

Investor Update | May 2017

ASX:CCA

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Who we are

ChimpChange is an innovative mobile first everyday bank account, including a debit MasterCard, and savings account.

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

ChimpChange is US facing, with enormous scalability.



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

Our Value Proposition

Capitalizing on outdated model and evolving landscape

1. WE ARE FREE

Traditional U.S. banking customers

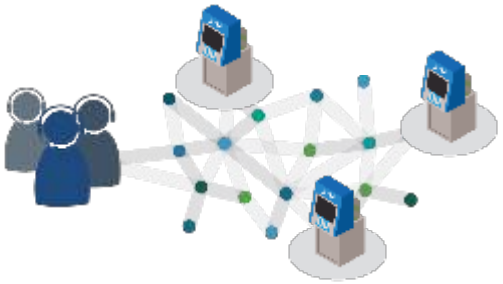
>50%
Banking customers still pay monthly account and other fees

$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, automatic round ups, savings account and great customer support

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

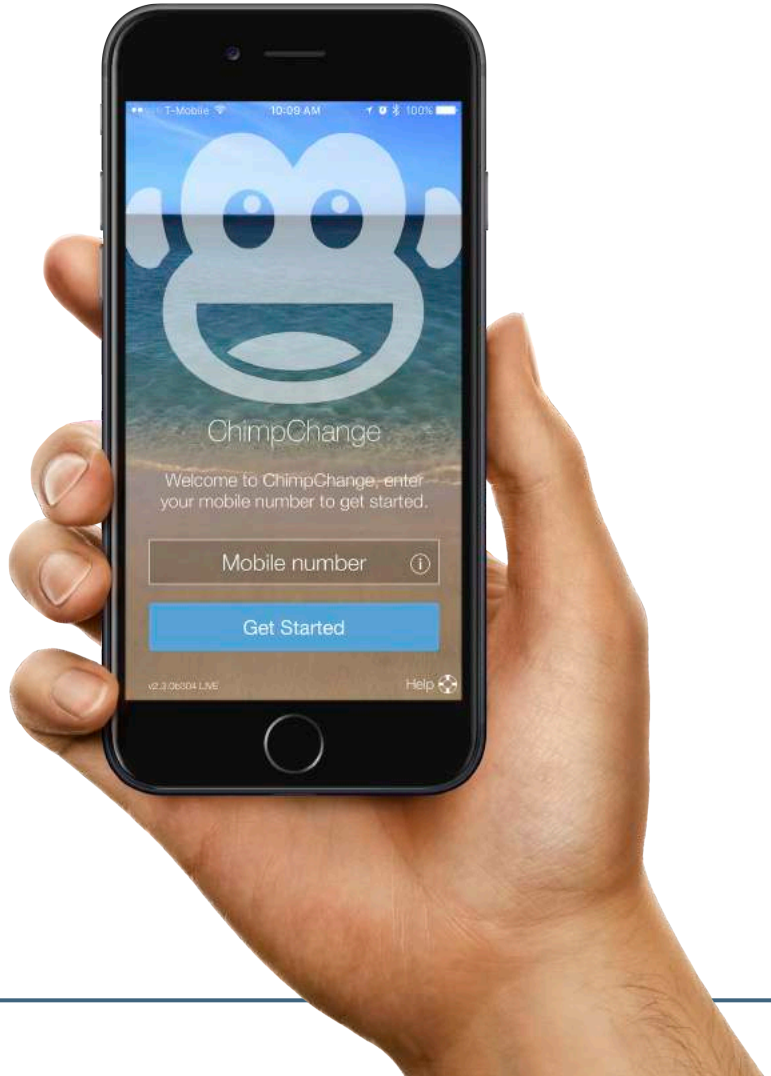




Modern UI
Instant check clearing with your smartphone's camera, send money to friends free, and PFM tools

