



MD/CEO Presentation -- AGM  
12 November 2019  
(ASX: RZI)

# A mobile-first financial services technology platform



## Mobile-First Financial Services Platform



**+194,000 Active Customers** (June19)

1

### Savings

- Raiz Invest
- Raiz Super
- Raiz Rewards

*Simple investing, mobile-first, inside and outside of Superannuation*

2

### Payments

- Raiz bundll MasterCard
- Raiz My Finance

*Customer transactions from their Raiz Accounts linked to real-time budgeting tools*

3

### Buy Now Pay Later

- Raiz bundll MasterCard

*Scheduled to launch by Q2FY20*

4

### Products & Services

- Financial Education
- Raiz Kids
- Carbon Offset

*Improving financial literacy amongst all Australians*

# FY'19 was another year of strong growth



**194,360**  
+21%

**Active Raiz  
Users**



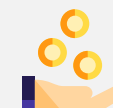
**\$347m**  
+74%

**Funds Under  
Management**



**+72%**

**Revenue from  
Micro-Investing  
Platform**



**+42%**

**Revenue Per  
Active Customer**



**1,944**

**Raiz Super  
Accounts**



**\$48m**

**Raiz Super  
Invested**



**\$6.2m**

**Group  
Revenue**

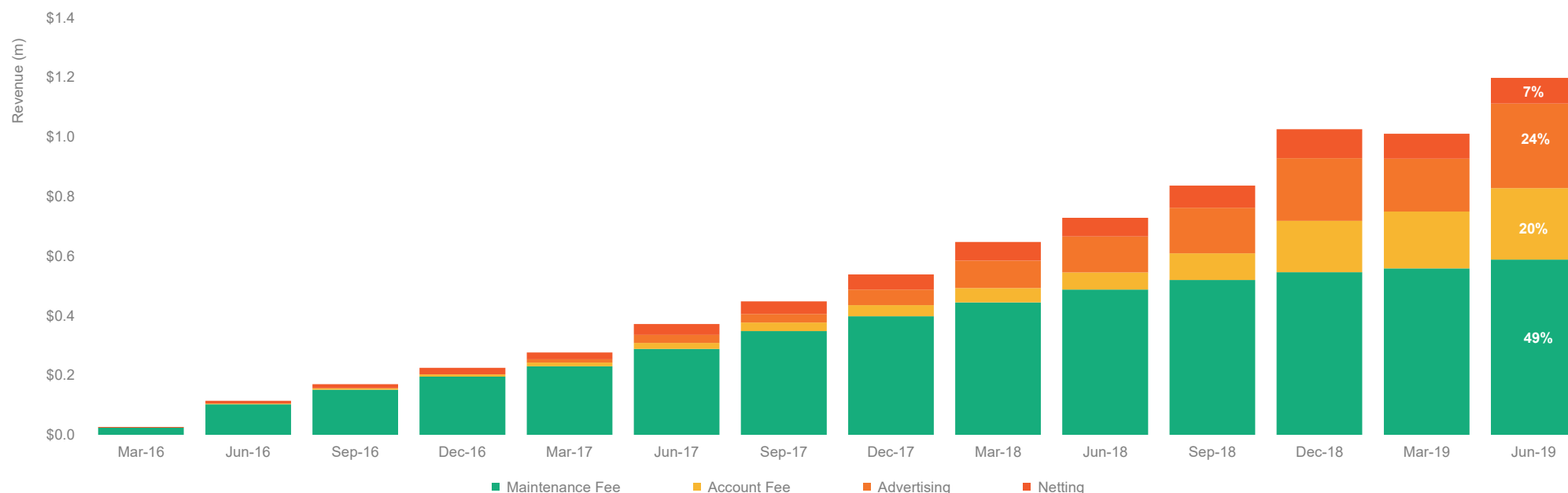


**\$6.98m**

**Cash at bank**  
(including term deposits)

# Solid revenue growth from a diverse base

*Raiz delivered 72% revenue growth to \$4.1m, driven by increases in customers and revenue per customer*

