

Change

Financial Limited

PAY 2017 AWARDS

Startup of the Year
Best Mobile App
Consumer Champion

Investor Presentation

March 2018

ASX: CCA

OTCQX: CNGFF

Change Financial Limited

Award Winning FinTech Solutions & Blockchain Investment Company

Consumer Banking	Enterprise SaaS		Blockchain
ChimpChange Mobile Banking	Enterprise Banking Program	mastercard	ivyKoin
High growth consumer bank account offering with 150k US banking customers (65% millennials) built on award winning software.	Provide turn-key award winning mobile banking to serve banks without a mobile strategy.	Mastercard certified, PCI compliant, global processor.	Investment in blockchain-based cryptocurrency for business transactions. 33% equity holding + token holding

Change Financial Limited

Comparable landscape

Consumer Banking

ChimpChange
Mobile Banking

SIMPLE — ACQUIRED $117 Million USD
BankMobile — ACQUIRED $175 Million USD
Zenbanx — ACQUIRED $100 Million USD
HOLVI — ACQUIRED Undisclosed Fee
Atom — Valuation US$320m

Enterprise SaaS

mastercard — PROCESSOR

Moven — Market Cap US$16b
TSYS
FIS — Market Cap US$33b
jh Banking — Market Cap US$30b
fiserv.

Cryptocurrency

ivyKoin

Market Cap US$175b
ripple — Market Cap US$38b
SWIFT — US$5 trillion of transfers per day


PAY 2017
AWARDS
Startup of the Year
Best Mobile App
Consumer Champion
Change your banking,
change your life.
Total Balance
$4,299.86
Load Money
Spending
$4,074.44
Send Money
Round Ups
$225.42
Accounts
Settings
ChimpChange
ChimpChange
debit
VALUED CARDHOLDER
ChimpChange
Mobile Banking

Our Value Proposition

Capitalising on outdated model and evolving landscape

US CONSUMER BANKING IS EXPENSIVE AND ARCHAIC

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

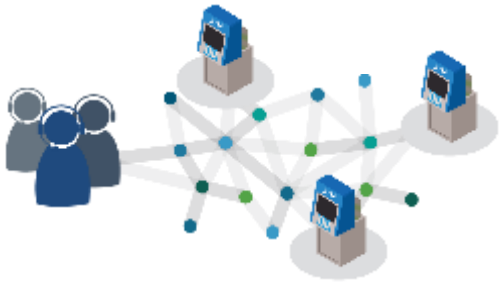
$10-$25/mo.
Account maintenance fees when minimum balances/deposits aren't met

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

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

Limited functionality
Banks have limited mobile and online presence if at all

HOW WE ARE SOLVING THIS PROBLEM



FREE
Account, debit card, ATM network, automatic round ups, savings account and great customer support