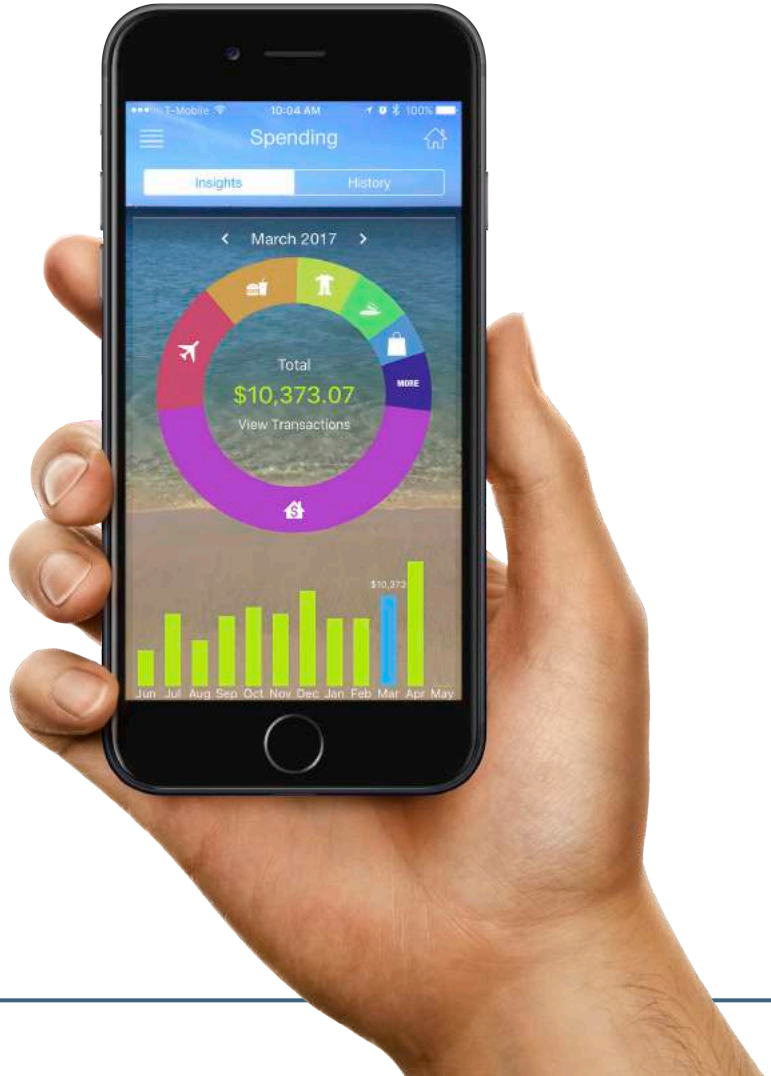
Product Highlights

Paperless mobile account opening in 3 minutes



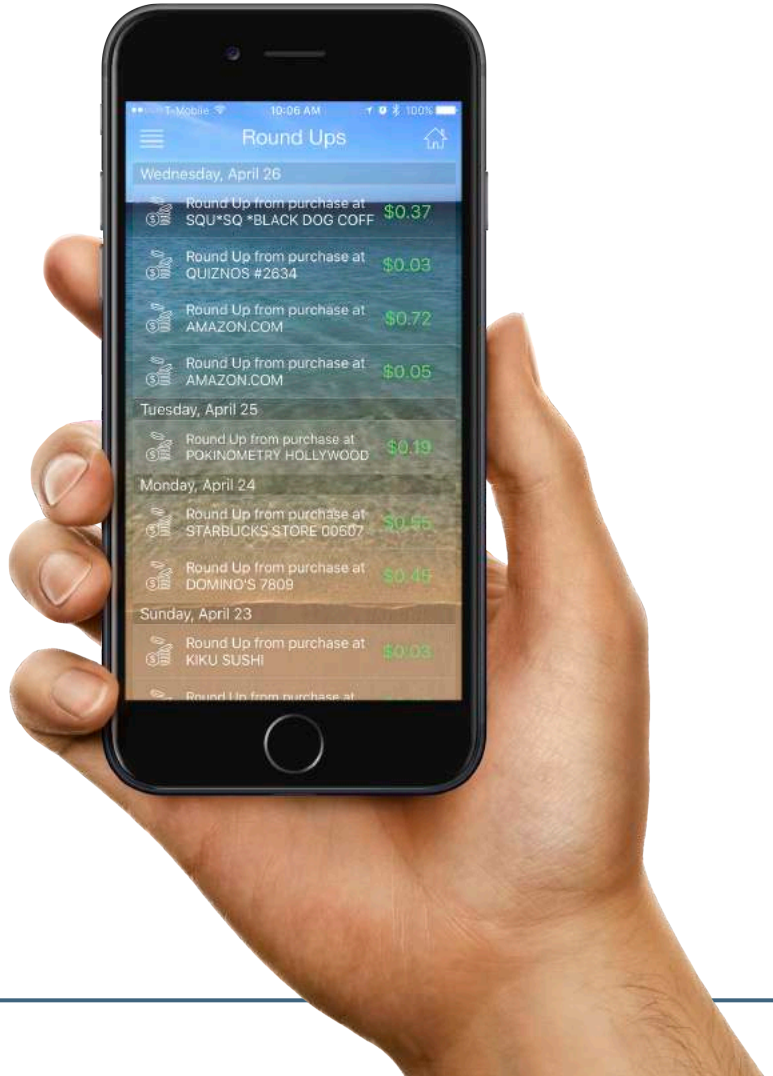
Product Highlights

Graphic view of transaction history



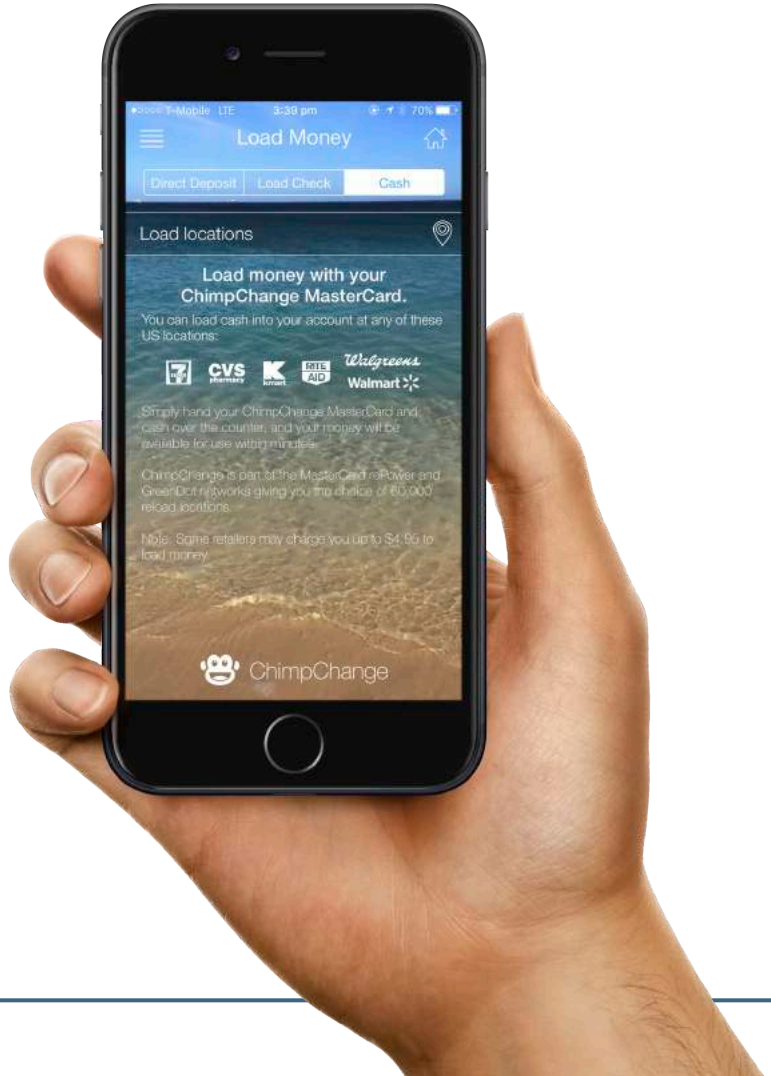
Product Highlights

Easy savings with automatic round ups



Product Highlights

Replacing branches with retails stores



Product Highlights

Real-time alerts with push notifications



Recent Awards



Start Up of the Year
Best Mobile App
Consumer Champion

The Pay Awards are a prestigious recognition of excellence in the global prepaid and payments technology industries

