

ChimpChange

Investor Update

13 March 2017

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Who we are

ChimpChange is an innovative everyday retail bank account, including a debit MasterCard.

ChimpChange accounts allow direct deposits, cash loads, check loads, ATM withdrawals and provides a number of Personal Financial Management (PFM) insights into customer spending.

ChimpChange is US facing, with enormous scalability.

Our Value Proposition

Capitalizing on an Outdated Model and Evolving Landscape

1. WE ARE FREE

Traditional U.S. banking customers

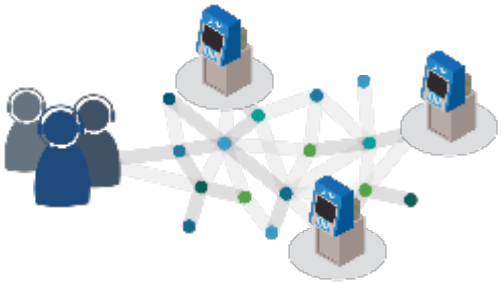
>50%
Banking customers still pay monthly account and other fees

$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

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

Value Proposition – Key Highlights

Value Lies in Strength of the Business Model

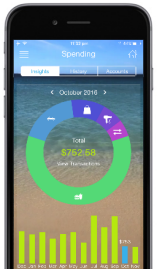


Capital Light, Scalable Business



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

The digital banking transformation has begun

DIGITAL BANKING PEERS



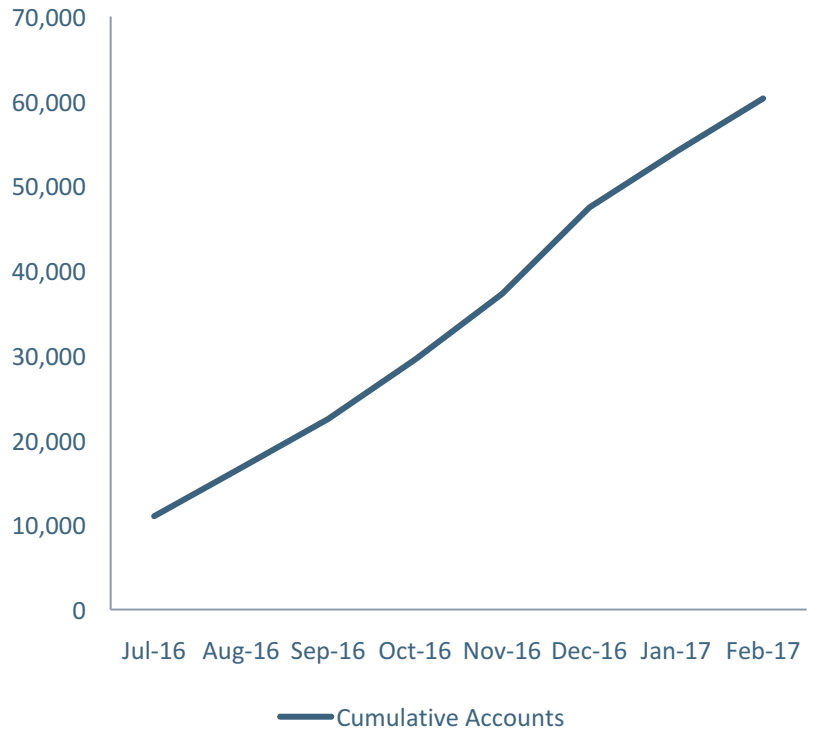
- Substantial investment from venture capital and early bank-led acquisition activity has commenced
- While rapidly evolving globally, the US independent digital banking segment remains in its infancy and there are fewer players in the US market due to higher barriers to entry
- Simple was acquired for US$117 million with 100,000 total customers
- Zenbanx was acquired for US$100 million
- BankMobile was acquired for US$175 million
- Atom Bank raised at a pre-launch valuation of US$185 million and recently raised US$102 million at a US$320 million valuation with approximately 14,000 customers

Targeted customer acquisition

Attracting High-Value Customers Lowers Acquisition Costs

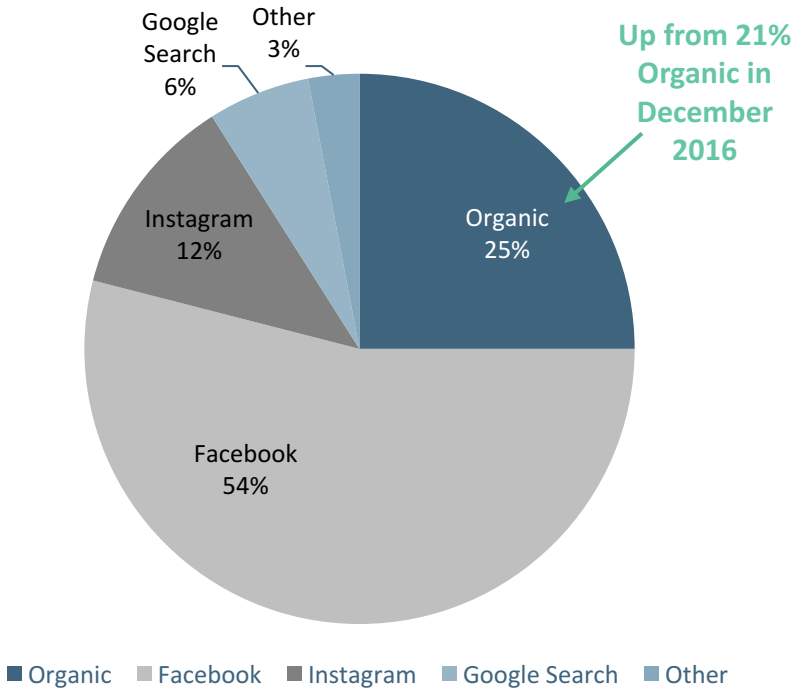
Marketing has been focused on targeting high value customers and optimizing for efficiency resulting in lower cost of customer acquisition

