



ALLINDEX

Corporate presentation
September 2018

Value Proposition

«Disrupt the index market with the first digital platform allowing clients to design, test and launch indices based on financial and alternative data»

The Index Market

- Indices consist of a portfolio of securities representing a particular market. The portfolio composition is defined by an index methodology applied to market data.
- New indices are required to support the exponential growth of passive investments (Exchange Traded Funds and banking products) and new investment themes
- The four main index providers (S&P, MSCI, FTSE and STOXX) benefit from an annual 10% average revenue growth, operational margins ranging from 60% to 75% and a combined 90% market share
- This sub-segment of the FinTech and RegTech market has been so far been overlooked by investors (except Goldman Sachs)
- Client growing dissatisfaction opens the gates for a new entrant:
 - rising prices imposed by incumbents leveraging on strong brand power
 - lack of customer centricity in an oligopolistic market
 - client requests are turned down as incumbent are unable to scale and to process in real time

Quotes from clients:

“Do you realise that they do not even reply to my mails?” (CEO of a leading European ETF provider)

“We sent our requirements to index providers and the best one could only match 40% of our needs” (Head of Index of a global investment bank)

Building the Lead with the First Index Platform

“Disrupt the index market with the first digital platform allowing clients to design, test and launch indices based on financial and alternative data”

- Empower clients to design, test and launch new indices through the **ALLINDEX Workspace platform** leveraging on:
 - Simplicity, transparency and easiness of use
 - Full scalability
 - Wide range of data sources and functionalities
 - Seamless and quick delivery
- The Platformification of the index industry should benefit clients in several ways:
 - Enhanced product design shortens the product development cycle
 - No human bias, delay or error
 - Processing of previously undealt requests
 - Shrinking time-to-market (from weeks in the current setup down to a single day)
 - Foster competition by raising client expectations and increasing pressure on incumbents

Quote from client:

“This is the Holy Grail of the index business.” (Head of Index of a leading European Stock Exchange)

Our Ability to Create the First Index Platform

“Disrupt the index market with the first digital platform allowing clients to design, test and launch indices based on financial and alternative data”

- Christian Kronseder, the CEO of the company, was formerly the COO of STOXX, one of the leading index providers. In this role he experienced the limitations of the incumbents with no digital strategy and their inefficiencies.
- Before joining STOXX he developed a best in class structured products* platform at Royal Bank of Scotland. This tool allowed clients to directly design, test and launch structured products and received praise from clients.
- Building complex platforms to create, price and trade sophisticated options strategies can be compared to building index platform.
- The team, which Christian put together, is a mix of seasoned investment bankers, index IT managers and well known representatives from the index industry. Team bios are in appendix.

* Structured products are investment products created a combination of a stock with any number of options strategies to have the right product for different market scenarios