PREVIOUS WINNERS

GObank NETSPEND H&R BLOCK AMERICAN EXPRESS

Business Model

Value lies in strength of the business model



Capital Light, Scalable Business



Positive Gross Margin

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

MONETISATION TODAY

Interchange	1%-2%
Out-of-network ATM withdrawals	US$1.95
Cheque deposits	1%

MONETISATION TOMORROW

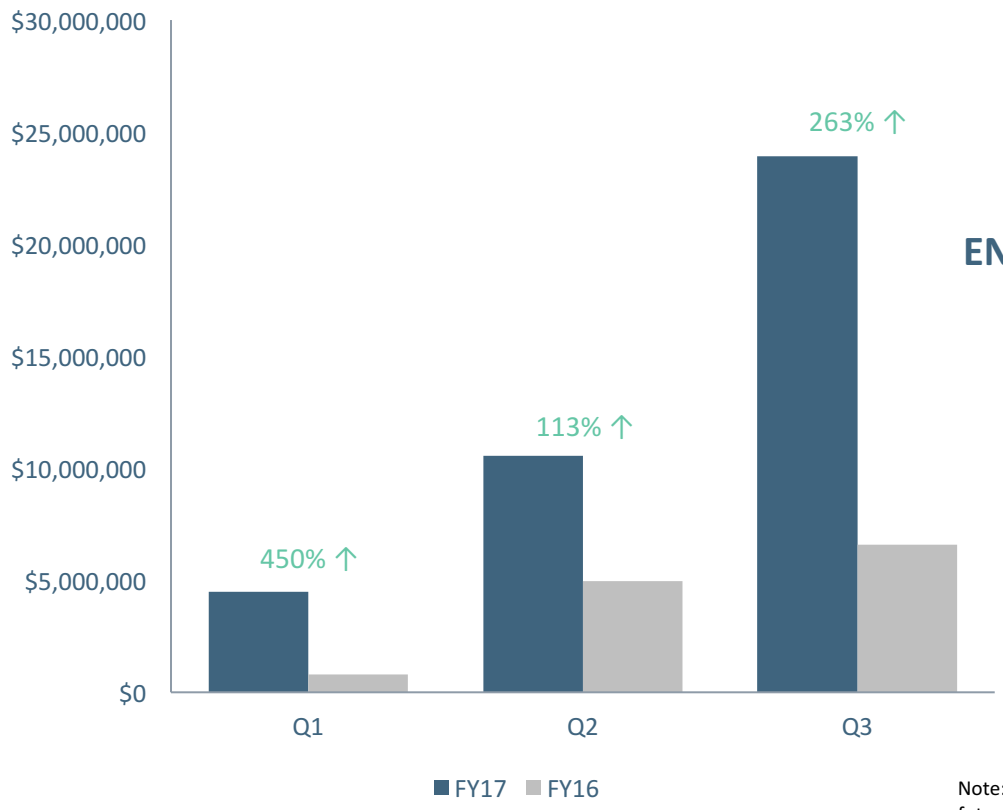
- Loan products
- Foreign exchange
- Enterprise solutions
- Bill pay
- Rewards

Stimulating activity in the customer base

Improving Total Transactional Volume (TTV)

TTV (USD)

FY17 TO DATE OVER FY16



END OF Q2 FY17

$56M Annualised TTV → Driving → **US$0.34M** Annualised Gross Revenue

END OF Q3 FY17

US$118M Annualised TTV → Driving → **US$0.74M** Annualised Gross Revenue

TTV and revenue doubling quarter on quarter since IPO

Note: Annualised Gross Revenue excluding loan products, enterprise solution and other future revenue streams