CUSTOMER ACCOUNTS



Note: Excludes customers on the platform without a registered debit card

CUSTOMER ACQUISITION CHANNELS



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

Customer Relationship Management

Omni-channel communications strategy



Multiple touch points

In-app messages, push notifications, SMS, email, card collateral, customer service

Drive post acquisition activity

Communication to increase activity including deposits, card activation, purchases, referring friends

Optimize campaigns

A/B test different messages and communication strategies, tracking conversions of post acquisition activity

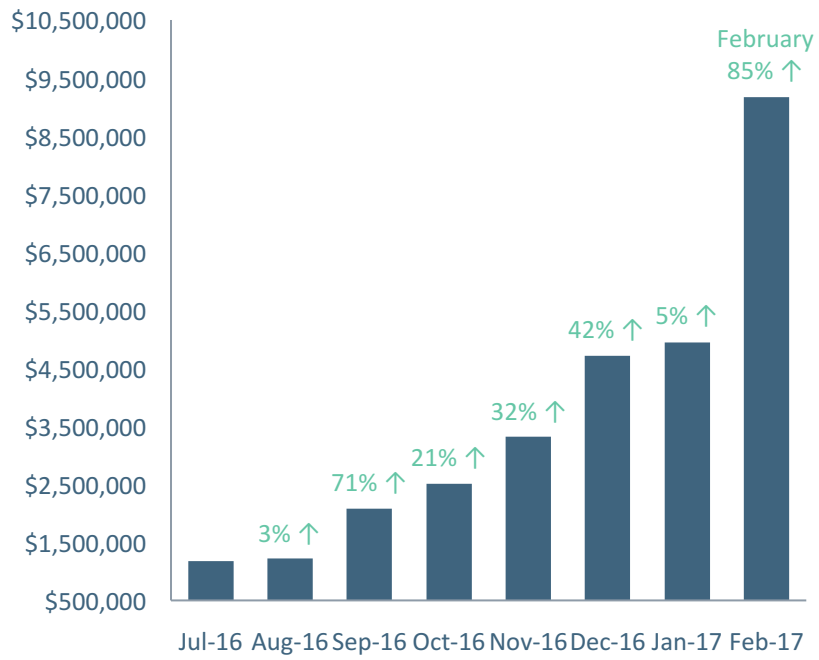
Stimulating activity in the customer base