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

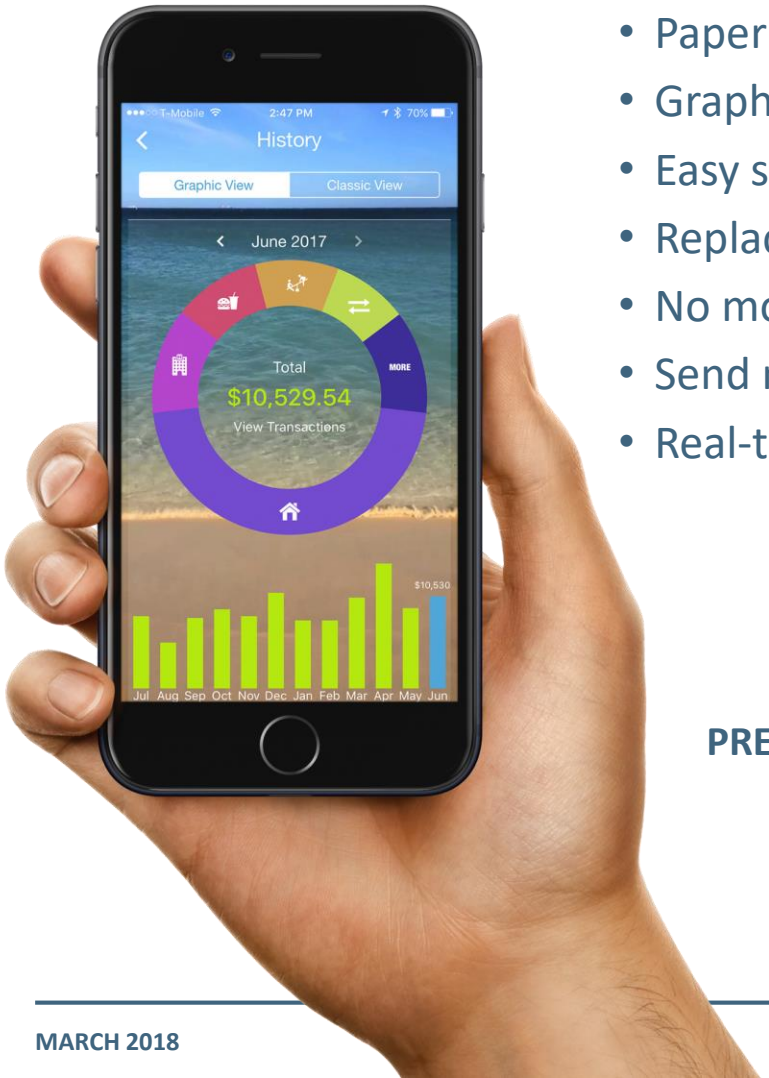




Modern UI
Instant cheque clearing with your smartphone's camera, send money to friends free, and PFM tools

ChimpChange

Award-winning consumer banking technology



- Paperless mobile account opening in 3 minutes
- Graphic view of transaction history
- Easy savings with automatic round ups
- Replacing branches with retails stores
- No more standing in line or high fees to cash cheques
- Send money in real-time to anyone, anywhere, anytime
- Real-time alerts with push notifications

