



Rental Marketplace

The housing market overview

Sizable & growing

- £6.79 trillion; the value of UK housing market; 3.65 times the size of UK economy
- The UK needs 300k homes per year to meet surge in demand
- In the US market, the value of residential real estate is \$24.5 trillion whilst its GDP is \$20 trillion

Fragmented

- For most Renters, housing makes up their largest annual expenditure; also the most painful experience
- The markets for buying, renting and living in a property are fragmented
- There is no single platform which offers an end-to-end unified experience

Consumer preferences & behaviours

- The perceived inability to get a mortgage to get on the property ladder
- The preference for flexible renting and frequent moves among young people
- Co-living is a global trend, as people young and old turn to shared living for a variety of reasons

Regulatory changes

- Letting fee ban to come into action in 2019, internalizing the costs to agents and landlords
- Government putting a greater emphasis on build-to-rent development in its national home planning policy

The opportunity in the Private Rental Sector (PRS)

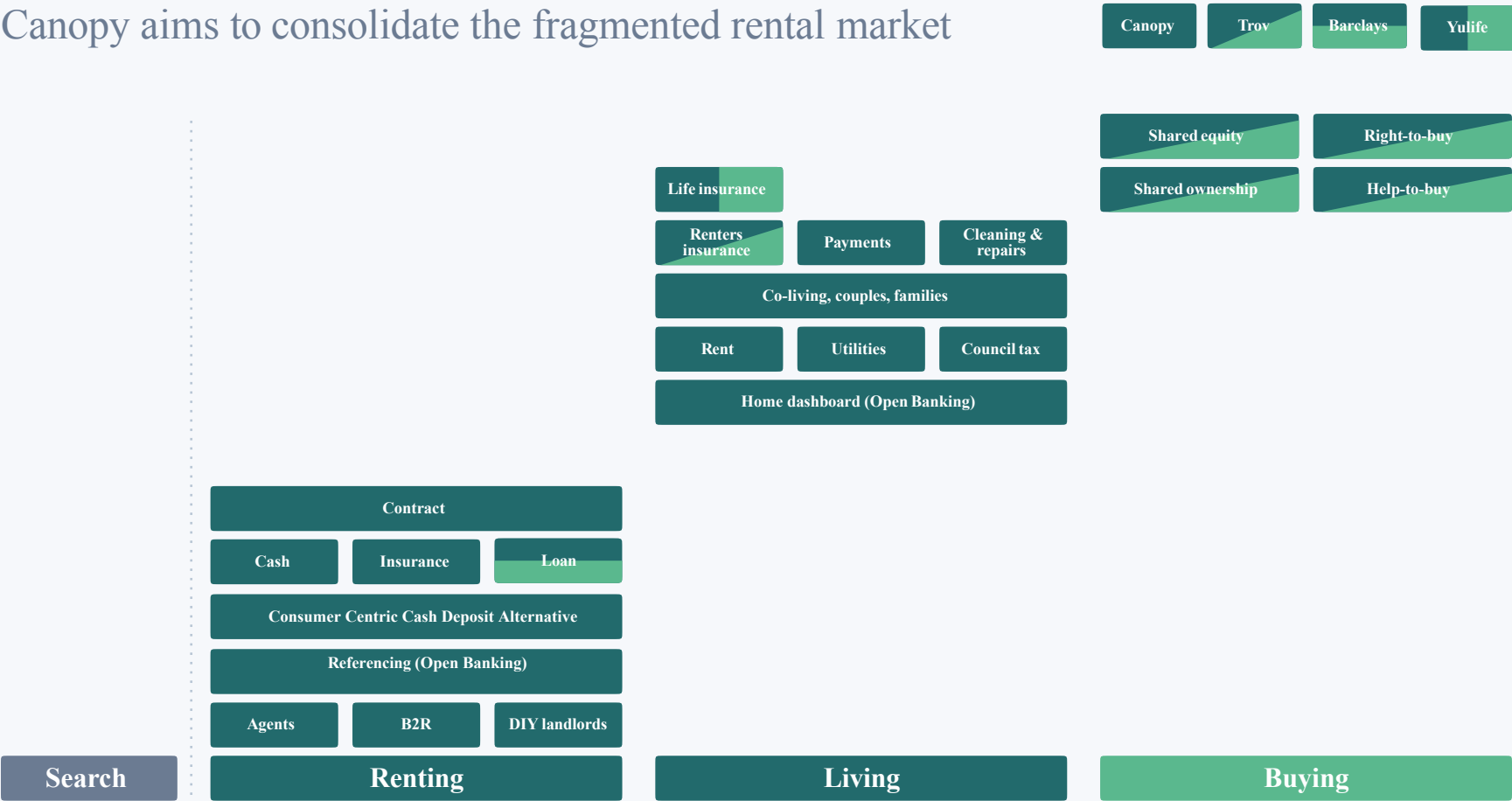
The PRS is forecast to grow by 33% over the next 6 years in the U.K.