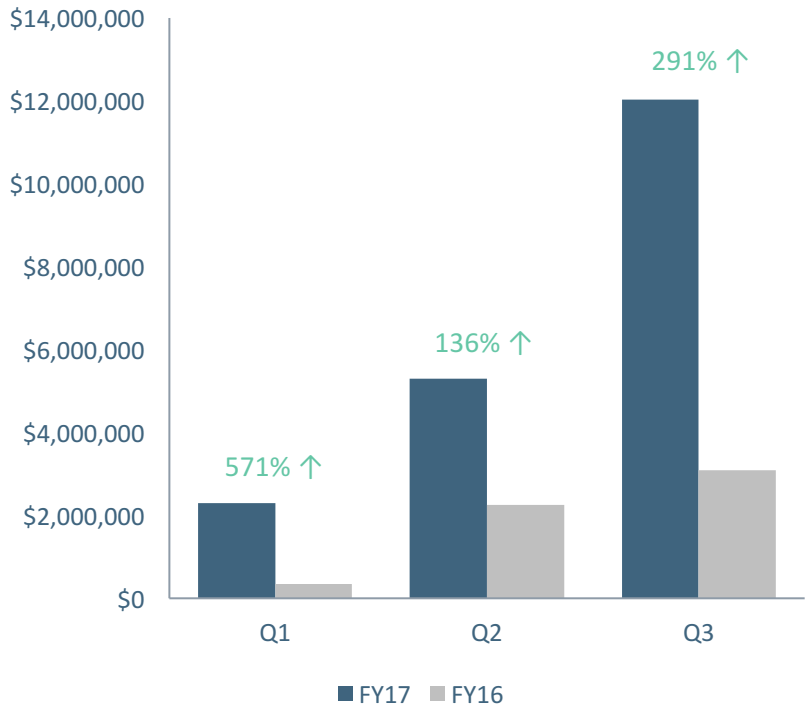
Stimulating activity in the customer base

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

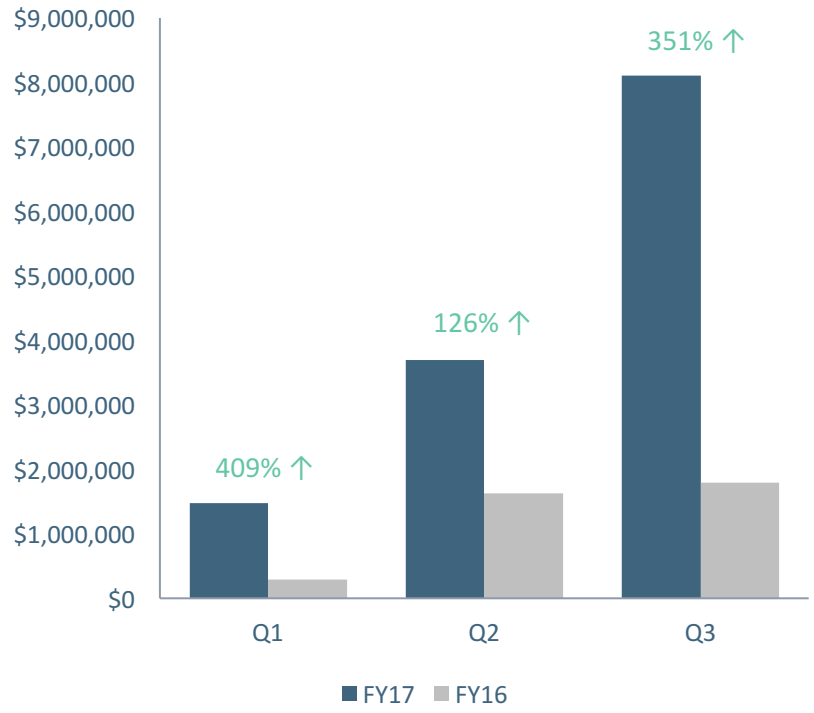
TOTAL CUSTOMER DEPOSITS (USD)

FY17 TO DATE OVER FY16



TOTAL CUSTOMER CARD PURCHASES (USD)