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PREVIOUS WINNERS

GObank

H&R BLOCK®

NETSPEND

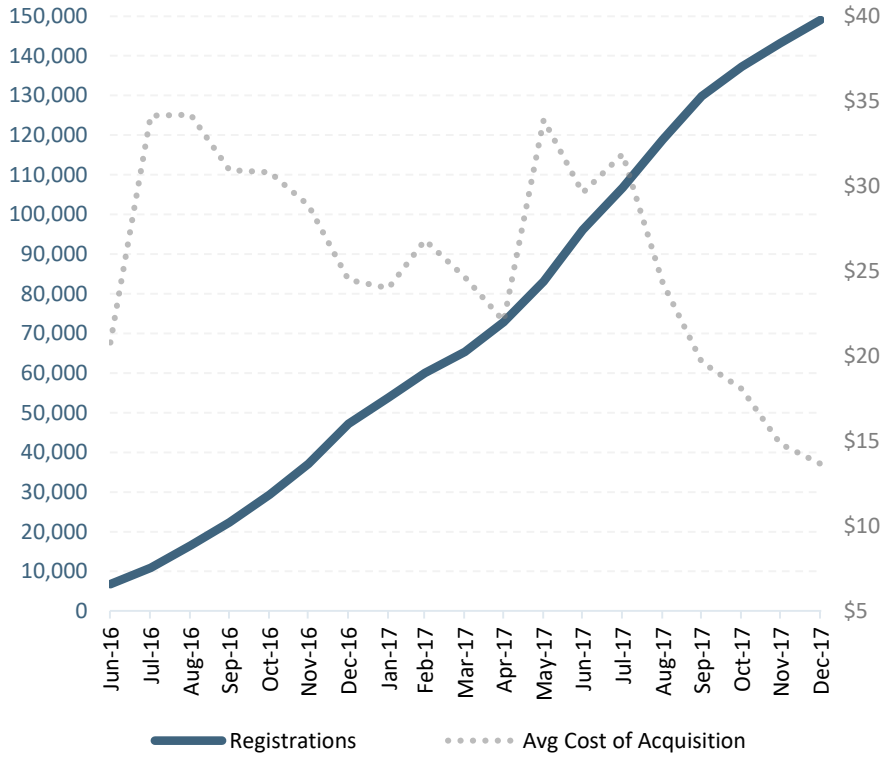
AMERICAN EXPRESS

Targeted customer acquisition

Attracting millennial customers at low costs

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

CUSTOMER ACCOUNTS



CUSTOMER ACQUISITION CHANNELS

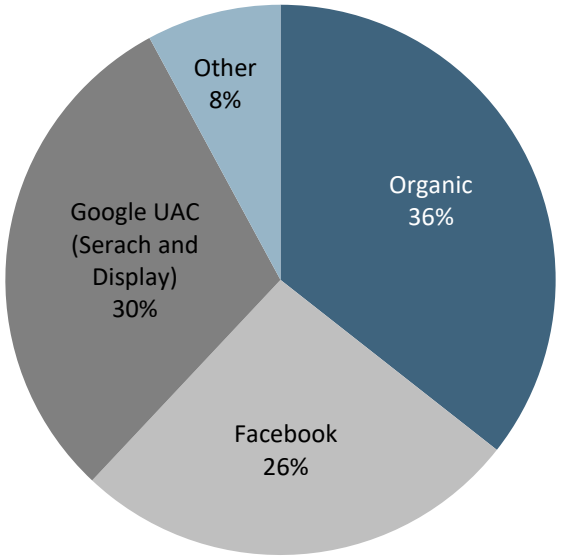
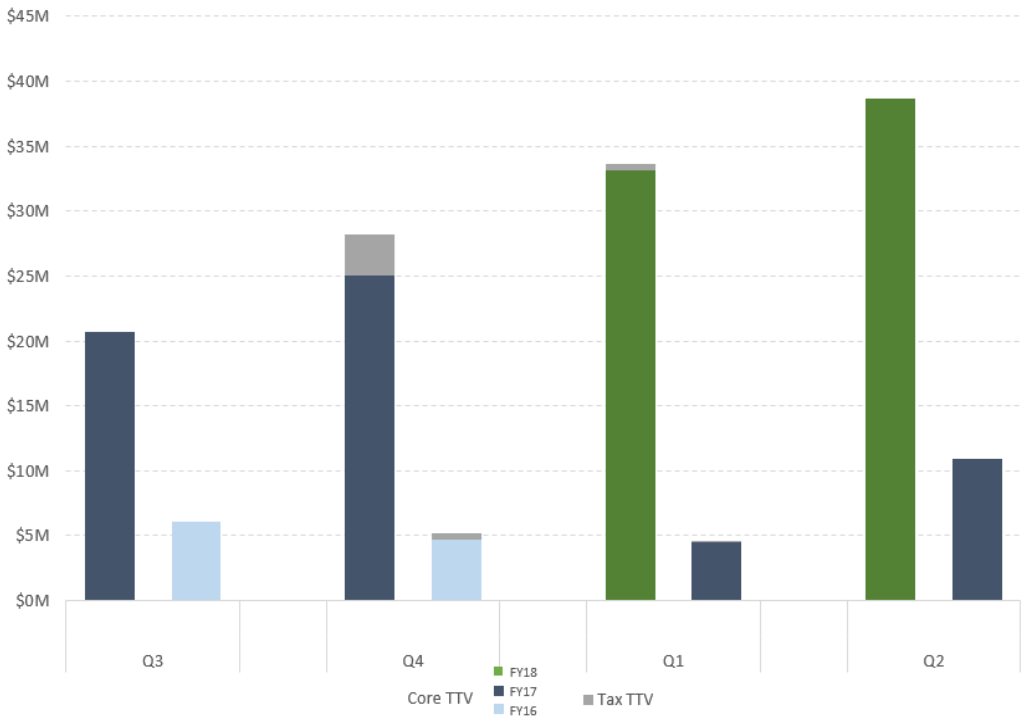


Chart above represents acquisitions at the end of December
Facebook, Instagram, Google UAC and Other are paid media channels.
Organic accounts for all other registrations that are not from paid media channels.