Maintaining the Lead

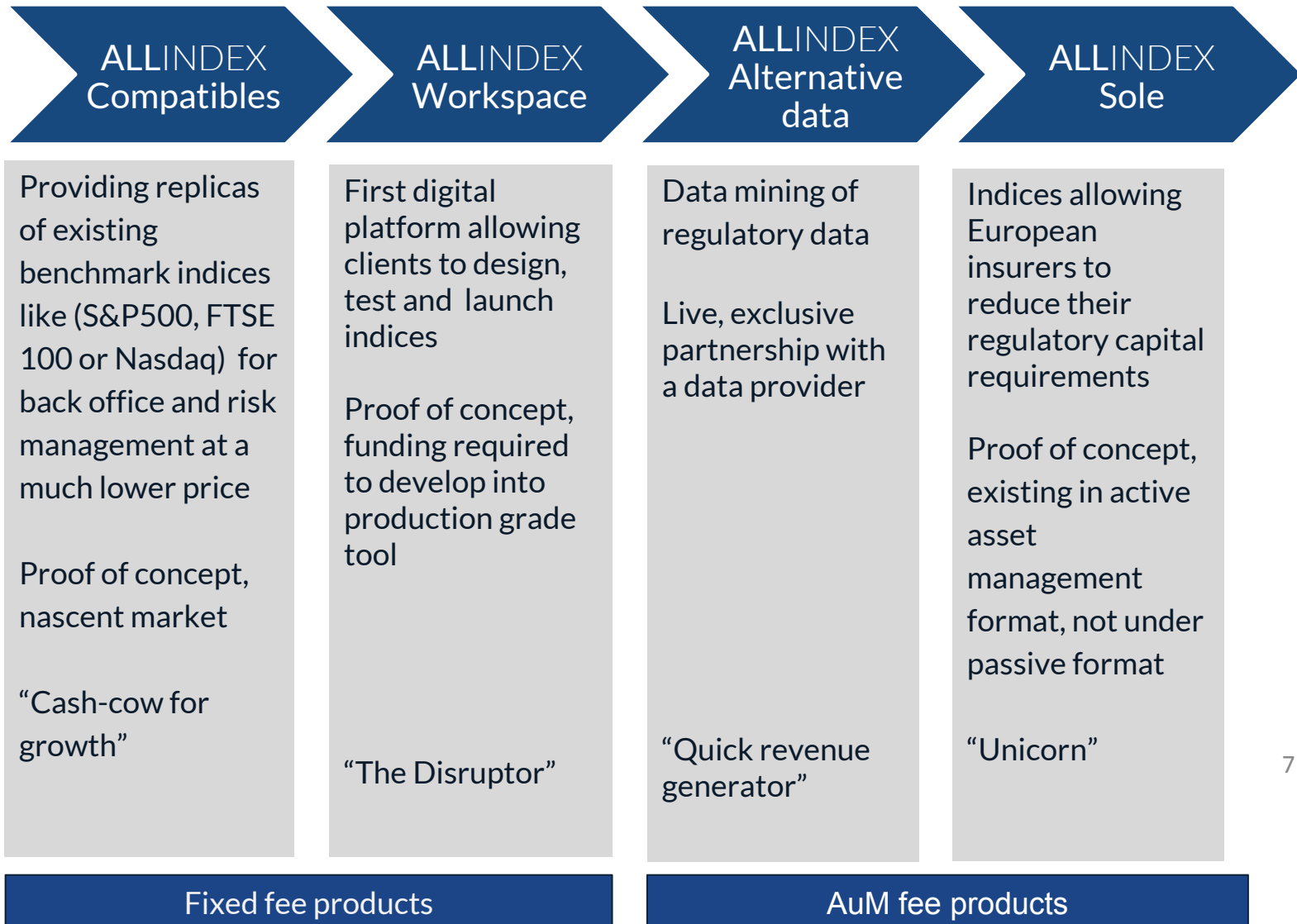
“Disrupt the index market with the first digital platform allowing clients to design, test and launch indices based on financial and alternative data”

- Leading index providers are IT wise and operationally either “trapped” in their index methodologies or address the scalability challenge by moving index development to offshore locations
- Technology is by none of the incumbents seen as solution to increase speed to market. Adding more people to the manual process is the current solution.
- Standard index methodologies at almost all incumbents are so ingrained on the technology level that even slight deviations are not feasible so clients are turned down
- Capacity challenges prevent the incumbents to focus on genuine developments

