

MoneyPlant

An ESG Wealth
Management platform

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Our team



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Agenda

Topics Covered

- ▶ Wealth Management Trends and Insights
- ▶ Product Walkthrough
- ▶ Product Evaluation



Tip: Use links to go to a different page inside your presentation. Links work best for pages like this one!

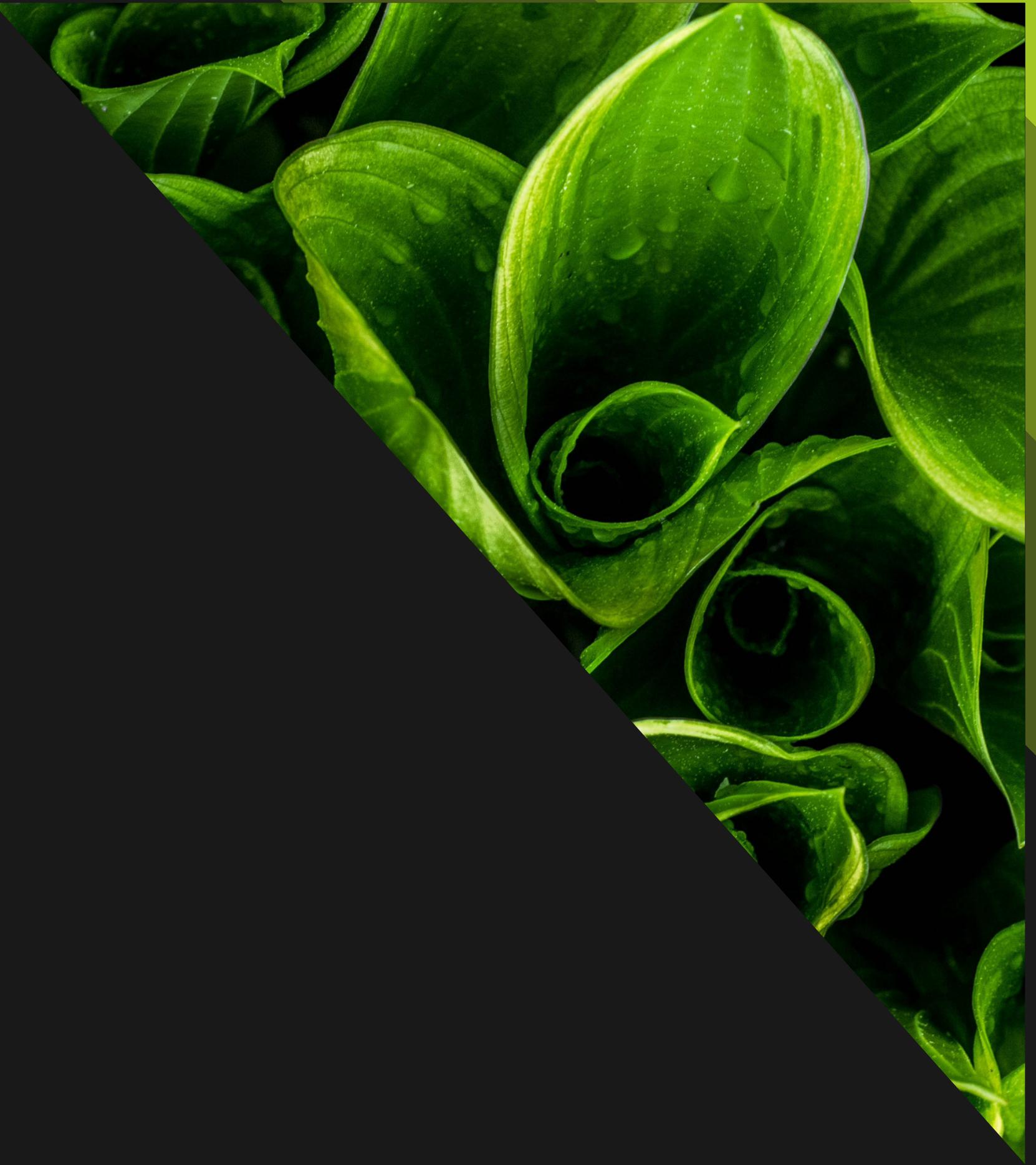


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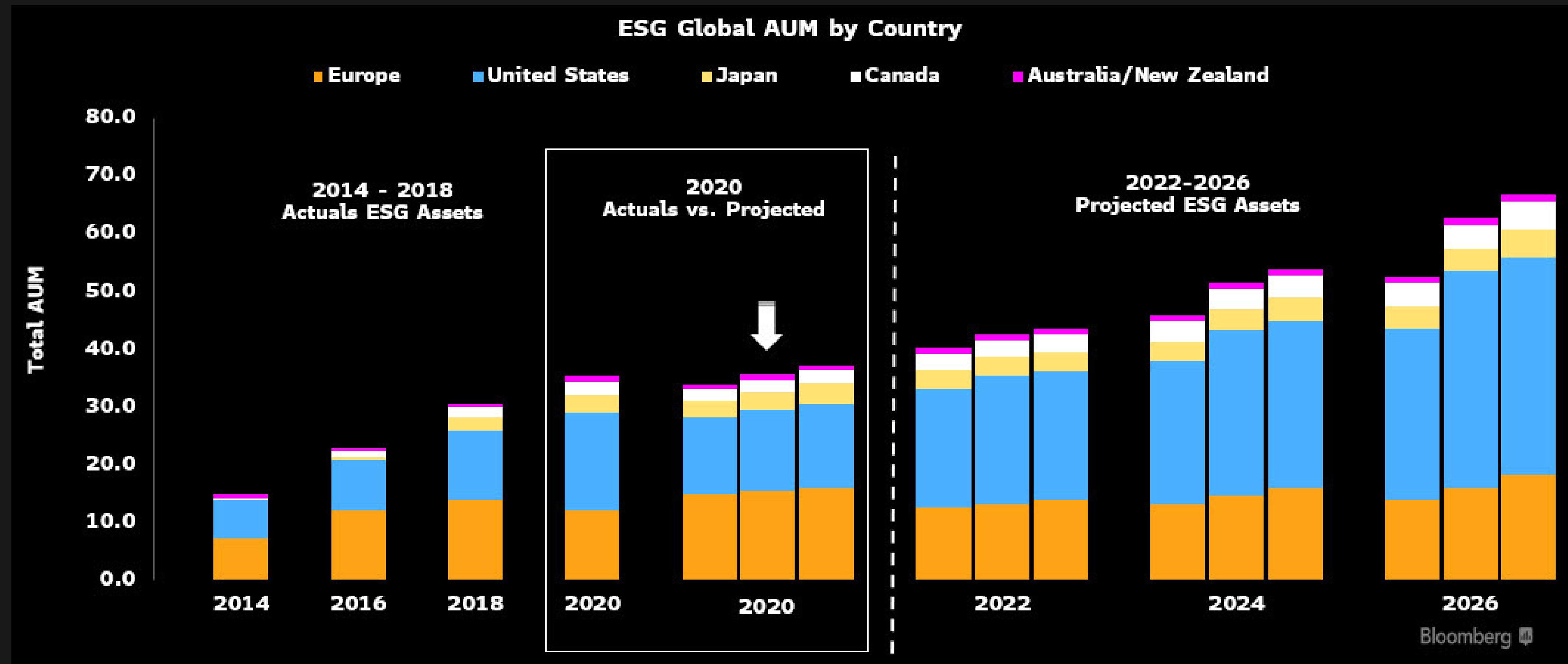
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Wealth Management Trends

Rise in popularity of ESG stocks



Rise of Impact Investing



In 2020, Stocks with higher ESG ratings outperformed

- Fidelity International, 2021