Stimulating activity in the customer base

Improving Total Transactional Volume (TTV)

TTV (USD) QUARTER OVER QUARTER COMPARISON



MONETISATION

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

END OF Q2 FY18 **US$168M** Annualised TTV → Driving → **US$1.2M** Annualised Gross Revenue


Enterprise SaaS
& Technology

We Have Best-in-Class Technology

Microservices Architecture	Cloud Based	API Driven	Blockchain Framework	Global & Scalable
• Automatically scalable with incremental spend • Better fault isolation – limit bugs to single module	• Superior security and manageability • Increased efficiency and cost savings	• Intuitive, accessible structure • Easily integrated with outside systems	• Irrefutable audit trail • AML benefits	• Ease of application in new regions



Pioneers of Microservices Technology

amazon

Google

NETFLIX

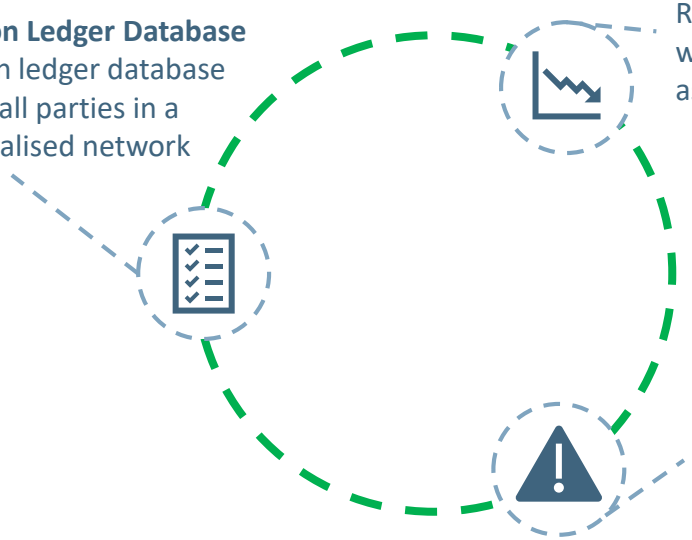
ebay

UBER

Our Software is Underpinned by Blockchain Technology

Key Blockchain Benefits

- Irrefutable Audit Trail
- KYC Benefits
- AML Benefits
- Enhanced Transaction Reviewing System



Secure Transaction Ledger Database
Secure transaction ledger database which is share by all parties in a established, centralised network

Cost Reduction
Reduction of infrastructure as well as transaction costs associated with contracting

Eliminates Error Handling
Eliminates error handling and reconciliation; provides a real time track and trace audit trail

