

ChimpChange

January 2017 Update

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Our Value Proposition

Capitalizing on an Outdated Model and Evolving Landscape

1. WE ARE FREE

Traditional U.S. banking customers

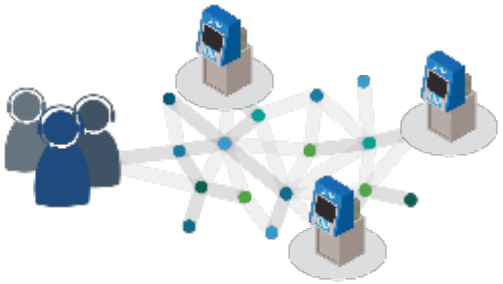
>50%
Banking customers still pay monthly account and other fees

$10-$25/mo.
Account maintenance fees when minimum balances/deposits aren't met

~$260/yr.
Paid in overdraft or insufficient funds fees

~67M
People upset with high fees and willing to leave their bank

2. WE ARE BETTER THAN YOUR BANK



FREE
Account, debit card, ATM network, cash load network and great customer support

Aesthetically Friendly
Beautiful visuals showing transaction history, auto-categorized purchases, notes, and more





Modern UI
Instant check clearing with your smartphone's camera, send money to friends free, and PFM tools

Value Proposition – Key Highlights

Value Lies in Strength of the Business Model

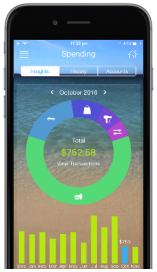


Capital Light, Scalable Business



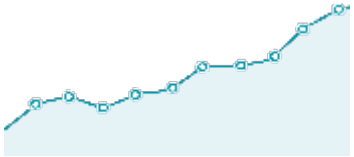
Positive Gross Margin

When a customer spends $50/mo. without charging fees



Innovative Technology

Modern approach to banking that complements a rapidly growing customer base



Explosive Growth Opportunity

Targeting U.S. millennials and other previously untapped markets with concrete avenues for increased monetization

Market Opportunity

U.S. Population

Marketing focused on targeting high value customers and untapped populations

92M

U.S. Millennials
Largest generation in U.S. history making up 25% of the U.S. population

91M

U.S. Population Unbanked and Underbanked
35% of Millennials are either unbanked or underbanked

All 4

Leading U.S. banks
Are among the ten least loved brands by millennials

71%

U.S. Millennials
Would rather go to the dentist than listen to what banks are saying

50%

U.S. Millennials
Counting on tech start-ups to overhaul the way banks work

37%

U.S. Millennials
Consider debit cards to be the most convenient payment method

>50%

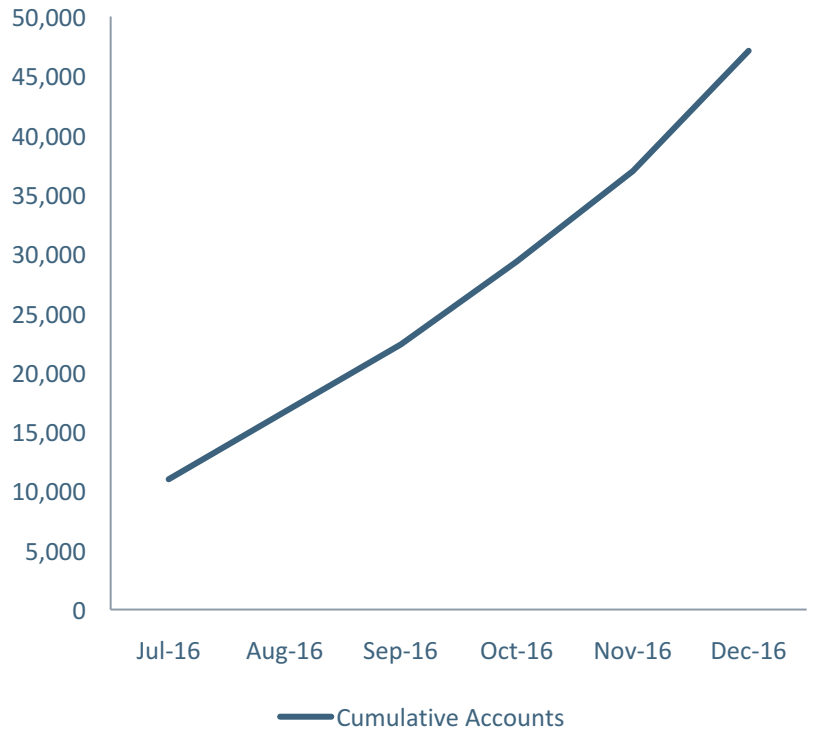
U.S. Banking Customers
Still pay monthly and other fees