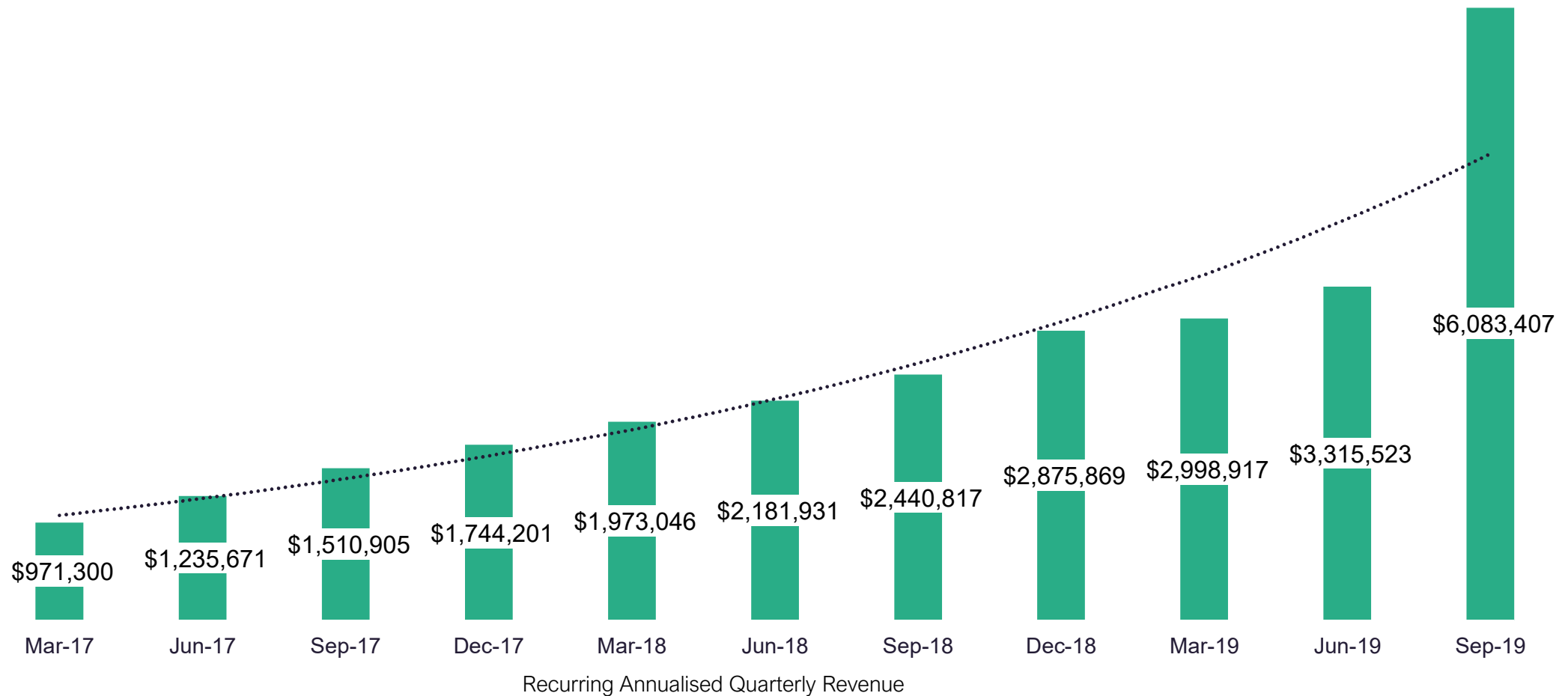


Maintenance Fee	Account Fee	Advertising	Netting
<ul style="list-style-type: none"> <li>A monthly Maintenance Fee of \$1.25 was charged for active account balances of less than \$5k. From the 1<sup>st</sup> August 2019 this changed to \$2.50 for accounts less than \$10k.</li> </ul>	<ul style="list-style-type: none"> <li>A fee of 0.275% p.a. was charged on account balances equal to or greater than \$5k. On the 1<sup>st</sup> August 2019 this changed to a \$10k threshold.</li> </ul>	<ul style="list-style-type: none"> <li>198 rewards partners that pay to advertise on the Raiz platform, emails and mobile push messaging.</li> <li>Advertisers create loyalty by investing cash back into Raiz accounts in or out of Super.</li> </ul>	<ul style="list-style-type: none"> <li>Where acquisition or disposal of ETF units does not require an on-market transaction, Raiz nets transaction, instead of paying away the bid/offer spread to the market based on the disclosed Netting Policy.</li> </ul>

# Annualised Quarterly Recurring Revenue



Raiz has a high proportion of very granular recurring revenue from Maintenance and Account Fee



# Progress was made on all key metrics



**198**  
+72%

**Raiz Rewards  
Partners**



**+93k**

**Raiz Rewards  
Transactions**



**23,843**

**Raiz Kids  
Accounts**



**64%**

**Millennials  
Representation**



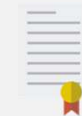
**PT Raiz Invest  
Indonesia  
launched**



