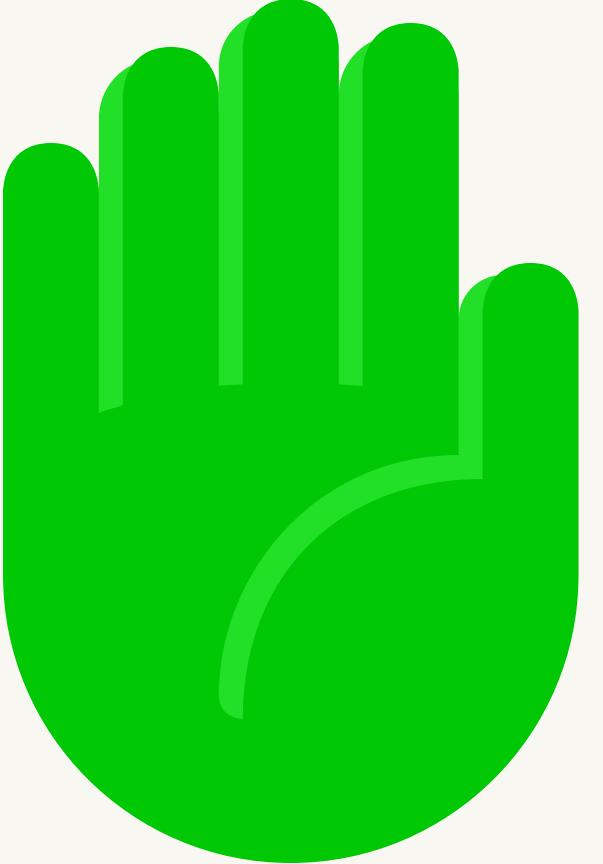


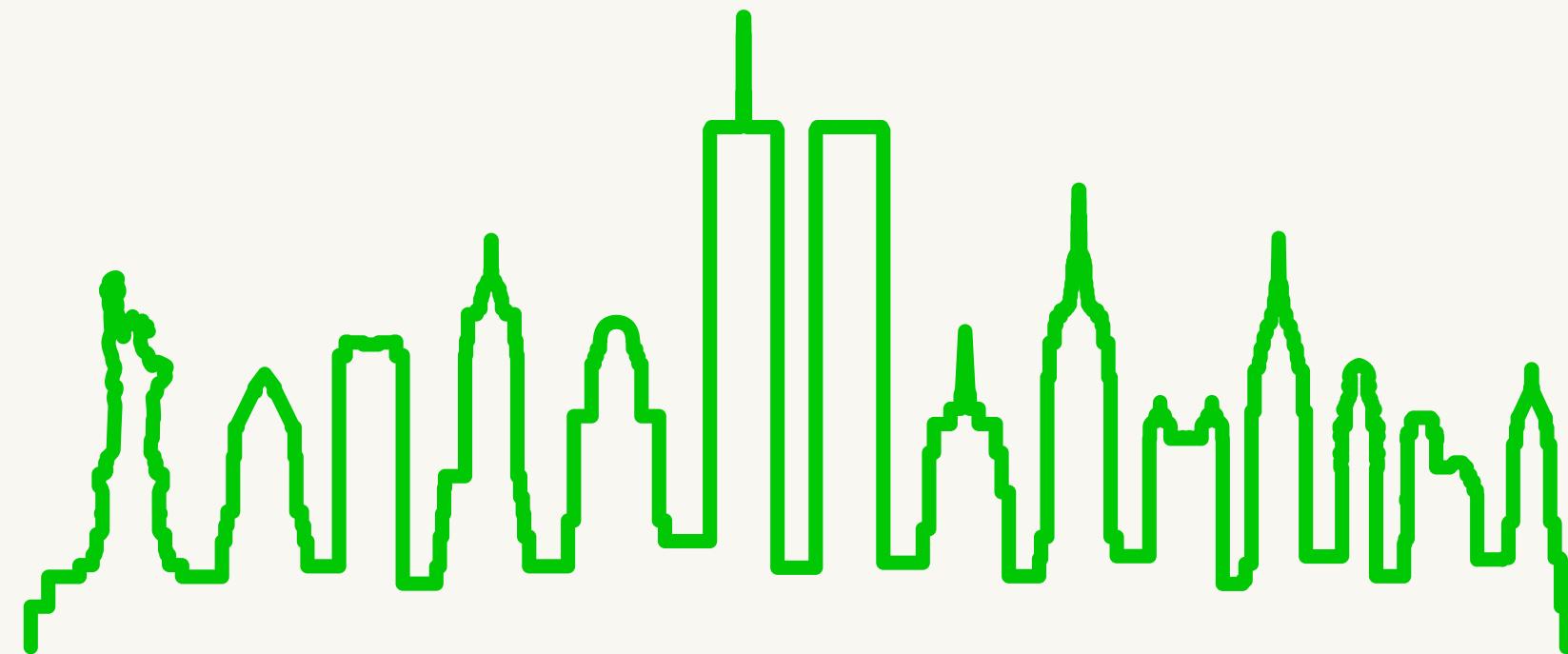
**SHOW OF HANDS
WHO HAS HEARD
OF ROBINHOOD?**



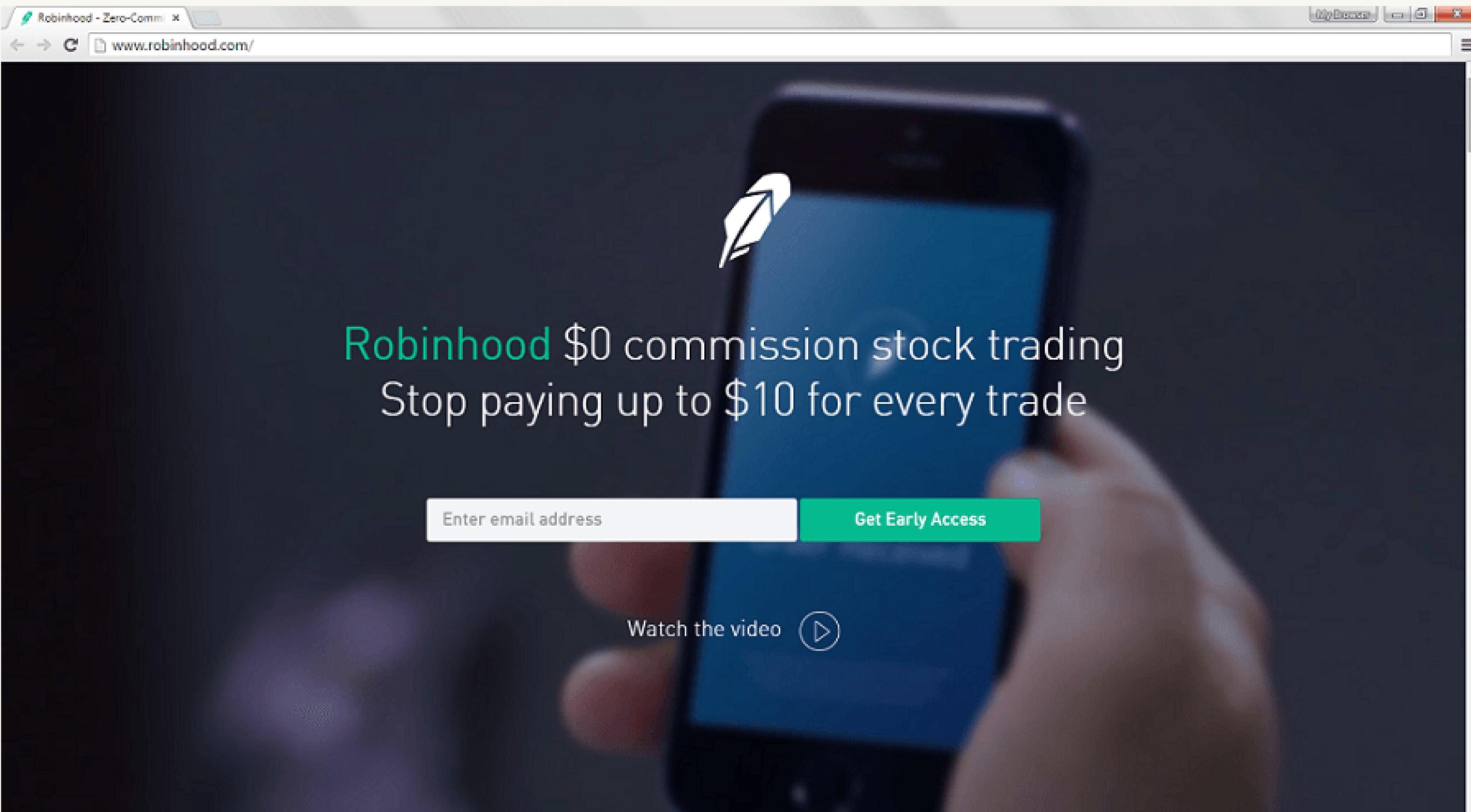
**SHOW OF HANDS
WHO HAS HEARD
OF CHARLES
SCHWAB?**

WHAT IS ROBINHOOD?

ROBINHOOD'S FOUNDERS



1 MILLION USERS BEFORE LAUNCH



1 MILLION USERS BEFORE LAUNCH



1 MILLION USERS BEFORE LAUNCH

Thank you!

We have added your email address to the signup queue.

354,611 People ahead of you

This reservation is held for chloe.mason.gray@gmail.com. Is this [not you?](#)

Interested in priority access?

Get early access by referring your friends. The more friends that join, the sooner you'll get access.

 Tweet

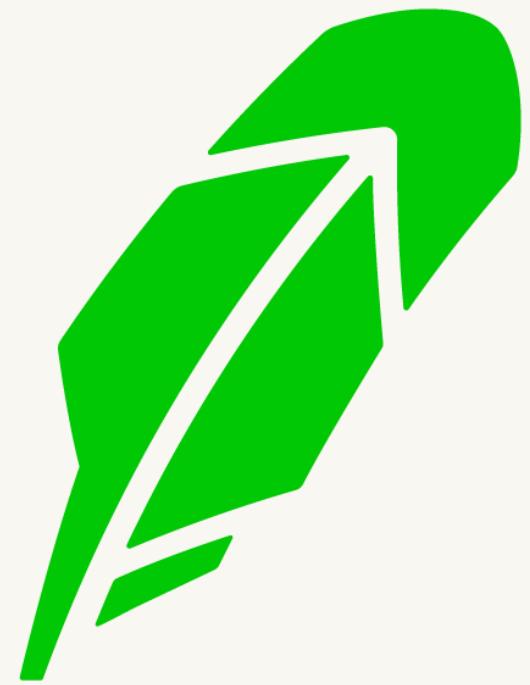
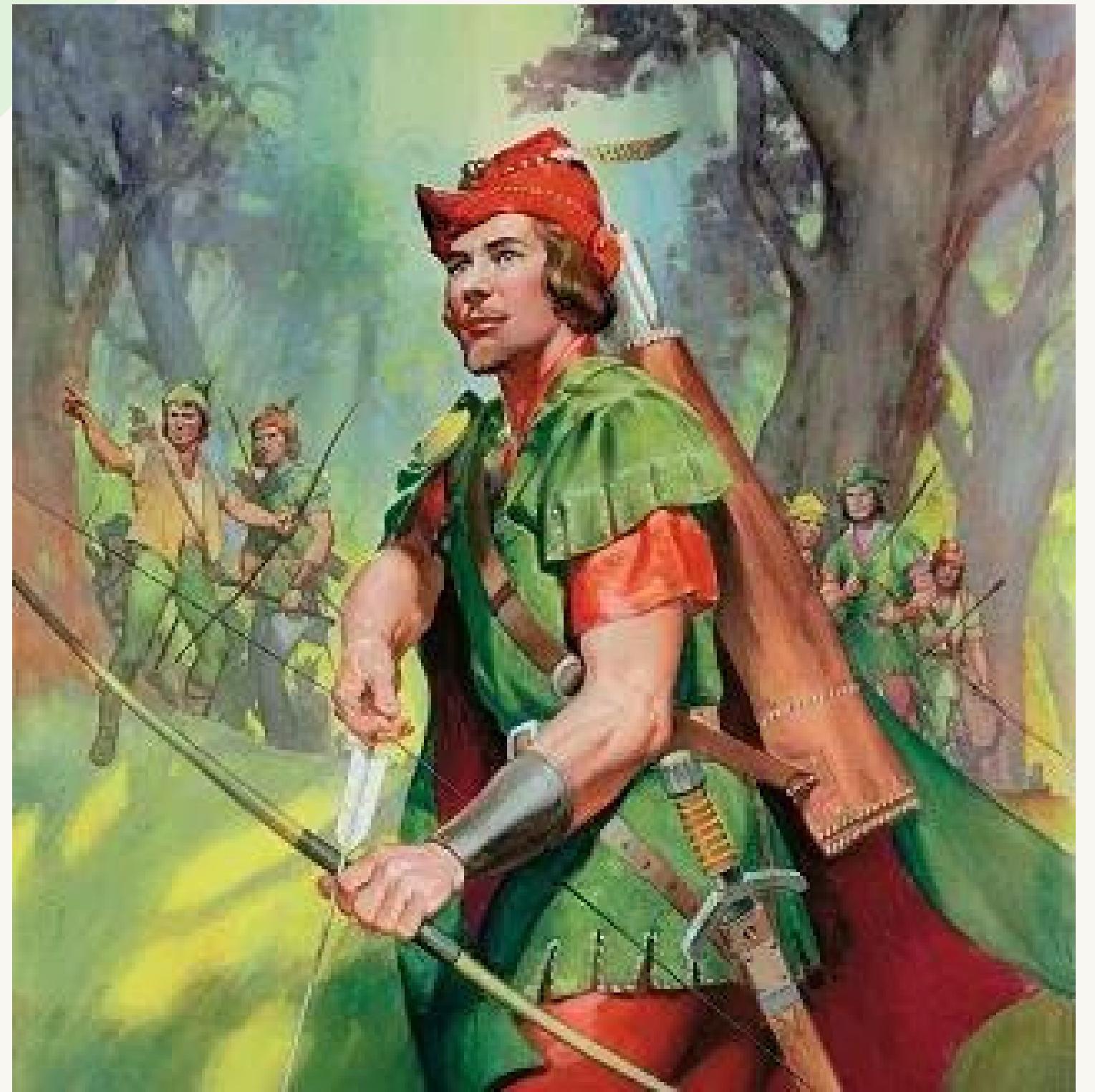
 Share

 Email

 Share

Or share this unique link:

<https://www.robinhood.com/?ref=o3naph>



The background features a light gray surface with two diagonal stripes in the corners: a thin green stripe on the top-left and a thick green stripe on the bottom-right.

ROBINHOOD'S MISSION IS TO **DEMOCRATIZE
FINANCE FOR ALL. WE BELIEVE THAT EVERYONE
SHOULD HAVE ACCESS TO THE FINANCIAL MARKETS,
SO WE'VE BUILT ROBINHOOD FROM THE GROUND UP
TO **MAKE INVESTING FRIENDLY, APPROACHABLE,**
AND UNDERSTANDABLE FOR NEWCOMERS AND
EXPERTS ALIKE.**



About us

We're on a mission to
democratize finance for all.

We are champions
of investors and
those who serve
them.

Since day one, we've set out to challenge the status quo,
looking for ways to offer our clients more value and a better
experience. We're confident our approach can help people
take ownership of their financial futures.