BANKS STARTING TO TAKE BLOCKCHAIN TECHNOLOGY SERIOUSLY, BUT WILL MOVE SLOWLY…

Cost Reduction	Increased Efficiency	Superior Technology	Faster Time to Market

Why are we building a processor

Consumer Banking

- Gross Margin increasing from 30% to approximately 60%

Enterprise SaaS (Software as a Service) Banking

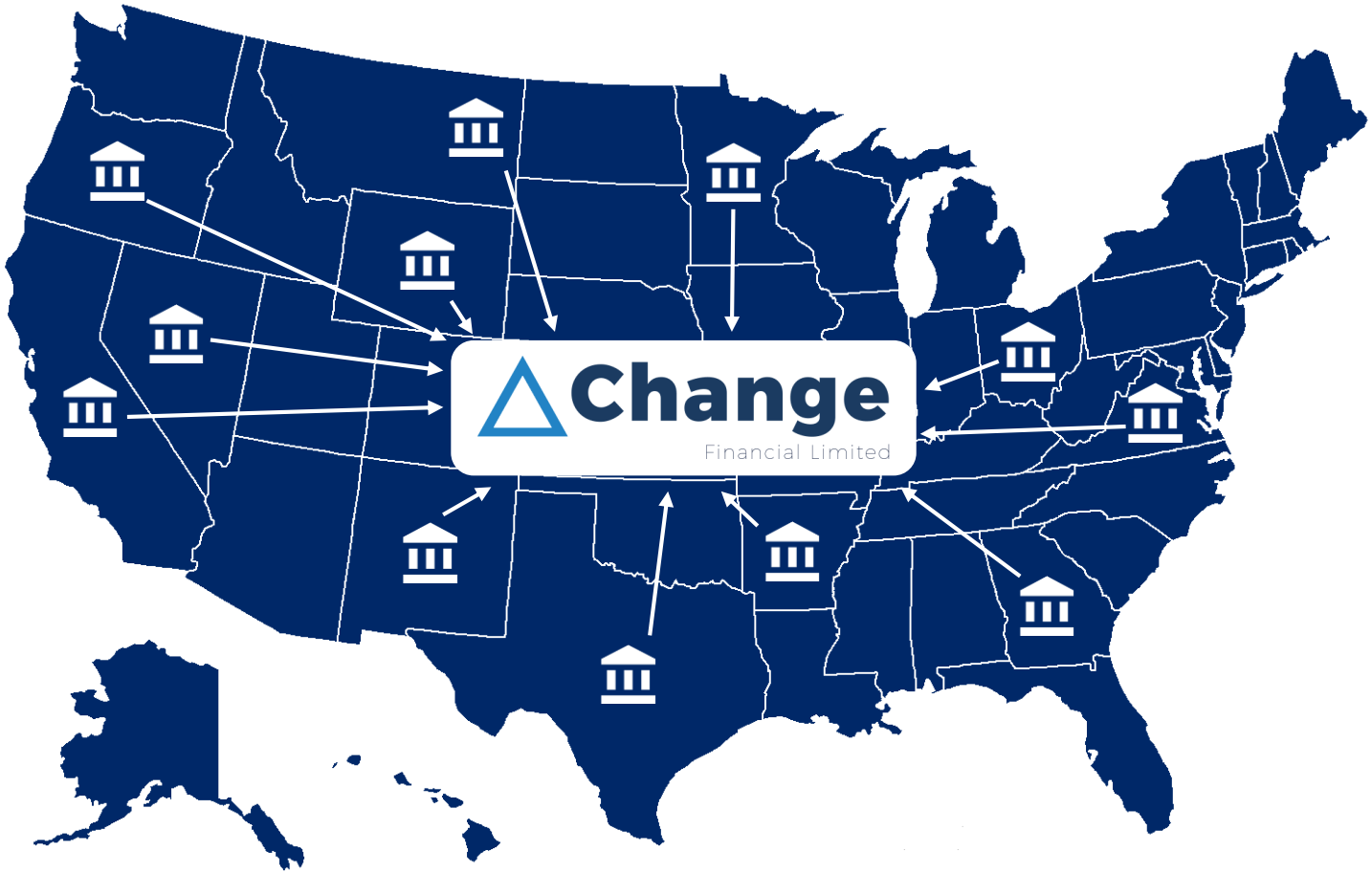
- Target 7,000 FDIC banks in the US with a more innovate offering
- High revenue business

Innovation and Competitive Advantage

- ✓ Superior fraud detection and prevention
- ✓ Customer specific card limits (e.g. which stores the card works at)
- ✓ Electronic cards
- ✓ ApplePay, SamsungPay and AndroidPay integrations
- ✓ Customised card packaging

SaaS Roadmap

We have been investing in scalable technology that will drive future growth for the Company across more than direct to consumer bank accounts.

