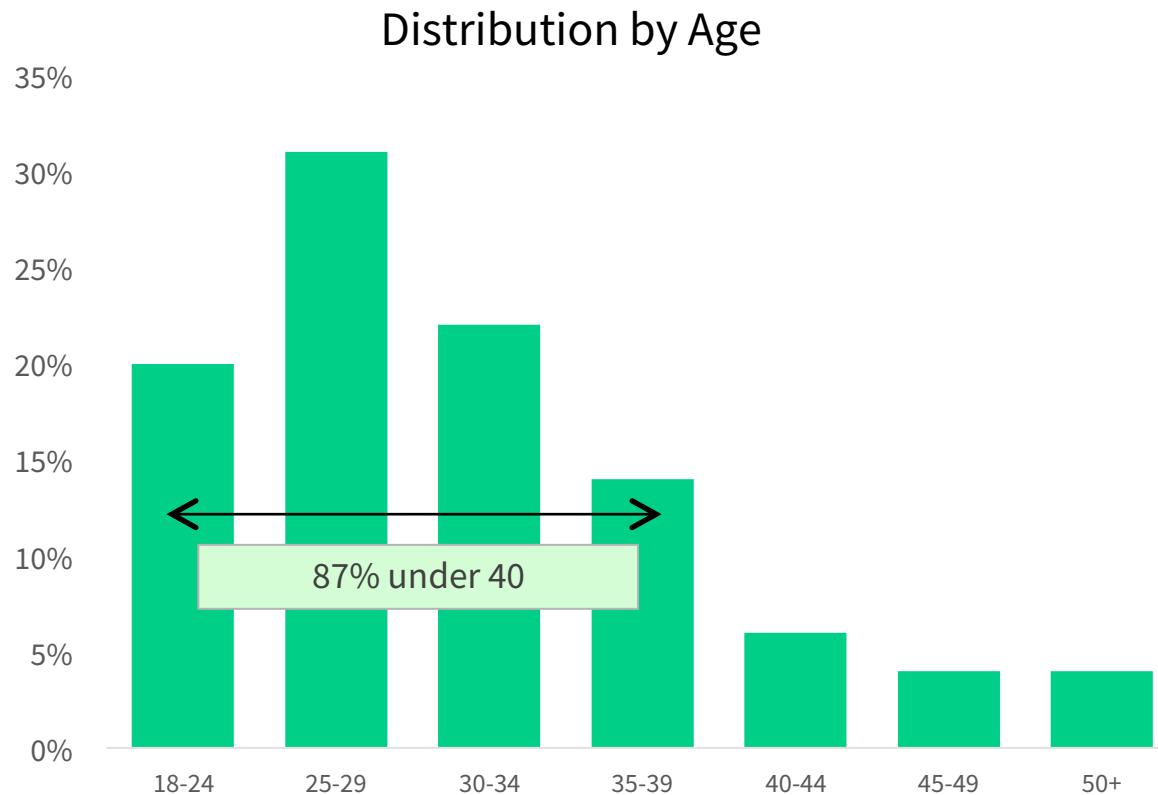
chime

1. Get your paycheck early
2. No fees
3. Automatic savings features
4. Mobile app + real-time alerts

We succeeded and Members love Chime like no other bank



Early Members are mainstream Millennials

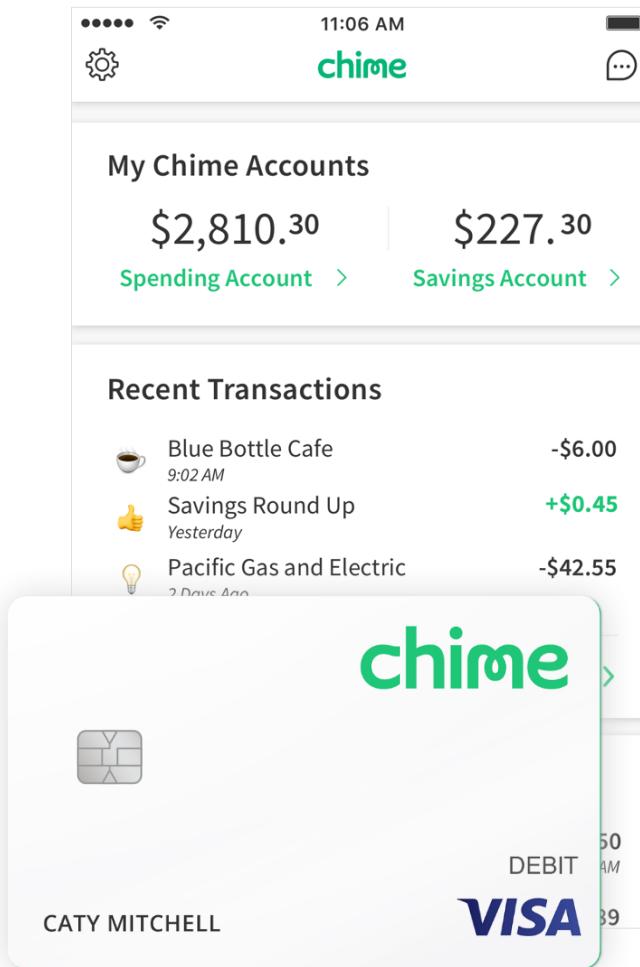


Our Members today

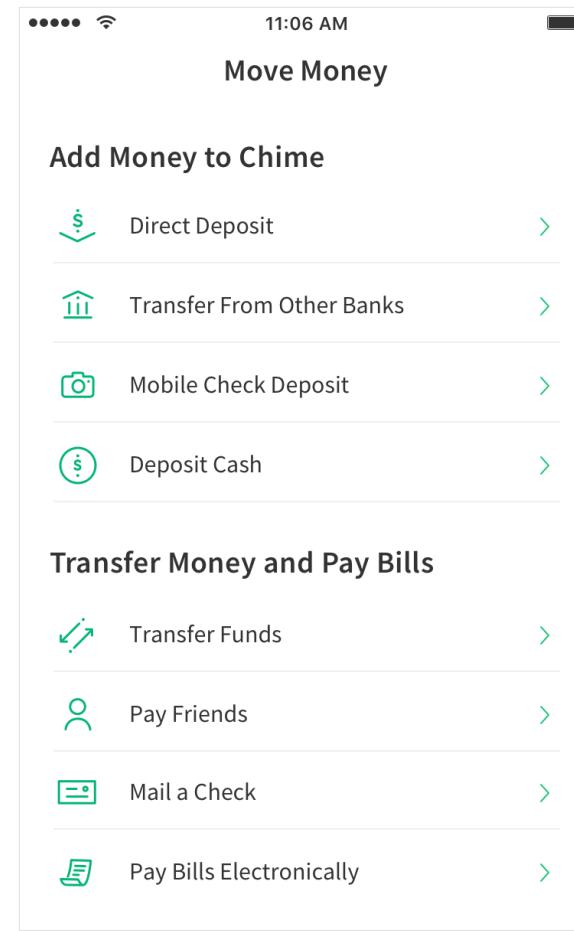
- Early in their professional career
- Middle income typically \$35 to \$75k
- From all 50 states led by TX, CA, FL, NY, GA
- Refer 30% of our new payroll direct deposit members every month