INVESTING FOR ALL



We are all investors | Robinhood



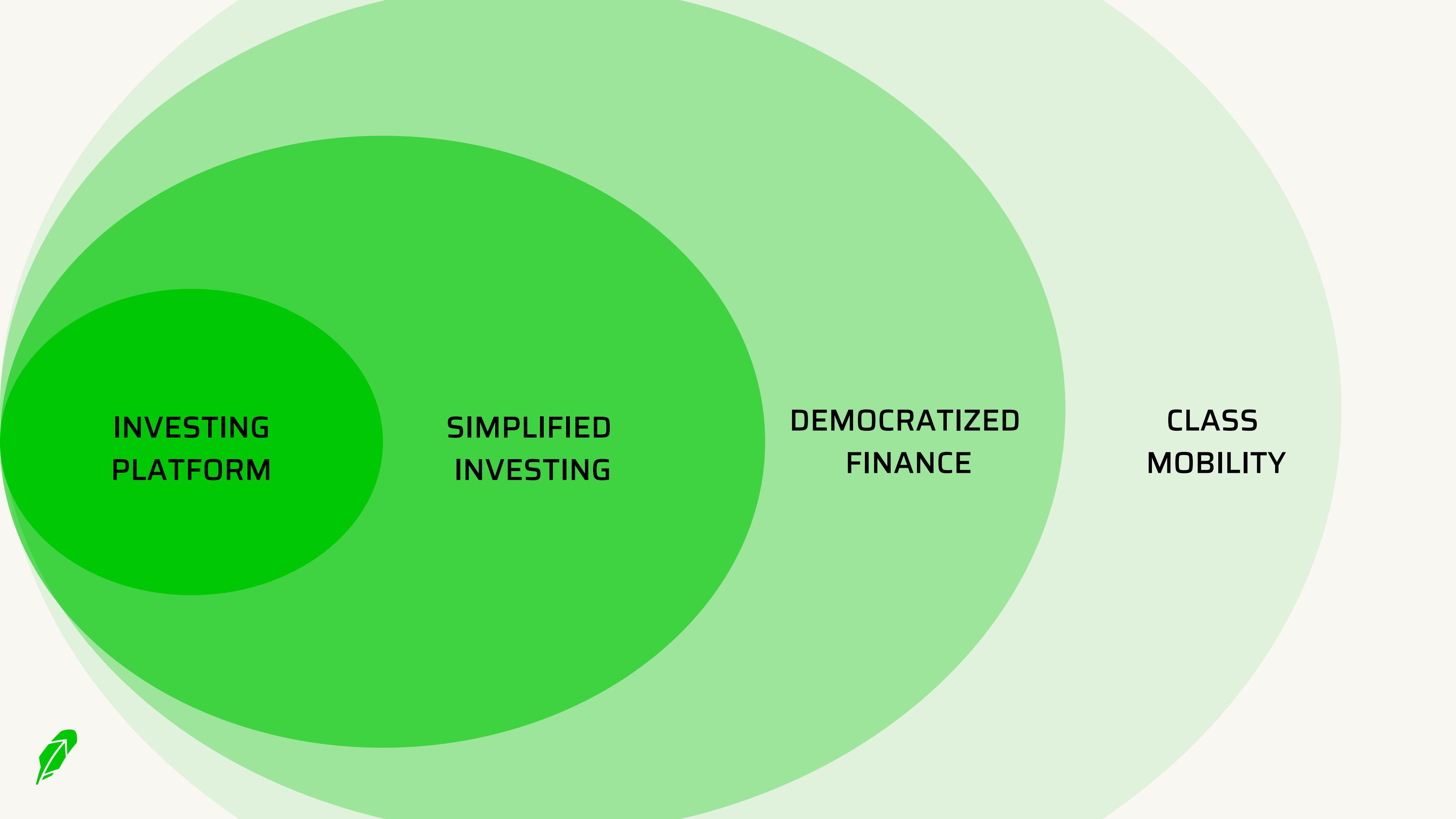
Watch later



Share



Watch on YouTube



**INVESTING
PLATFORM**

**SIMPLIFIED
INVESTING**

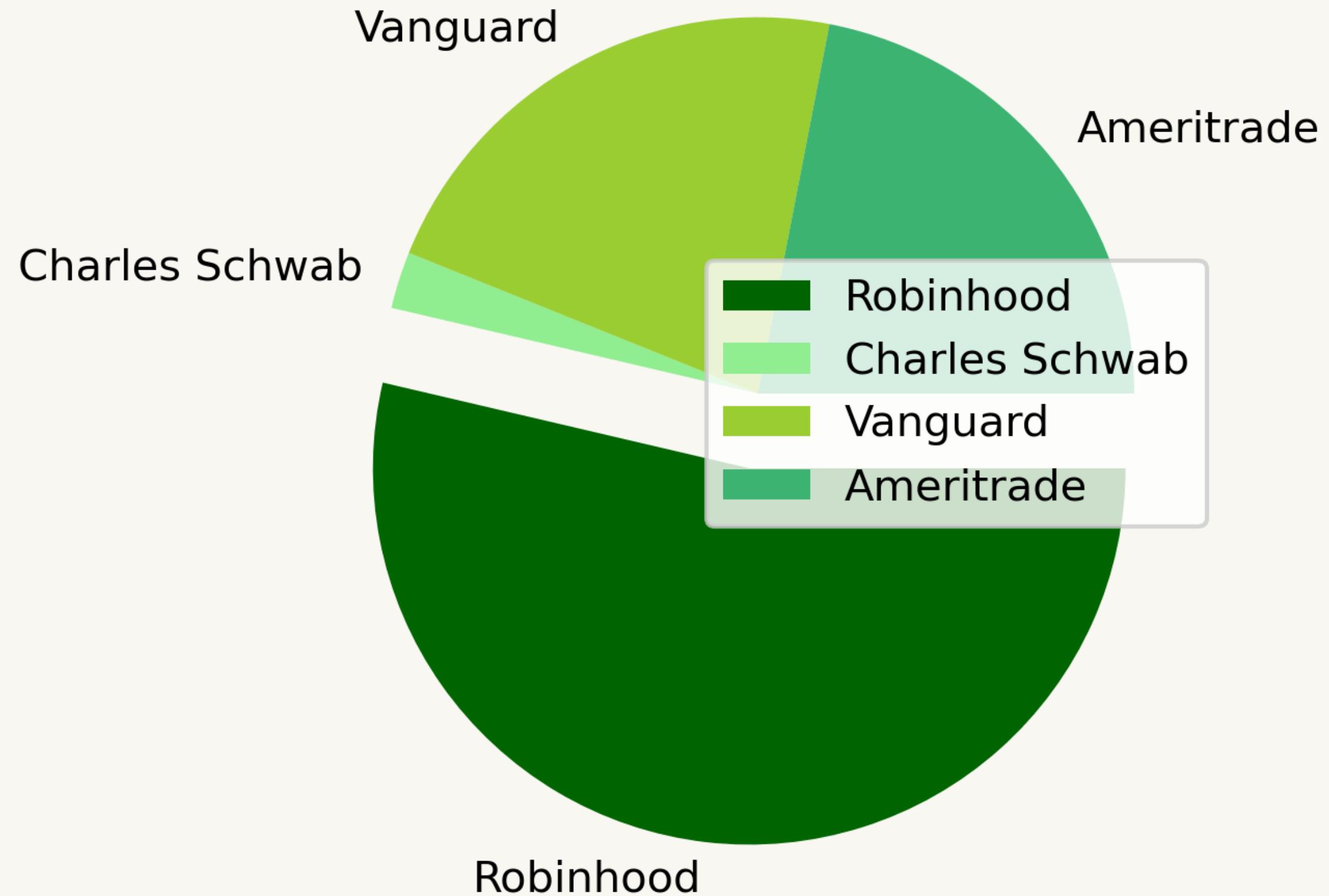
**DEMOCRATIZED
FINANCE**

**CLASS
MOBILITY**



ROBINHOOD'S CUSTOMERS

Users for each App



CUSTOMER DEMOGRAPHICS

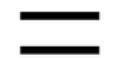
average age of **31**

50% first time investors

CUSTOMER DEMOGRAPHICS

The number of women customers using Robinhood **increased by 4x** from 2020 - 2021.

Only 18% of women have a brokerage account, but women account for **30% of Robinhood users.**



Our customers

**Every investor has
a story to tell**

See how Robinhood has changed the way people see
their finances—and themselves.

“The investor in my head was someone who wore a suit and a tie. Robinhood *changed* that for me.”

Angelina, 25



Growing up, Angelina’s family didn’t talk about money—so when she wanted to start investing, she had no idea where to begin. Enter: Robinhood. By investing just a small amount to start, she was able to learn at her own pace, on her own terms. After three years, she was able to make progress on some big financial goals, including paying off her student debt.

SMALL STEPS TO BIG DREAMS

“I’m able to *make financial decisions* that grow my money and to help me buy a home.”

Charles, 32



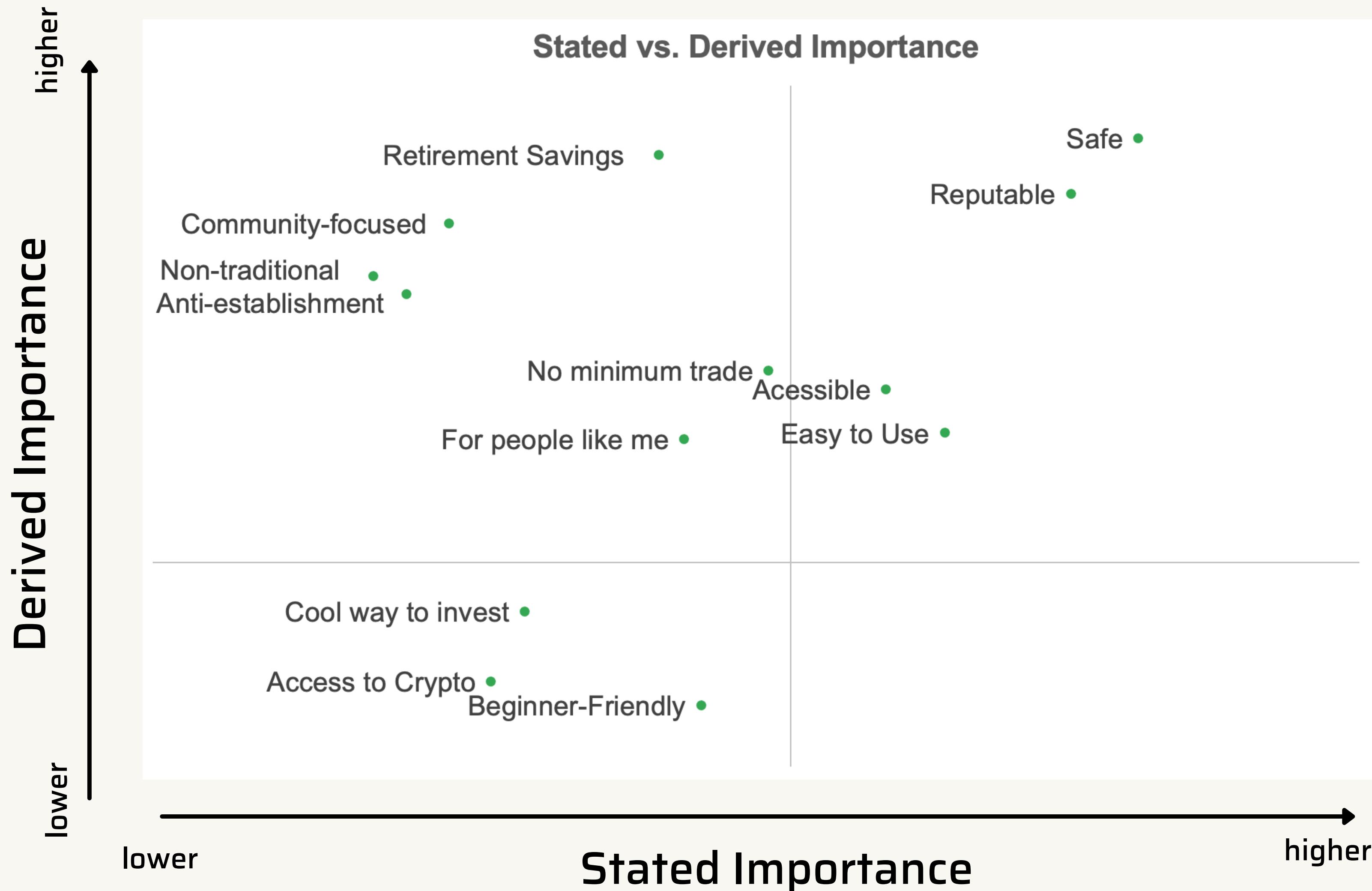
EMPOWERING PEOPLE

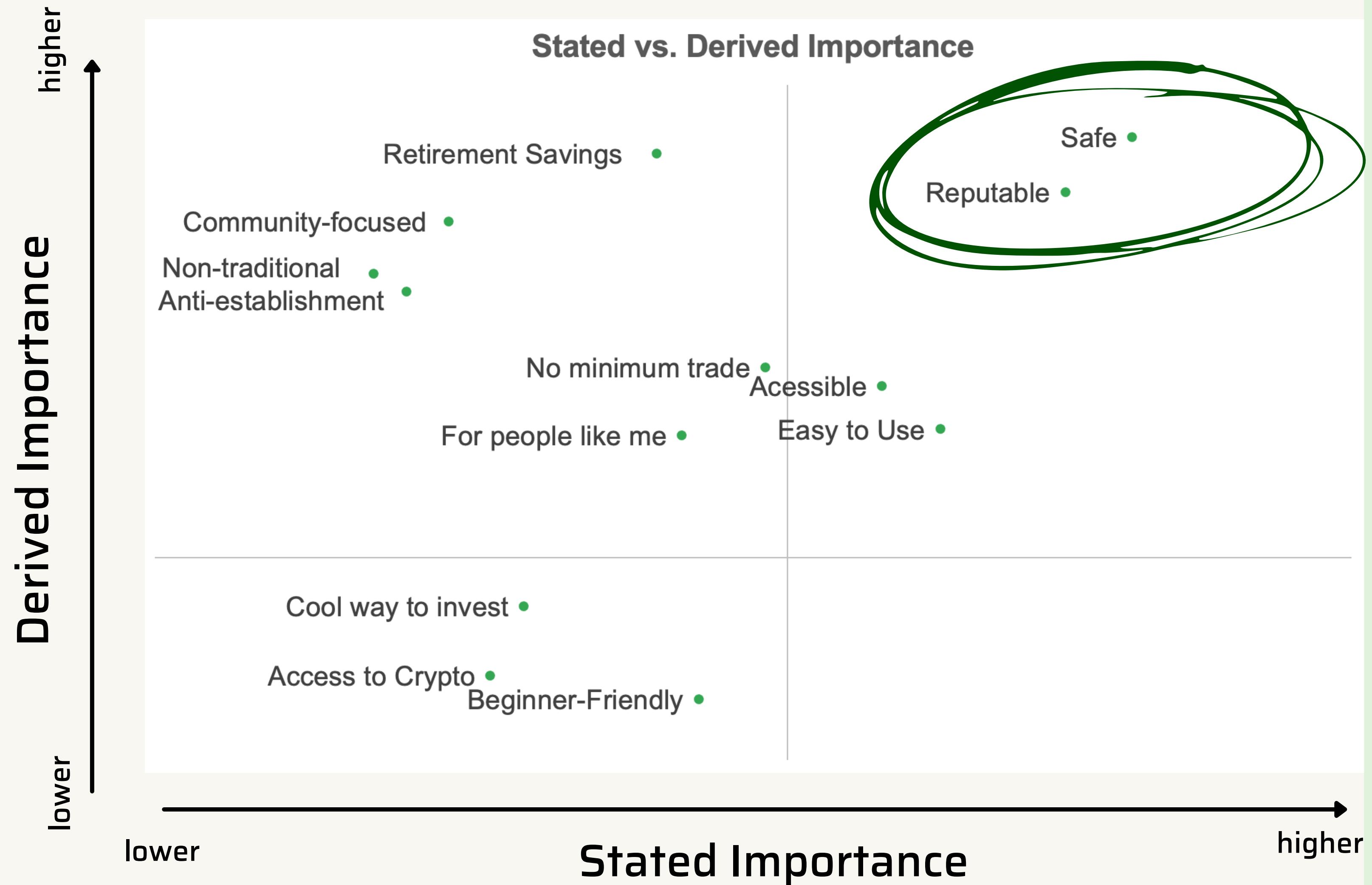
“In a male-dominated world, it’s really important *for women to invest*. I feel good when I can chime in—it gives me a confidence boost.”