Companies with strong ESG scores are more resiliant

- MSCI

Largely Untapped Markets

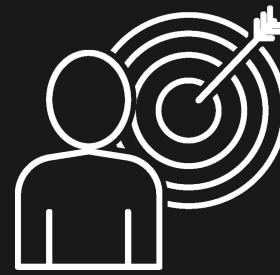
Most ESG driven	Senior management commitment	Clients expect ESG knowledge	Clients care about stance	ESG is here to stay
Japan	51%	47%	29%	45%
France	52%	43%	43%	30%
United States	44%	45%	38%	37%
UK/Ireland	42%	56%	36%	30%
Switzerland	43%	35%	32%	46%
Germany	50%	32%	32%	41%
Middling on ESG				
Canada	29%	43%	45%	28%
Hong Kong	21%	28%	45%	52%
Singapore	50%	32%	32%	32%
Australia	24%	28%	64%	32%
Least ESG driven				
Benelux	53%	16%	32%	21%
China	32%	32%	42%	26%

**27% more investors are planning
to use ESG funds in the next 2 years**

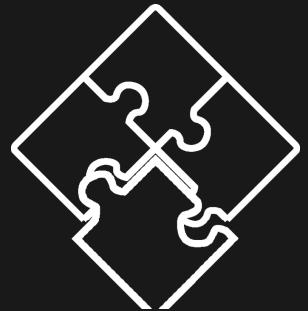
**41% of Clients expect institutions
to know more about social impact
investing & offer ESG products**