Targeted customer acquisition

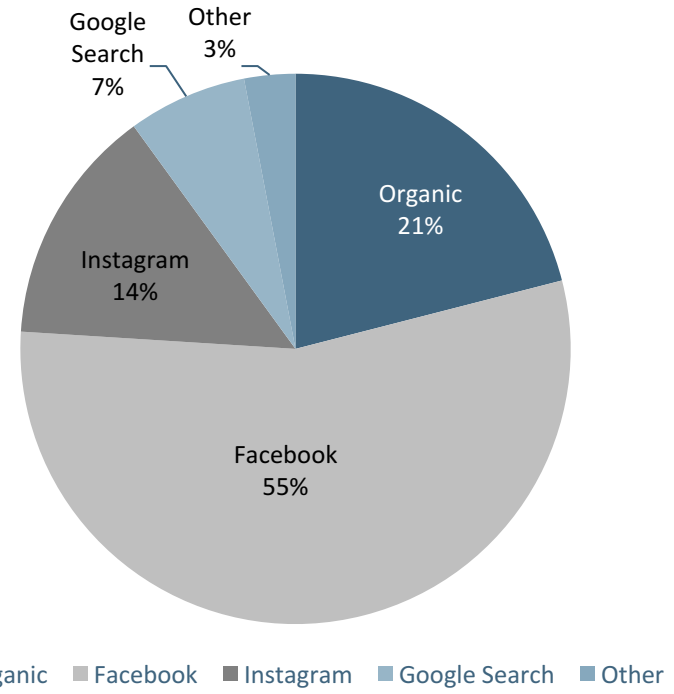
Attracting High-Value Customers Lowers Acquisition Costs

Marketing has been focused on targeting high value customers and optimizing for efficiency resulting in lower cost of customer acquisition

CUSTOMER ACCOUNTS



CUSTOMER ACQUISITION CHANNELS (DECEMBER)



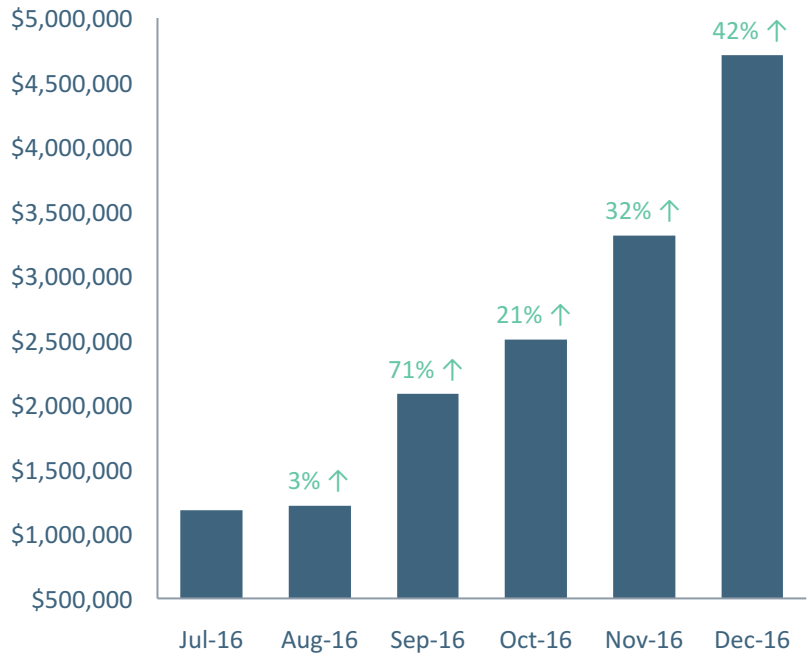
Facebook, Instagram, Google Search and Other are paid media channels.
Organic accounts for all other registrations that are not from paid media channels.