Jenna, 22

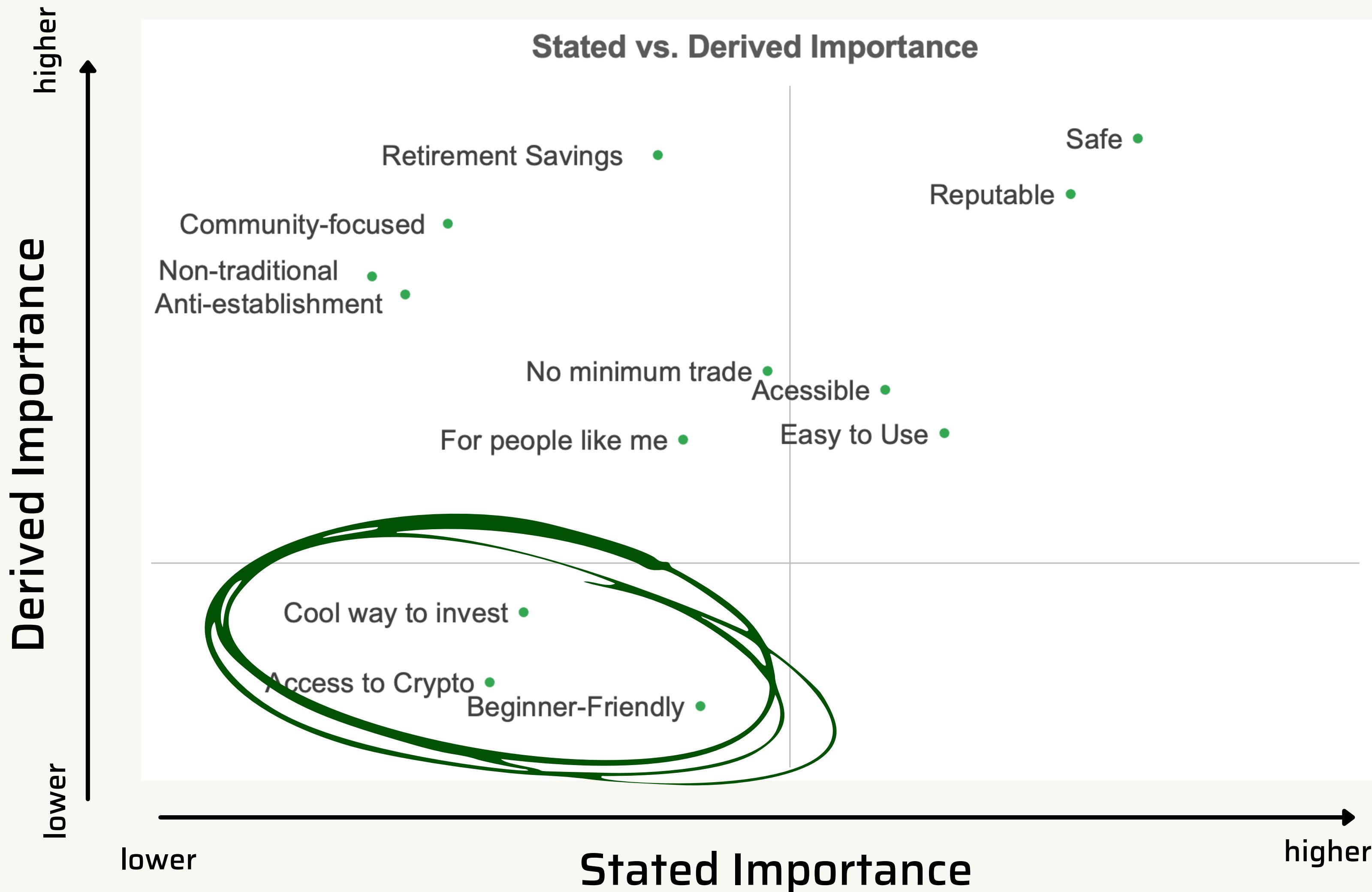


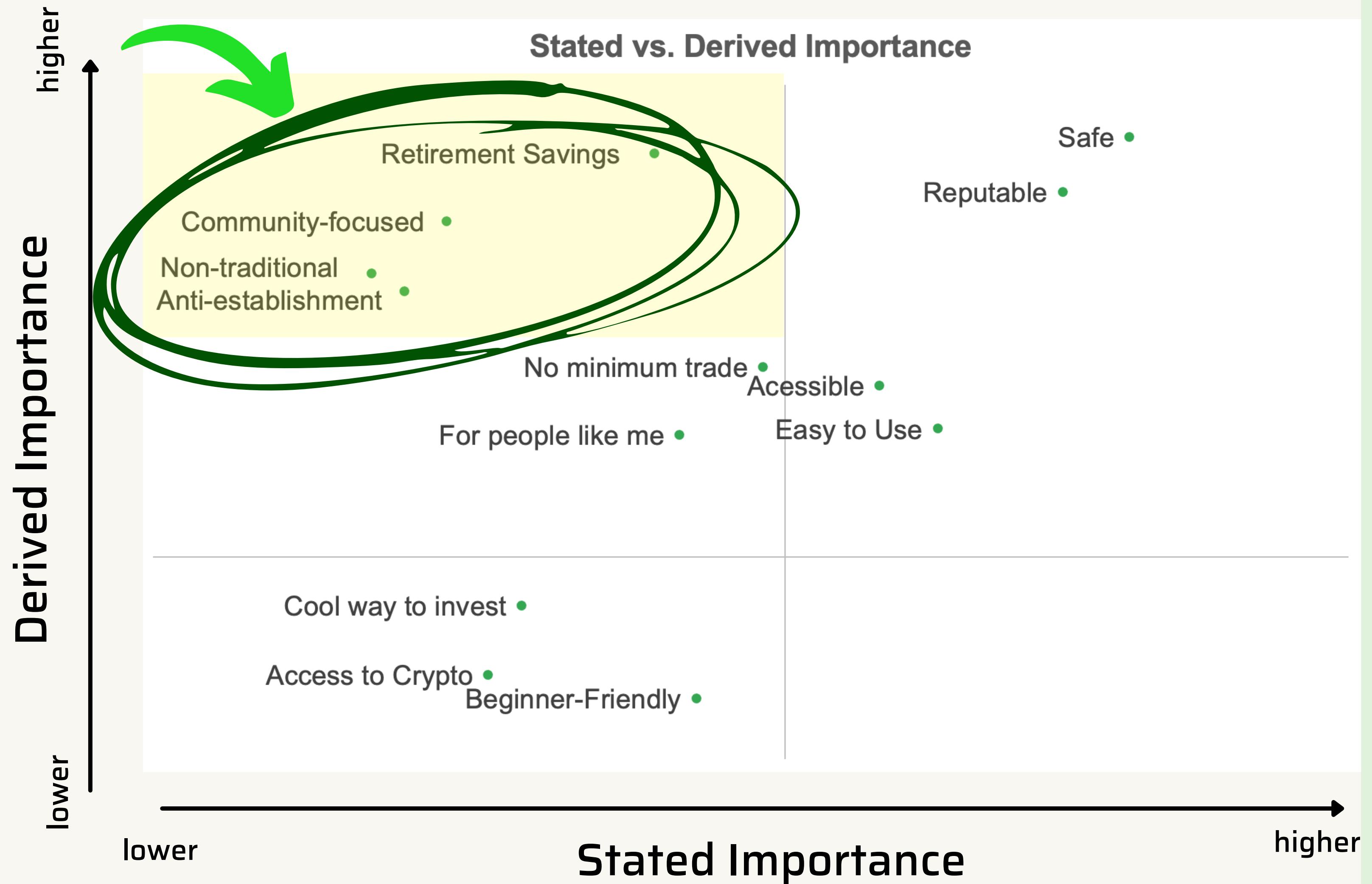
Stated vs. Derived Importance

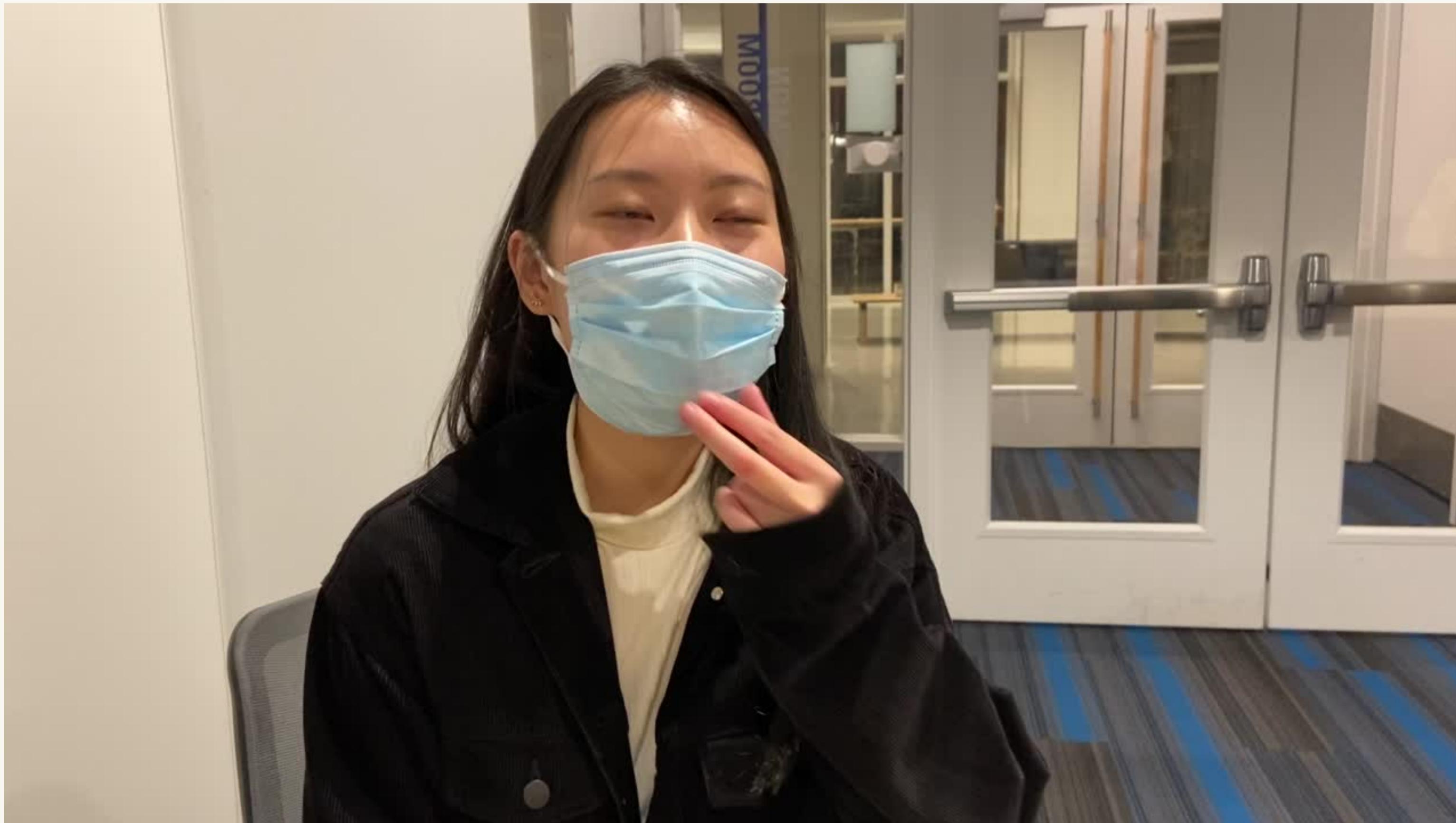




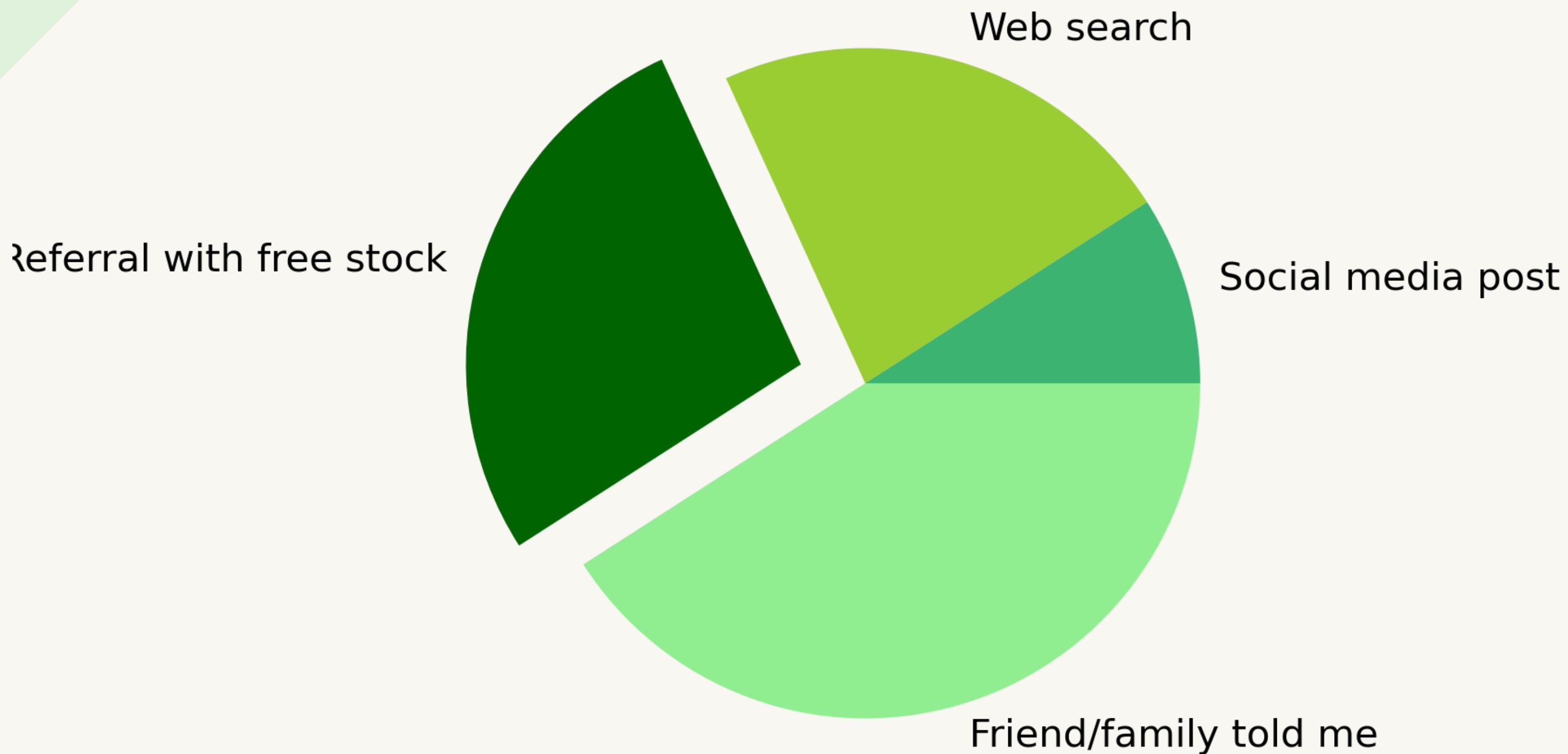
Stated vs. Derived Importance



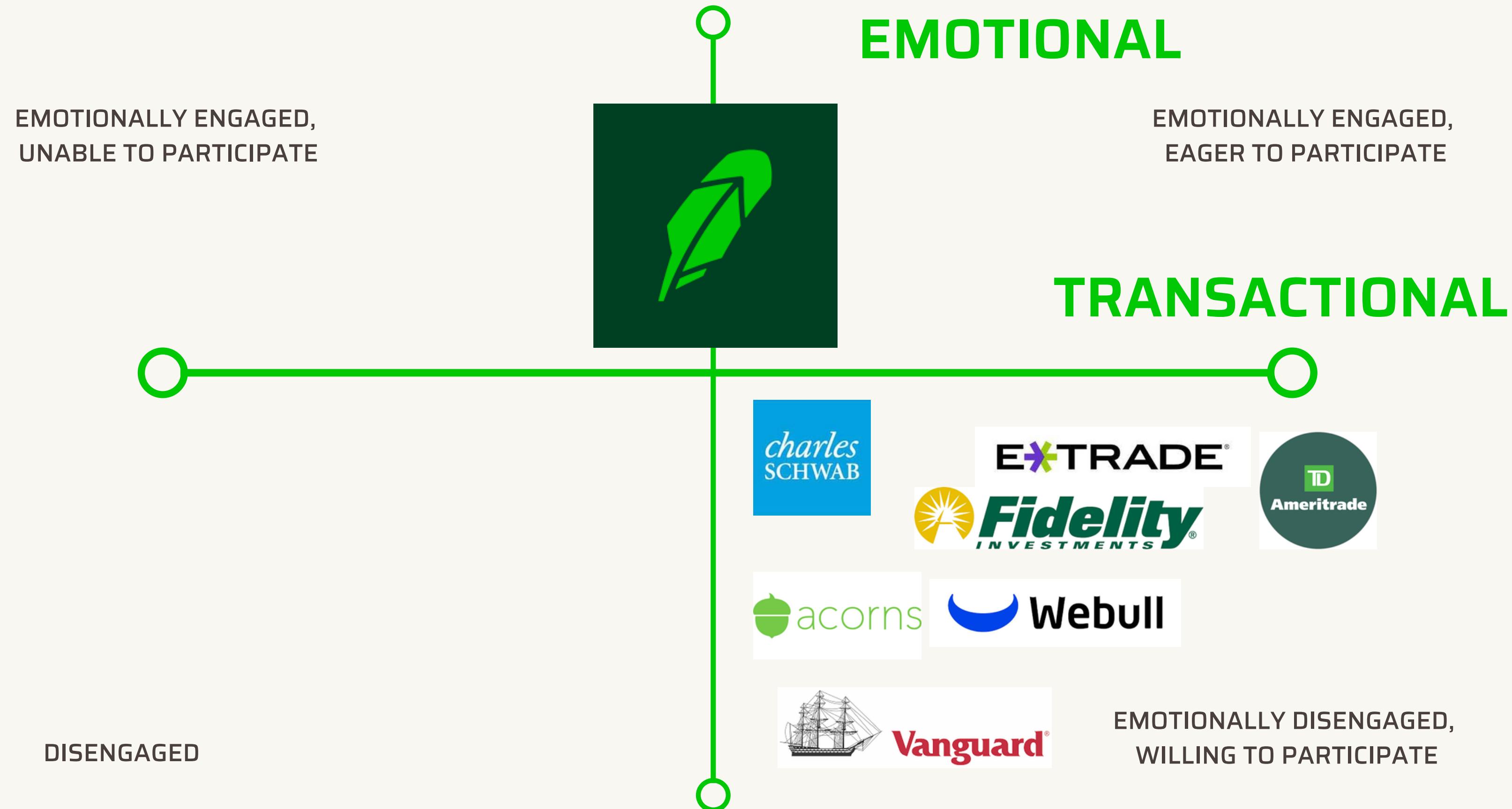




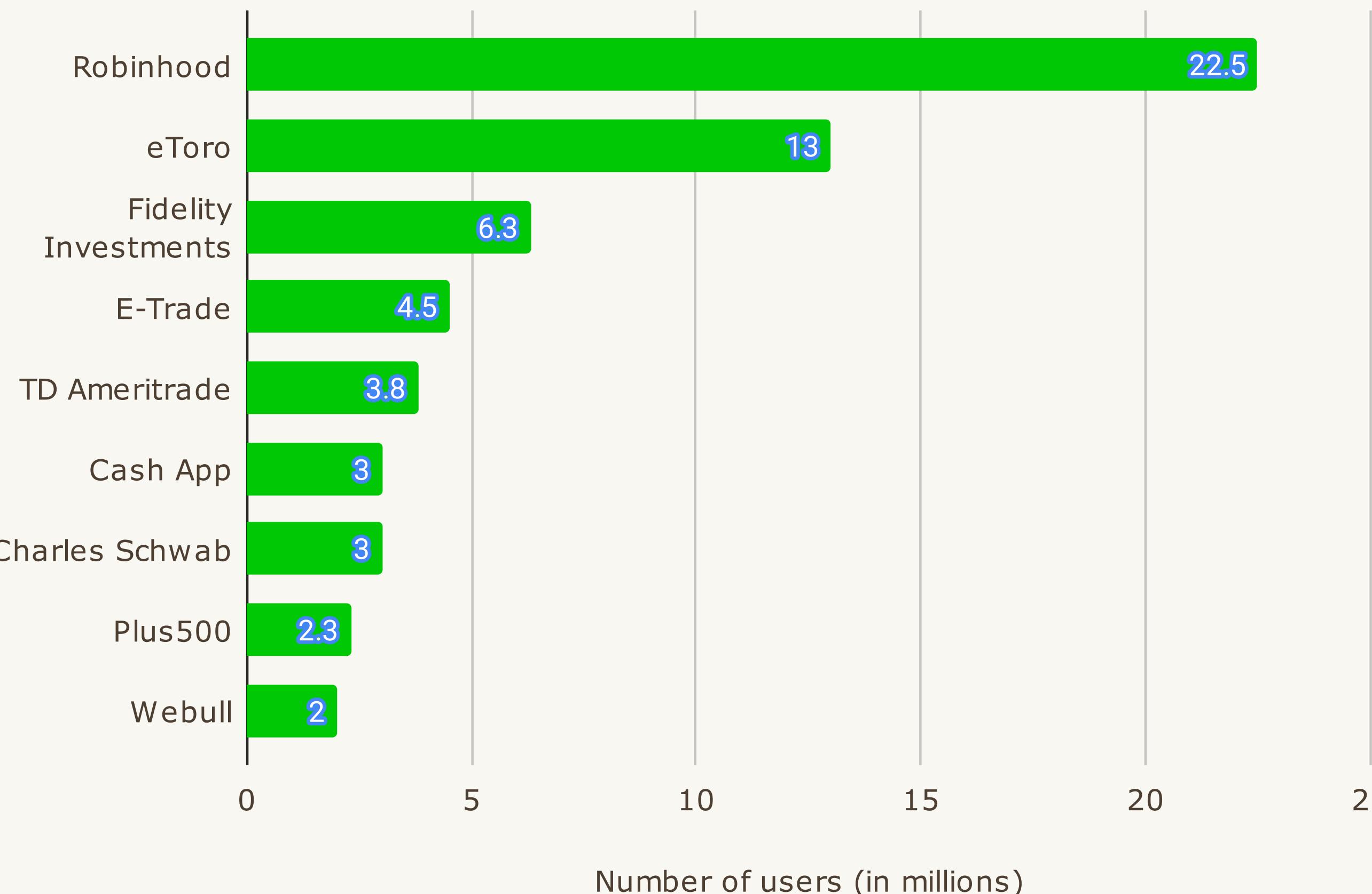
How did you get started with Robinhood?



