

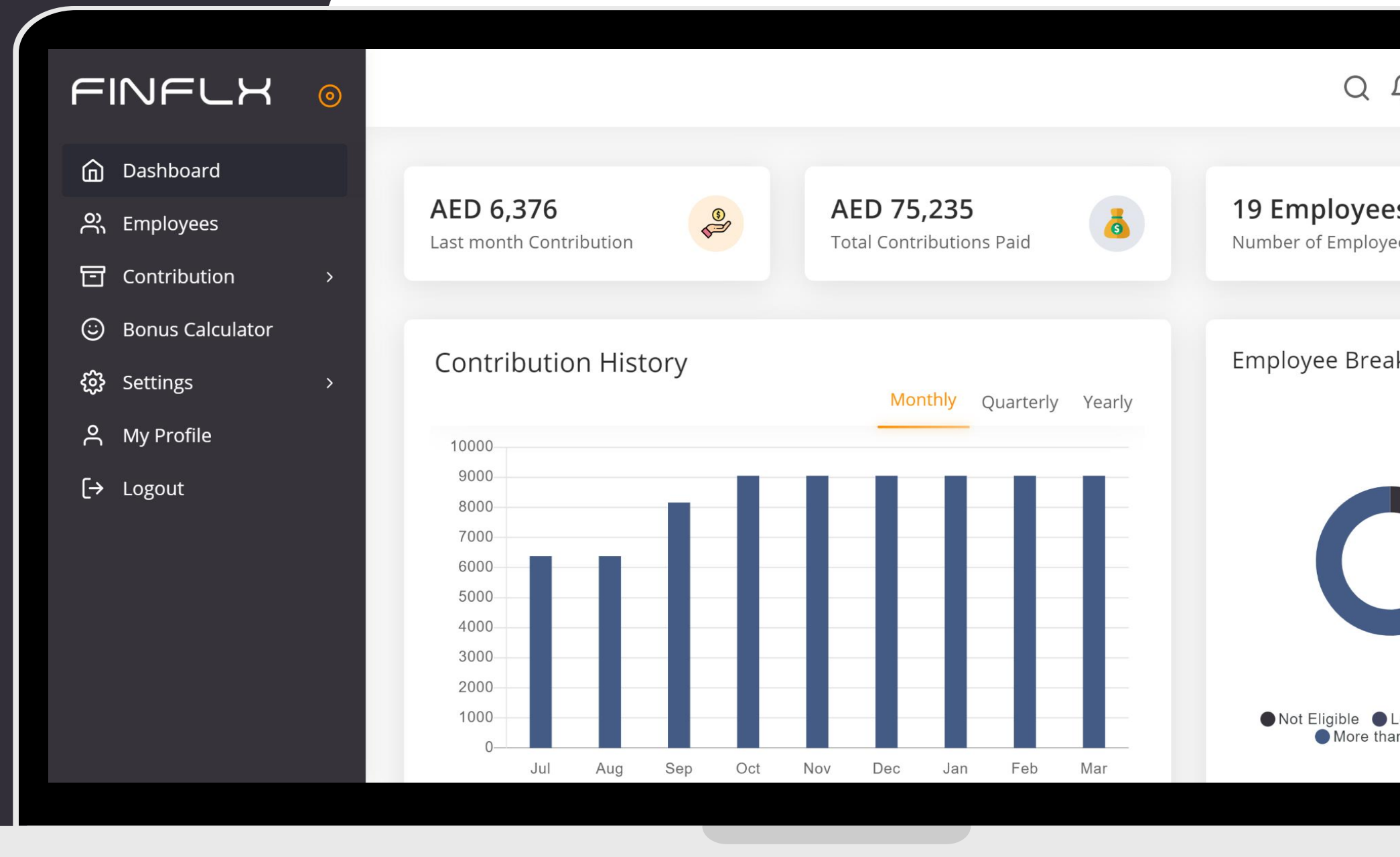


# FINFLUX

Gratuity Redefined

# WHAT IS FINFLX?

FinFlx is a wealth management solution for employee gratuity in compliance with the new UAE labour laws



# WHY NOW?

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## COVID - 19

Shows that the defined benefits regime that is currently used is **not sustainable**.