Our Product

Track spending & automatic savings



Get full, instant control over your money

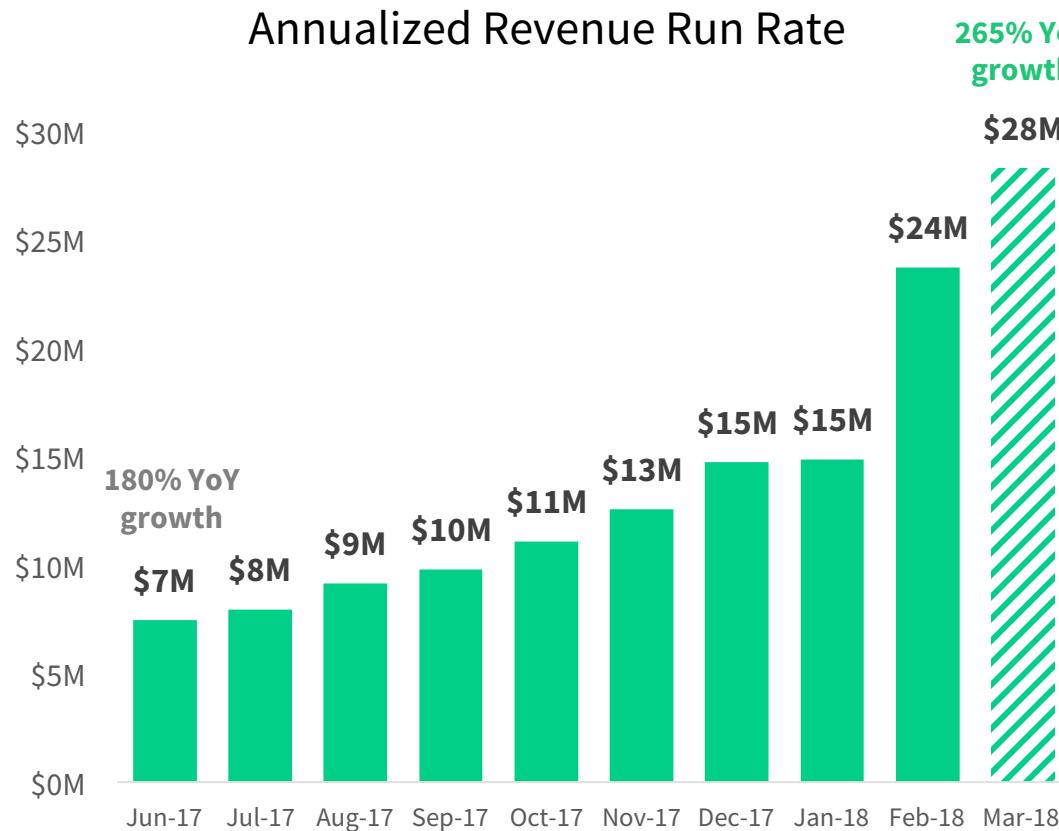


Stay updated on your finances

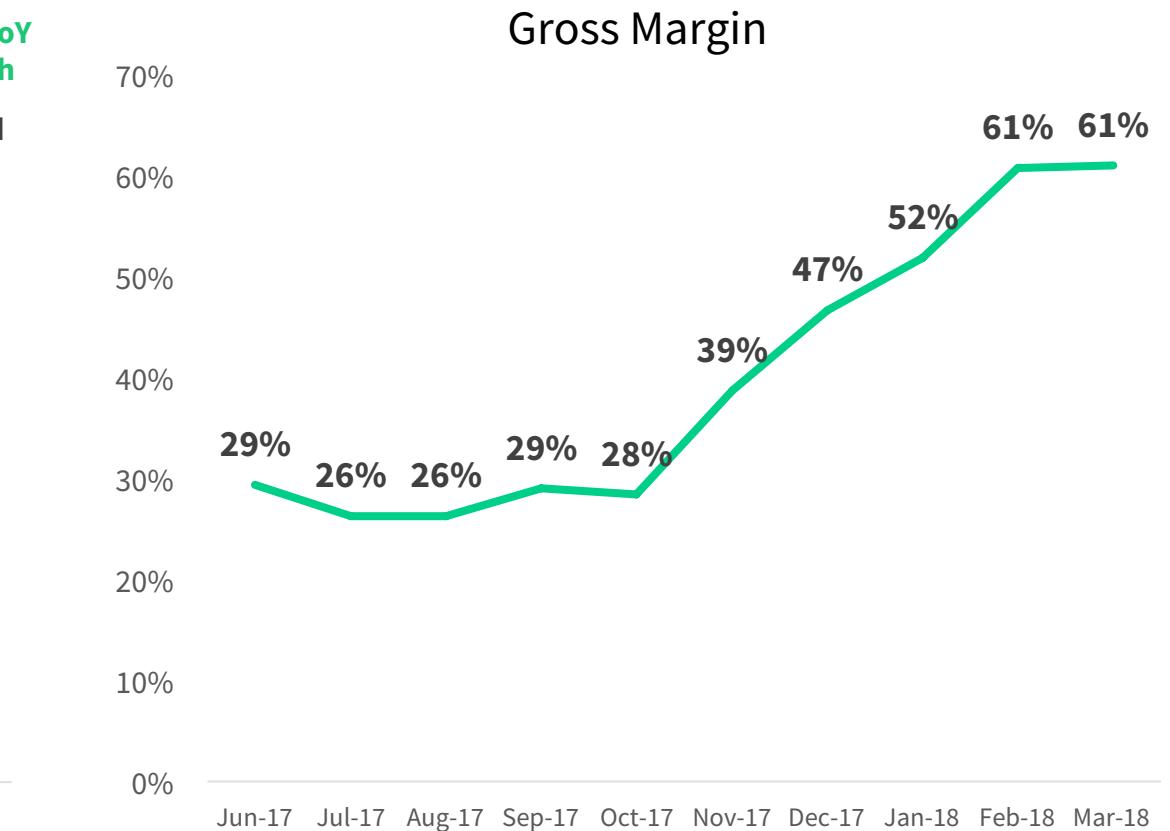
- CHIME** now You spent \$14.30 on Lyft. In total this month, you've made 6 purchases and spent \$82.22 on Lyft rides.
- CHIME** now You just got paid! Your \$2049.20 paycheck from Allegro Inc. arrived 2 days early! 🎉
- CHIME** now Good morning, Zachary! Your balance is \$1048.02. 🌞
- CHIME** now Your purchase at Home Depot for \$25.30 was declined because you disabled your card. 🚫 To make purchases, enable card transactions in Settings.

Our business today

Since our Series B in June 2017, we've quadrupled revenues and doubled gross margin