ROBINHOOD COMPETITORS



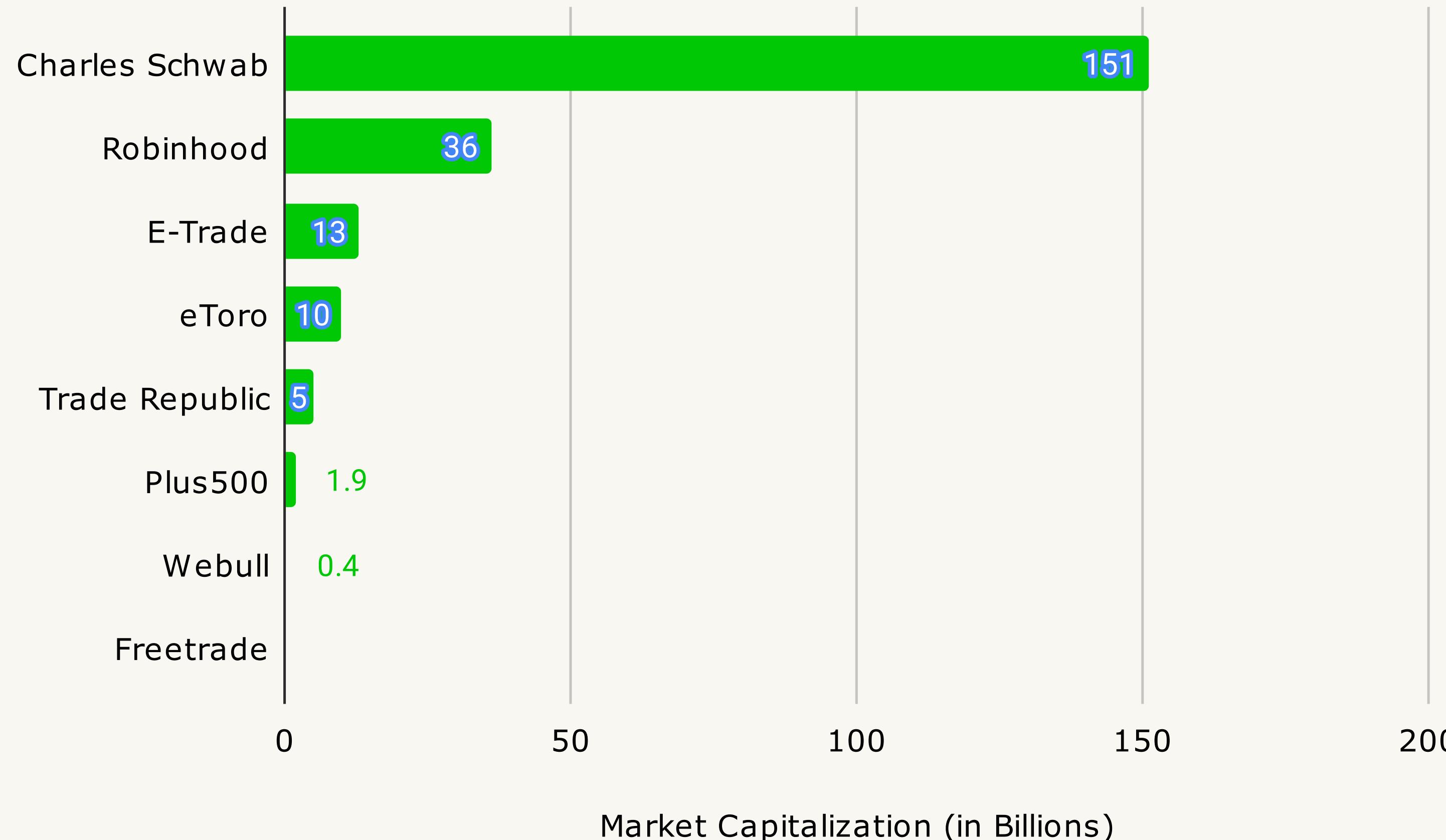
STOCK TRADING APP USERS BY APP



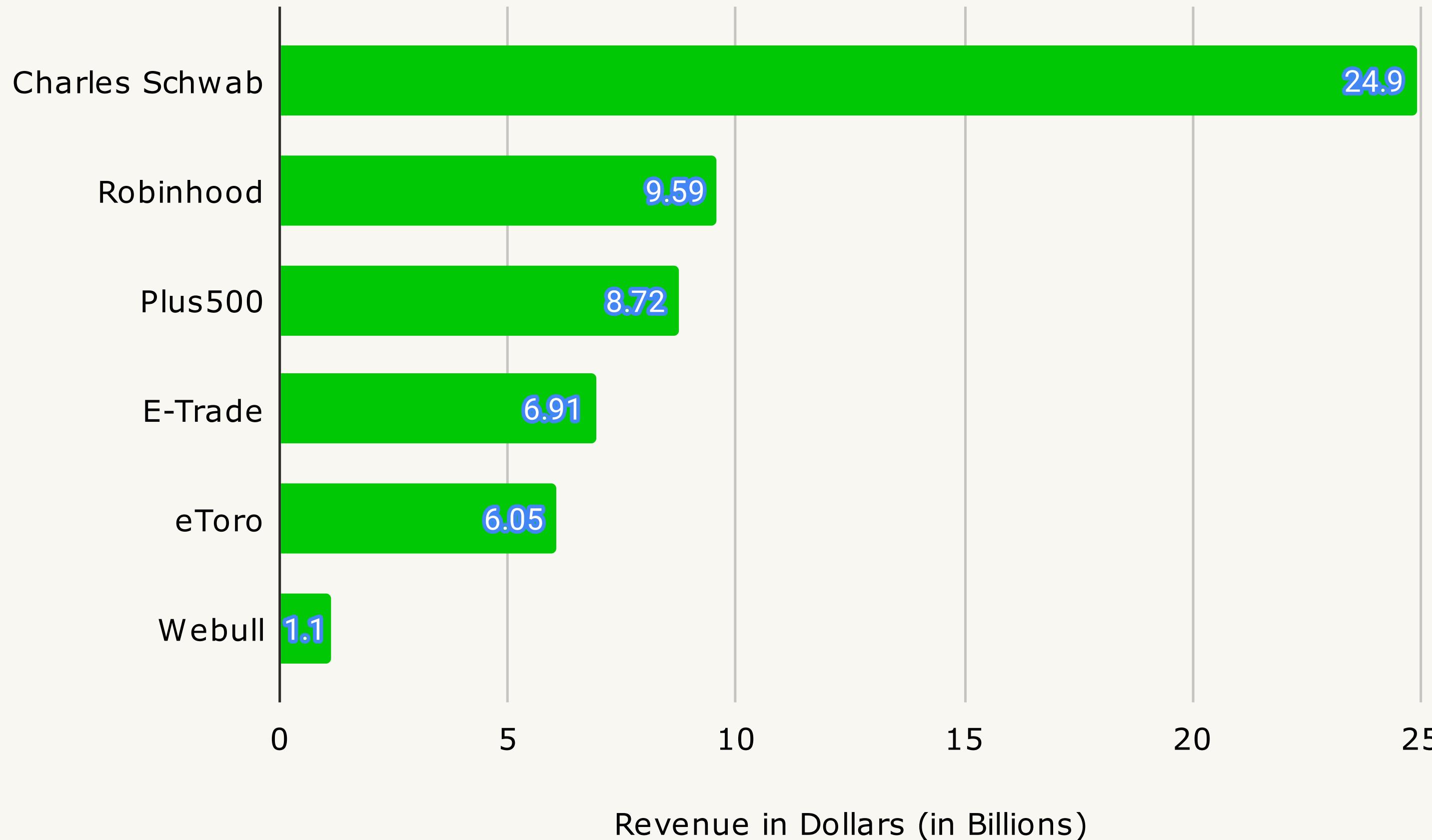
CUSTOMER ACCOUNT SIZE

	MEDIAN	AVERAGE
ROBINHOOD	\$240	\$5,000
E-TRADE	--	\$100,000
TD AMERITRADE	--	\$110,000
CHARLES SCHWAB	--	\$331,664

STOCK TRADING APP VALUATIONS



STOCK TRADING APP REVENUE BY APP

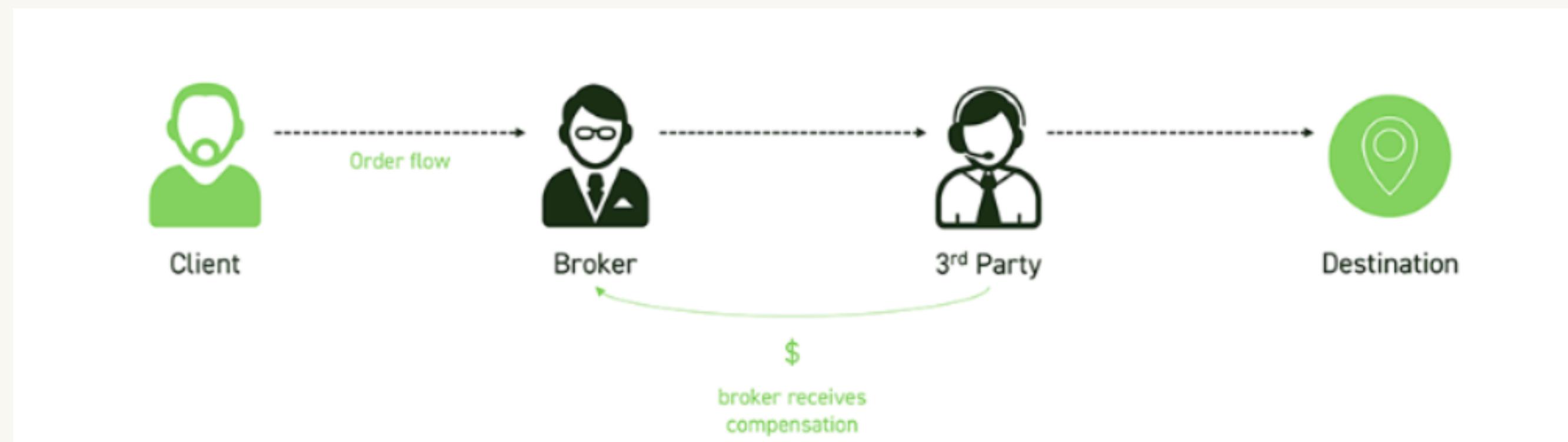


TRANSACTION-BASED REVENUES

1. PAYMENT FOR ORDER FLOW

GENERATES TRANSACTION-BASED REVENUES BY ROUTING ITS USERS' ORDERS FOR OPTIONS, EQUITIES, AND CRYPTOCURRENCIES TO MARKET MAKERS

ESSENTIALLY RH EARNS A COMMISSION FOR EACH STOCK BROUGHT AND SOLD ON ITS PLATFORM AND GENERATES LARGER COMMISSIONS FOR RISKIER INVESTMENTS SUCH AS OPTIONS



2. NET INTEREST REVENUES

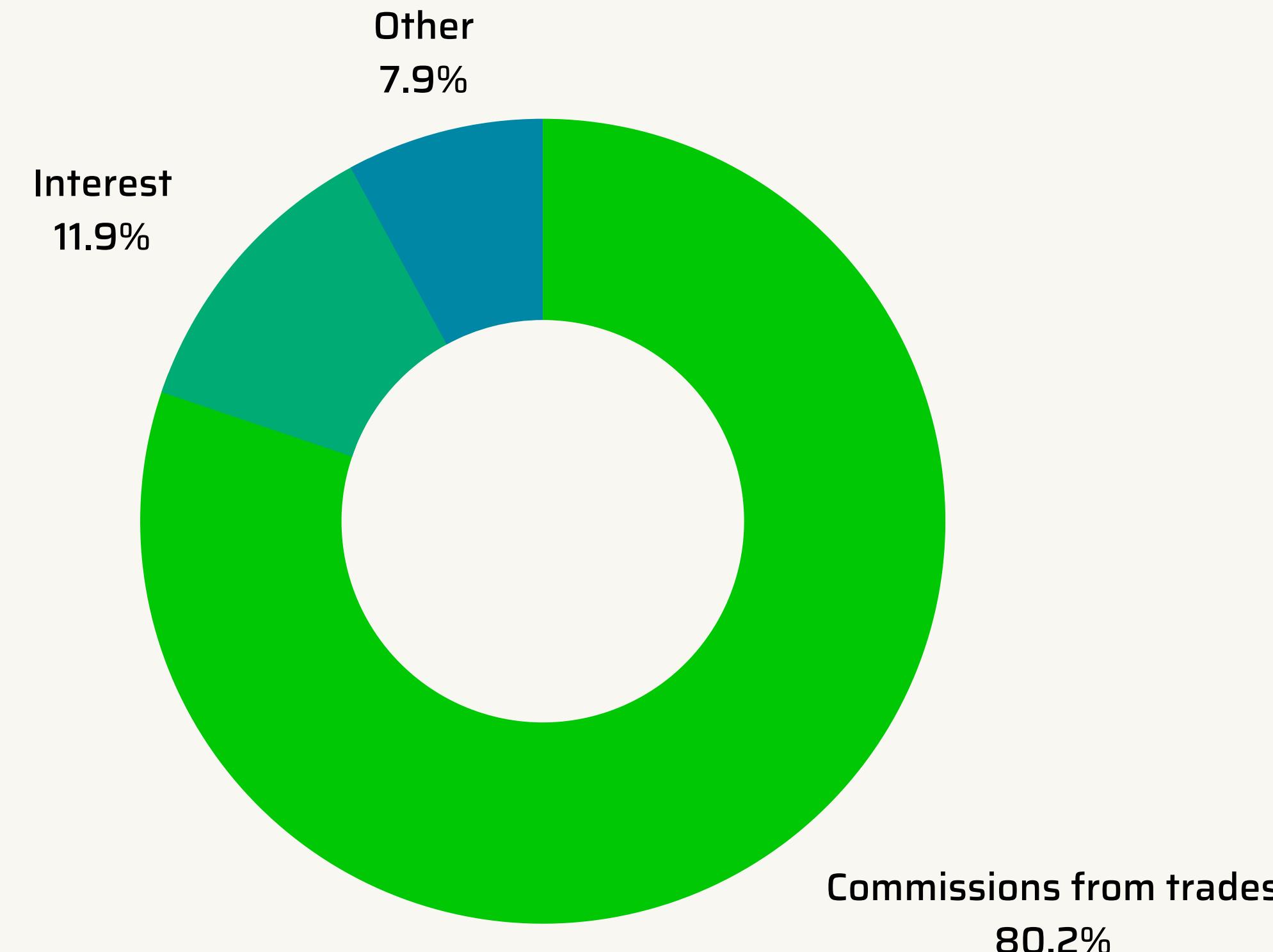
**GENERATES REVENUE (INTEREST) ON SECURITIES LENDING TRANSACTIONS
INCLUDING MARGIN LOANS TO USERS**

3. OTHER REVENUES

GENERATES REVENUE ON MEMBERSHIP FEES FOR ROBINHOOD GOLD

ROBINHOOD'S REVENUE BREAKDOWN

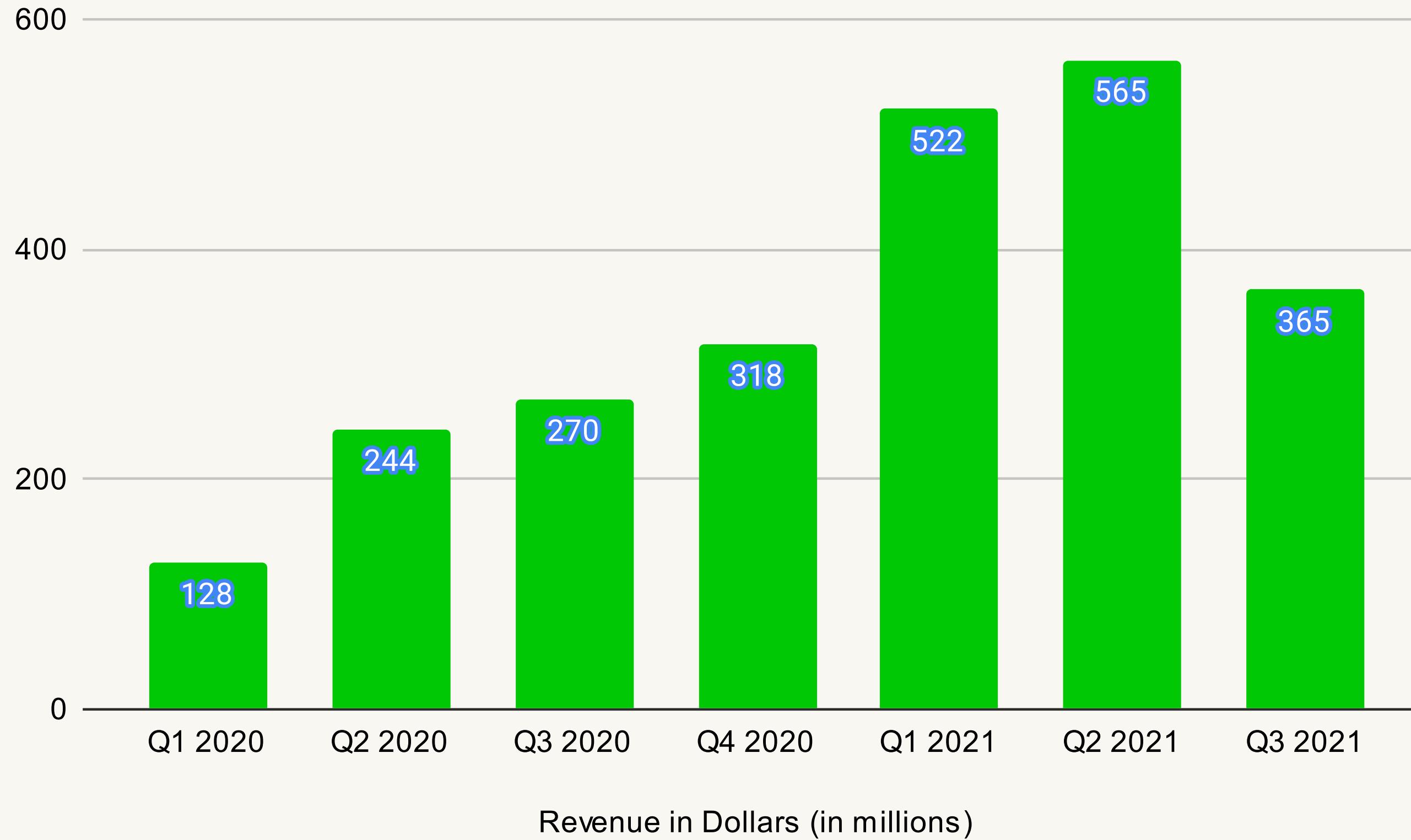
Based on Robinhood's Q1 FY 2021 ended March 31, 2021 (Investopedia)



**“ROBINHOOD’S REVENUE MODEL COULD
EASILY DISAPPEAR. THEY’VE MADE IT CLEAR
THAT THEY ARE COMFORTABLE LIVING ON
THIS REGULATORY EDGE.”**

— TYLER GELLASCH, EXECUTIVE DIRECTOR, HEALTHY MARKETS

ROBINHOOD REVENUE



BREAKING DOWN EARNINGS

(IN MILLIONS)	Q2 2021	Q3 2021
TOTAL NET REVENUE	\$565	\$365
CRYPTO REVENUE	\$233	\$51
CRYPTO REVENUE %	41%	14%

DOGE^COIN

62% OF ROBINHOOD'S
CRYPTOCURRENCY
REVENUES IN THE
SECOND QUARTER
CAME FROM THE
TRADING OF
DOGE^COIN (DOGE)

Robinhood users trade

40x

as many **shares** and

88x

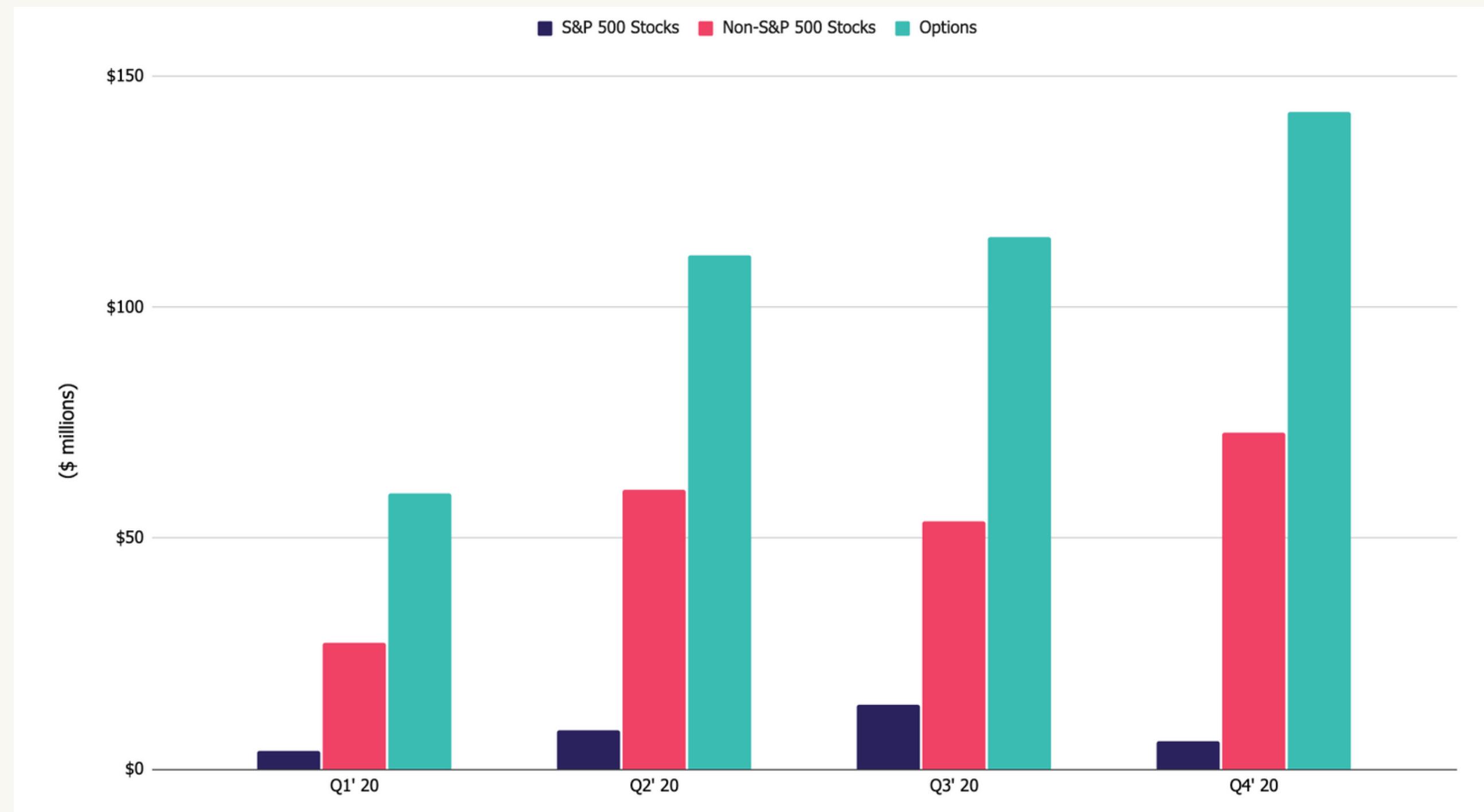
as many **options contracts** as Charles Schwab
customers (per dollar in the average customer
account)

SO HOW CAN ROBINHOOD GENERATE MORE REVENUE PER DOLLAR IN THEIR CUSTOMER'S ACCOUNTS THAN ITS COMPETITORS?