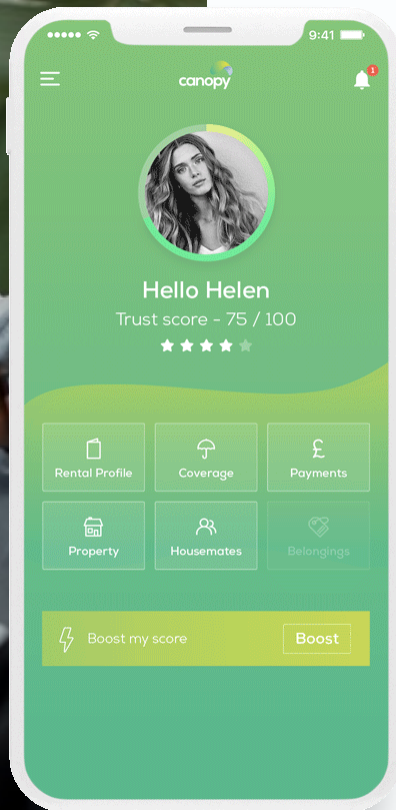


- The **PRS market** is **projected to both grow and evolve significantly** over the coming years
- The **market is very fragmented** across business lines providing a strong **opportunity for Canopy to engage and bring together market participants**

The Canopy rental marketplace

Canopy aims to consolidate the fragmented rental market





RentPassport

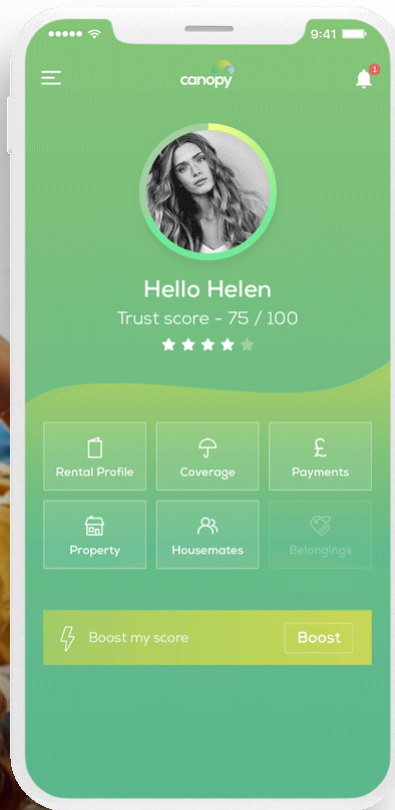
A rental profile in under 60 seconds



DepositFree – Renters Insurance

A DepositFree policy is a one-off premium that protects both the renter and landlord for up to 8 weeks