Highly Diverse Market

Asian Investors' Investment selection criteria



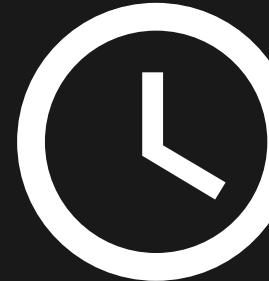
Target Stakeholders



Fit with current assets



Funding stage (early, growth, mature)



Investment horizon



Focus Area (region, sector, etc)



Ticket size

**How might we meet the
increasing demand for
easy access to
information regarding
active ESG investing?**

Our Solution



MoneyPlant

KEY FEATURES

ESG analysis

Stock analysis will include ESG-driven analysis and statistics

Benchmarking by Industry

Companies are categorised into tiers based on ESG scores

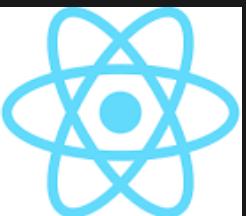
Client Engagement

Customers able to upvote and downvote ESG initiatives

Brief walkthrough our web app

Front End

React, CSS, Material UI,
Bootstrap

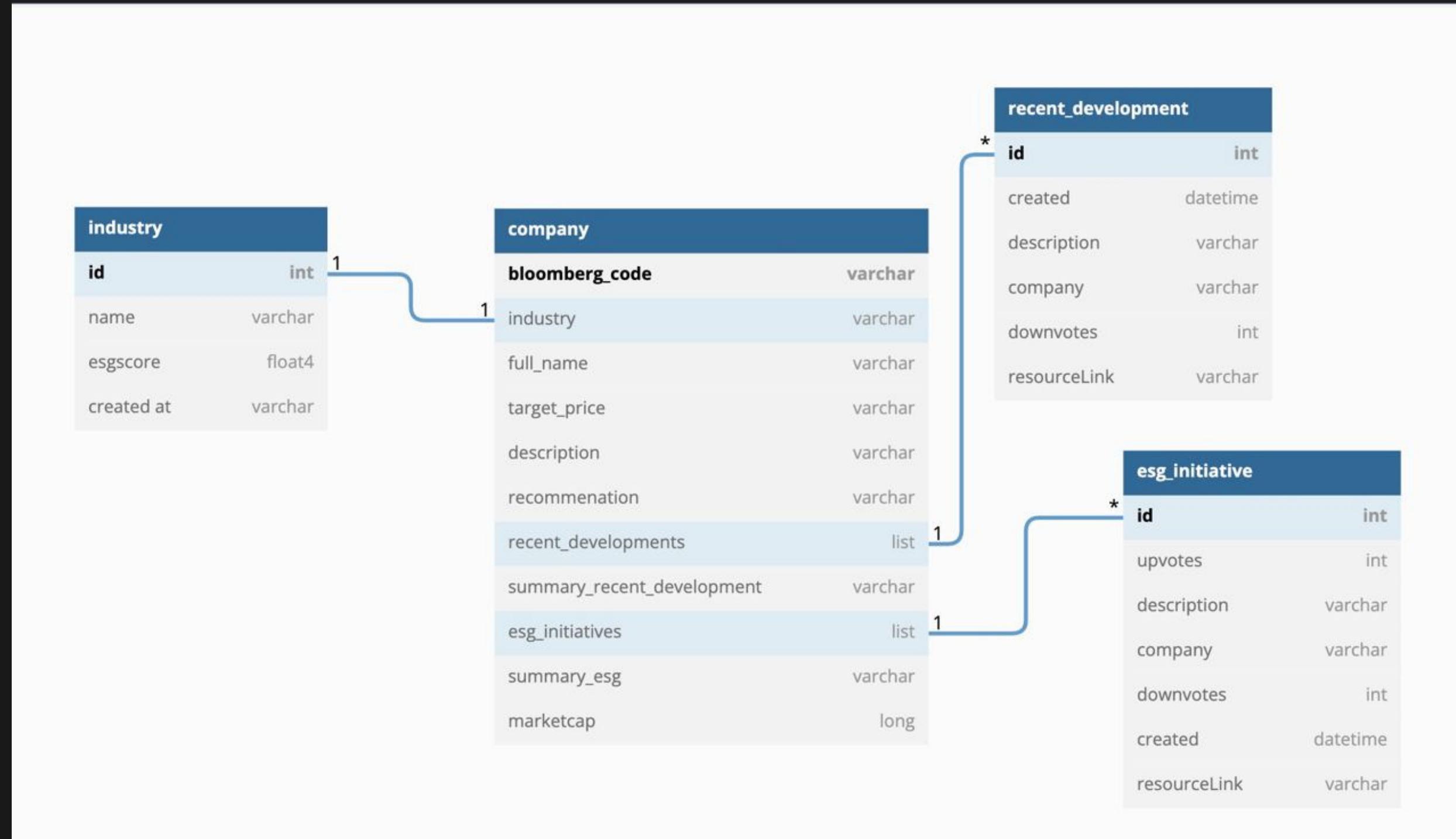


Back End

Django, SQL

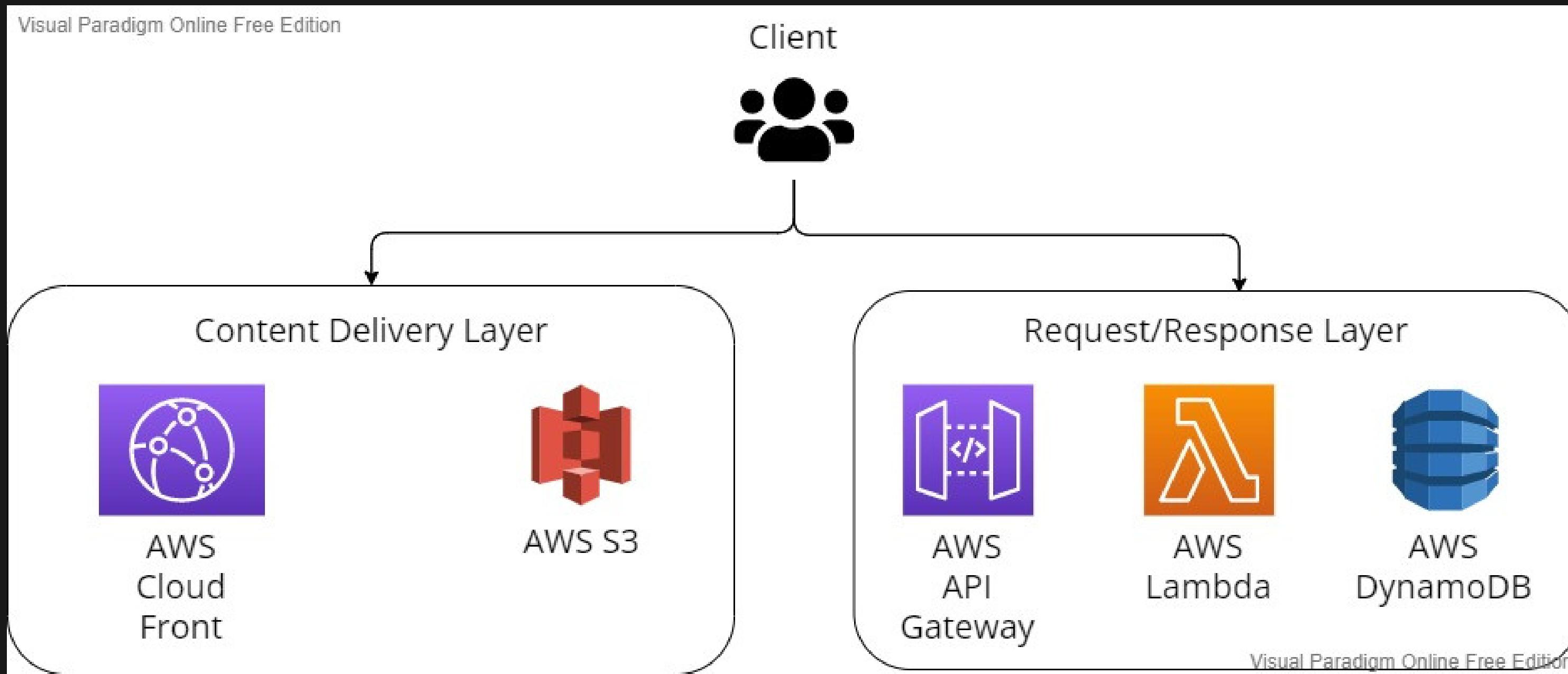


Brief walkthrough our web app



Product Demo

Deployment Architecture



Why MoneyPlant?



Address Subjective ESG Ratings

Gathering public opinion allow to aggregate subjectiveness of ESG ratings. Encourage clients to invest in resilient companies.