Stimulating activity in the user base

Improving Total Transactional Volume (TTV) month-over-month

$2 billion per year
Goal for annual TTV

MONTHLY TTV



Today

$56M Annual TTV → Drives → $0.34M Gross revenue

Near-Term Target

$150M Annual TTV → Driving → $1M[1] Gross revenue

Medium-Term Target

$2B Annual TTV → Driving → $14M[1] Gross revenue

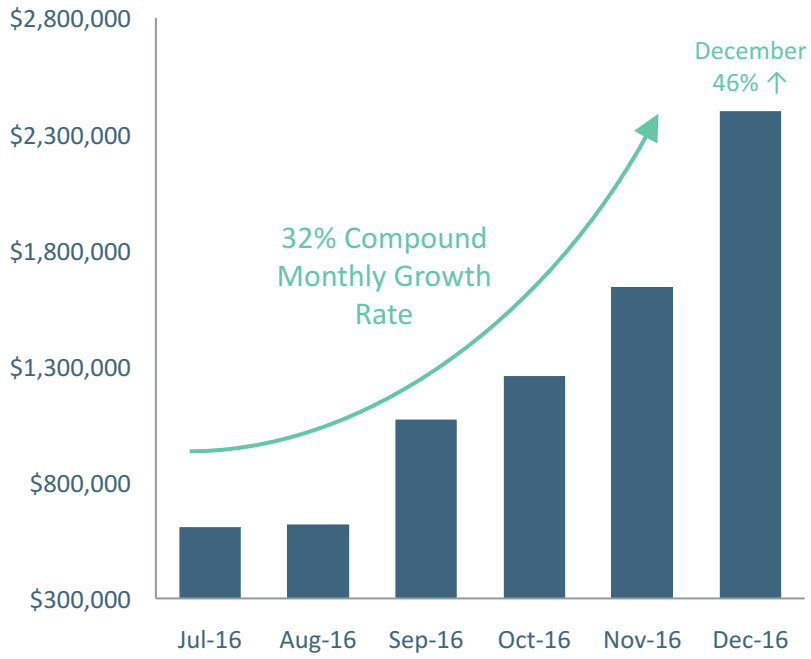
[1]Excluding Loan Products

Stimulating activity in the user base

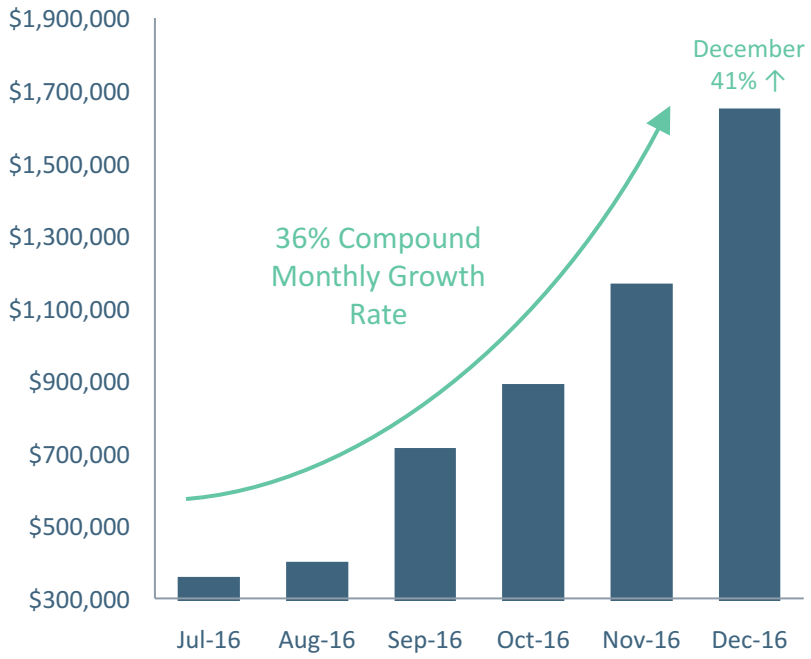
Improving deposit process improves customer usage

We've added new channels to load funds onto customers' cards and made it easier to use our debit MasterCard at retailers