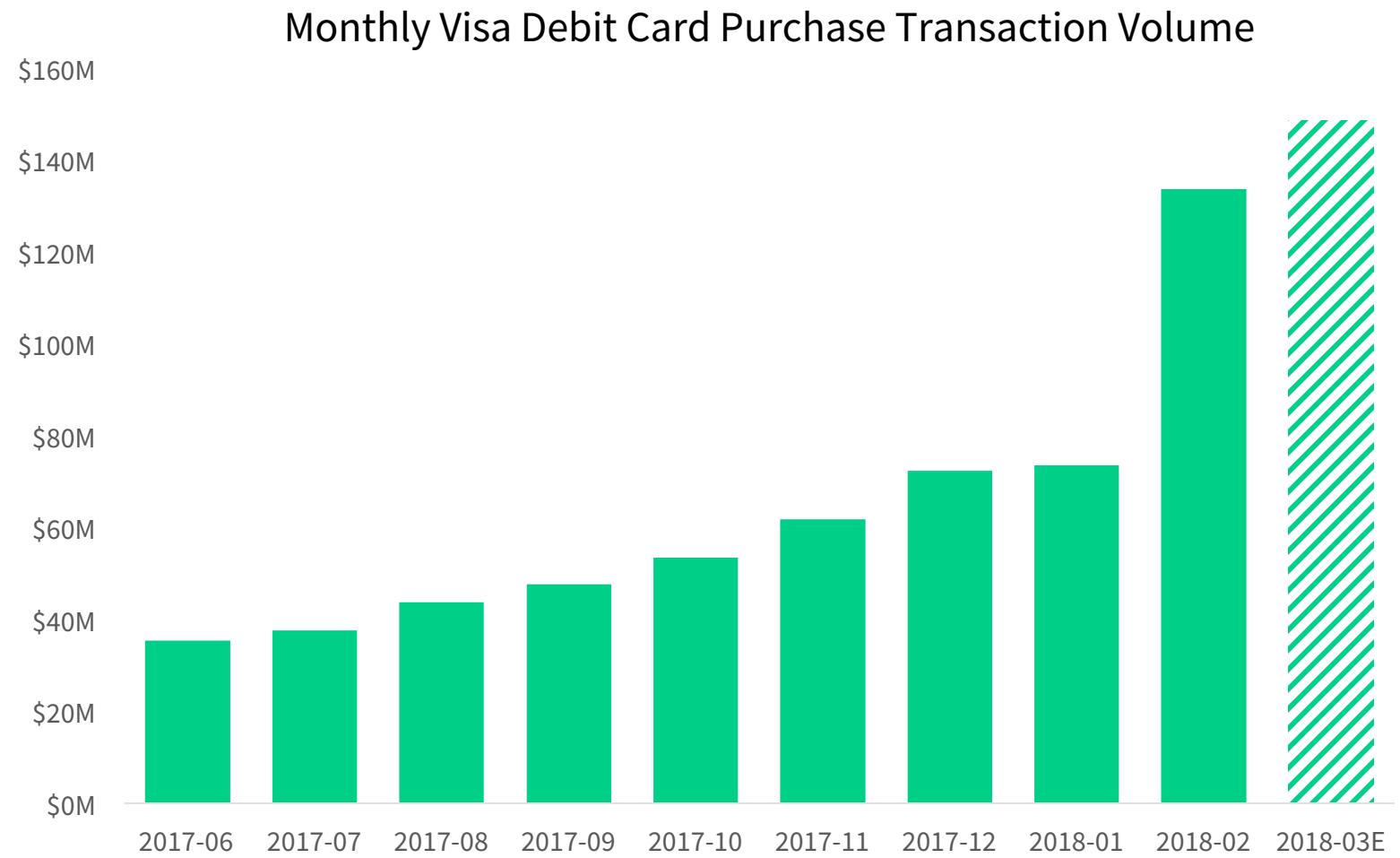
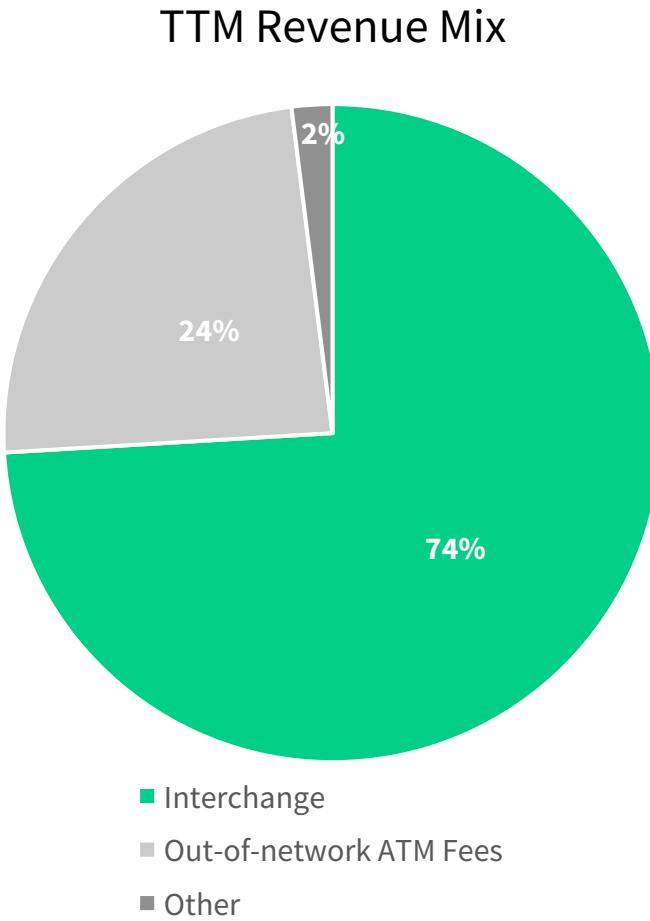


4x in revenues has come on flat CAC



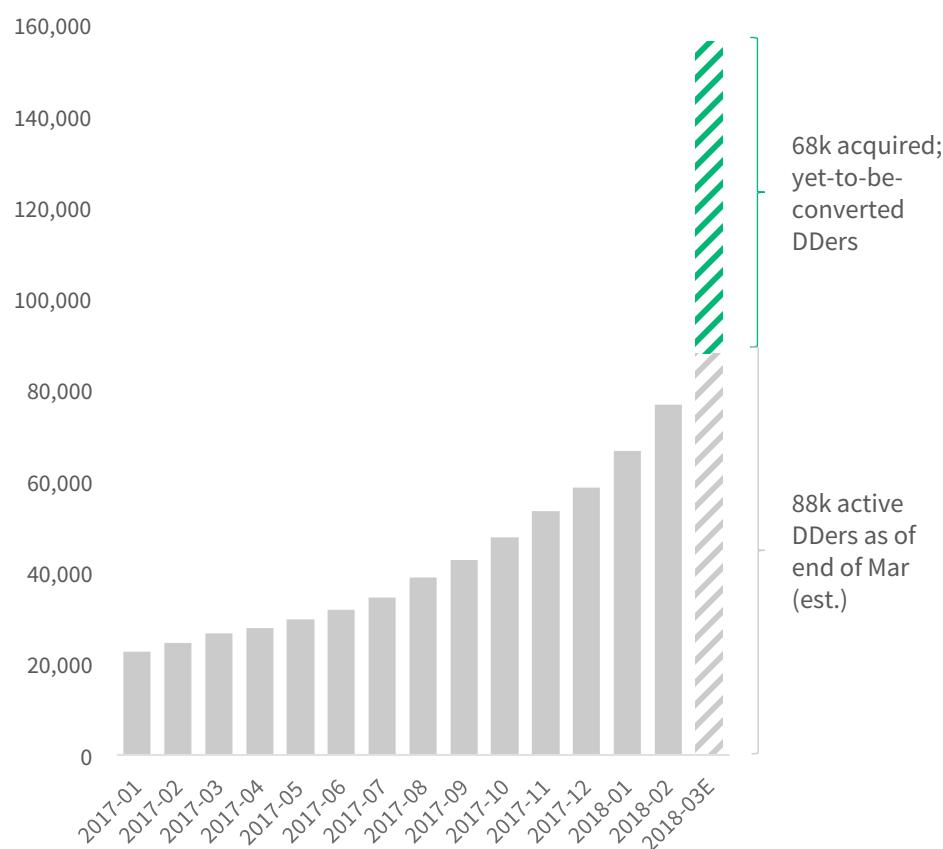
+30 points of gross margin from proprietary tech stack, scale and renegotiated long term contracts