It has impacts on:

Business cashflow and balance sheet

Employees financial and mental health

Overall attraction/retention of talents

# MIND THE GAP

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**87%**

of UAE companies don't  
have enough funds for  
employees end of  
service gratuity

WILLIS TOWER WATSON  
SURVEY, 2019

**76%**

of UAE expats rely  
mainly on end of  
service gratuity for  
retirement saving

HSBC SURVEY, 2018



# CHALLENGE

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## A FINANCIAL COST

Cost to process payroll **15Dhs/employee/month**

## PAPERWORK AND ADMIN

HR spend min **4 days/month** processing payroll

## COMPLIANCE AND GOVERNANCE

Companies **must appoint** a regulated financial advisor to manage gratuity funds

# SOLUTION

A fully digital solution that helps SMEs move from defined benefits to monthly defined contribution schemes.

FinFlx helps SMEs manage their cashflow efficiently, attract and retain better talents and maintain a healthy balance sheet.

**FROM**

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DEFINED BENEFITS

Employees get a  
lumpsum amount at the  
**end of employment**  
contract

**TO**

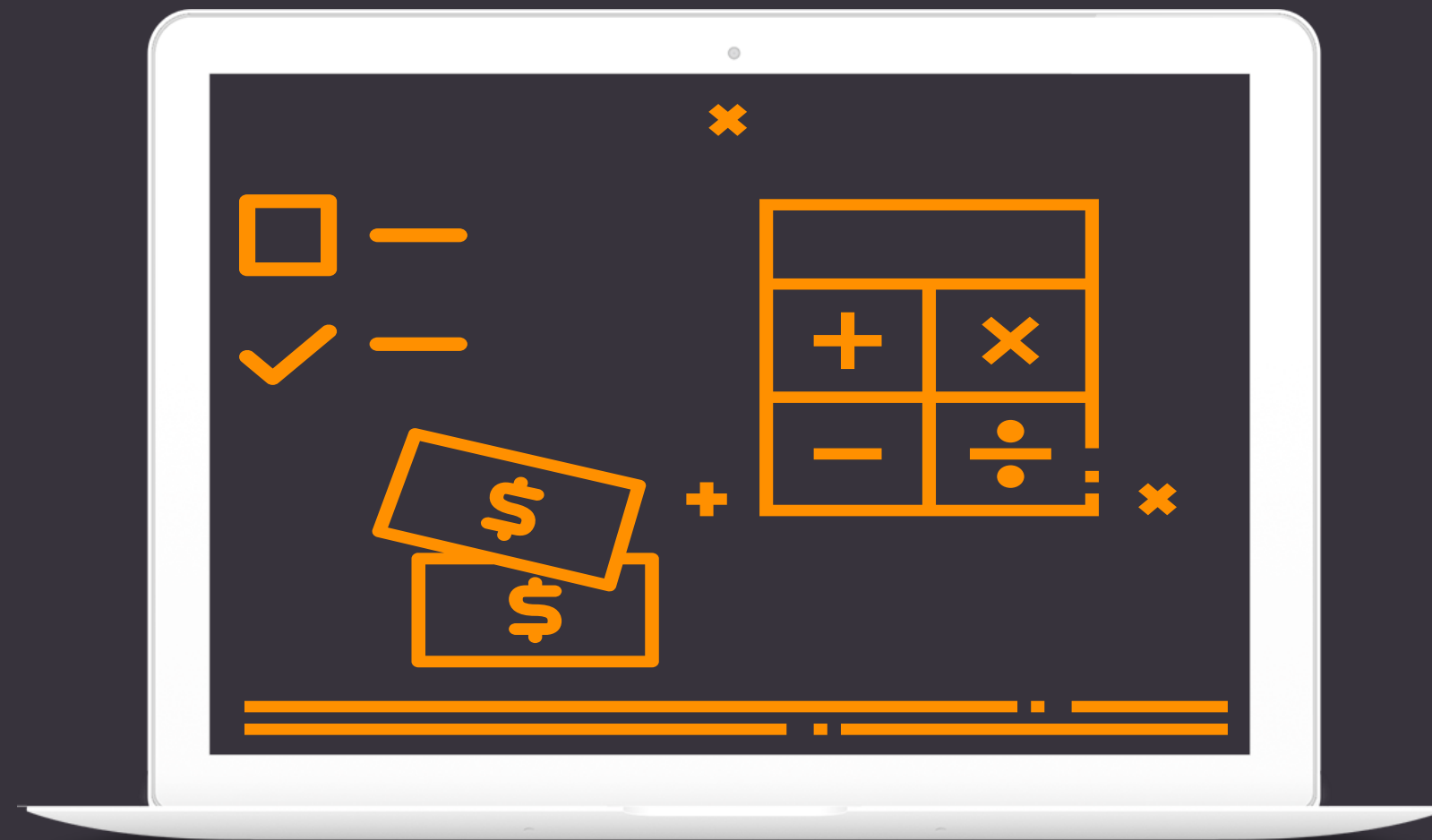
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DEFINED CONTRIBUTIONS

