

Facts about Robinhood and retail investing:

- Robinhood did not have a web platform until early 2018. (“Robinhood now on Web”)
- During 2020, among our customers who visited our app in a given day, they did so nearly seven times a day on average and engaged with us for a variety of reasons—to read the news, check their watch lists, manage their cash balances, make investments and monitor their portfolios. That figure is approximately two to four times higher than other leading FinTech companies during the same time period. We have sustained this level of engagement at scale, with 18.0 million Net Cumulative Funded Accounts as of March 31, 2021. (Robinhood S-1)
- As of May 2021, leading trading apps in the U.S. had over 16 million monthly active users, while these same apps only had 994,000 monthly active users in January 2017. (<https://www.statista.com/statistics/1259920/etrading-app-monthly-active-users-usa/>)
- As of June 30, 2021, Robinhood had over 21 million monthly active users.
- Robinhood expanded push notification offering to options in recent months.
- As of December 2020, median age of the 13+ million RH users is 31. (<https://blog.robinhood.com/news/2020/11/2/investing-for-the-next-generation>)
- ~40% of retail investors report using information from brokerages to make trading decisions. (FINRA:CIMI Survey)