We rely on transaction revenue from Visa (interchange) rather than fees

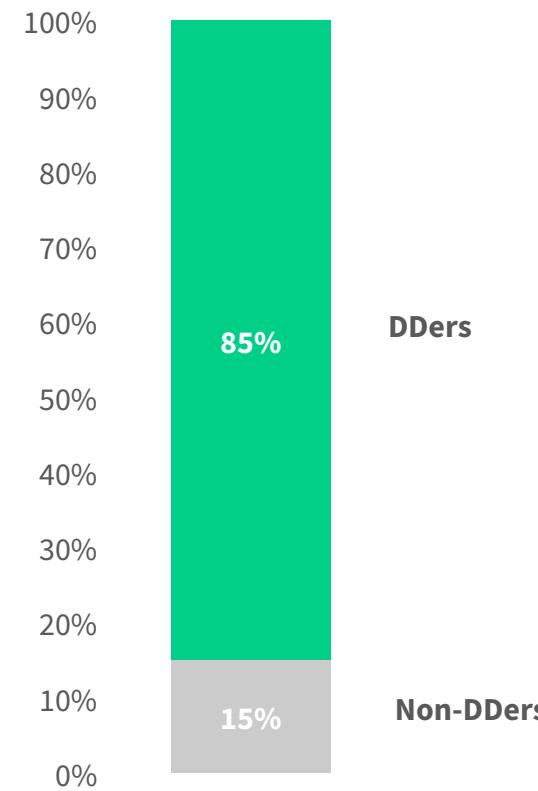


Payroll direct depositors (“DDers”) drive our business

156k total DDers
(88k active, 68k pipeline)



Account for 85%
of revenue



And each generate \$220 revenue per/
yr with 51% contribution margin

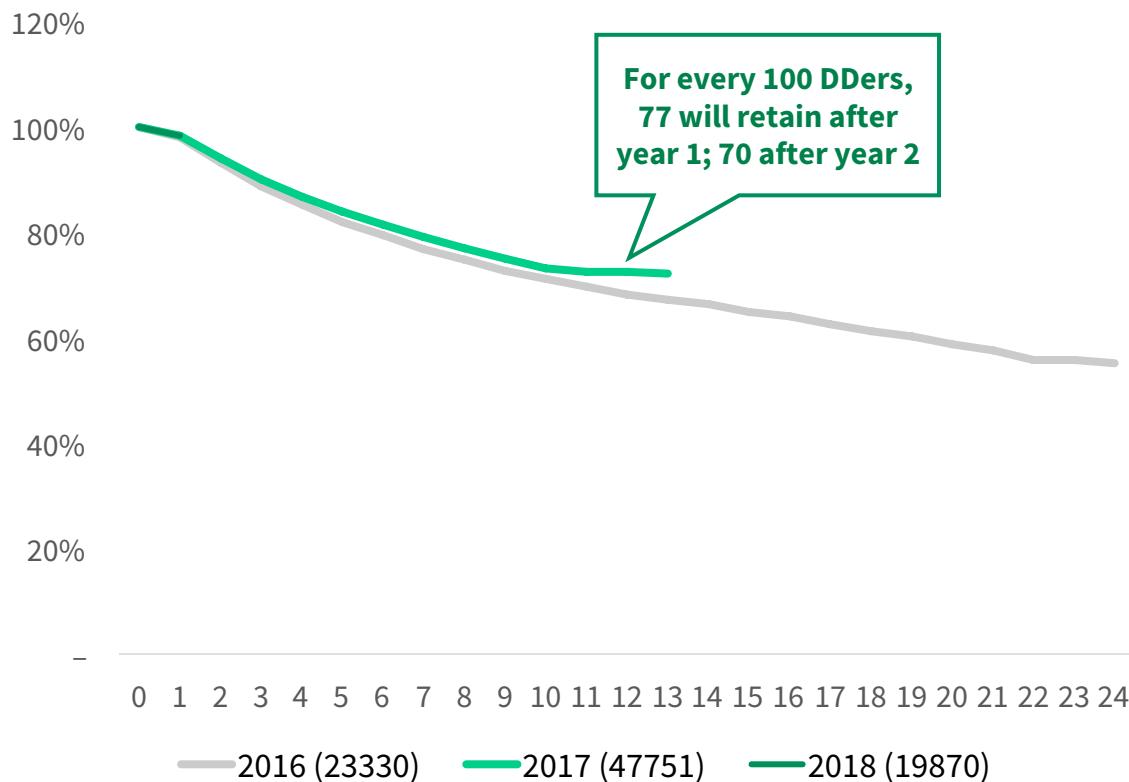
per month	
Revenues*	\$19
Gross Margin	61%
Gross Profit	\$12
Variable Costs**	(\$2)
Contribution	\$10
Contrib Margin	51%

* \$1,130 monthly spend *122BPs + \$5 from combo of ATM fee + cash deposit incentive

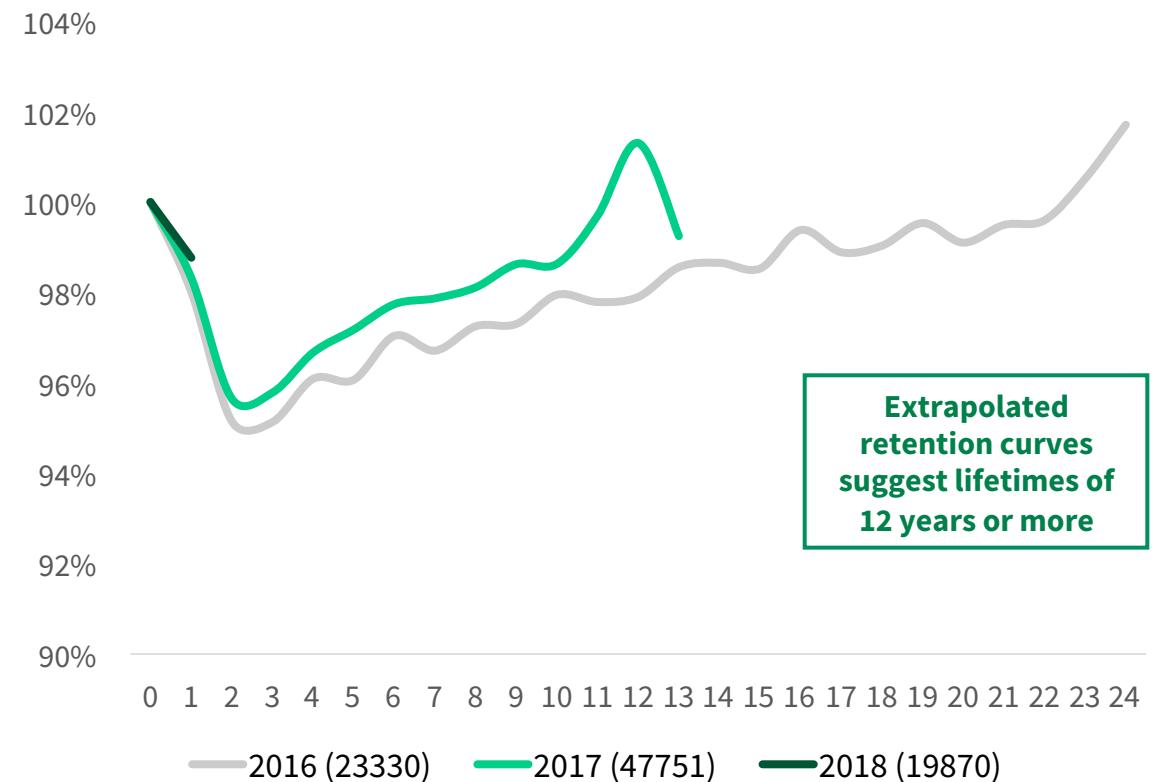
** Variable includes Member Services and Fraud