FY17 TO DATE OVER FY16



Targeted customer acquisition

Attracting high-value customers lowers acquisition costs

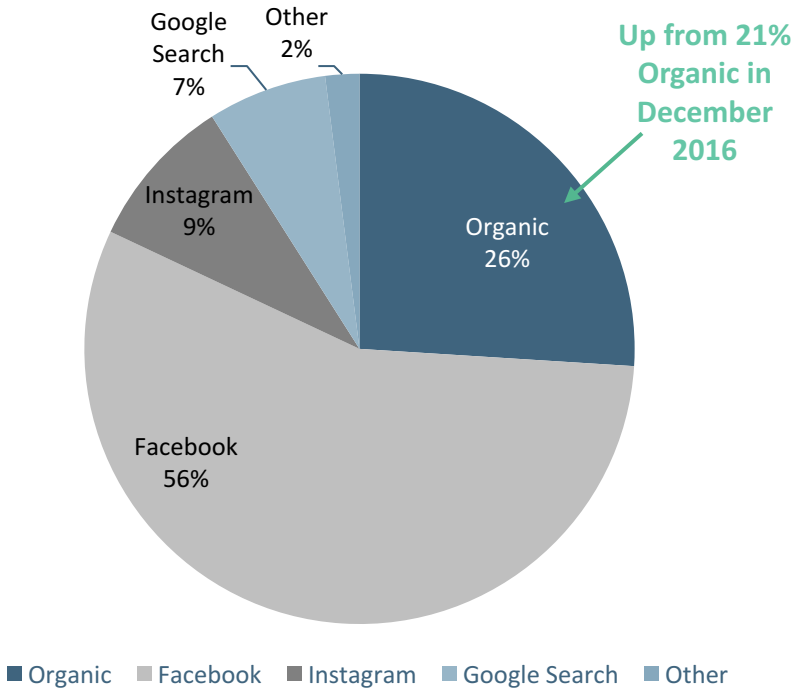
Marketing has been focused on targeting high value customers and optimizing for efficiency resulting in lower cost of customer acquisition

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

The digital banking transformation has begun

DIGITAL BANKING PEERS



- Substantial investment from venture capital and early bank-led acquisition activity has commenced
- 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