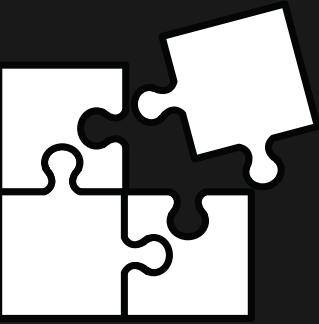
Engagement of Mass Affluent

The interactive nature of application encourages clients to be present on the bank's platform.



First Mover Advantage In ESG

Banks do not have any ESG scoring for individual companies on wealth management platform. Only competitor is GSAM for HNI.



Ease of Integration & Implementation

Additional fields for supporting ESG investing can be incorporated into existing portals.

Future developments



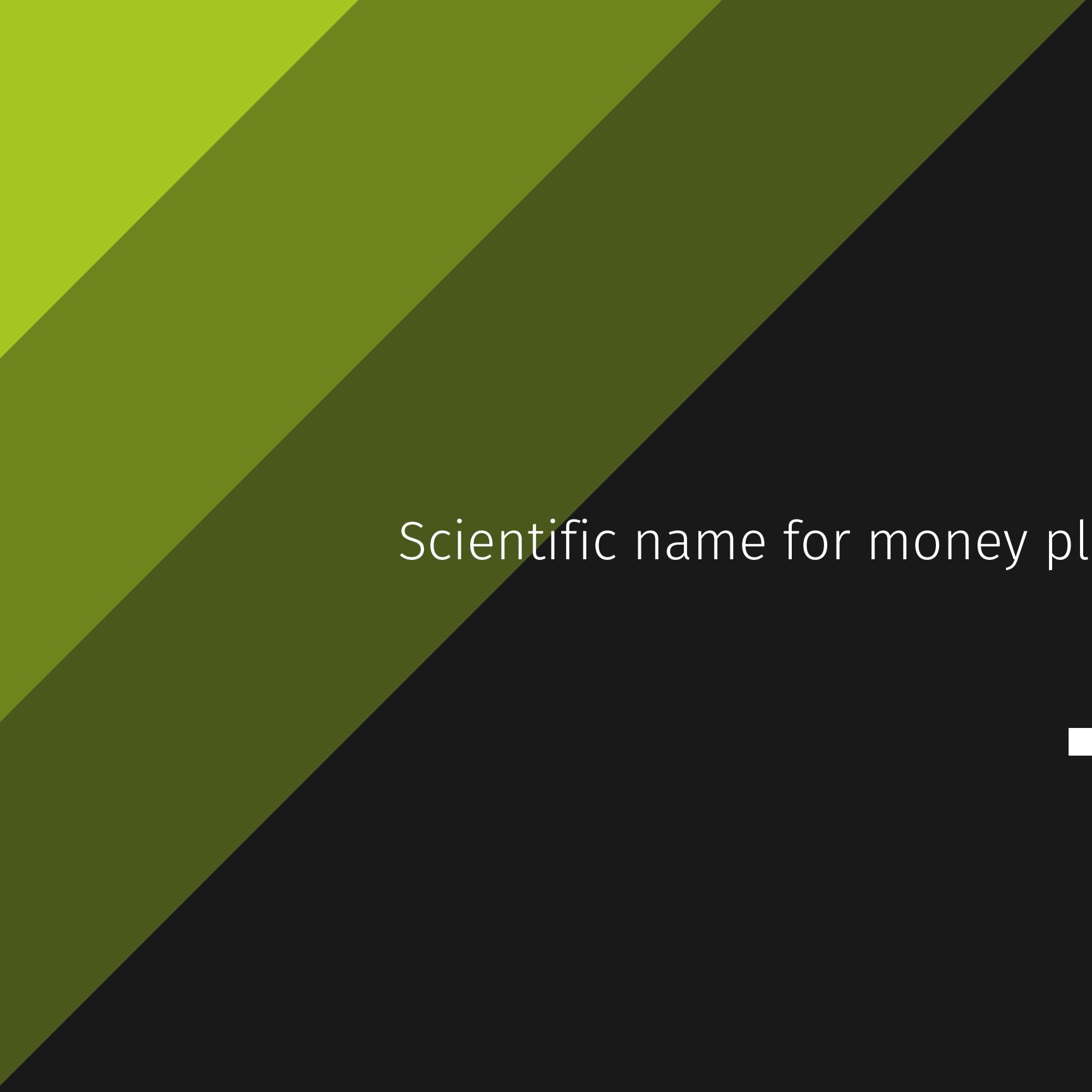
Identifying Green Washing

Analysts can provide an evaluation on initiatives that might constitute green washing



Real Time Sentiment Analysis

Real time ESG based sentiment analysis, to show how as companies price as ESG perception varies



Scientific name for money plant is *Epipremnum aureum*

Thank you!