DDers create a subscription-like model

Cumulative DDer Retention – Yearly Cohorts

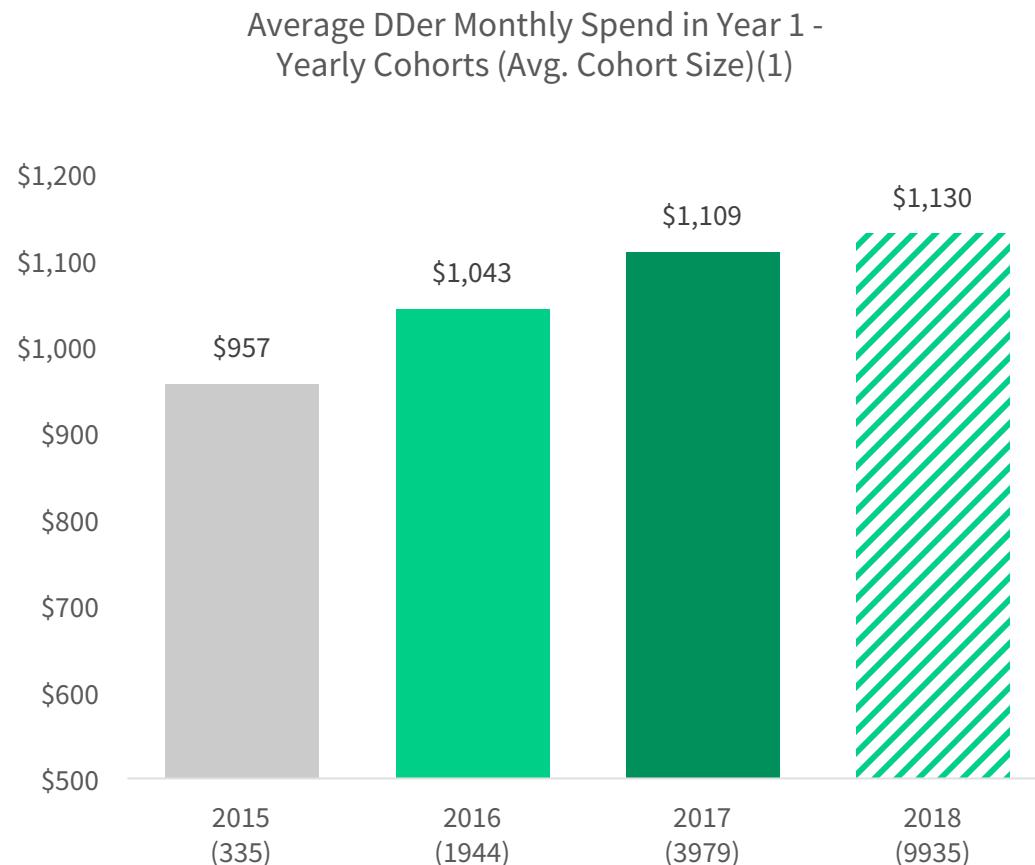


M/O/M DDer Retention - Yearly Cohorts

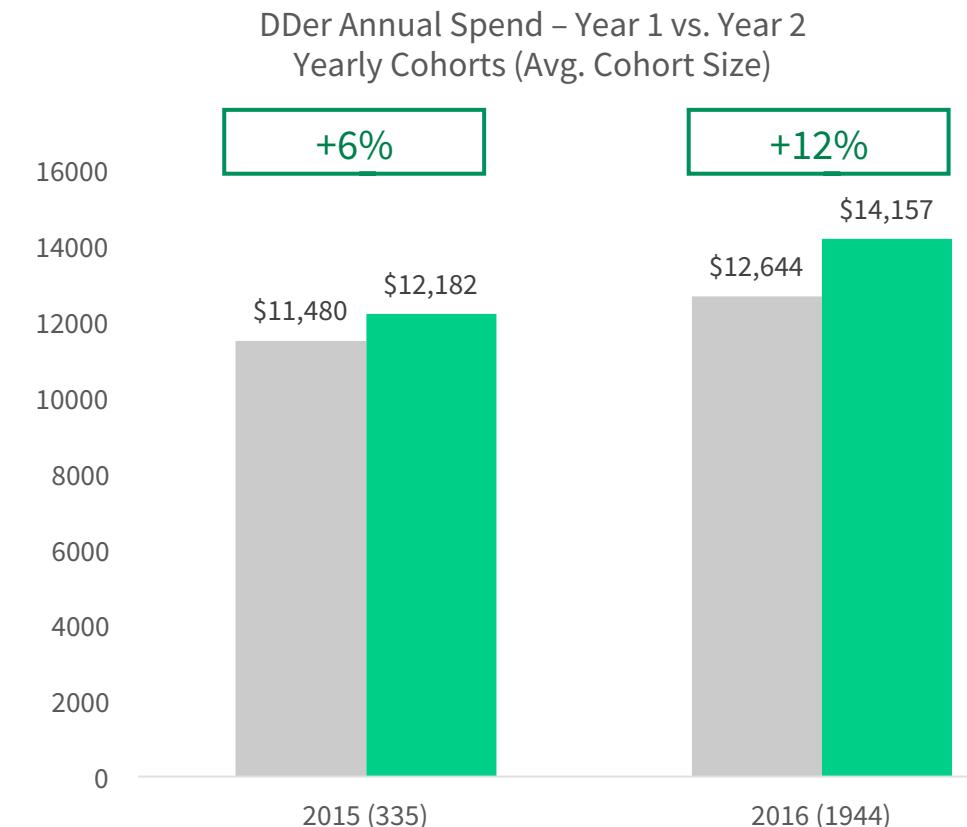


Our DDers are becoming more valuable

Newer (larger) cohorts drive more transaction volume than earlier cohorts



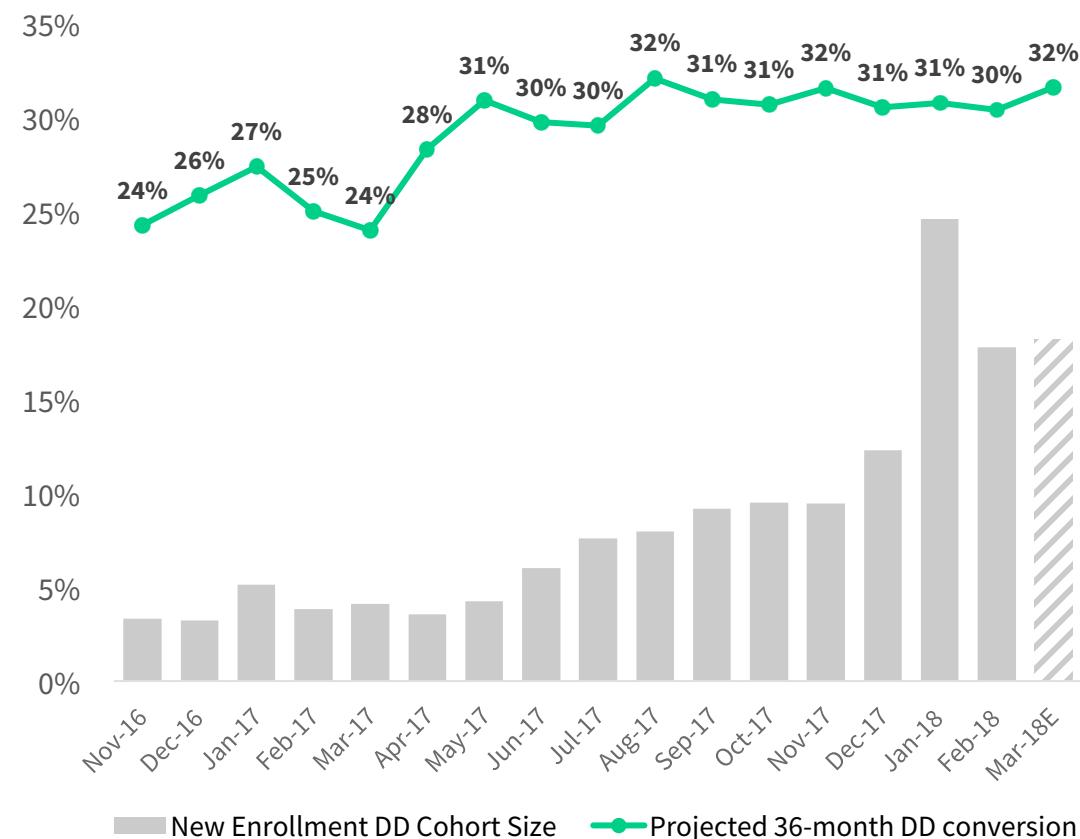
Cohorts drive more transaction volume as they age