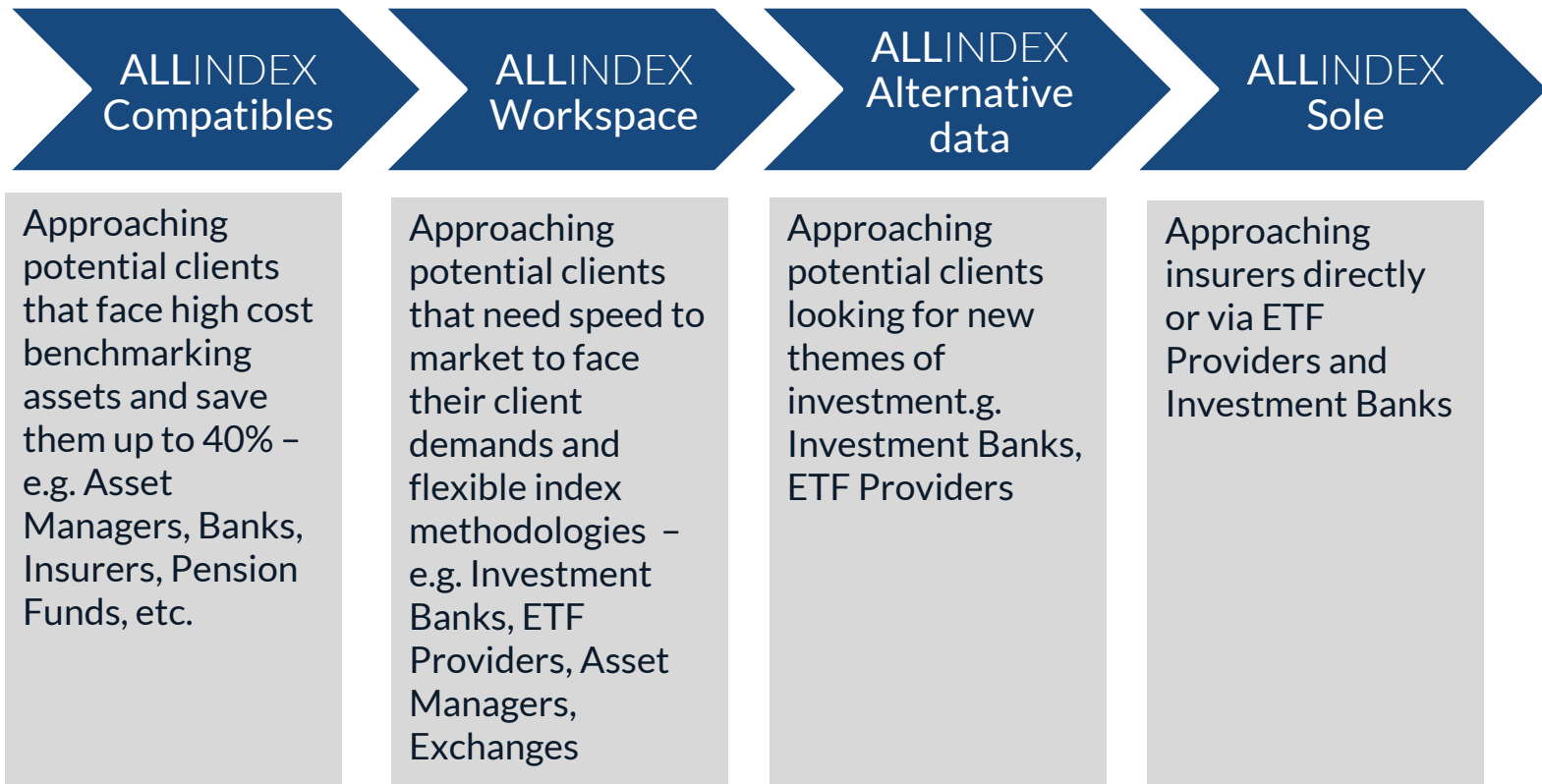
Quote:

“We have to say “No” to clients because we don’t have enough structuring headcount to cope with increasing demand” (COO of a leading Index provider)