"ROBINHOOD'S CUSTOMERS **TRADE MUCH MORE THAN** THOSE USING OTHER BROKERS. THAT'S LARGELY BECAUSE OF "**THE MOBILE-FIRST, SOCIAL MEDIA-INFUSED DESIGN.** ROBINHOOD TRADERS TRADE AT ONE OR SOMETIMES EVEN TWO ORDERS OF MAGNITUDE THE VELOCITY OF OTHER BROKERS."

-PAUL ROWADY, FOUNDER OF ALPHACUTION.

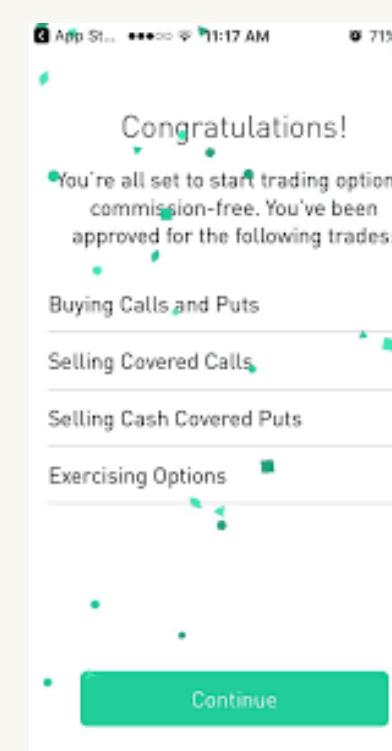
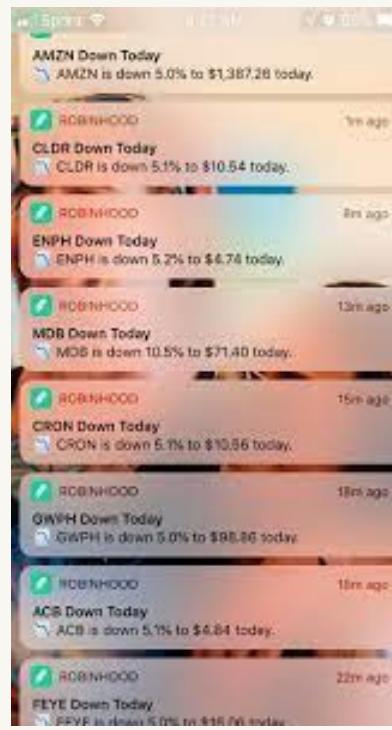
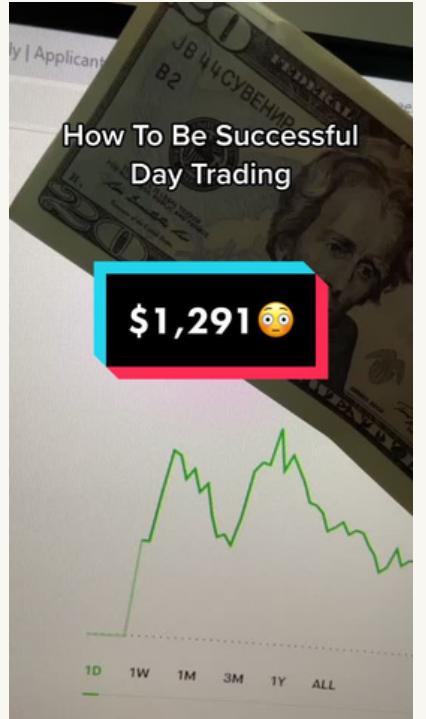
ROBINHOOD PAYMENT FOR ORDER FLOW IN 2020 (QOQ)



**OPTIONS REMAIN THE LARGEST DRIVER OF ROBINHOOD'S TRANSACTION REVENUE
(47% OF COMISSIONS)**

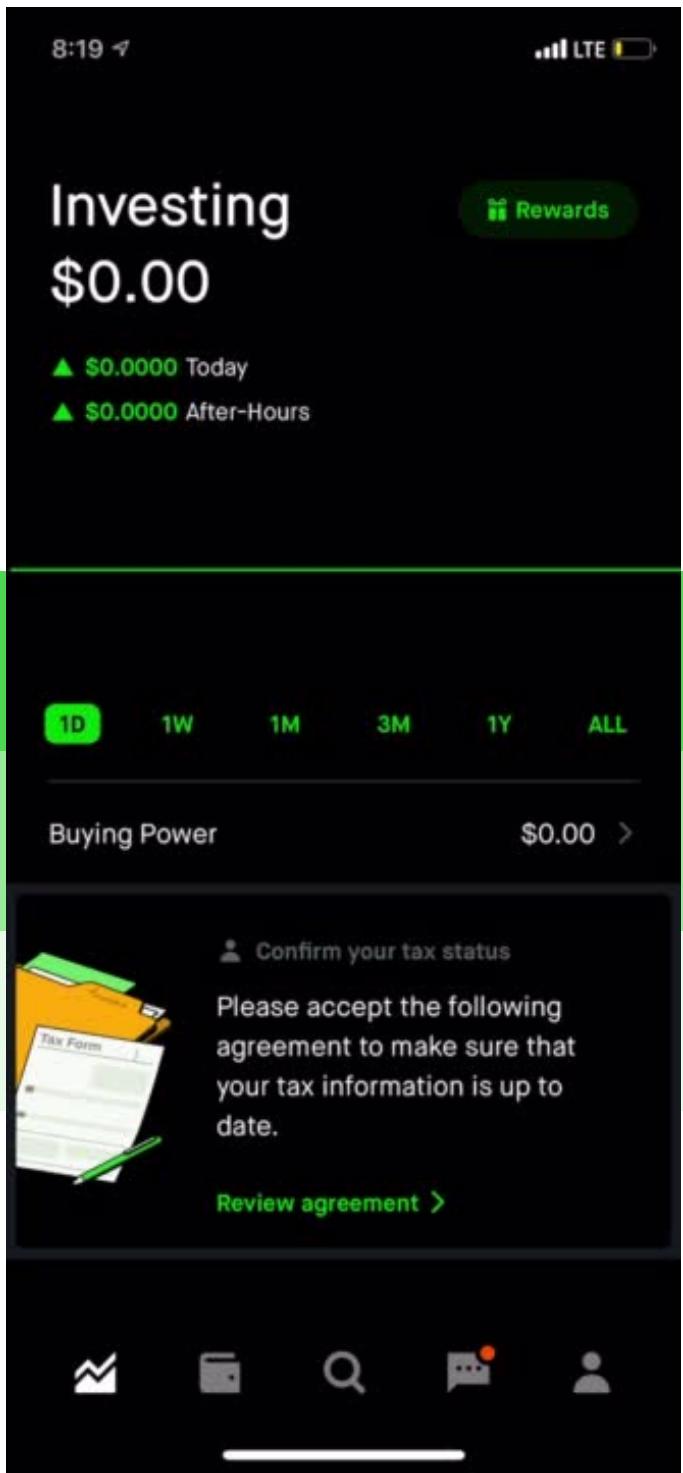
SUBLIMINAL MESSAGING

EMPHASIS ON COLOR GREEN

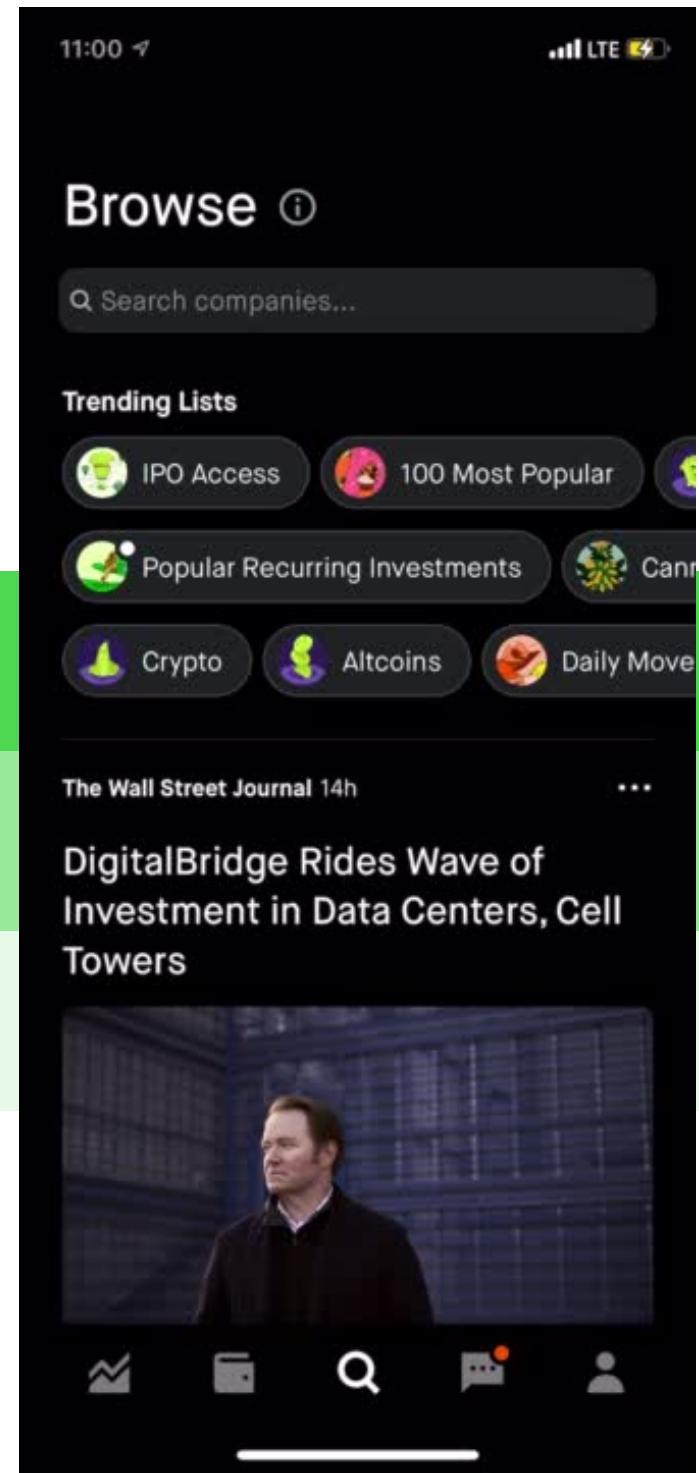


"GAMIFICATION" OF INVESTING

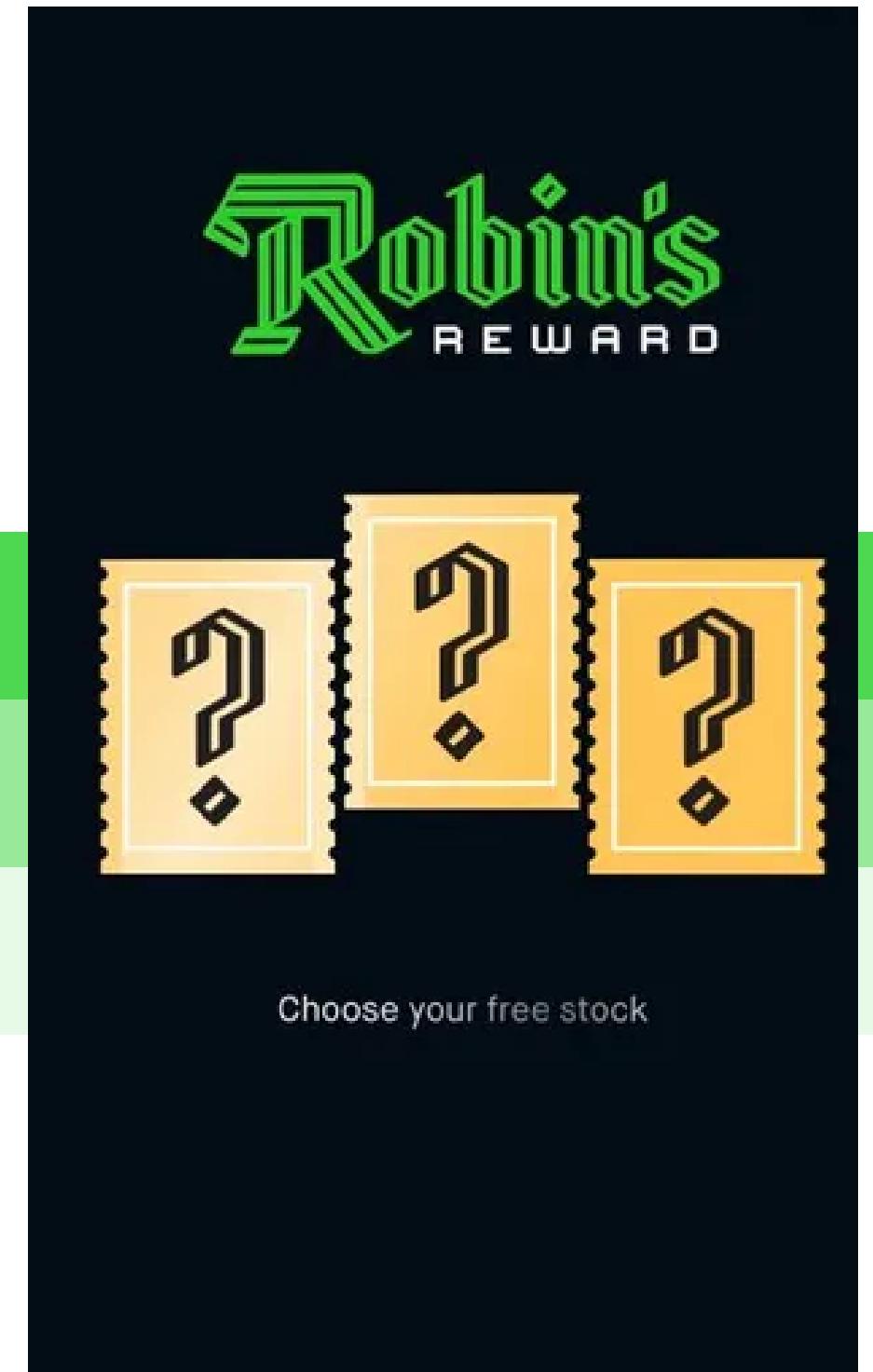
ROBINHOOD FEATURES



HOME SCREEN

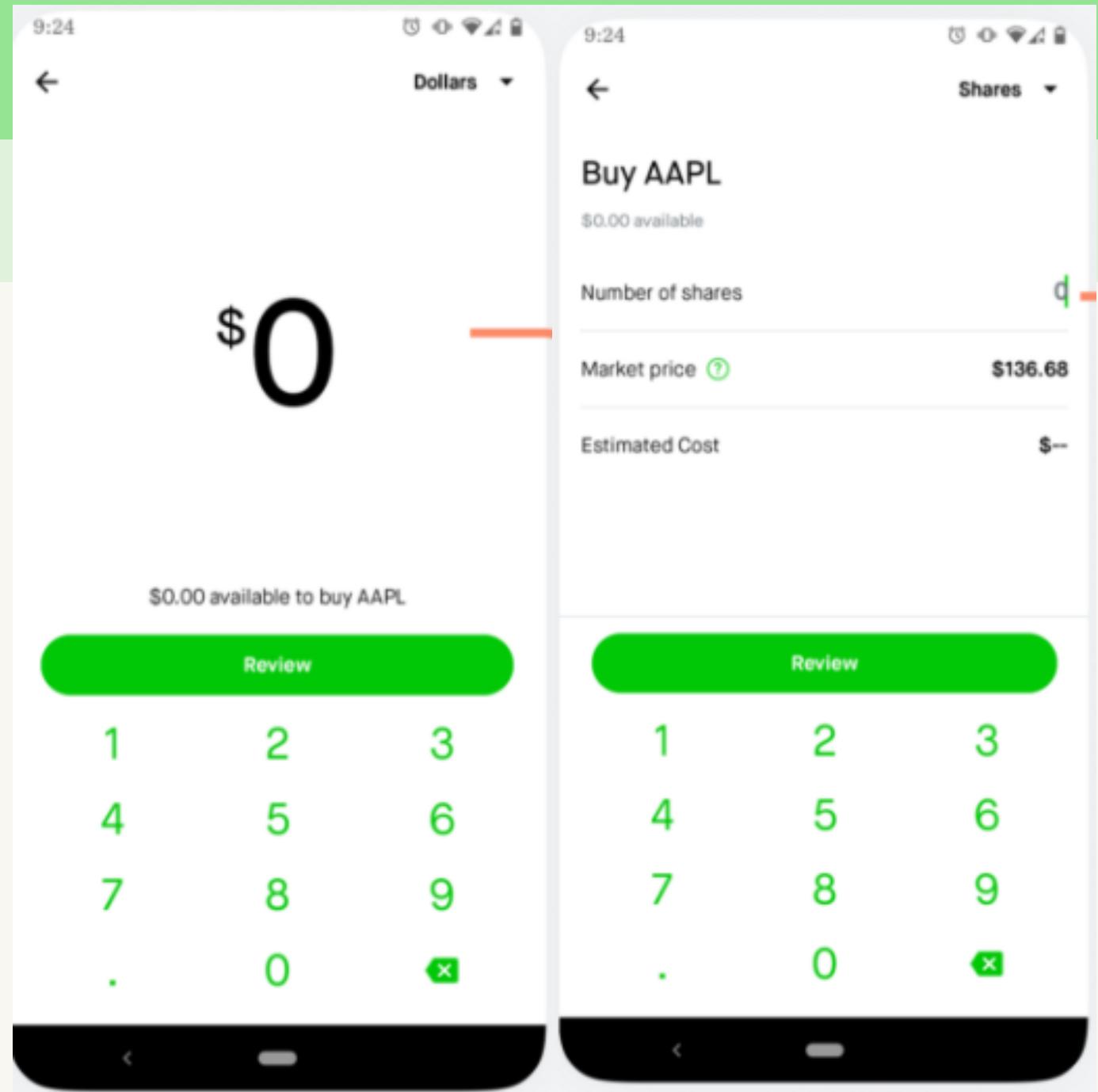
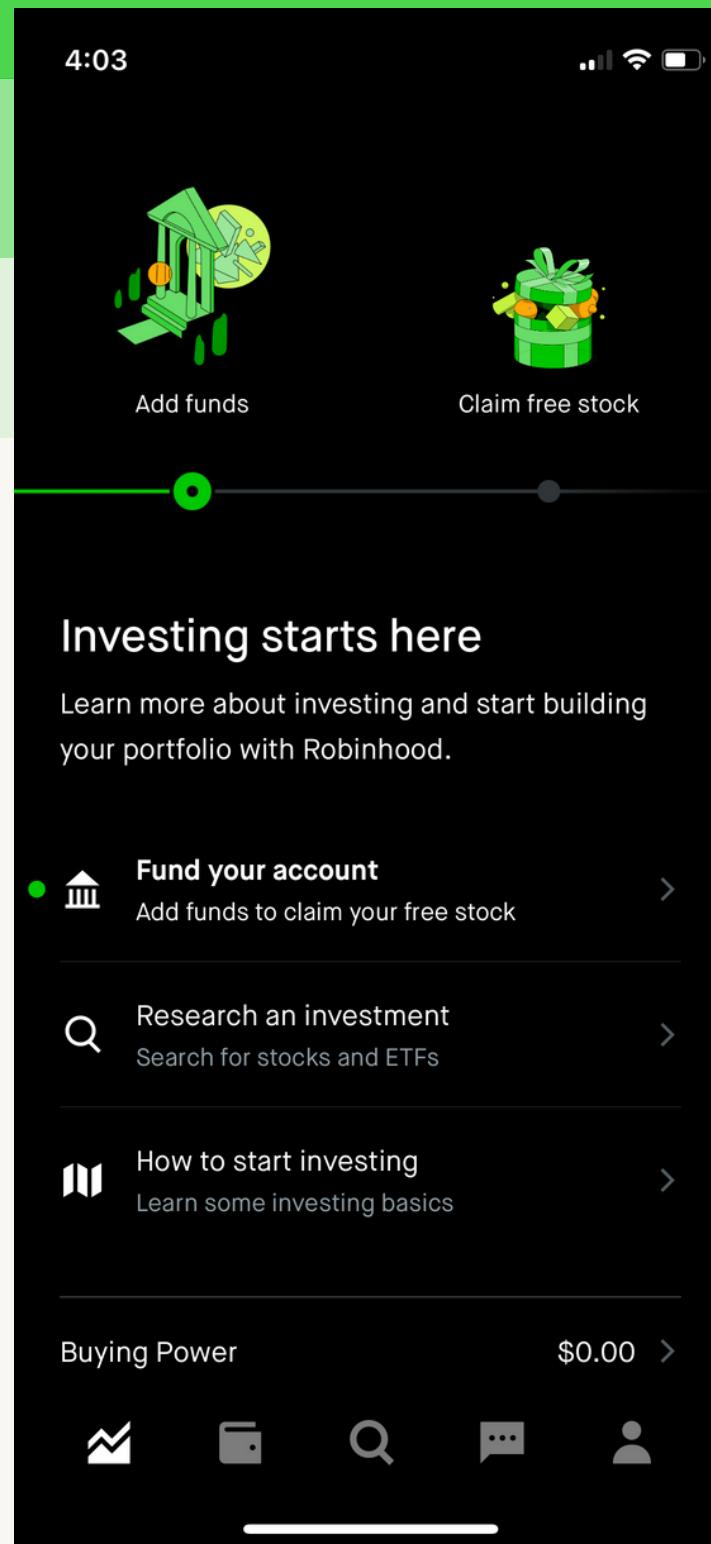