TOTAL DEPOSITS BY MONTH

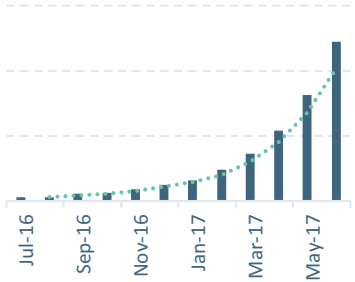


TOTAL CUSTOMER CARD PURCHASES

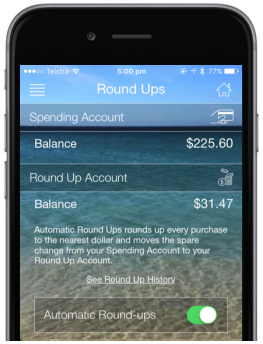


Where we are going

Growing core business



Roll out of savings and round up feature



Build in-house interbank transfer capabilities



Future roll out of new products and features

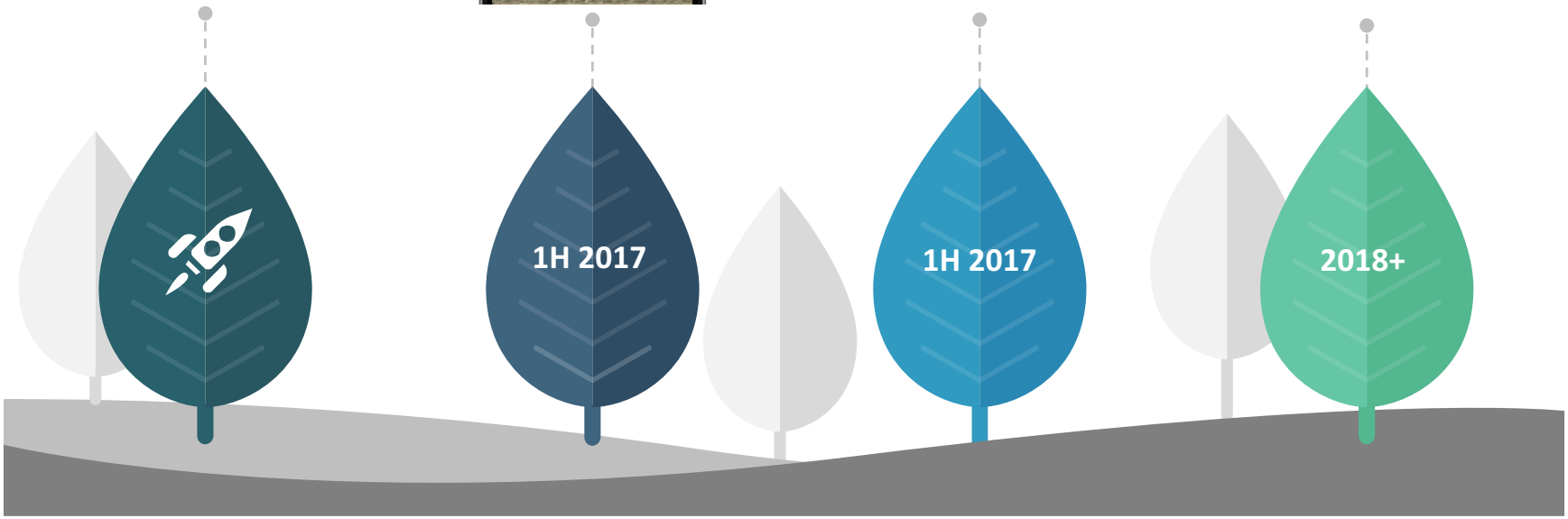


Loan products

Foreign exchange



Rewards



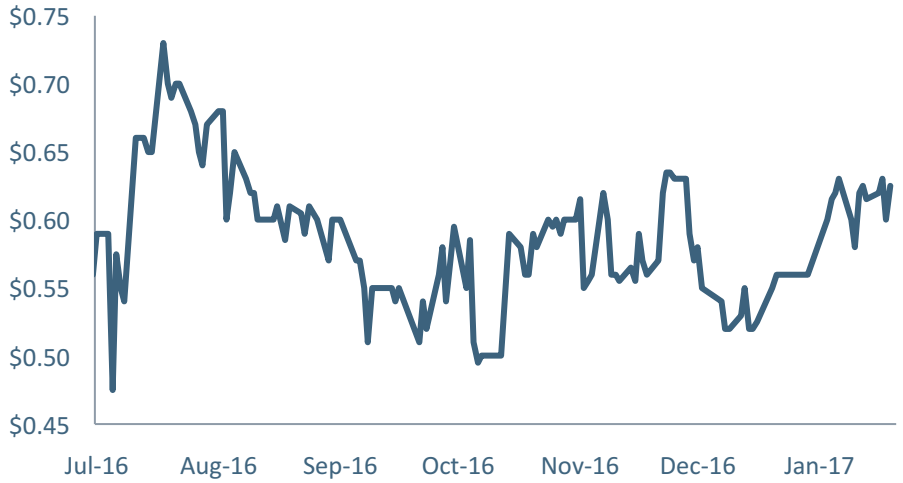
Corporate Overview

CAPITAL STRUCTURE

Share Price (as at 20 Jan 2017)	A$0.625
Shares on Issue	63,481,383
Market Capitalization	US$30.0mm
Cash at Bank (31 Dec 2016)	US$6.6mm
Enterprise Value	US$23.4mm