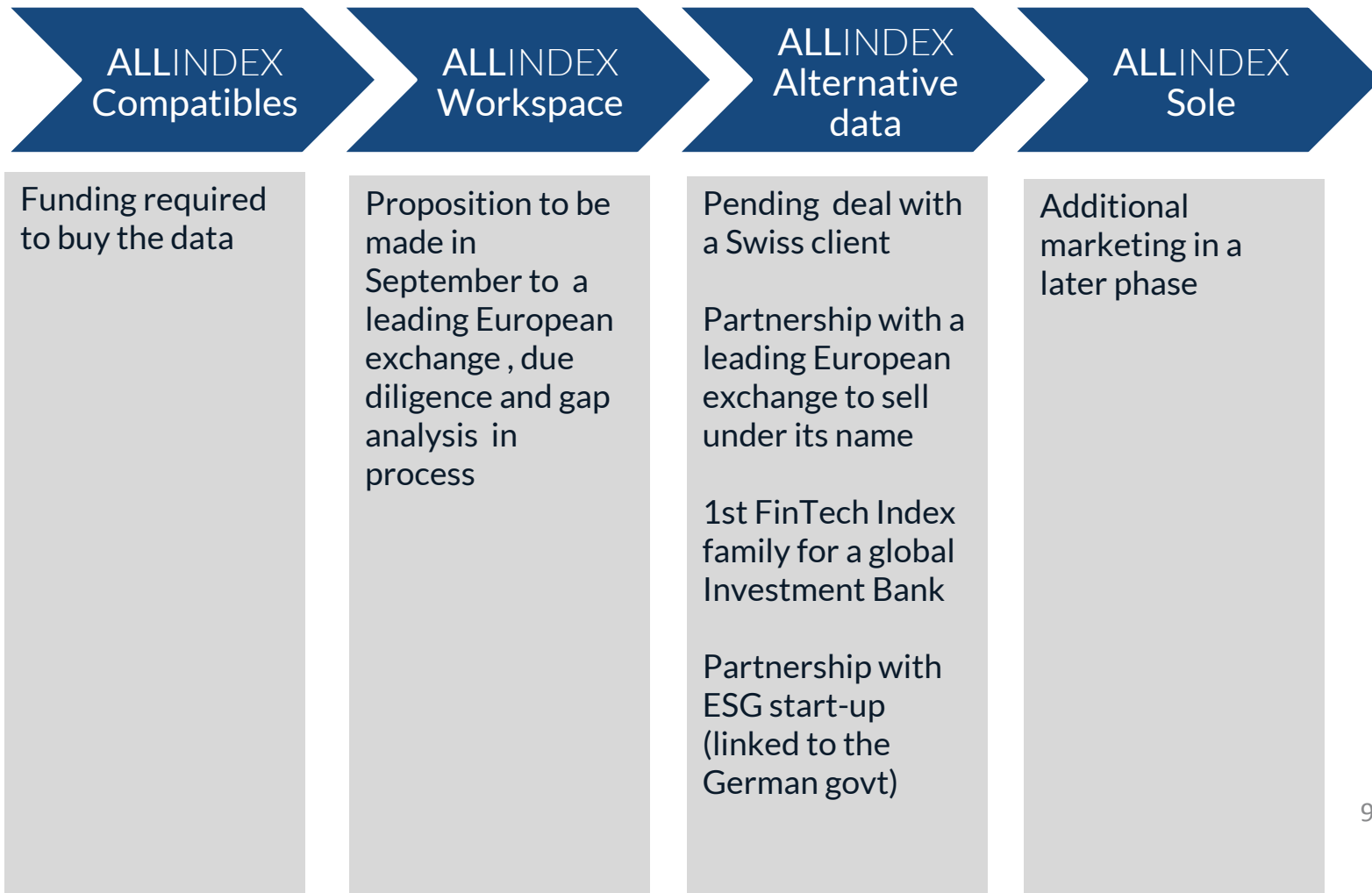
Products



Clients



Deal pipe



Business Model

How we make money

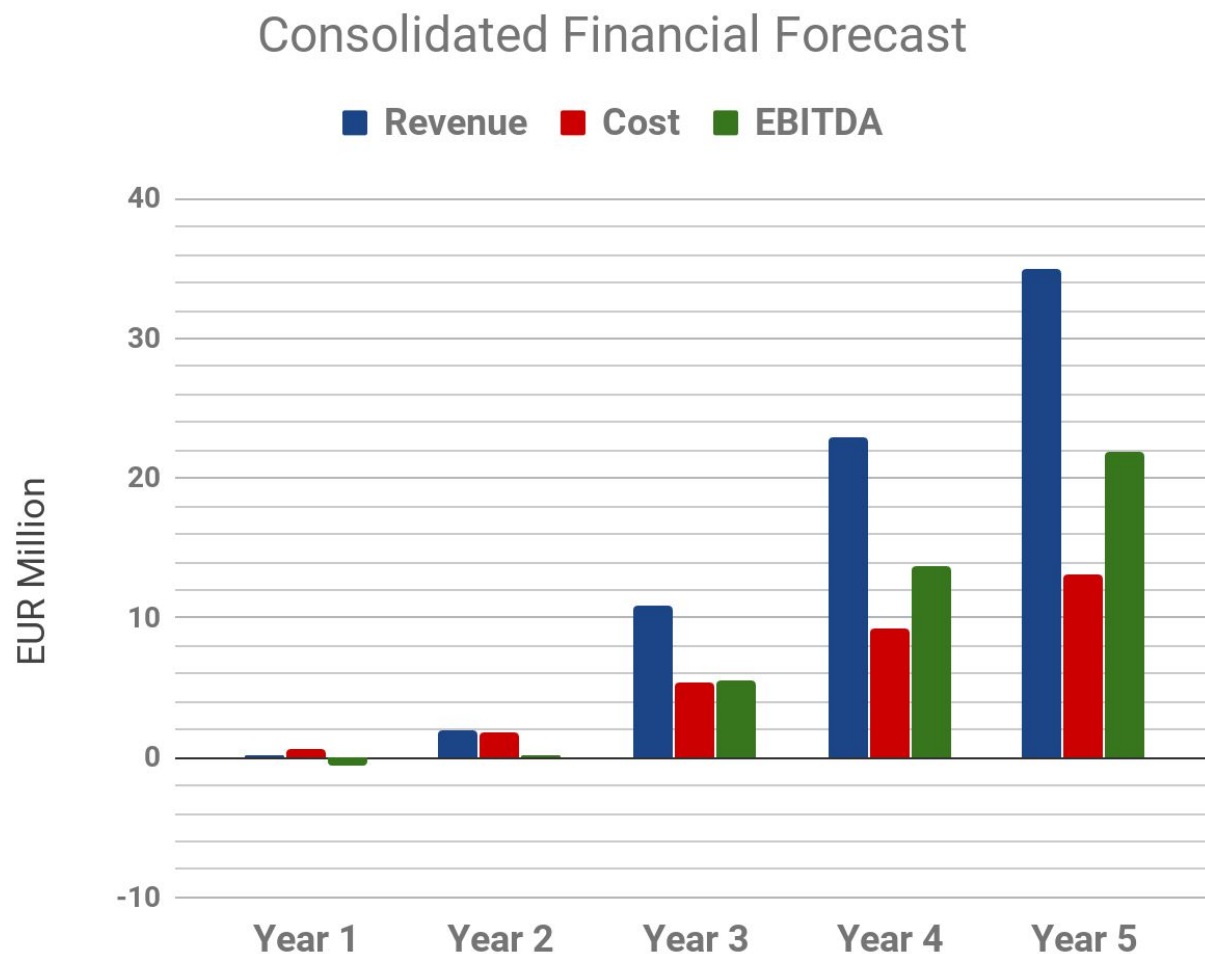
Revenue model with license fee and performance fee² (if applicable):

Product	License Fee	Performance Fee ²	Comment
ALLINDEX Workspace	EUR 20'000 p.a. ¹ single user	3bps ³	Tiered license model depending on services and number of users
ALLINDEX Compatibles	EUR 5'000 p.a. ¹		License fee varies on data requirements and complexity of the index
ALLINDEX Alternative Data	EUR 3'000 p.a. ¹	3bps ³	
ALLINDEX Sole	EUR 5'000 p.a. ¹	15bps ³	