 **£4bn** of security deposits unlocked



Payments

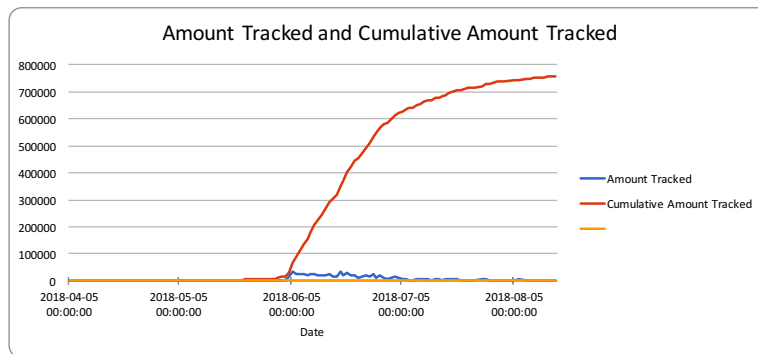
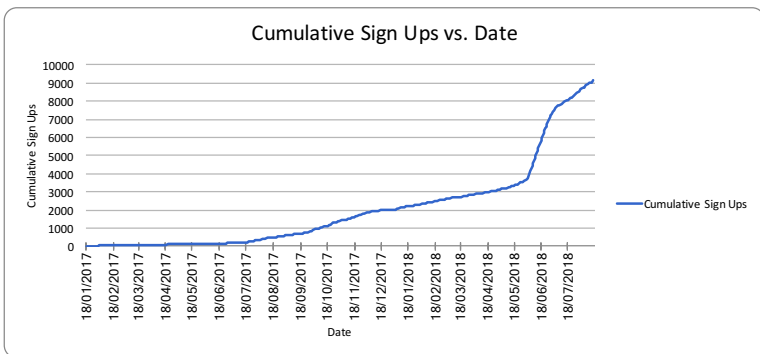
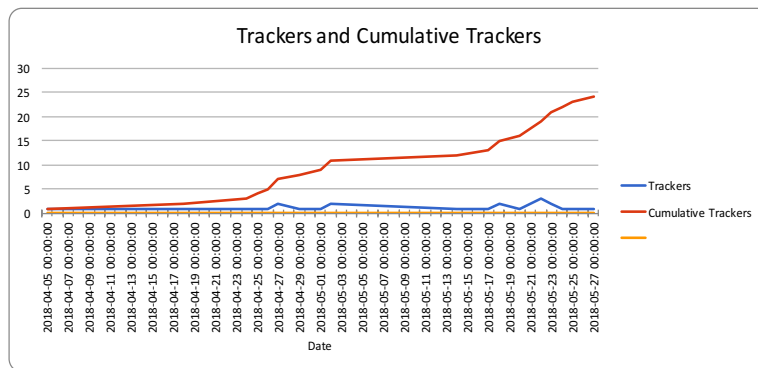
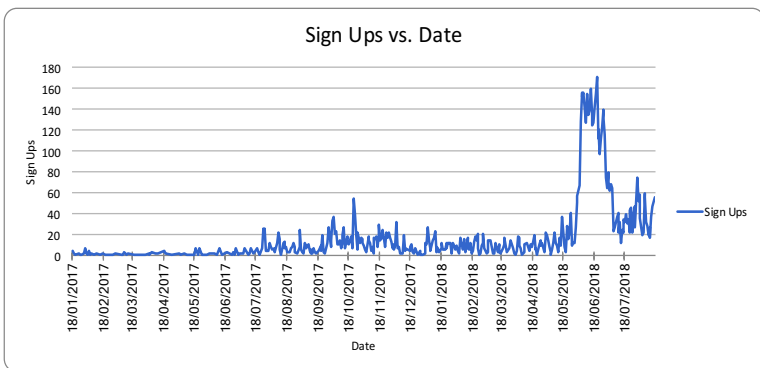
Renters can build Experian credit history by paying rent on time & build a better financial future