**Joint Venture  
Agreement with  
PNB Malaysia**



**Introduced  
Intelligent Chatbot  
Technology**



**Agreement with  
Flexigroup**

# Raiz Customers Australia

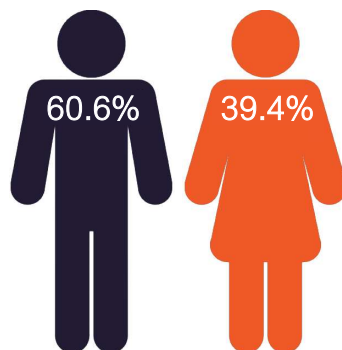
Raiz appeals to a new generation of investors, with its automated processes, and as a result, the Raiz platform will grow with our customers on their life journey, to meet their emerging wealth and well-being needs.

207,800+

Active customers

October 2019

48%  
increase in revenue  
per active customer



86%  
between  
18 – 44 years

80%  
invest at least once a  
month

Jamie G.

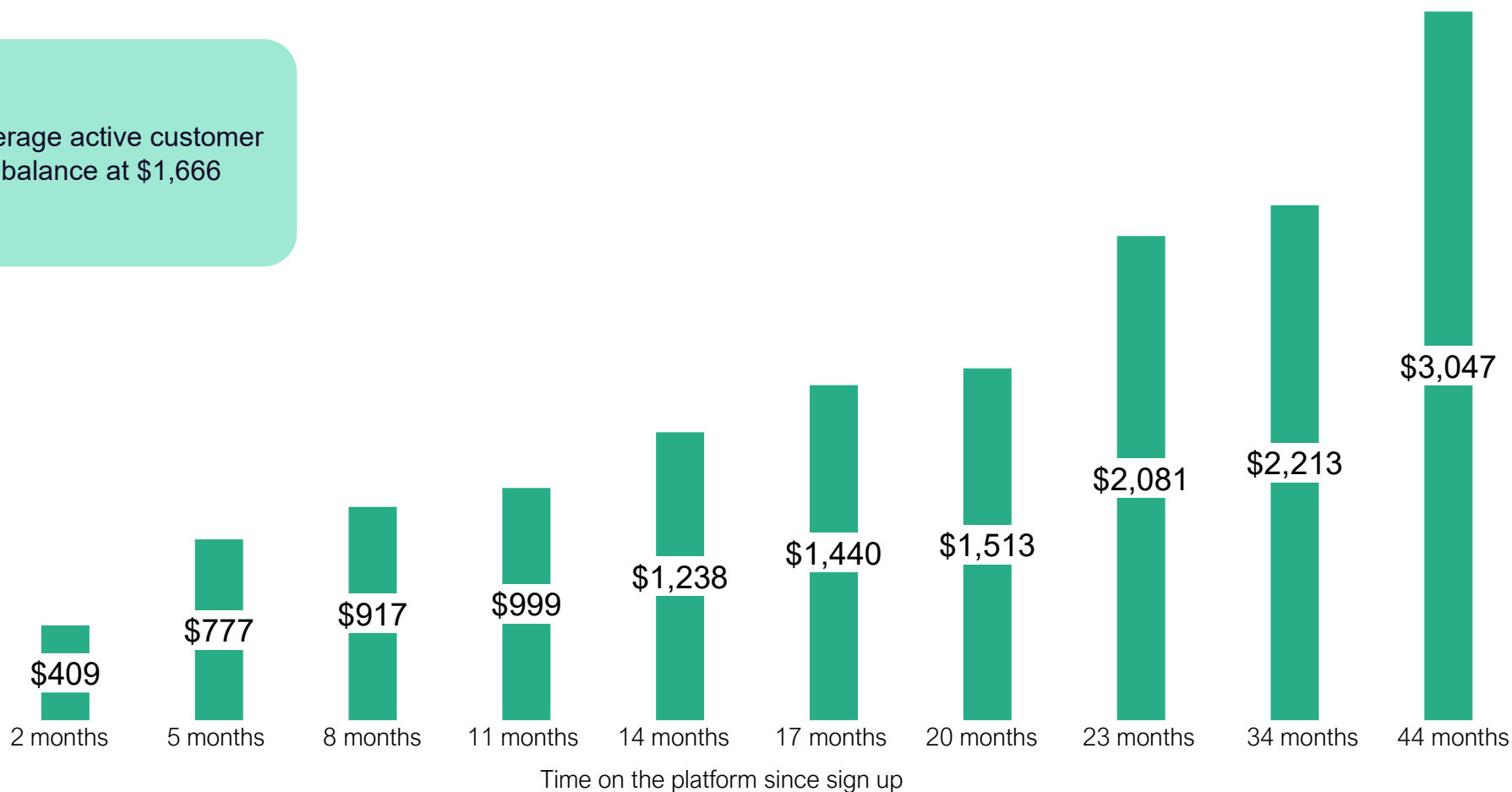
“

Over the years I've felt incapable of saving a cent; I have a perpetual hole in my pocket growing steadily larger. I took out payday loans, borrowed money from family. That was the last straw; I wanted financial freedom and independence and to feel capable in saving for the future. I stumbled upon an article online discussing Raiz. It seemed a foolproof way to save, even without realising you were doing it! I hope to actually have substantial savings by my 25th birthday. Thank you Raiz!