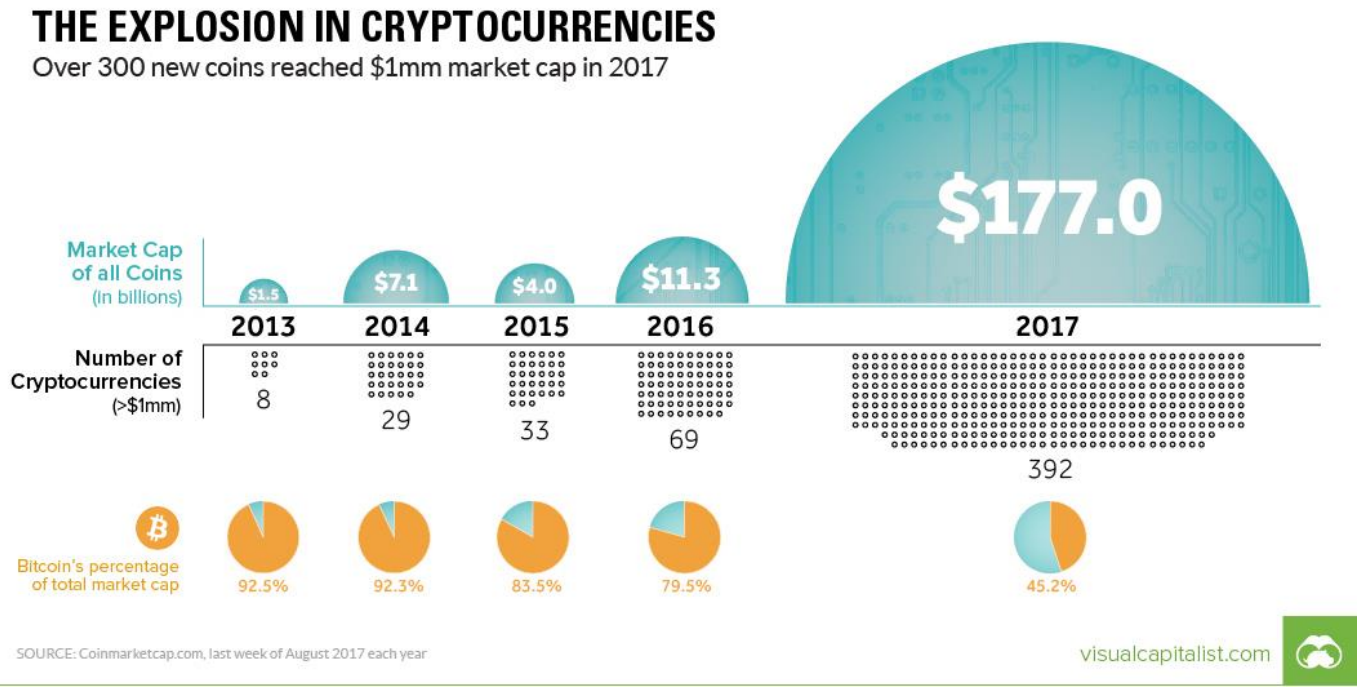




Blockchain

Cryptocurrency

- The cryptocurrency market is broadening at a rapid rate, with a current cryptocurrency coin market capitalisation of US$460 billion as at 27 Feb 2018



- Change Financial is uniquely positioned to capitalise on experience in banking, payments, compliance, regulation and technology

Overview of ivyKoin

The potential for blockchain based cryptocurrencies is well recognised, however anonymity has prevented mainstream adoption and created incompatibility with the current international payment framework.



ivyKoin is a cryptocurrency with a significant point of difference and aims to bridge the gap between cryptocurrencies and financial institutions by embedding far more Know Your Customer (KYC) and Know Your Transaction (KYT) information into payments than incumbent payment networks.