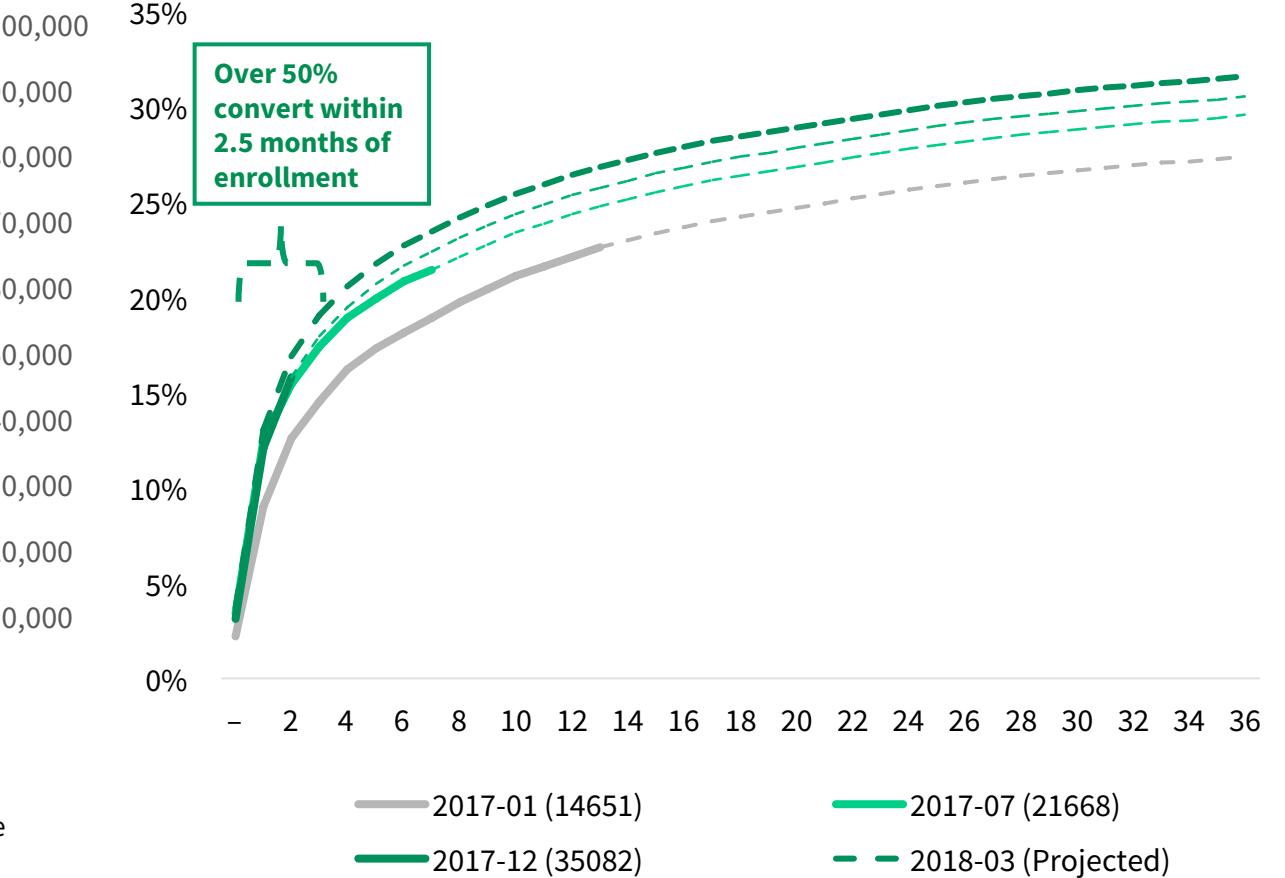
(1) All data weighted by initial cohort size; 2017 data based on two months of actual data and year-over-year trends for subsequent cohorts; 2018 data estimated based on last 6-months of estimated cohorts

We're improving conversion to DD, even as we scale

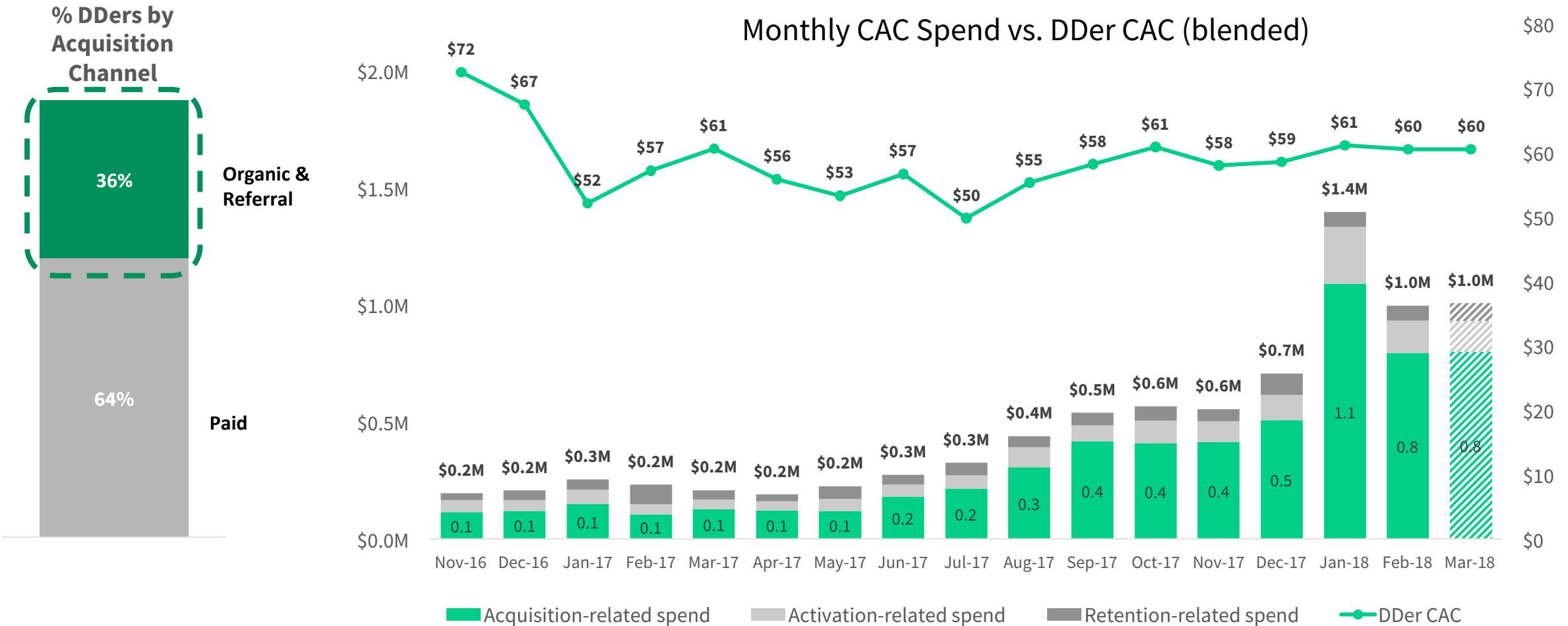
Enrollment Cohort size and Projected DD Conversion Rates