# Average Balance / Months Signed Up

Raiz customers are highly engaged. The longer a customer has used the platform the higher their balance, on average.

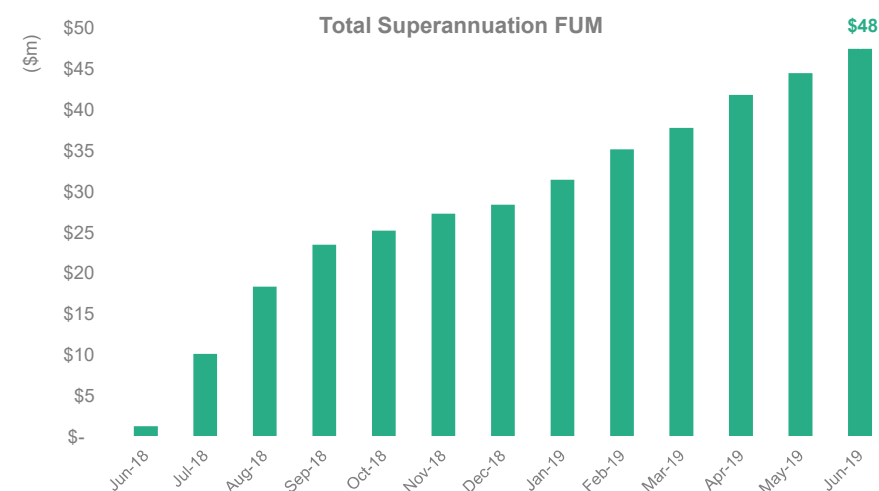
Average active customer  
balance at \$1,666





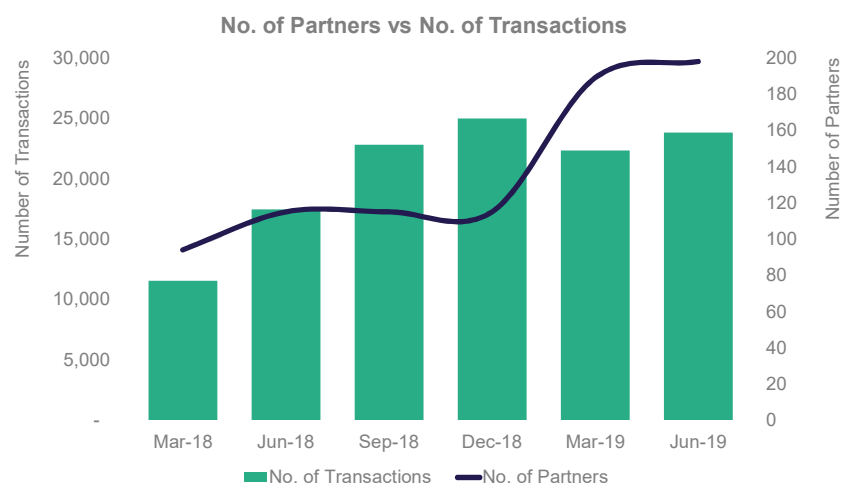
# Raiz Super has grown rapidly in 12 months

- ✔ Since launching in July 2018, the Raiz Invest Super FUM has grown to more than \$57 million.
- ✔ Customers can contribute to their Raiz Super via the Raiz App
  - ✔ SG contributions.
  - ✔ Automated recurring voluntary contributions.
  - ✔ Raiz Rewards, cash from advertising partners can be directed as a voluntary contribution.
- ✔ Customers can view all investments and history in one place - their mobile phones.
- ✔ Raiz Invest Super ranks in least expensive quartile for a Superannuation product, based on a SuperRatings review of over 440 superannuation funds.
- ✔ Raiz Invest Super was nominated as a finalist in the SuperRatings Best Innovation for 2020.