There is no constraint on how clients can use ALLINDEX index data

1: p.a. = per annum 2: Performance fee: Fee paid on assets under management linked to an index
3: bps = basis points; 1bps = 0.01%

Revenue Projection



Funding

- ALLINDEX was funded by team members
- Preferred financing is through selling an equity stake to investors
- Financing round initiated for raising working capital for ALLINDEX
- We seek to raise up to EUR 2'000'000 to bring ALLINDEX in a position to scale as per our business case.
- So far EUR 350'000 raised

Use of Funds

- Head office Basel, Switzerland
- Office Mumbai
 - Need to service Asia and Europe out of one location
 - Very experienced index operations team from
 - Team members can code and perform index management
- Office Paris
 - Benchmark Regulation in Europe **requires office in Europe**
 - One of ALLINDEX team resides in Paris
- Data Access
 - Vendor is identified and tested
 - Waiting for go ahead
- IT Development
 - Bringing Workspace from proof of concept to production
 - Website of ALLINDEX

Summary

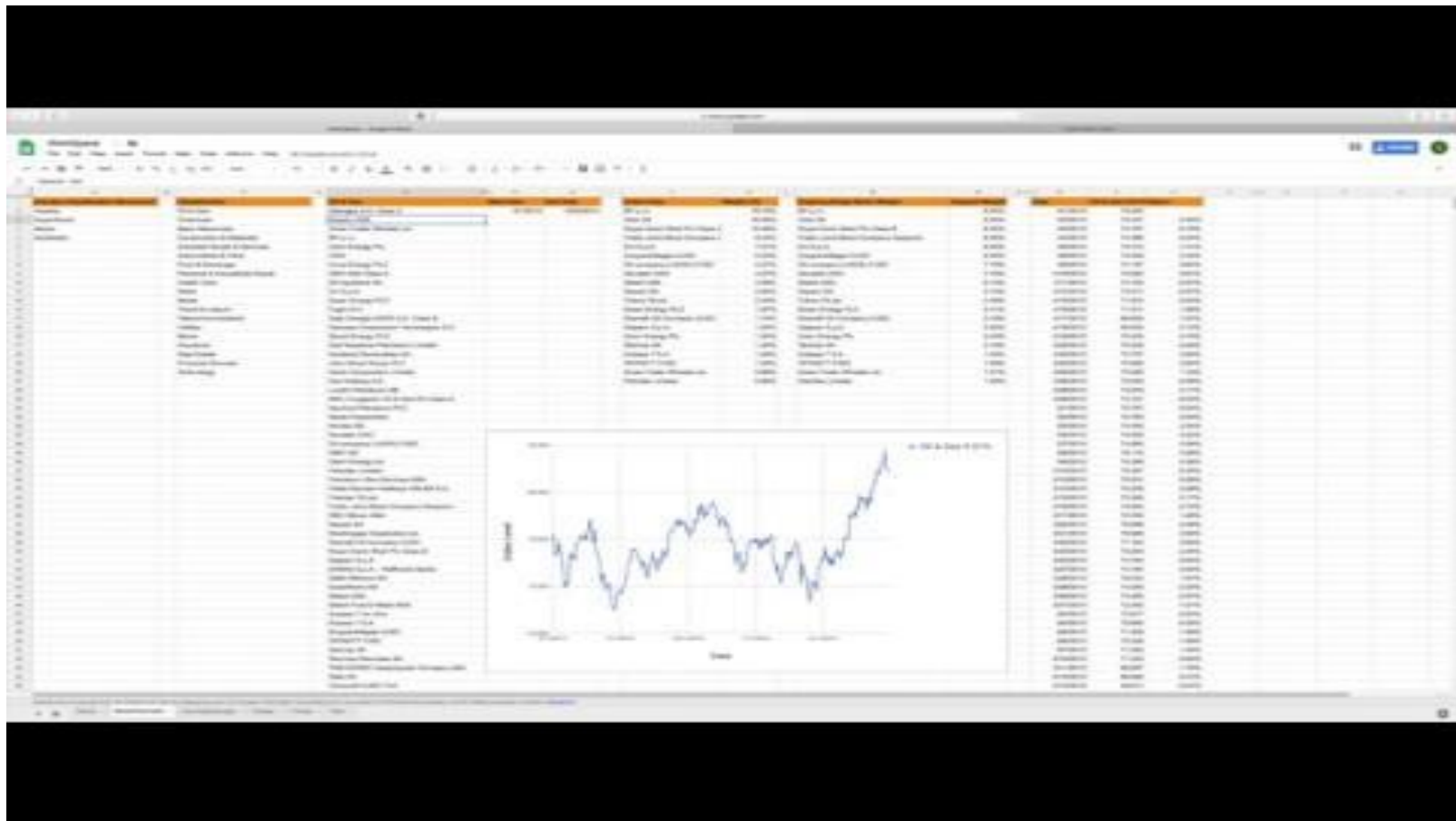
Opportunity	Disruptor to meet the growth in passive investing by full digitalisation of financial index research and production
Strong Team	Deep market / technology / execution / sales experience and expertise in client platforms
Scalable Technology	No legacy issues
Significant Traction	Large potential (already met) client list with two indices in co-production with investment banks
Seeking EUR 2mIn	to setup a fully scalable production engine and product range
Prospects / clients	Advanced discussions with one investor, two investment banks, one Exchange, ESG start up