Employees get  
**monthly contributions**  
into their retirement  
account

# HOW IT WORKS

## CORPORATE PLATFORM



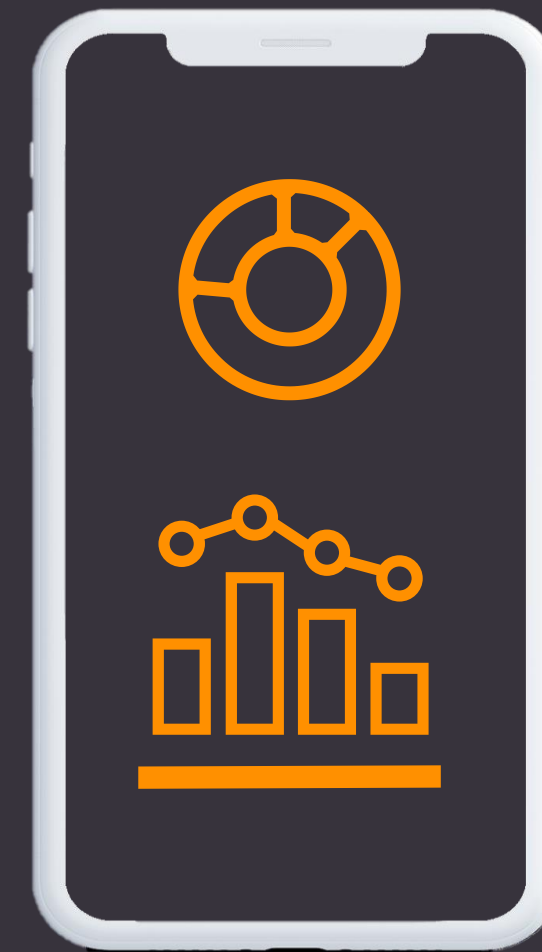
- EMPLOYEE ONBOARDING
- GRATUITY CALCULATIONS
- CONTRIBUTIONS TRANSFER
- REPORTING & COMPLIANCE



# HOW IT WORKS

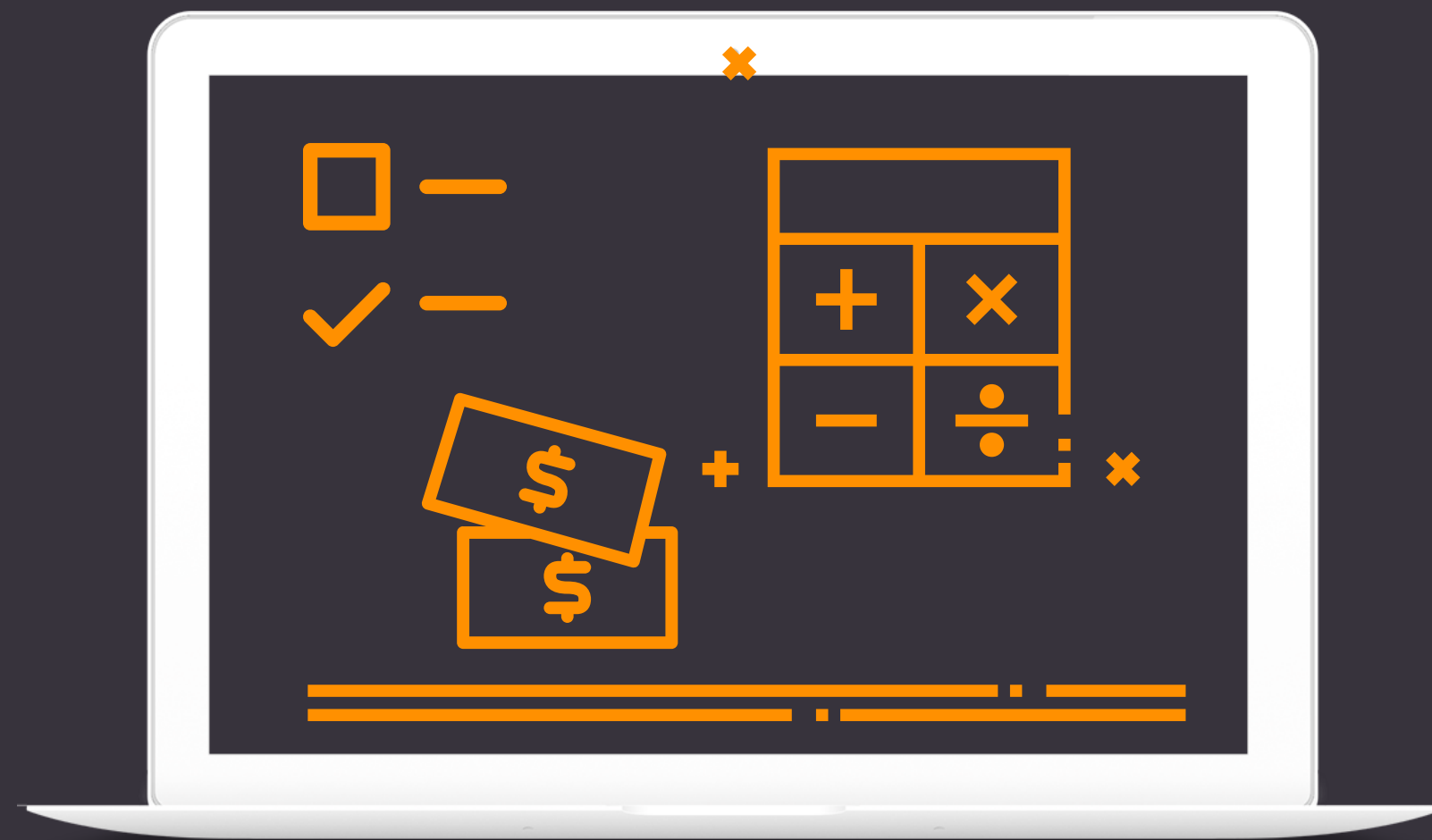
- RISK ASSESSMENT
- INVESTMENT SELECTION
- INVESTMENT MANAGEMENT
- REALTIME REPORTING