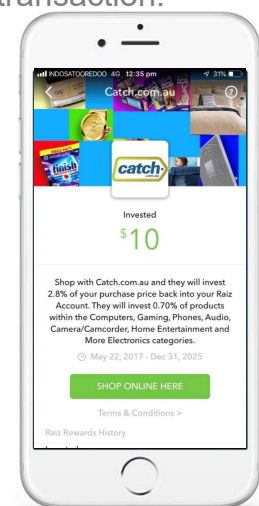
# Raiz Rewards growth gains momentum

- ❖ Raiz now has 200+ established partnerships that fund either a percentage or fixed dollar cashback on purchases.
- ❖ Advertising revenue grew 181% to \$824k in FY'19.
- ❖ Total sales processed through the platform, totalled \$14.1 million for FY19.
- ❖ Improved platform interface anticipated to accelerate growth of advertising revenue stream.



- ❖ Raiz Rewards is a loyalty program allowing users to generate cash invested into their Raiz Accounts inside and outside superannuation via partnership brands:

- 1) Users access the Raiz Rewards feature through the Raiz mobile app or website; and
- 2) Example: User is redirected to the Catch.com site to make their purchase, and Raiz receives a margin on each transaction.



**Shop with Catch.com  
and they will invest  
2.8% of your purchase  
price back into your  
Raiz Account**

# Portfolio returns

*Raiz achieved positive returns across all portfolios, above the Chant West Benchmark returns*

July18 - June19	Raiz Portfolio	Chant West Benchmark
Conservative	6.88%	5.60%
Moderately Conservative	8.35%	N/A
Moderate	8.78%	6.20%
Moderately Aggressive	8.74%	7.00%
Aggressive	8.75%	7.50%
Emerald	10.92%	7.00%



# Well defined strategy to deliver growth

Strategy in Australia		Asia Growth Strategy	
1	Grow customers	1	Acquire customers in Raiz Invest Indonesia
2	Grow revenue per customer through products and services	2	Grow revenue per customer in Indonesia through new products
3	Improve customer engagement to increase longevity	3	Launch Raiz Invest in Malaysia
4	Increase Customer Lifetime Value	4	Progress current opportunities in Thailand and Vietnam

# Successful launch of Raiz Invest Indonesia

- Significant potential in Indonesia:
  - Rapid population growth of consumer class (55 million in 2018 growing to 110 million in 2030);
  - Emerging wealth of consumer class which have skipped the PC; and
  - Over 50% of the population have a mobile phone.
- Raiz positioned as an aspirational product to improve financial literacy and financial inclusion by hands on learning.
- Raiz Indonesia is targeting millennials goal to attract 1 million users within 3 years of operations.
- Working on new partnerships in Indonesia for additional product roll out



265.4m

Indonesian  
Population



80m

Millennials



132.7m

Internet  
Users



56%

Urbanised  
Population



82%

Do not have  
Bank Accounts



177.9m

Mobile Phone  
Users

# Raiz Invest Malaysia due to launch in FY'20

- ✦ In May 2019, Raiz finalised the Joint Venture Agreement (JVA) with its Malaysia partner, Jewel Digital Ventures Sdn Bhd.
- ✦ Jewel is a subsidiary of leading Malaysian investment institution, PNB Equity Resource Corporation Sdn Bhd.
- ✦ PNB is one of the largest fund management companies in Malaysia, with assets under management of RM298.5 billion (A\$103.9 billion) across 13.8 million accounts.
- ✦ The JVA is a 70/30 split between Raiz and Jewel respectively, with Raiz primarily providing the technology while Jewel provides required capital.
- ✦ Provisional Digital Investment Manager licence received in Sept 2019. Expected to start beta testing in March 2020.
- ✦ Raiz Malaysia is targeting millennials a goal to attract 200,000 users within 3 years of operations.



32.6m

Malaysian  
Population



29%

Millennials



25.4m

Internet  
Users



75%

Urbanised  
Population



28.1

Median  
Age



17.2m

Mobile Phone  
Users

# FY'20 focus areas

*Raiz will focus on growing the domestic business and executing the Asia growth strategy*



- Continue to grow the business and maintain a disciplined focus on costs. The Australian business to be cash flow positive FY20



- Increase number of active customers globally during FY20 by attracting new customers and reducing churn



- Increase the 'Lifetime Value of Customers' through new products and services and reduced churn



- Continued improvement through the user experience including the launch of an updated user interface for client Apps on Android, IOS and Web



- Successfully execute the Asia growth strategy, capitalising on the opportunities for both Raiz Invest Indonesia and Raiz Invest Malaysia

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