Appendix

ALLINDEX Team

- **Christian Kronseder, CEO**
Former COO of STOXX, Head of Markets for RBS in Switzerland, Managing Director at Leonteq in Zurich
- **Chris Ryan, Head APAC**
Former Managing Director and Head of Asia Pacific of MSCI
- **Robert Bareder CFO**
Former CFO/COO and member of the executive committee of The Royal Bank of Scotland plc (RBS) in Switzerland, CFO of Valiant Holding, CFO of HSBC Guyerzeller and CFO of ABN Amro, Switzerland
- **Damien Fontanille, Distribution Europe**
Retail products marketing for Europe at RBS, Portfolio Manager for equity, fixed income and fund derivatives for Italy, Greece and Turkey at Natixis and Crédit Lyonnais.
- **Hans Jörg Niederreuther, Regulatory Indices**
Portfolio Manager at Generali in Cologne, founder of two asset management boutiques focusing on institutional clients
- **Andreas Frantzen, Distribution Switzerland**
Institutional sales, worked for Kantonalbank von Bern, Julius Bär, ABN AMRO Switzerland and RBS
- **INDEX TEAM, India**
Experienced Index Team available for hiring in India, consisting of up to 8 people (Quants and IT)

ALLINDEX Workspace Video



<http://allindex.com/video.html>

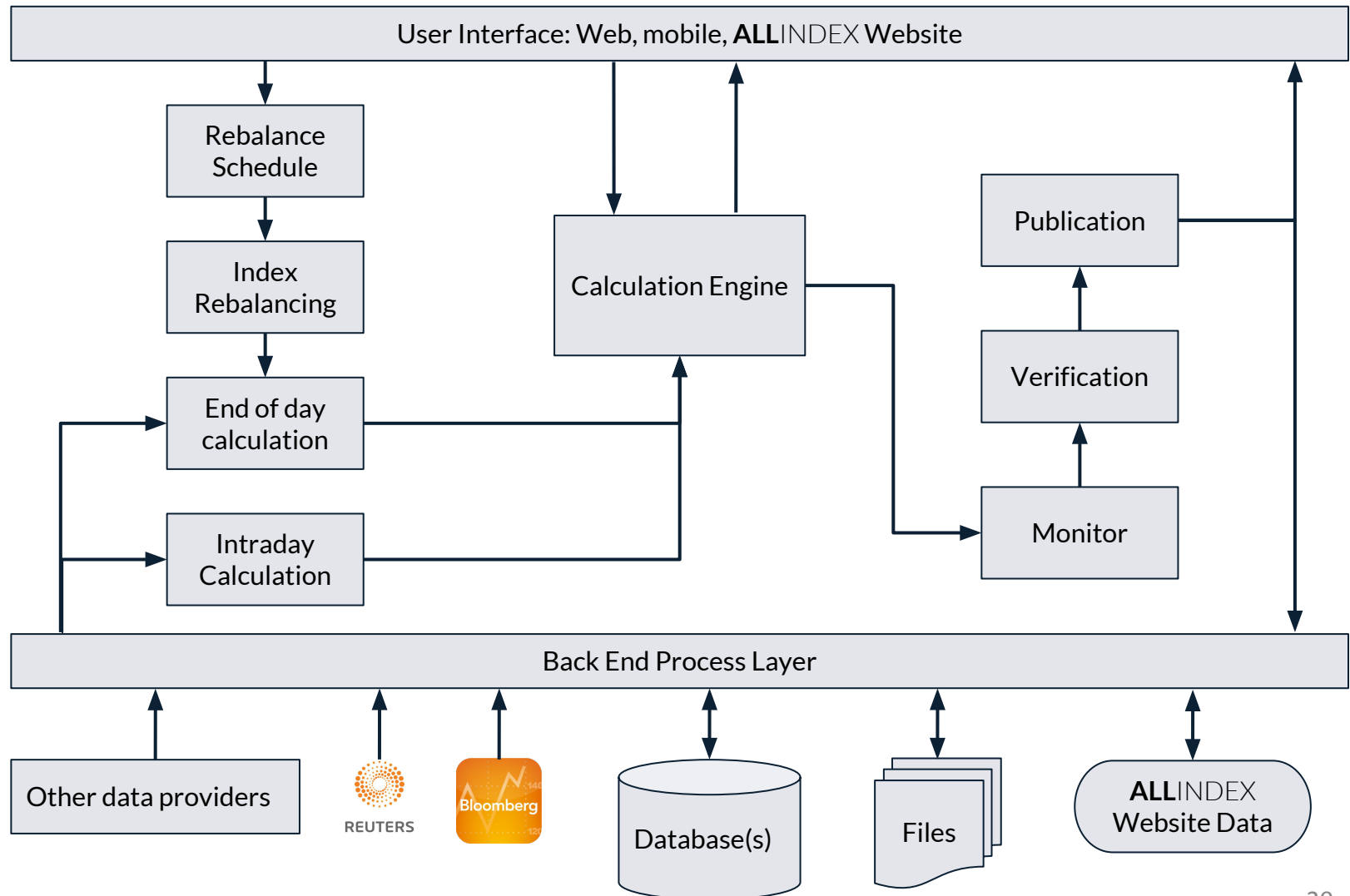
Machine Learning and Indexing

- Mining of alternative data becomes increasingly relevant
 - ESG and impact investing need “hard” and “verifiable” data
 - Semistructured and unstructured data support selection of index constituents more precisely
- Midterm goal is automated creation of thematic indices
 - These indices follow simple index methodologies, easy automation
 - Key phrase extraction, topic finding and entity recognition as key machine learning components
- **ALLINDEX** healthcare first step in this direction
 - Data mining of 18'000 clinical trials
 - Ranking active ingredient innovation based on clinical trial mining
- Partnerships
 - QxBranch (www.qxbranch.com)
 - One of the founders has a data science consultancy

Technology

- Infrastructure and data hosted with AWS
- Machine learning capabilities of AWS will be harnessed
- Python as the preferred coding language
- ALLINDEX Workspace is agnostic to the front end
 - Webservices allow access to core functionality
 - GUI can be designed to cater for structuring teams or sophisticated quants
 - Proof of concepts uses Google Sheets to demonstrate the versatility of this approach
- Focus is in first step on end of day calculation
- Depending on demand a streaming real time application is planned

High Level System Architecture



Contact

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