EMPLOYEE ACCOUNT

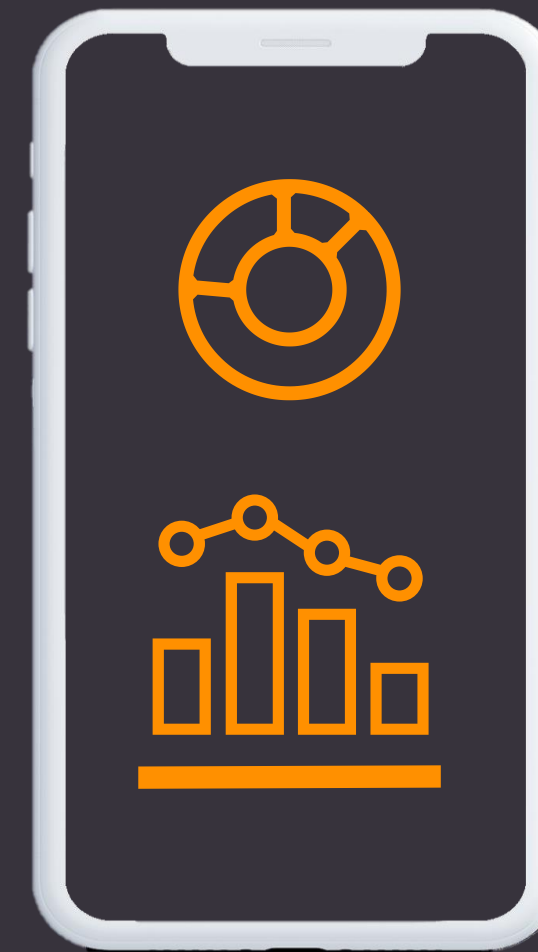


# HOW IT WORKS

CORPORATE PLATFORM



EMPLOYEE ACCOUNT



# MARKET SIZE

Monthly contributions

**\$1 BILLION**

**\$ 556 M**

**\$ 3.5 M**

KSA

UAE

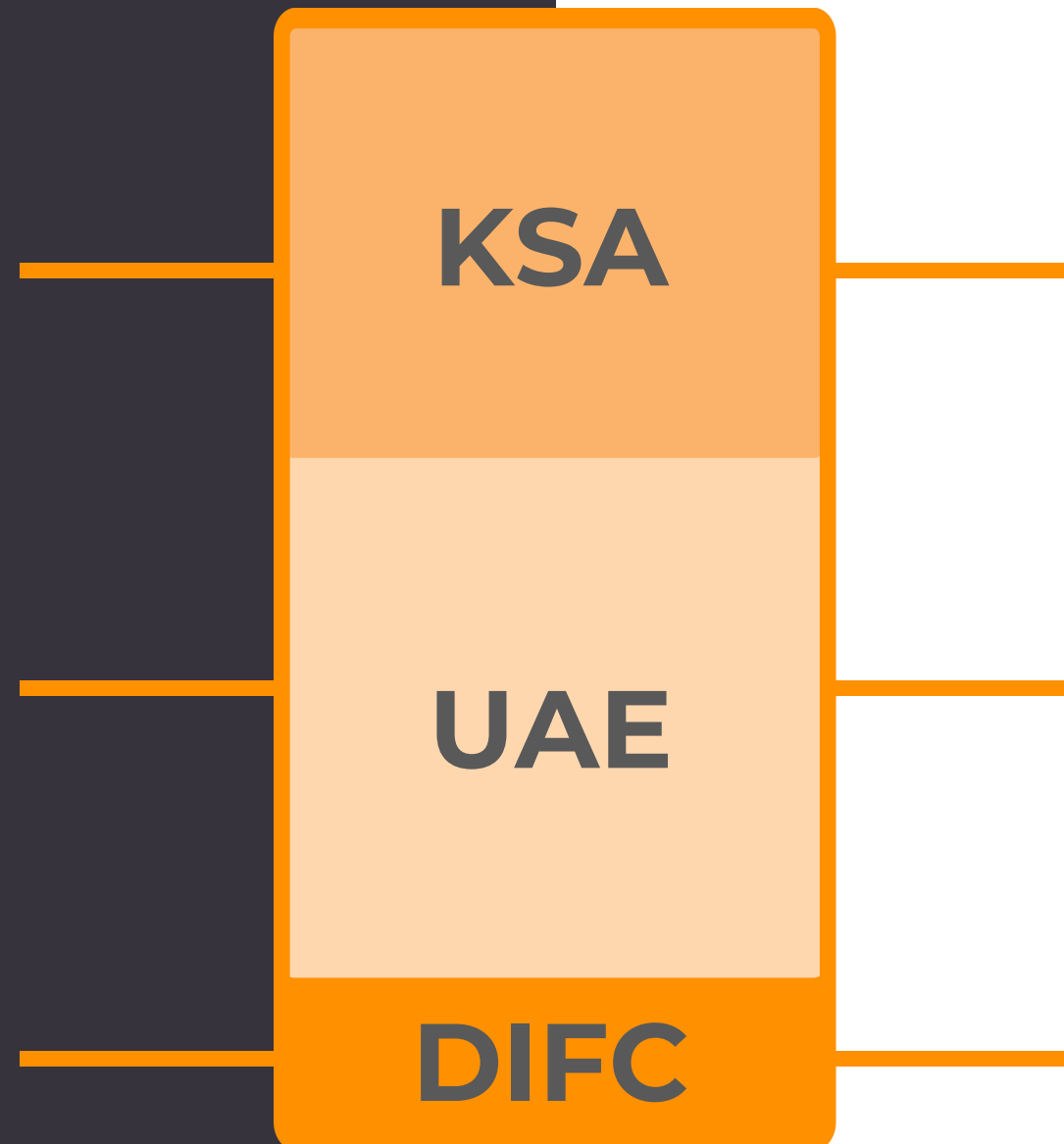
DIFC

Employees

**12M**

**4.8M**

**26K**



# CUSTOMER AQUISITION



## DIRECT SALES

Sales/account managers team to onboard and cross-sell our products



## EVENTS AND SEMINARS

Generate leads, brand awareness and establish authority



## TARGETED SOCIAL MEDIA

Generate leads and brand awareness on LinkedIn and FB groups

# REVENUE STREAMS

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PLATFORM FEE

COMPANIES

**\$ 1**

per employee  
**monthly**

CASH INTEREST

SAVING OPTION