BROWSE



RH REWARD

SPECIFIC USER INTERFACE TRICKS

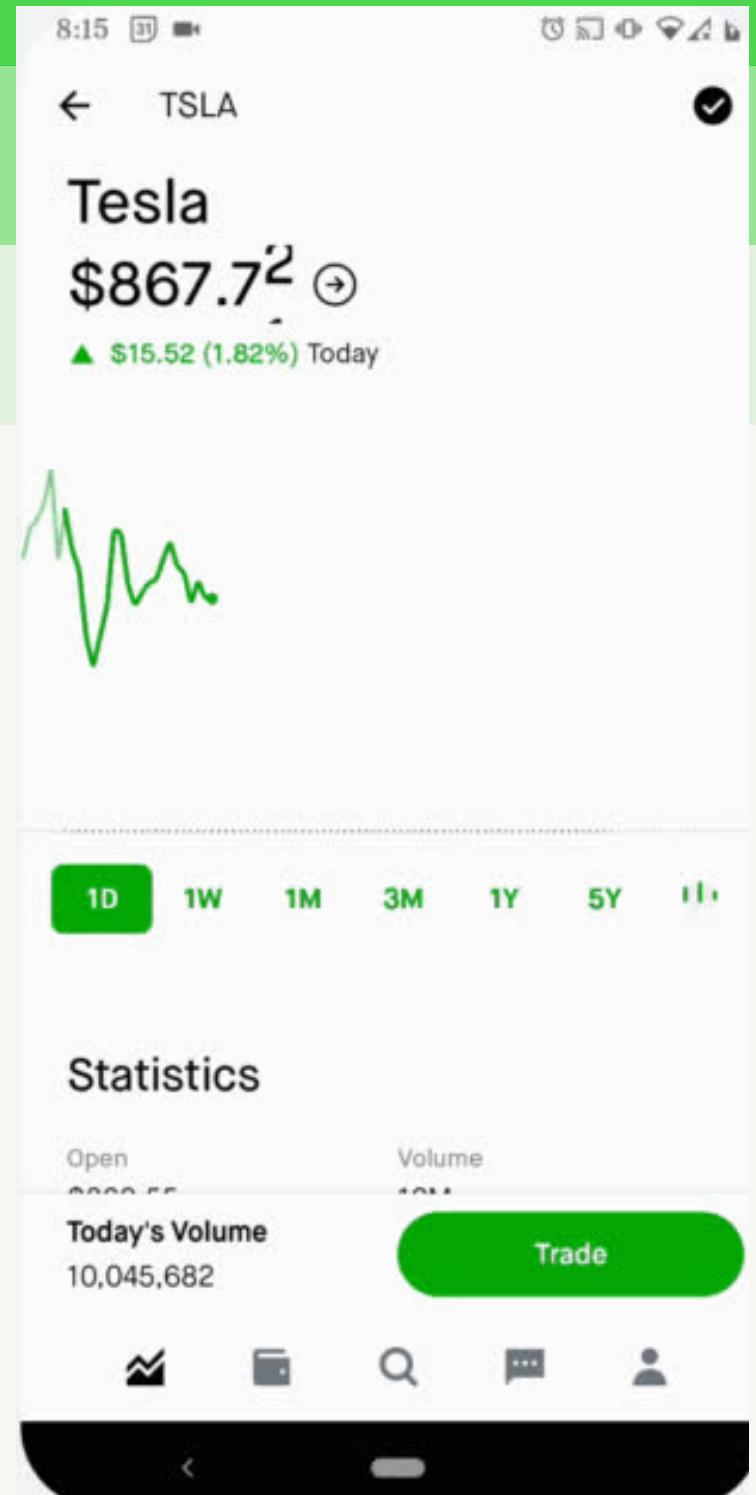


EASY SET-UP OF
~5MIN MAX.

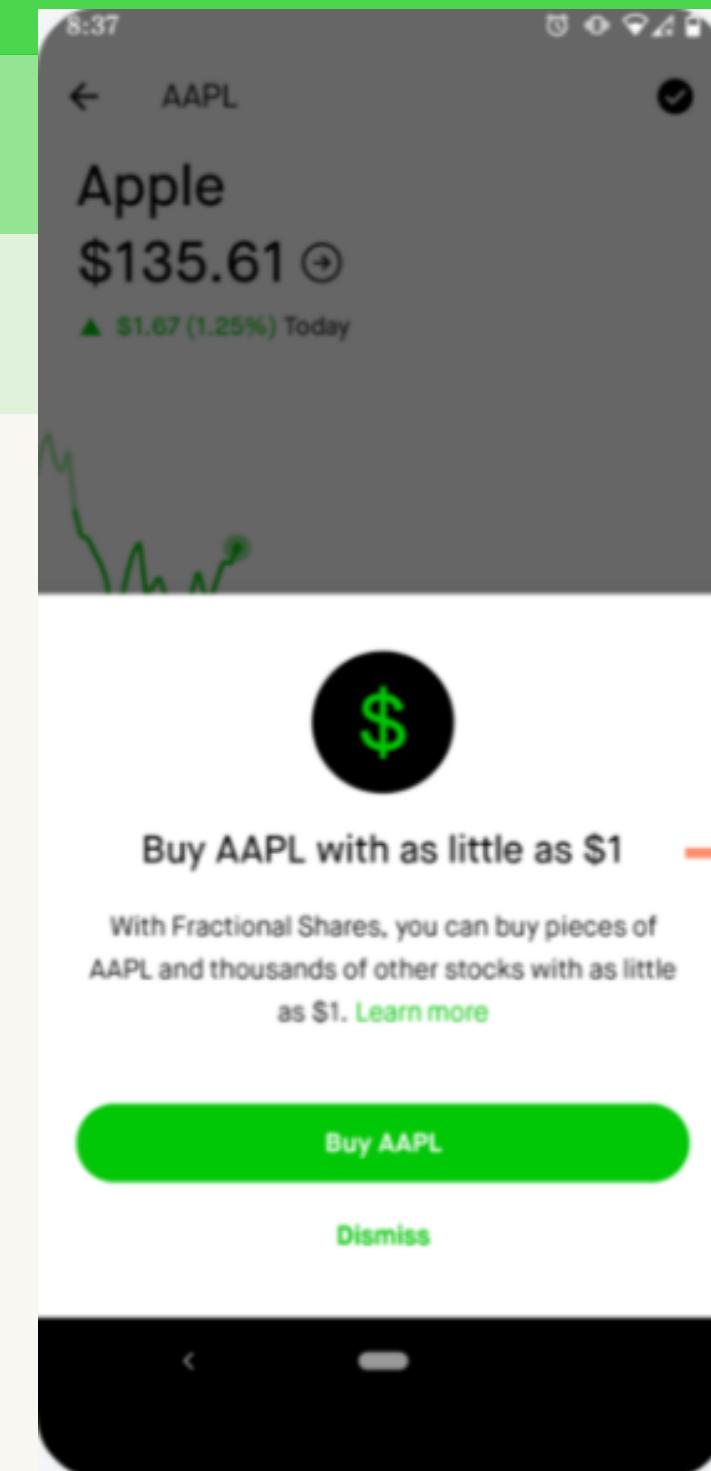
ONE-STEP TRANSACTION
PROCESS

BLACK VS. WHITE TO SHOW
MARKET OPEN & CLOSURE

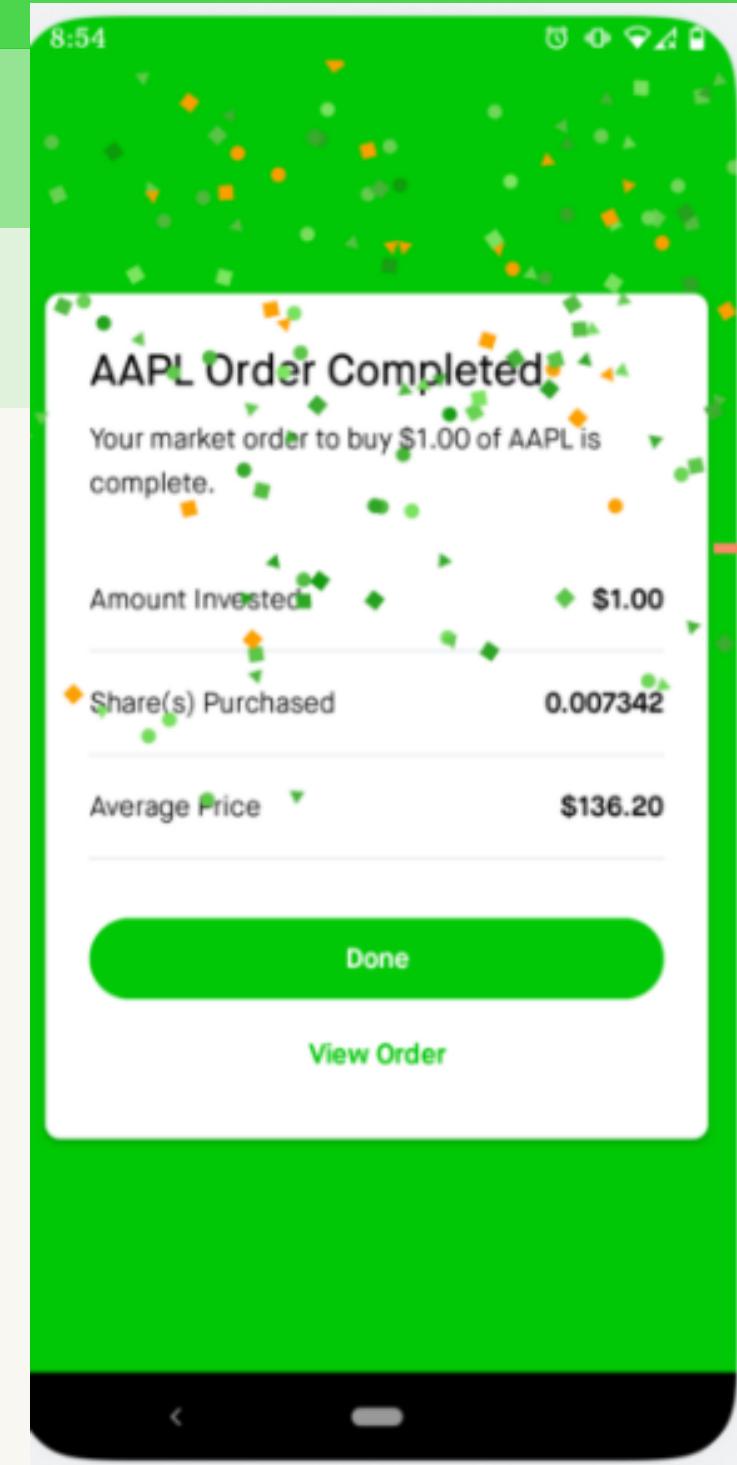
SPECIFIC USER INTERFACE TRICKS



ANIMATED STOCK PRICES
THAT INCITES EXCITEMENT

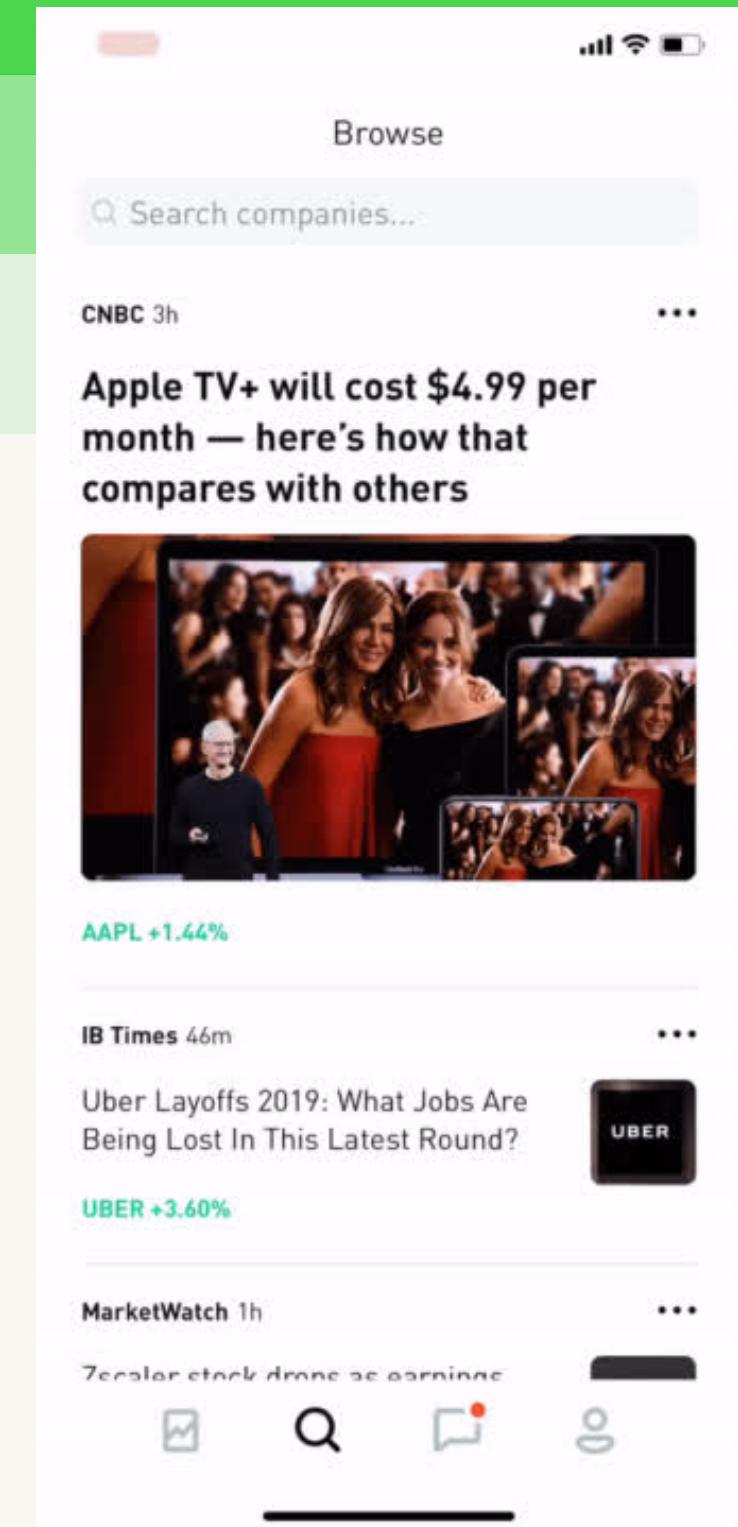
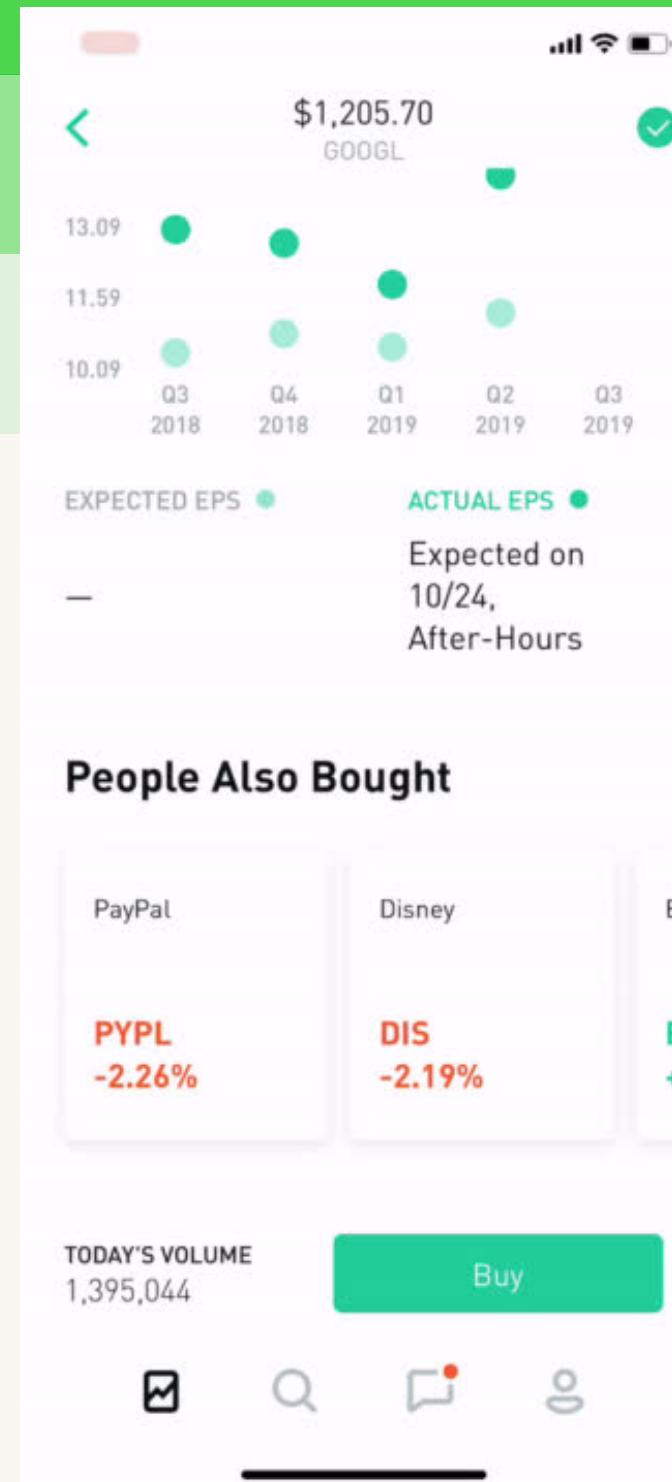
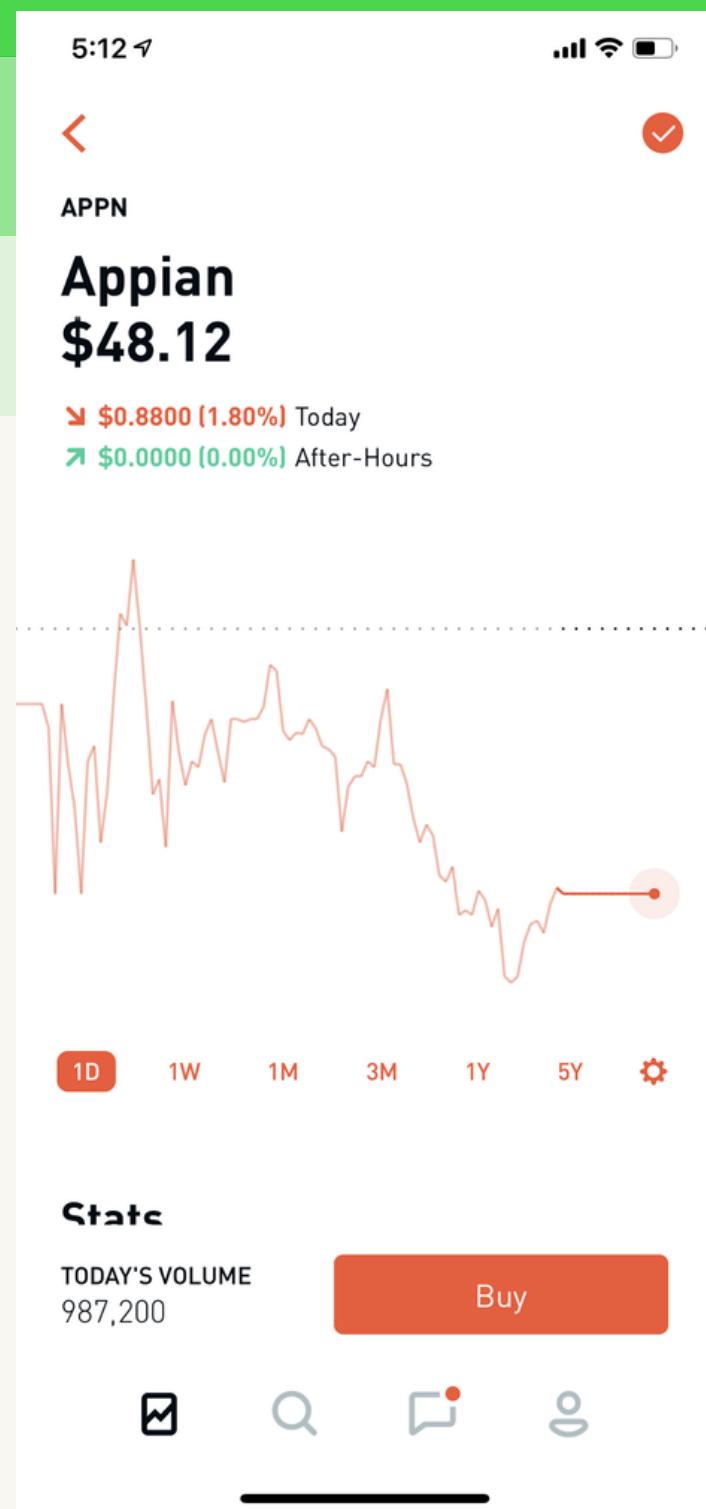