£50bn of rental payments will now count towards credit score



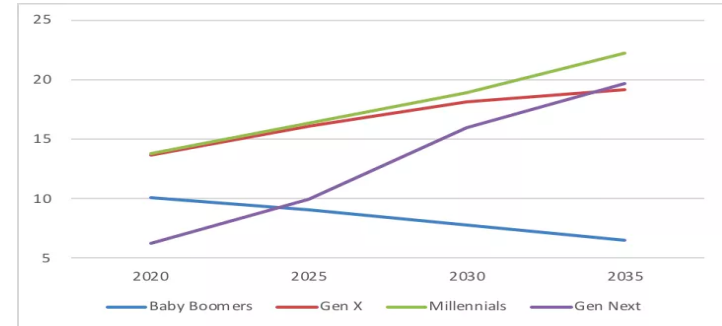
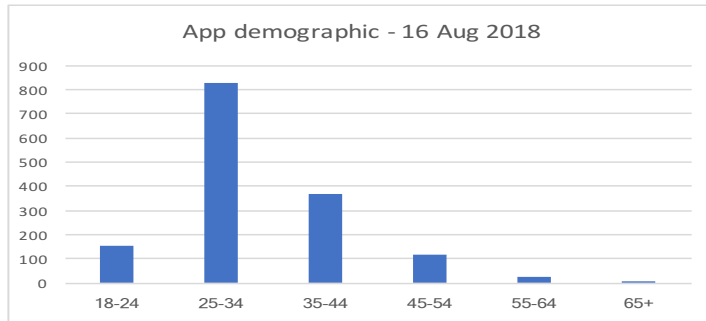
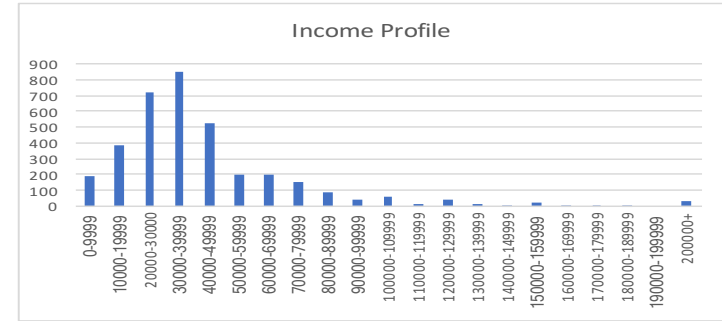
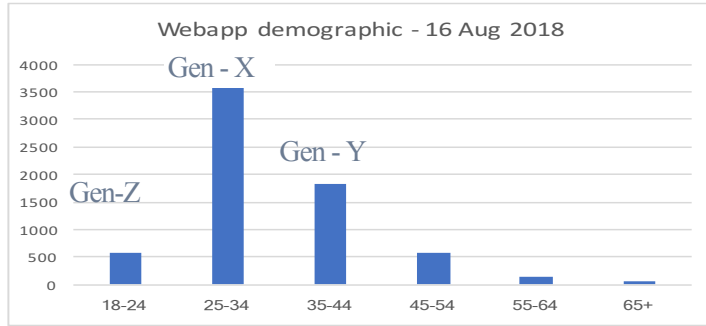
Canopy to track £300m of rental payments in 2019

As at July 2018, tracking >£8m in Rental Payments; Rental payments and renter profile data will be built into nuanced, clear, real-time model for credit, affordability and financial well-being leveraging machine learning based technologies



Gen-Z and Gen-X > ½ of the Workforce by 2020

By 2020, millennials will make up 35% of the global workforce with Gen Z making up 24%. That equates to more than half the entire workforce population! Canopy will focus on Gen-Z and Gen-X segments of the rental market and offer a range of personalised consumer finance products



Building partnerships on the demand side

Partnerships with benefit platforms



User base

2m+

1m+

300k+

Notes

- Rent Tracking
- Deposit Free
- Renters Insurance

Partnerships with credible employers



Go-to-market approach – B2B

Institutional Landlords

- Canopy is #1 in the Institutional Landlord market as determined by the quality of our partners
- Agreed partnerships with leading institutional Landlords including Get Living (U.K market largest institutional landlord), Tipi, Atlas, Rettie etc.
- Partnership discussions underway with co-living operators (e.g. Lyvly, Hostmaker, The Collective etc.)
- Targeting the cumulative provision of services to 4,160 BTR units in 2019 and 8,000 BTR units in 2020

Agents

- A quarter of estate agents might be ‘in financial distress’ with letting fee ban coming in April 2019.
- Canopy will offer Premium services to Agents in 2019 to build a sustainable share of the agent market
- Canopy has partnered with Hamptons (Countrywide) and other reputable agents across the UK
- Partner with mid-market Agents with a high proportion of managed portfolios
- Improving the awareness of RentPassport among agents
- Targeting the cumulative provision of services to 650 agency branches in 2019 and 1,300 agency branches in 2020

Canopy leadership team



Tahir Farooqui
Founder & CEO

- 16 years advisory services
- E&Y, KPMG, Accenture
- Insurance, Retail Banking, Telco
- Restructuring, Post-merger integration, Strategy Execution
- MBA: Strategy and Entrepreneurial



Jon Pitt
CCO

- 13 years property experience (Countrywide)
- Residential Letting strategy and delivery
- Senior Leadership
- Private Rented Sector across UK
- Build to Rent consultancy
- MARLA qualified



Ruth Polyblank
CMO

- Insurance strategist, 17 years experience
- Chubb, ACE, EY, and Fusion
- Chartered, Institute of Marketing
- Successfully founded UK&I SME division of Chubb
- Mentor, speaker and author in InsurTech
- WeAreTheCity Top50 Women in Tech



Graham Stewart
CTO

- 15 years hands on product development experience
- Experienced in building multiple start-ups from ground-up; property & facilities management industry experience.
- BSc (Hons) Computer Science (1st class)