Note: AUD/USD 0.756

HISTORICAL SHARE PRICE



SHAREHOLDERS

Ashley Shilkin	18.75%
Avatar Industries Pty Ltd	16.95%
Bart Properties Pty Ltd	4.81%
Nareenen Pty Ltd	4.21%
Altor Private Equity Pty Ltd	3.04%
Total Top 20	**62.81%**

TICKER

ASX: CCA

LEGAL

Wilson Sonsini Goodrich & Rosati

Baird Holm, LLP

Testimonials

Super ★★★★★

Considering the average cost to have a solid bank, the fees and customer service is excellent. I can do everything from my location and with my technology. No transportation cost, or travel time spent banking anymore, well worth the app.

by Antonio M.

4=real ★★★★★

crazy good!!

by Android User

Awesome card ★★★★★

Me n my gf and family use these cards to bounce money back n forth and it's PERFECT also can deposit checks from my job in mins with just a pic love this card

by Nick S.

★★★★★

i love this app its easy to use and i dont have to wait in ling bank lines

by January S.

Best bank! ★★★★★

Love this app!

by Nickszrt

Change in the way you can save money

If a person needs to save money and have it at the tip of there finger tips this is the app. if they need to get there money a couple days earlier this is the app. its fast and easy to use so download it give a shot you just might be surprized how much you will like it. god bless everyone thanks to chimp change bank .

★★★★★

by Scotty M.

Founder and Managing Director

ASH SHILKIN

At 26 I was the youngest Chief Financial Officer of a $30 million company listed on the Australian Securities Exchange (ASX) (CO2 Australia Limited). We grew the company to over $300 million in market capitalization in a short period of time.

I have a Masters of Commercial Law and a Bachelor of Commerce.

I started ChimpChange to provide two value propositions to retail banking customers. The first is simply based on price; why are so many millions of people in the US paying monthly fees and overdraft fees to have a basic bank account?

The second value proposition is way more exciting; why hasn't my bank account evolved in the last 20 years, despite innovation touching everything I do?

I had a vision when I was 14 of people zapping money to each other using their wristwatch. It was this idea that started my journey to create a product which not only allows you to 'zap' money to each other using your smart watch, but to provide a cleaner, simpler daily transactional bank account.



- Former CFO of ASX listed company, CO2 Group
- Previous board and corporate experience
- Masters in Commercial Law
- Bachelor of Commerce with majors in Investment Finance and International Business Economics

Management



Clayton Fossett - COO
Former executive at Yahoo! in operations finance (10 yrs). Formerly First Boston and holds a MBA from Harvard University.



Nick Roberts - CMO
Former CMO of Acorns, a highly successful FinTech company, he helped attract more than 1 million members in its first year. 20 years of digital marketing experience.



Young Lee - VP Finance
Former Senior Manager at Deloitte in New York (10 yrs) focusing on the financial services industry specializing in financial optimization strategies. CPA holding a Macc and a Bachelor of Economics from the University of Michigan.



Muhammad Tahir - VP Engineering
Muhammad holds a Masters in Computer Science and has over 12 years of experience developing enterprise level software applications and managing engineering teams.



Tom Russell - VP Product & Operations
Tom has corporate finance and operations experience with a focus on growth and venture companies. He holds a Bachelor of Commerce and Bachelor of Economics.

Board



Peter Clare - Chairman
Former Chief Executive Officer of Westpac New Zealand Limited from 2012 to 2014. Westpac Banking Corporation Limited 2008 to 2014. 20 years Executive banking experience.



Teresa Clarke – Director
Former Managing Director at Goldman Sachs & Co (12 yrs), Harvard MBA & Harvard Law School graduate. Founder and CEO of Africa.com. Former member of President Obama's Advisory Council.



Ian Leijer - CFO and Director
Ian is a Chartered Accountant with over 25 years' experience in corporate finance, strategy and business management. He was previously CFO of former ASX listed company Avatar Industries.



Ben Harrison - Director
Ben has 10 years' experience advising and investing in companies. He previously worked for a leading mid cap corporate advisory house where he executed capital market and M&A transactions.



Ash Shilkin – Managing Director
Ash was the former CFO of CO2 Australia, a company listed on the ASX, and helped the company grow to a market capitalization of more than $300 million. He holds a Masters of Law and Bachelor of Commerce.

Thanks

from the whole ChimpChange team