ENCOURAGES TAKING
ACTIONS, NOW



CELEBRATES EVERY
TRANSACTION AS A WIN

SPECIFIC USER INTERFACE TRICKS



RED = "BAD" VS GREEN = "GOOD"

"PEOPLE ALSO BOUGHT" FEATURE

GROUPING STOCKS BY CATEGORY

INTERVIEW Q:

WHY DO YOU USE ROBINHOOD? WHAT DO YOU LIKE/DISLIKE ABOUT IT?

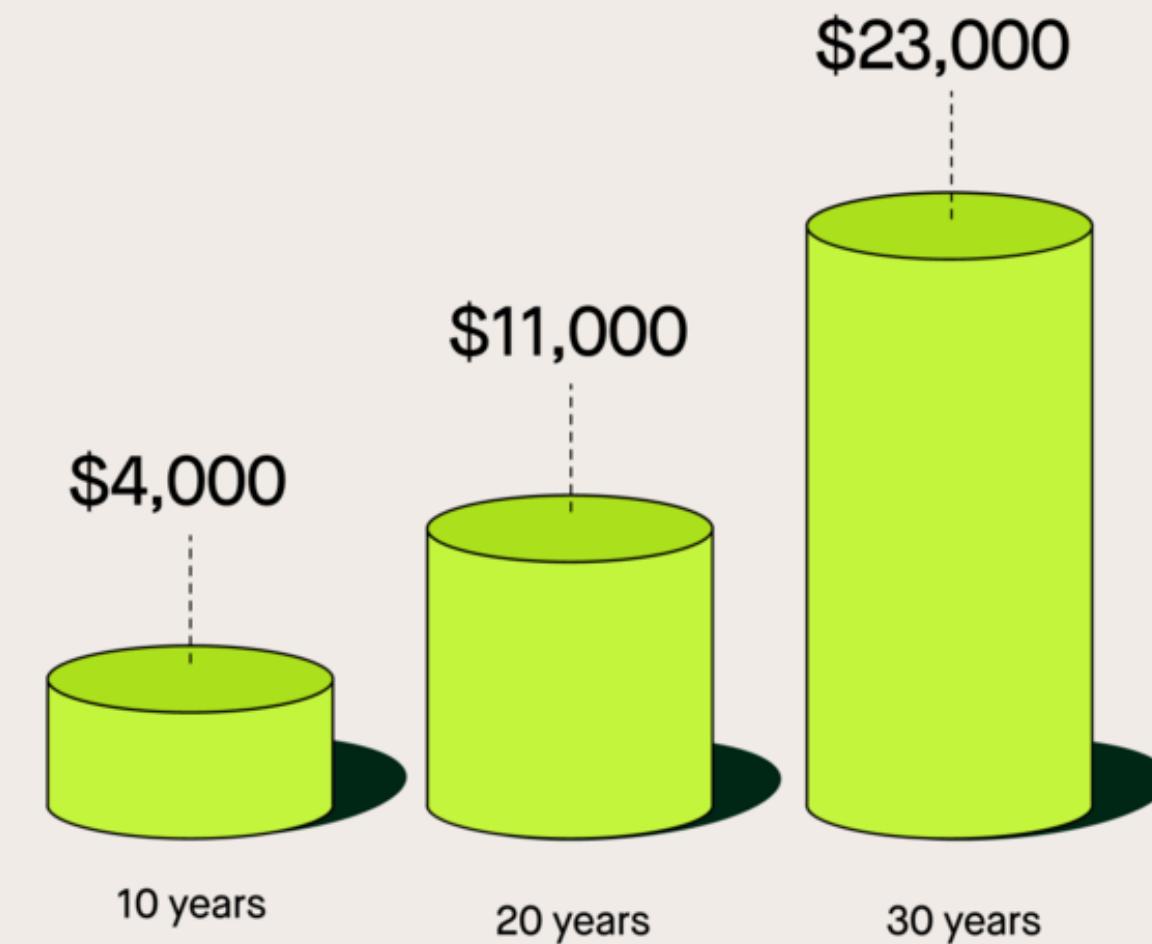




The Power of Compounding Interest

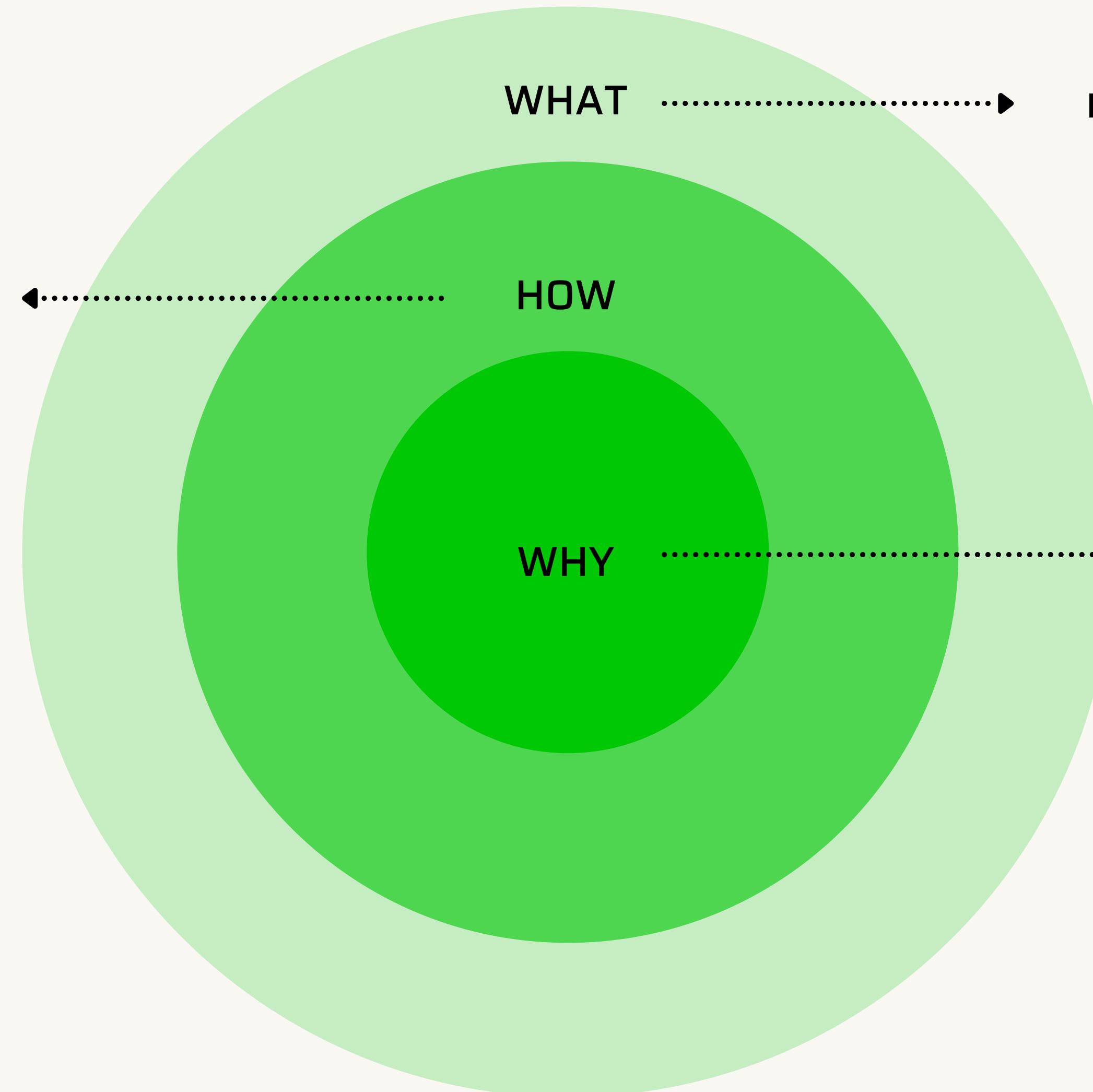
If you invest **\$25** a month at **6%**, it could be...

Hypothetical 6% return



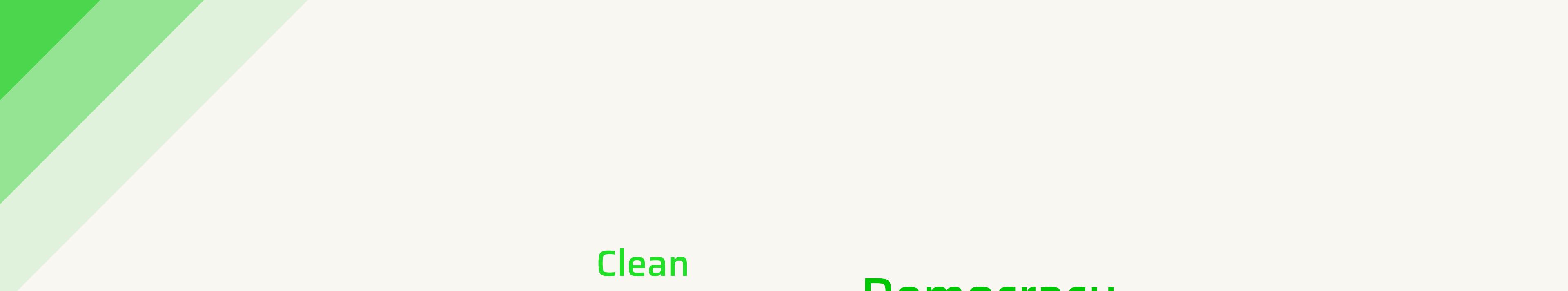
This is a hypothetical example for illustrative purposes only and is not intended to predict or project performance of any account or investment. Calculations does not include any withdrawals, fees, expenses, or taxes that would reduce performance. Actual returns and rates will vary, particularly for long-term investments. The information provided here is for general informational purposes only and should not be considered an individualized recommendation or personalized investment advice. All investments involve risk, including the possible loss of principal. Robinhood Financial LLC. (Member SIPC).

STRATEGIC UI
SIMPLICITY, LOW
BARRIERS TO ENTRY,
--CHALLENGING
STATUS QUO OF THE
ENTIRE BROKERAGE
INDUSTRY



COMMISSION-FREE
INVESTING AND TRADING
PLATFORM

MAKE INVESTING
ACCESSIBLE TO A
HIGHER VOLUME
OF PEOPLE AND TO
"DEMOCRATIZE
FINANCE"



Gamestop Investing

Commission-Free Day Trading Gamified Stocks

Easy Convenient Unsafe Individualistic

Clean Tech Democracy Scandalous Green Sus

Inexperience Commercial



charles SCHWAB

CHARLES SCHWAB CHARACTERISTICS

FOUNDED
1971

AVERAGE
AGE OF
RETAIL
INVESTOR
IS 52

15% FIRST-
TIME
INVESTORS

ABUNDANCE OF
EDUCATIONAL
MATERIALS;
PHYSICAL
LOCATIONS;
24/7, 365
CUSTOMER SERVICE

CHARLES SCHWAB UI

Charles Schwab

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What We Offer What We Charge Why Schwab Insights

Our commitment to your security Resources to keep you safe online Schwab Security Guarantee

Working with you to keep your information SchwabSafe.

We're dedicated to protecting your account, and working with you to make it even more secure.

Schwab Security Guarantee. 100% coverage of any losses in your Schwab accounts due to unauthorized activity.

Charles Schwab

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Summary Balances Positions Portfolio Performance History & Statements Transfers & Payments

Personal Value Day Change 6 Month Change
\$937,753.32 +\$10,572.68 (0.5%) -\$10,572.68 (-0.5%)

Table View 1 Mo 3 Mo 6 Mo YTD 1 Yr 2 Yr

Aug 1, 2016 Aug 14 Sep 1 Sep 15 Oct 1 Oct 15 Nov 1 Nov 15 Dec 1 Dec 15

Personal Value is the sum of the accounts you selected Page last updated: 01:18 PM ET 03/16/2016 Refresh Print

Feedback

Find out how to get the most from this new redesign. Learn more >

Let us know what you think. Your feedback is important. Give feedback >

Order Status

You have no order activity at this time.

Accounts

Brokerage	Type	Balance/Value	Day Change \$	Day Change %
SIP Account 9786-4123	Schwab Intelligent Portfolios™	\$34,438.34	+\$393.17	+0.04%
Santori & Peters 9786-4123	Independent Investment Advisor Brokerage	\$34,438.34	+\$393.17	+0.04%
Joint Brokerage 9786-4123	Brokerage	\$34,438.34	-\$393.17	-0.04%
Brokerage Total		\$34,438.34	-\$3.08	-0.04%

Trade Source

Message Center Contact Us Feedback Help StreetSmart.com Log Out

Symbol or Name Portfolio Enter Symbol or Name

Brokerage 1 9999-9999

Page last updated: 06:00 PM ET, 12/04 Refresh

Account Balances

Total Account Value \$9,020.25 -\$3.12 (-0.03%)

Cash & Cash Investments	Buying Power	\$1,825.01
Market Value		\$7,195.24
Gain/Loss		+\$3,487.72 (94.07%)

Disclosures

Positions

Group By: Security Type Settings Customize Columns

Symbol	Quantity	Day Change \$ %	Market Value	Price
PG	27.3593	+\$15.87	\$2,512.40	\$91.83
PPE	5.3335	+\$0.85	\$712.56	\$133.60
T	21.4195	-\$13.92	\$2,812.81	\$131.32
VZ	11.613	-\$5.92	\$1,157.47	\$99.67

Stay Connected™

New 52-Week High 12/04/2014

Price reached a new 52-week high of \$208.27. This exceeds the previous high of \$208.15 by \$0.11 and is 19.89% above the 52-week low of \$173.71.

Jan Apr Jul Oct

17,900.10 -12.52 (-0.07%)

Advancers Decliners

17,938 17,950 17,900 17,850 17,800

Wednesday Close: 17,912.62

17,815 208.265

9:30am 12/04 Thursday 4pm

Indices

U.S. Europe Asia/Pacific

DJIA 17,900.10 -12.52 (-0.07%)

NASDAQ 4,769.44 -5.03 (-0.11%)

S&P 500 2,071.92 -2.41 (-0.12%)

Russell 2000 1,173.01 -6.00 (-0.51%)

10 Yr Treasury Index 22.57 -0.30 (-1.31%)

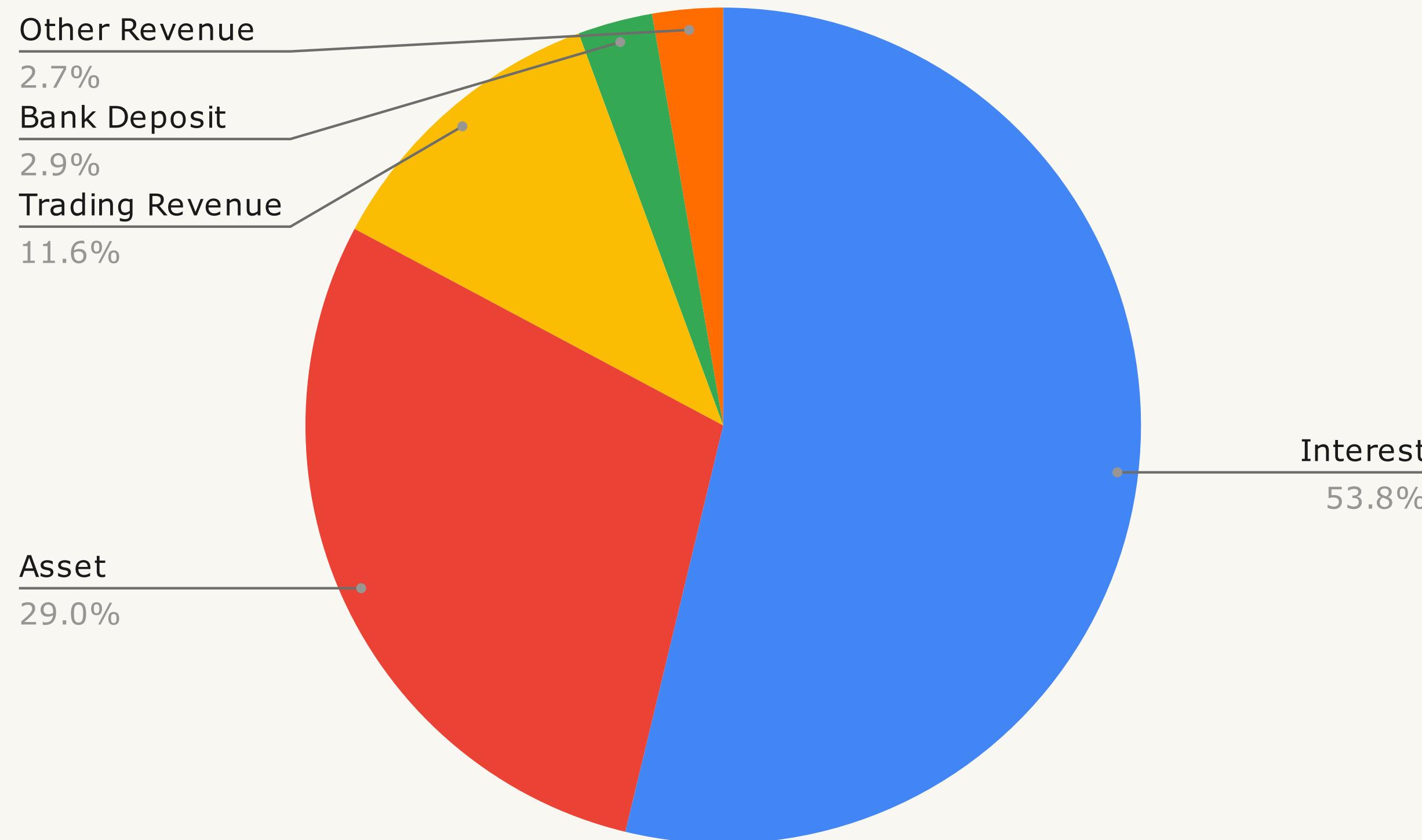
MSFT - Above 50-day MA 12/02 12.38 -0.09 (-0.72%)

DIS - Below 50-day MA 12/01

CBOE Volatility Index (VIX) 12.38 -0.09 (-0.72%)

6:00 PM ET, 12/04/2014 U.S. and Canadian index quotes are real-time, all other quotes are delayed at least 15 minutes

CHARLES SCHWAB REVENUE BREAKDOWN



REVENUE: Q3 2021

	Net Revenue	Market Cap
Robinhood	0.365	24.92
Charles Schwab	4.57	151.57

\$ in billions

CHARLES SCHWAB POST ROBINHOOD

IMPLEMENTED PAYMENT
FOR ORDER FLOW MODEL
TO ENABLE COMMISSION-
FREE TRADING.