**0.25%**

**interest** on cash  
savings accounts

MANAGEMENT FEE

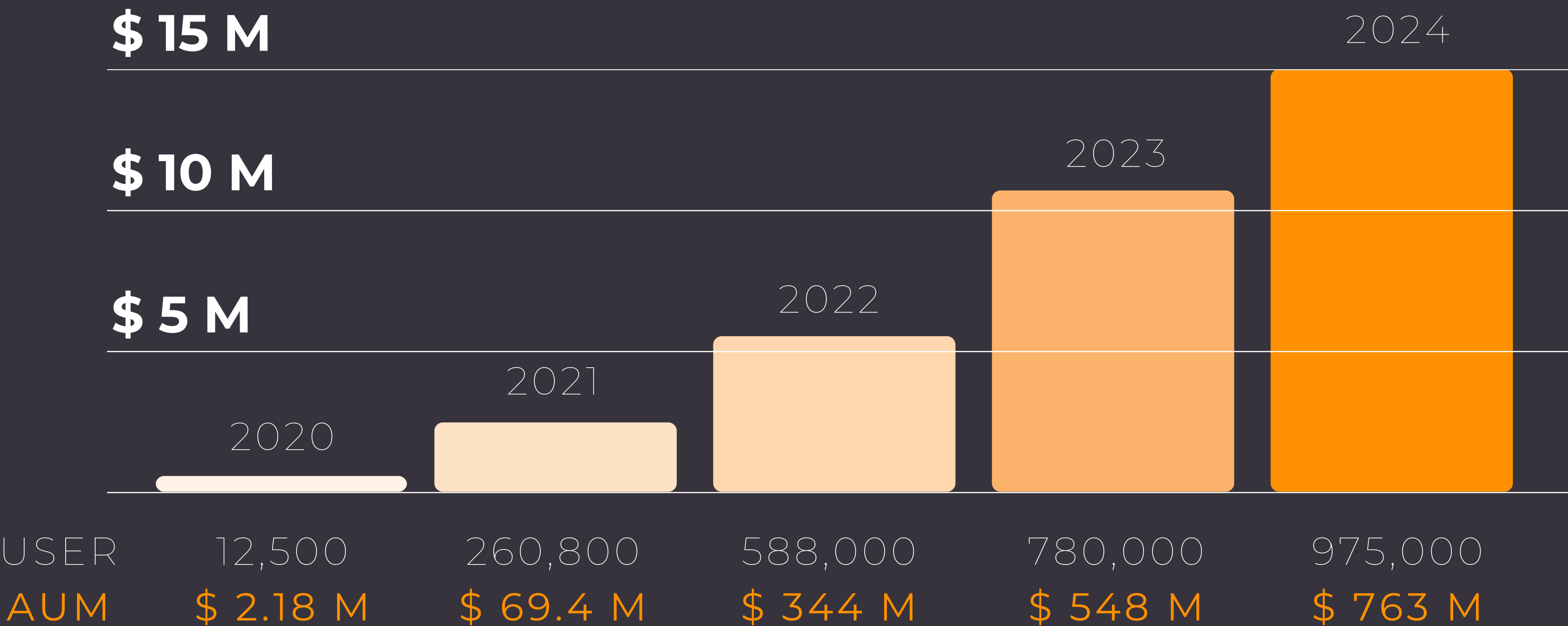
INVESTMENT OPTION

**0.5%**

of investment  
amount **monthly**



# FORECASTED REVENUE



# COMPETITORS

FOR CORPORATES

FINFLX

DEWS  
ZURICH

**Free Savings option**

Capital guaranteed  
free of charge

-

**Premium services**

Wills, trusts, insurance and  
tax advice

-

**Local integration**

WPS ready, AED deposits to  
local banks

Only USD deposits

**Cost (% AUM)**

**0.5%**

**1.5%**

# OUR TEAM

6 TEAM MEMBERS IN TOTAL

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AMR YUSSIF  
**CEO**



YAZEED ERMAN  
**Head of Product**



JESSICA WATSON  
**Marketing Manager**



# ADVISORS

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MARIE CHOWDHRY  
**Compliance Advisor**

Pinsent Masons



JOHN DAVI  
**Investment Management**



# WHAT WE ACHIEVED SO FAR

- ^ • Joined **SBC** Fintech Program
- Fully functional **Public Beta** platform
- ^ • Partnership and integration process with **bayzat** (10,000 companies)
- **Exclusive** agreement with a US broker/custodian
- Application submitted for Asset Management License in ADGM
- ^ • **250+** signups for the individual retirement plan
- **35** Company Signups for DEMO corporate account

Startupbootcamp



VISA





FOR FURTHER DETAILS

FINFLX

[www.finflx.com](http://www.finflx.com)

 [@FinFlx](https://www.linkedin.com/company/finflx)

[amr@finflx.com](mailto:amr@finflx.com)

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