Pete Donell
Finance Director

- 7 years finance experience (ACA qualified)
- Property specialist (PwC Real Estate and Countrywide)
- Experience in Financial Services
- Commercial Finance, Marketing Finance, Restructuring and Capital Markets

Impact Advisors



Vin Murria
OBE Bsc Hons,
MBA, DBA

- 20 years of M&A activity in the software sector
- Venture capital, private equity and CEO experience
- Founded Advanced Computer Software plc (Tech company of the year 2014)
- Tech entrepreneur of the year (2012)
- Senior Advisor at NM Rothschilds

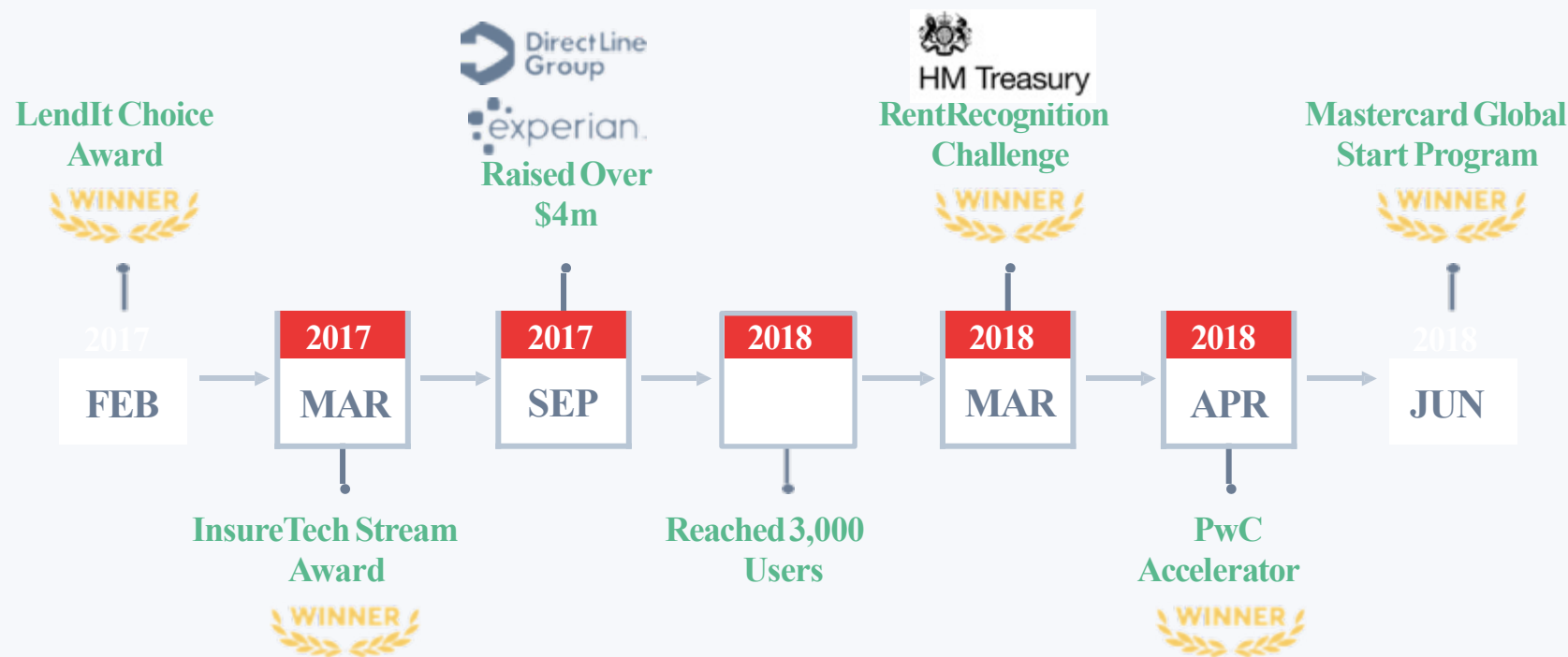


Neil Young
Get Living London CEO

- 26 years in global corporate finance & leadership.
- Established Young Group (2013) , advised large scale corporates & investors on entering the PRS
- Often called up for his views at events with national press-appearances on BBC Radio 4,5, the Financial Times

Canopy team's achievements

7,900 RentPassports and over £8m of Rental Payments tracked (as at July 2018)



HORIZON

Life's a journey, not a destination.

Powered by
canopy