Where we are going

Improving KPIs

Revenue per Customer

Activity per Customer

Cost of Acquiring Customers

Build in-house interbank transfer capabilities



Future roll out of new products, features and business lines

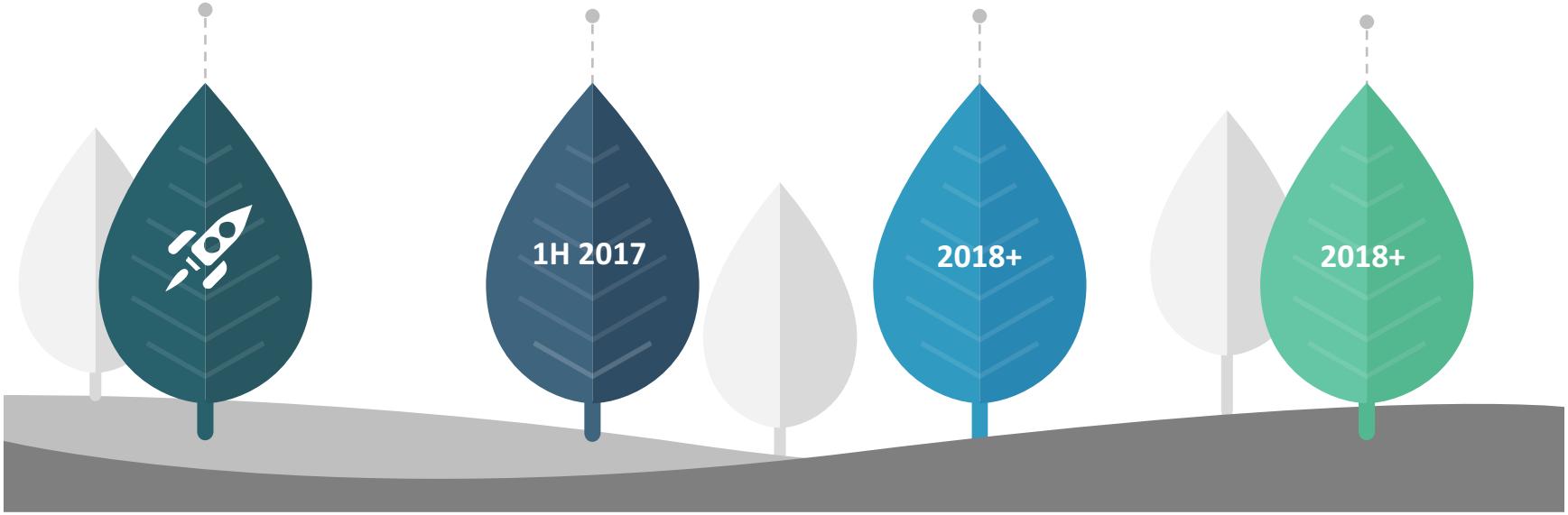
Loan products

Foreign exchange

Enterprise solutions

Bill pay

Rewards



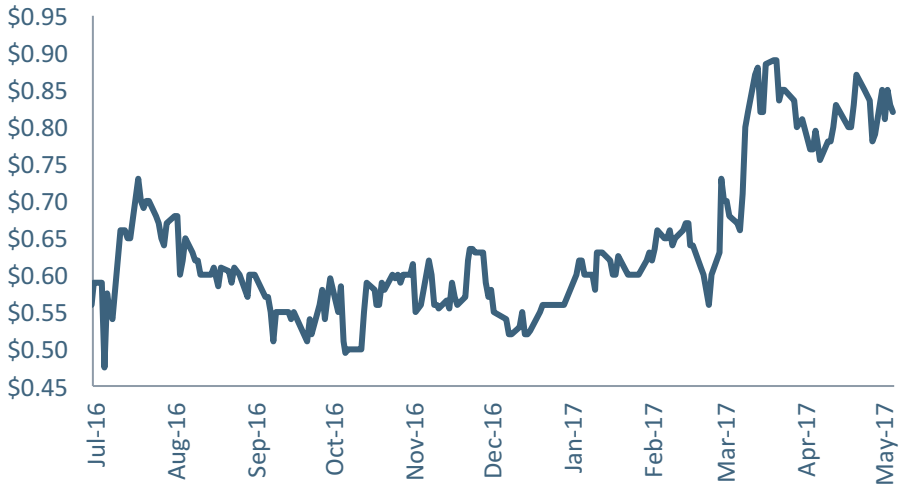
Corporate Overview

CAPITAL STRUCTURE

Share Price (as at 5 May 2017)	A$0.82
Shares on Issue	63,481,383
Market Capitalization	US$39.8mm
Cash at Bank (31 Mar 2017)	US$4.5mm
Enterprise Value	US$35.3mm

Note: AUD/USD 0.76

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

Amazing Account Features without the Fees! Too good to be true. But looking further into ChimpChange, my mind has been pleasantly changed, and it seems that they are out to help the small guy to invest and manage his finances responsibly, unlike my ex, NetSpend, who only seems to be in this business to get rich off FEES! In ChimpChange we Trust.

by Android User

THE BEST financial institution in the world get chimpchange it will change your Financial world a five star service the best I've seen ever

by Android User

Love it. I love the app, navigation throughout the app is easy and the personalization is awesome. A++ ChimpChange

by Apple User

Very convenient!!!

by Gordon D.

I just closed up my 3 different bank accounts and keeping ChimpChange. Not disappointed so far, please keep it up, seems like you guys actually are trying to help us little guys.

by Monica V.

Honestly after banking with every major bank I must say that I am tired of paying ridiculous fees so I have decided to transition to prepaid cards and after setting up my chimp change account I will gladly say that they seem like they actually care about consumers unlike banks and their customer service is quick to respond to issues via email or phone calls so keep up the good work

by Jerry H..

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 extensive 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.



James Park - VP Operations
Former management experience at Zenefits, Homesuite and Deloitte in operations, product, and customer support. James holds a Bachelor of Science from the University of Michigan.

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