Cumulative Conversion over time
Monthly Cohorts (Cohort Size)

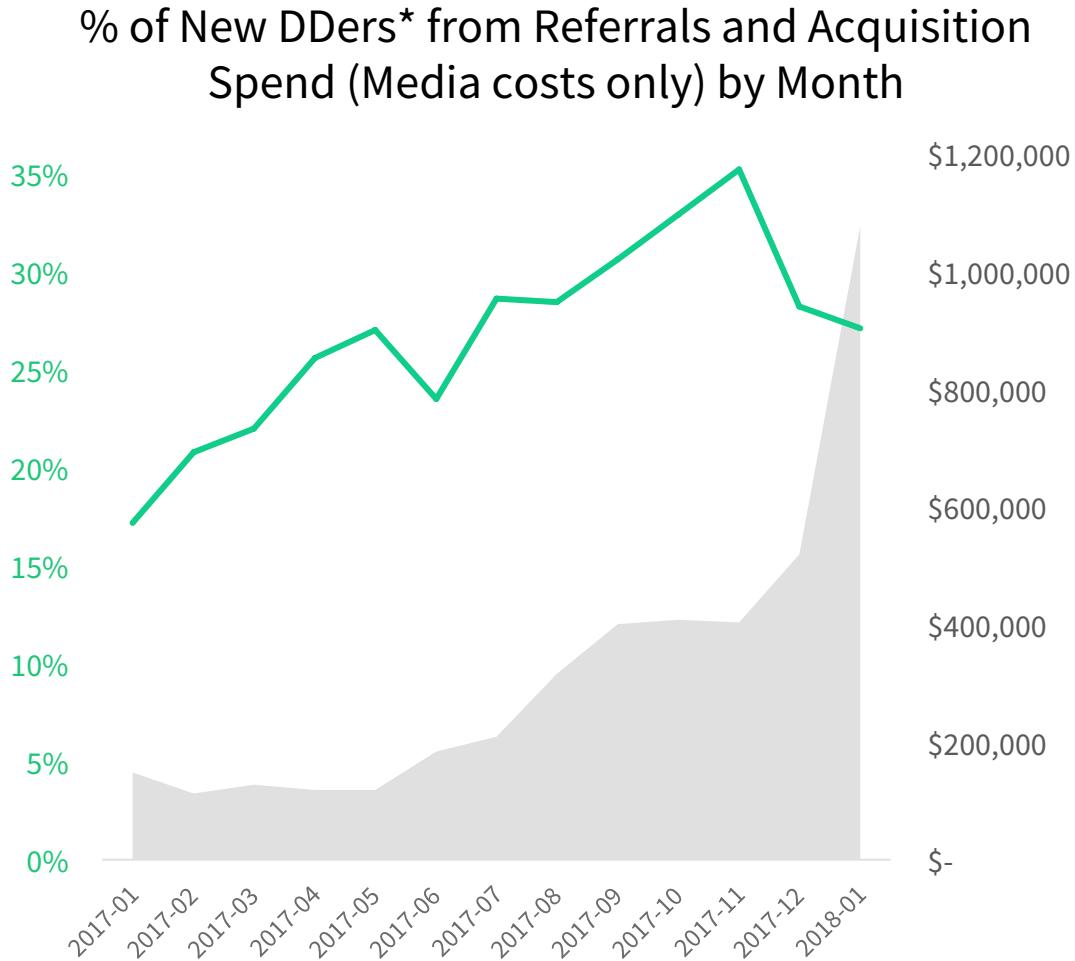


We've scaled acquisition 10x while keeping DDer CAC steady



DDer CAC excludes enrollments and enrollment-related acquisition costs from partnership trial from May – July 2017

Referrals, our highest converting channel, have scaled with growth



Referrals are poised to further accelerate with product investments in:

- Pay Friends 2.0
- Split Bill
- Joint Accounts
- Referral VIP program

The result: we've created compelling unit economics on our core debit business alone

Unit Economics

Lifetime LTV (12 years)	\$1,500
Lifetime LTV : CAC	26 : 1
5 Year LTV	\$430
5 Year LTV : CAC	7 : 1

CAC Payback

6 months

Time to Breakeven⁽²⁾ *9 months*

Average DDer Acquisition Costs

Acquisition cost / enrollment	\$15
Activation cost / enrollment	\$3
Retention cost / enrollment	\$1
Cost / enrollment	\$19
<i>Projected cumulative DD conversion rate</i>	32%
DDer CAC	\$60

Average Monthly DDer Revenue Contribution

DDer transaction volume/month	\$1,130
Average interchange rate	122 bps
DDer Interchange revenue / month	\$14
DDer fee revenue / month	\$5
Total DDer Revenue / month	\$19
<i>Gross Margin</i>	61%
DDer Gross Profit / month	\$12
Variable costs ⁽¹⁾	(\$2)
DDer Revenue Contribution / month	\$10
<i>Contribution Margin</i>	51%

(1) Includes Member Support, Fraud Prevention & Fraud Processing expenses, (2) Incorporates conversion curves, initial month retention and nonDD contribution

Our core business is tracking to \$125M run rate in 12 months

	9 mo. ago (Jun 2017)	Today (Q1 2018)	Early next Year (Q1 2019)
DDer CAC	\$57	\$60	\$63
Monthly Acq Spend	\$118k	\$1M	\$3M
<i>Growth in Monthly Acq Spend</i>		8x	3x
DDers	32k	88K	376K
<i>Full pipeline of DDers</i>		$88K + 68k = 156k$	
Run-Rate Revenue / DDer*	\$250	\$318	\$330
Revenue Run Rate	\$8M	\$28M	\$124M
<i>Fully converted revenue run rate</i>		\$41M	

*Includes revenue from nonDDers (paid trial)

Our business tomorrow

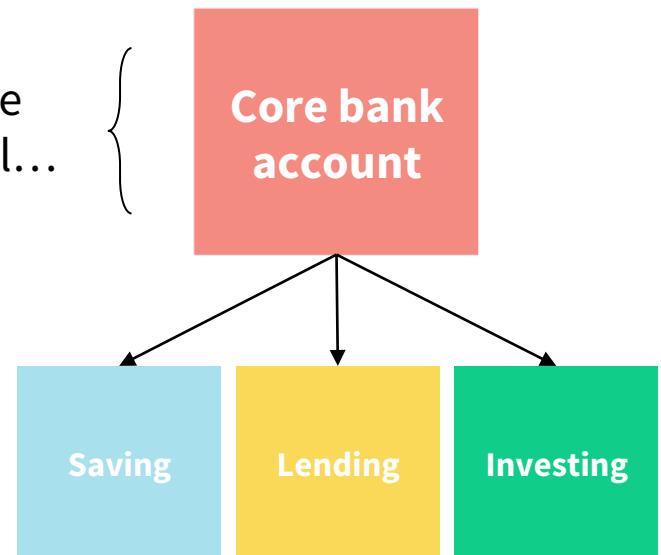
As the core bank account, we're uniquely positioned to beat niche fintechs in adjacent financial services

chime

- 1 We have rich data, daily usage, can move funds, enjoy high margins, cheap capital...