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

$110 million

February Annualized TTV

MONTHLY TTV



December 2016

$56M Annualized TTV → Drives → **$0.34M** Gross revenue

Near-Term Target

$150M Annualized TTV → Driving → **$1M**[1] Gross revenue

Medium-Term Target

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

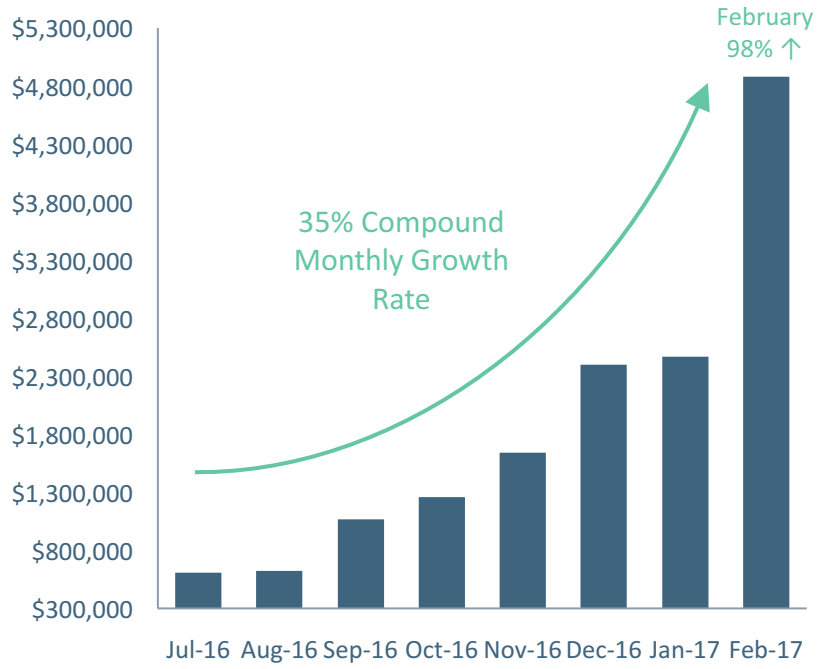
[1]Excluding Loan Products

Stimulating activity in the customer base

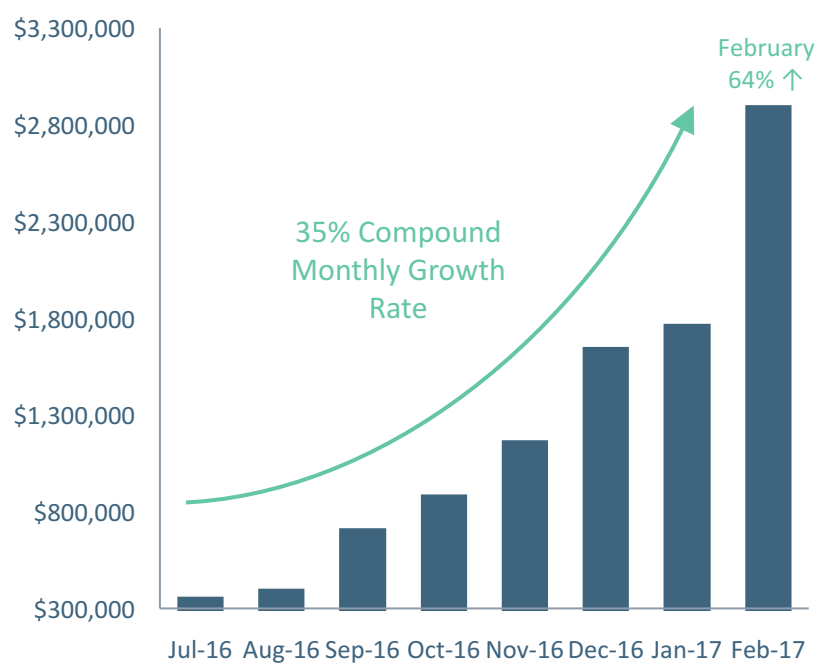
Improving deposit process improves customer usage

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

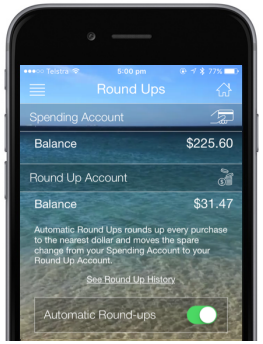
Improving KPIs

Revenue per Customer

Activity per Customer

Cost of Acquiring Customers

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

1H 2017

1H 2017

2018+

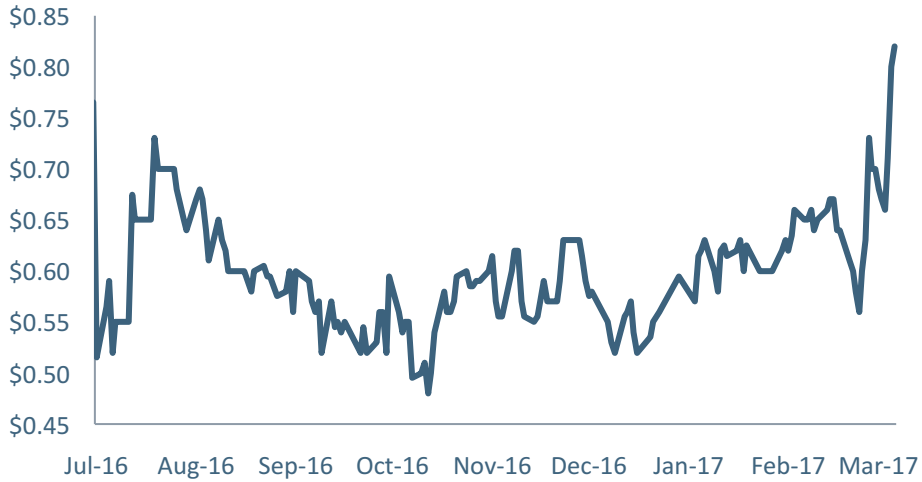
Corporate Overview

CAPITAL STRUCTURE

Share Price (as at 10 Mar 2017)	A$0.82
Shares on Issue	63,481,383
Market Capitalization	US$39.8mm
Cash at Bank (28 Feb 2017)	US$5.4mm
Enterprise Value	US$34.4mm

Note: AUD/USD 0.765

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

HopgoodGanim Lawyers

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.

Management



Clayton Fossett - COO
Former executive at Yahoo! in operations finance (10 years). 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 - CFO
Former Senior Manager at Deloitte in New York (10 years) 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.



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.



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.



Aryan Liaghat - Customer Support Manager
Aryan has 10 years tech customer service experience starting with Apple followed by two Silicon Valley based Y Combinator startups.

Board



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 Commercial Law and Bachelor of Commerce.



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 - 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.

Thanks

from the whole ChimpChange team