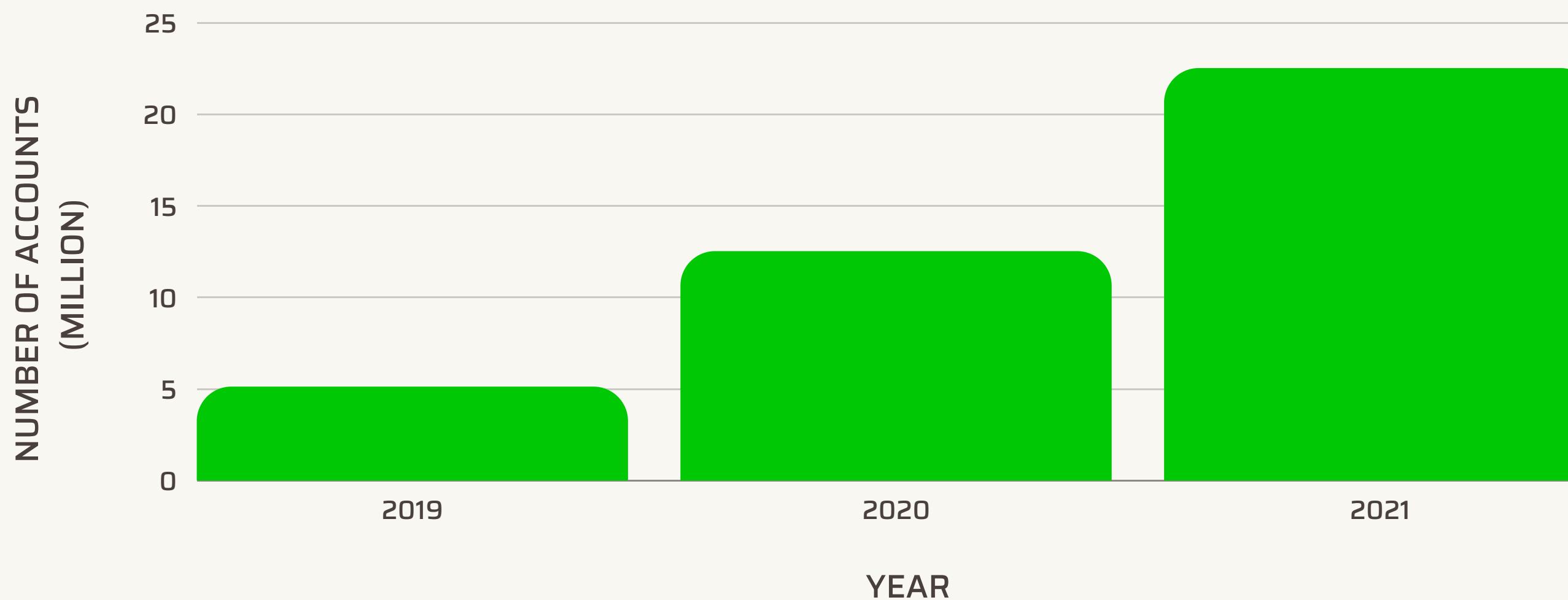
ACQUIRED TD
AMERITRADE FOR
MOBILE TRADING

ROBINHOOD

DURING COVID

GROWTH DURING COVID-19

TOTAL NUMBER OF ACCOUNTS ON ROBINHOOD FROM 2019 - 2021



REVENUE PER USER

2019

\$65

2020

\$108

2021 Q1

\$137

"ROBINHOOD TRADERS"

3 million users signed up in
the first 4 months of 2020

4TH MOST DOWNLOADED APP

in the first half of 2020

*according to US AppStore downloads

STIMULUS CHECKS

Centiment Research Survey
found 50% of stimulus check
receivers of the 2,000
participants put their money
into the stock market

INCREASED MARKET
VOLATILITY



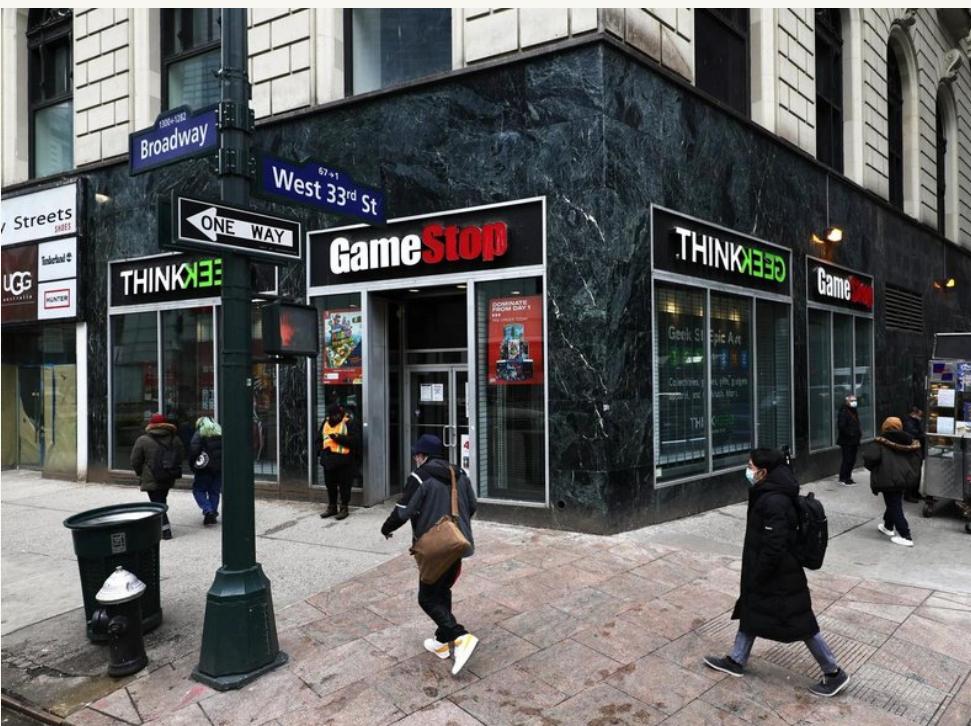
ZERO COMMISSION
FEES

→ STOCK MARKET
BECAME
ACCESSIBLE

ROBINHOOD

IN THE NEWS

GAMESTOP



Google

is robinhood

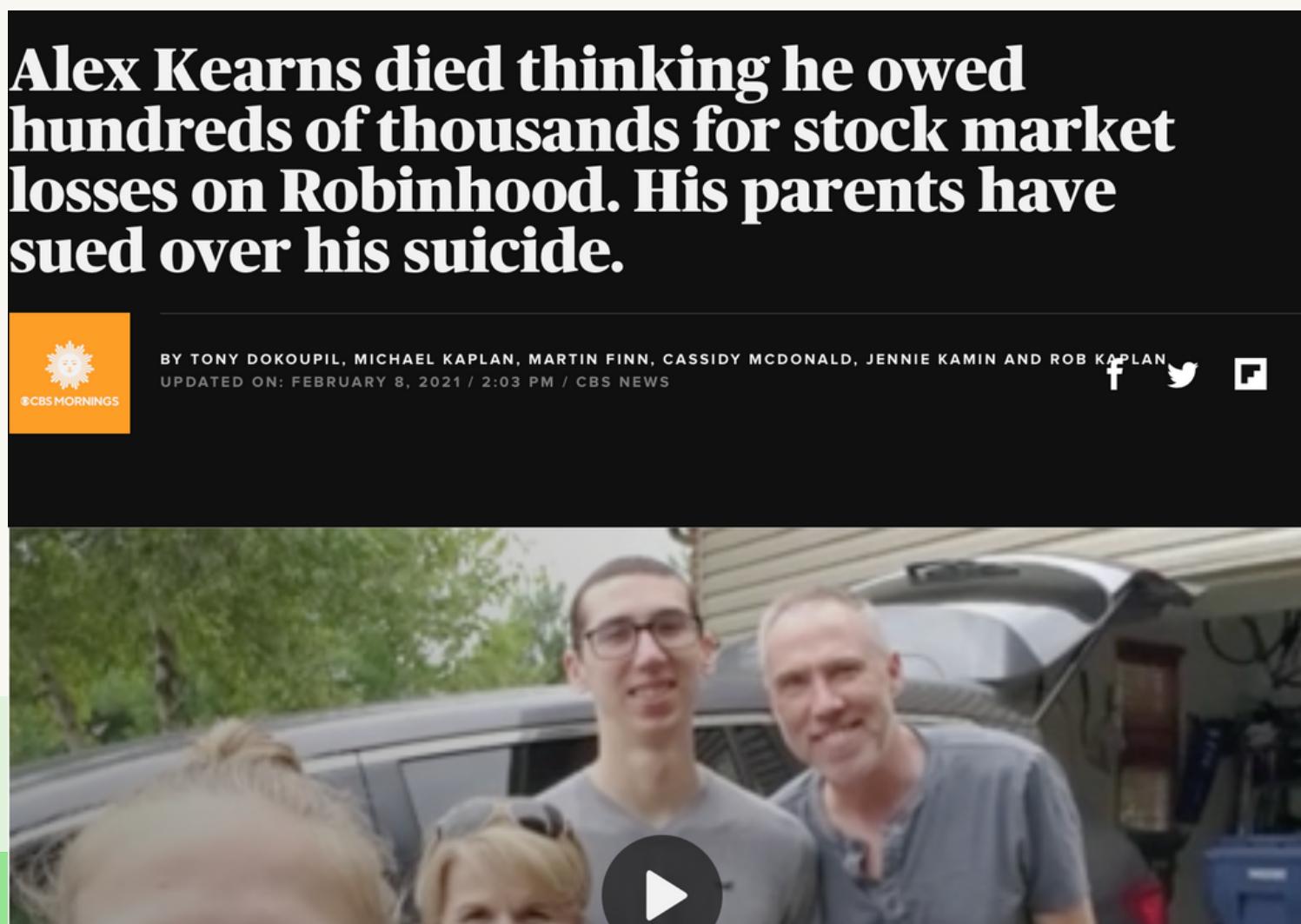
X



- is robinhood **safe**
- is robinhood **legit**
- is robinhood **down**
- is robinhood **fdic insured**
- is robinhood **a brokerage account**
- is robinhood **gold worth it**
- is robinhood **free**
- is robinhood **adding shiba inu**
- is robinhood **a good investment**
- is robinhood **a good stock to buy**

NEWS HEADLINES

"CRITICS SAY THE APP HAS TURNED TRADING INTO A GAME-LIKE EXPERIENCE THAT ENCOURAGES UNSOPHISTICATED INVESTORS TO TAKE RISKS THEY DON'T UNDERSTAND"
- WSJ



Alex Kearns died thinking he owed hundreds of thousands of dollars for stock market losses on Robinhood. His parents have sued over his suicide.

BY TONY DOKOUPIL, MICHAEL KAPLAN, MARTIN FINN, CASSIDY MCDONALD, JENNIE KAMIN AND ROB KAPLAN
UPDATED ON: FEBRUARY 8, 2021 / 2:03 PM / CBS NEWS

[f](#) [t](#) [F](#)

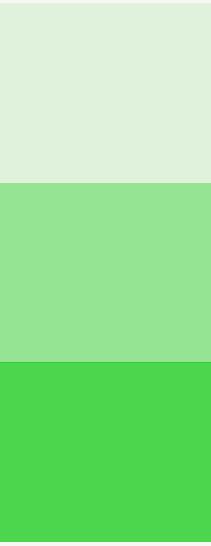




Richard Dobatse, in San Diego with his family, signed up for Robinhood in 2017 and said he lost \$860,000 in March. John Francis Peters for The New York Times



By Nathaniel Popper



“I THINK THEY SHOULD PUT A CIGARETTE WARNING LABEL ON ROBINHOOD, BECAUSE IT COULD BE HAZARDOUS TO YOUR FINANCIAL HEALTH THE MORE YOU TRADE. EVERY STUDY ON PLANET EARTH HAS SHOWN DAY TRADERS THAT ARE NOT SOPHISTICATED DO NOT MAKE MONEY. THEY GAME-IFY IT, THEY THROW CONFETTI AFTER EACH TRADE, THEY MAKE IT ‘FREE’ BUT ULTIMATELY IT’S A LOSERS GAME,”

-TIM WELSH, FOUNDER AND CEO OF WEALTH MANAGEMENT CONSULTING FIRM NEXUS STRATEGY.

Robinhood Has Lured Young Traders, Sometimes With Devastating Results

03-27-21

Robinhood makes Wall Street feel like a game to win—not a place where you can lose your savings

Business • Analysis

Robinhood's Role in the ‘Gamification’ of Investing

Investing

Robinhood Is Accused of ‘Gamification’ by Massachusetts

TRADER TALK

SEC Chair Gary Gensler raises concerns about Robinhood, trading gamification and social media hype



TRUST

"Do not like how they handled the meme stocks

"Hearsay"

"Controlling market tactics"

"scam"

"Numerous cases of Robinhood being hacked or when their services have gone down"

"I know they're selling data"

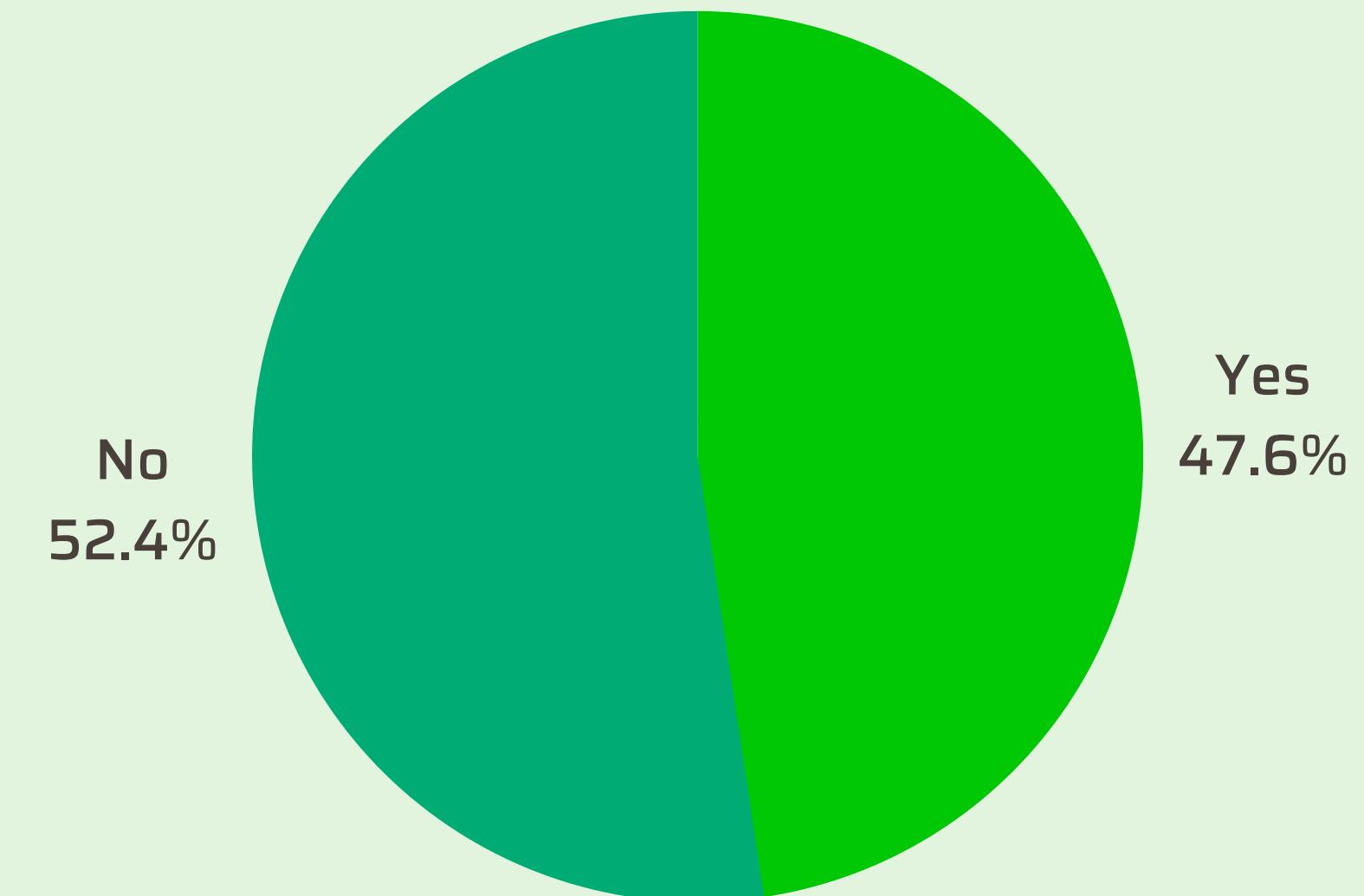
"Lack of transparency with customer base in their overall activities with different financial institutions."

"Bad press, unsure about it"

"The default account type is a margin account and since Robinhood is marketed as a platform for beginners this is very misleading"

"scandal"

DO YOU TRUST ROBINHOOD?
42 RESPONSES



ROBINHOOD STRENGTHS

- Commission-free options trading
- Easy to use user interface
- Press and media coverage
- Cryptocurrency offering
- Upward trend of retail investing

ROBINHOOD WEAKNESSES

- Lack of trust from users
- Regulatory concerns (PFOF)
- Established competition
- Reduction in trading volume

HOW ROBINHOOD CAN DIFFERENTIATE IN THE FUTURE



CRYPTOCURRENCY



CASH
MANAGEMENT



BRAND
REPUTATION



Tapping
deeper into
various
demographics

THANK YOU!