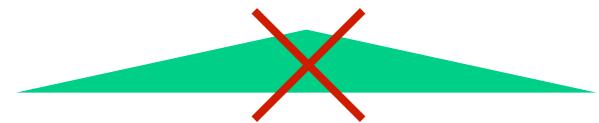


- 2 ...giving us huge advantages to help members with credit, lending, investing



Other fintechs

- 4 ...but moving upstream is expensive, hard, and unproven

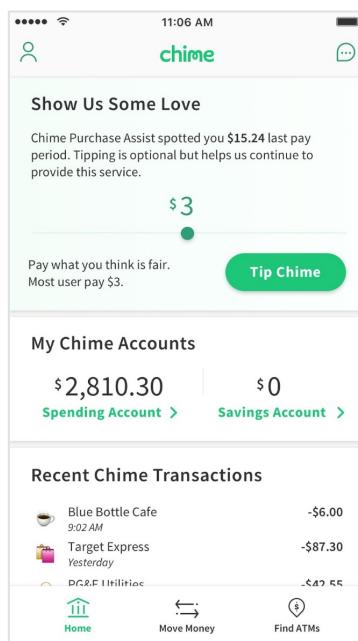
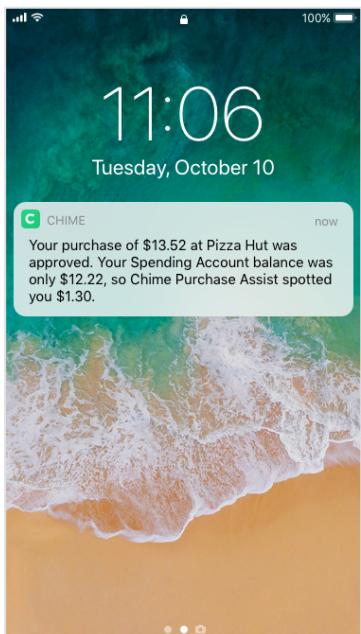


- 3 Niche fintechs now want to own the bank acct to enjoy our advantage...

2018 Product Highlights

Purchase Assist (free overdraft with tip)

- Allows DDers to go negative by up to -\$250
- Solves biggest pain point; highly differentiated
- First lending product; key input for credit risk modeling



Credit Card

- Build credit score with no/low debt (secured by deposit)
- 87% of members “very likely” to enroll
- Increases our interchange revenue 50%
- Also a lending & risk modeling vehicle



The bank of the future will look more like a software company

Our cost structure and tech innovation give us competitive advantage versus both startups and big banks



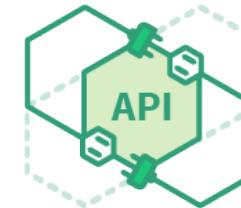
Lightweight Banking Core

Proprietary, low-cost structure
for industry leading margins



Machine Learning

For scalable, low-cost
fraud mitigation



Open APIs & Connectivity

For deep, defensible
partnerships



Data Aggregation

To inform automation and
holistic financial health



Real-time Payment Network Integrations

For rapid innovation,
real-time everything



Big Data & Modern Analytics

For hyper personalization, rapid
experimentation, optimization

We have the perfect team for this opportunity

Team

- 55-person, SF-based team that designs, builds & manages all services in-house
- Deep consumer product, growth, marketing, analytics, BD and ops expertise

Investors



Our Leadership



Chris Britt, Co-founder & CEO

- Green Dot, CPO & SVP Corp Development
- Visa, Senior Product Team Leader
- comScore, SVP Corporate & Business Dev



Ryan King, Co-founder & CTO

- Comcast Interactive, CTO
- Plaxo, VP Engineering & COO
- MS, CS @Stanford



Melissa Alvarado, VP Growth & Analytics

- Check.me, Monetization & Growth (acq. by INTU)
- Capital One, Senior Analyst
- MBA, Stanford



Zach Smith, VP Product

- Groupon, Head of mobile products
- Boomerang, Founder & CEO (acq. by GRPN)
- Harvard; Bain & Co.



Matt Newcomb, VP Strategy & Finance

- EdTech startup founder & FinTech angel investor
- Blackrock, VP Financial Markets
- MBA, Wharton

Chime Series C

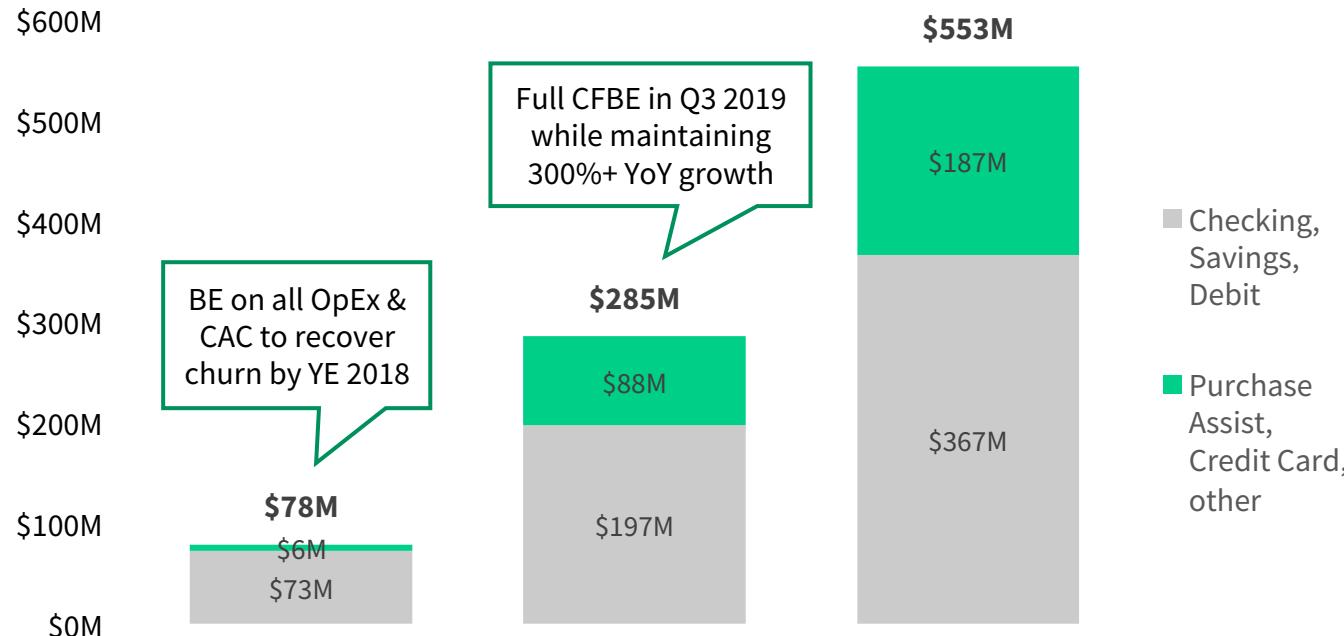
Raising \$40-\$50M growth round to scale business and launch new financial products (last raise pre-profitability)

We're the clear leader in US challenger banking with a loved product and significant cost structure advantage

Led by proven team tackling an urgent challenge to improve the financial health of millions of Americans

We aim to create \$25bn in enterprise value in 5 years by building America's next blue chip financial services brand

Run-Rate Revenue By Year by Product Segment



<i>At end of year unless stated otherwise</i>	2018	2019	2020
Revenue (\$M)	\$41	\$178	\$426
Gross Margins %	66%	74%	75%
DDers (K)	275	779	1,506
Avg Monthly Acquisition Spend (\$M)	\$1.7	\$3.8	\$5.8
Avg. DDer CAC	\$61	\$65	\$72
Net Income Margin (%)	(24%)	22%	31%
Avg. Monthly Cash Burn (CFO)	(\$2.5M)	(\$0.2M)	\$7.0M
Ending Cash	\$22M	\$20M	\$103M

A woman with long dark hair tied back is jogging on a paved path. She is wearing a bright green long-sleeved hoodie, black leggings, and white running shoes with green accents. The background consists of a blue brick wall and a dark, overhanging structure.

Our mission is to guide members
to lead **healthy financial lives**