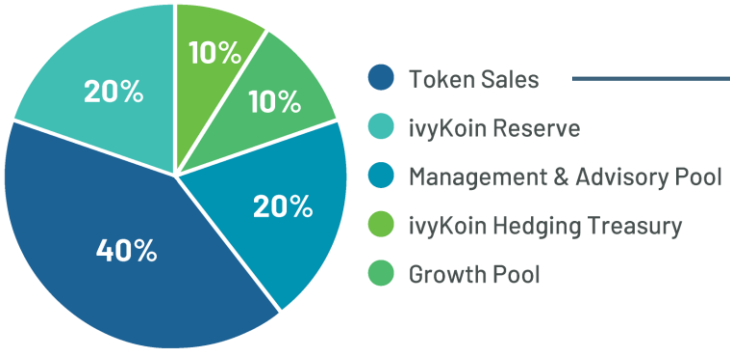
Investment in ivyKoin

- As announced in October 2017, Change Financial made a US$100,000 seed investment in ivyKoin
  - Change Financial holds a 33% equity interest in ivyKoin
  - Change Financial will hold a portion of ivyKoin tokens directly

ivyKoin

- Approximately 40% of total tokens supply will be held by ivyKoin

Key Details	
Token Generation Event	Estimated Q1 2018
Circulating Supply Market Cap	Estimated US$84 million
Total Token Supply	Estimated 1.5 billion



Recent Token Sales

- In February 2018, ivyKoin closed it's token pre-sale at a price of US$0.10 per token


The Team

Management



Clayton Fossett - COO
Tech and Finance executive with more than 25 years' experience. Former Yahoo! Director and with previous roles at First Boston and Deloitte. Holds AB and MBA degrees from Harvard University.



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



Young Lee - CFO
Former Senior Manager at Deloitte in New York (10 years) focusing on the financial services industry specialising in financial optimisation strategies. CPA holding a Macc and a Bachelor of Economics from the University of Michigan.



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



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.

YAHOO!

Deloitte.

ZENEFITS

CREDIT SUISSE

Board



Ash Shilkin – Managing Director
Former CFO of CO2 Australia, an ASX listed company he helped grow to a market capitalisation 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.



Andrew Pipolo - Director
Former Australia and Japan Managing Director for PayPal. Under his leadership, PayPal Australia was the fastest-growing operation in the PayPal Group. Former Mastercard Head of eCommerce.



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.


Corporate
Overview

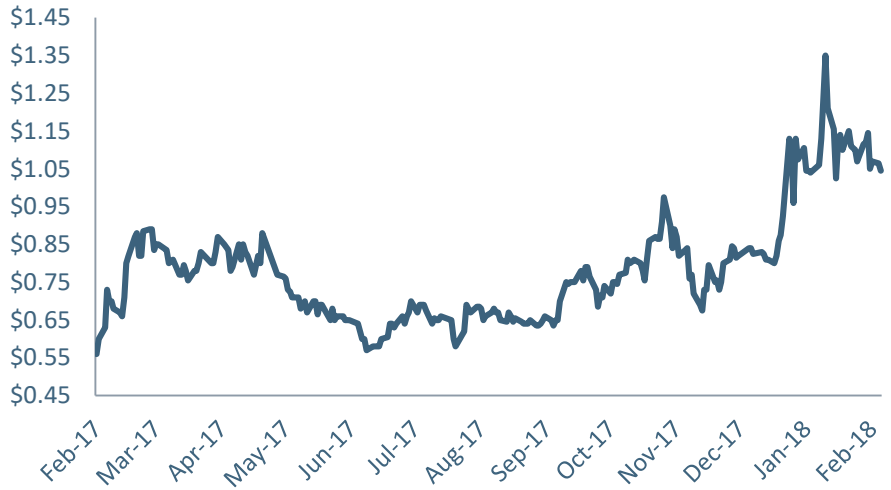
Corporate Overview

CAPITAL STRUCTURE

Share Price (ASX: CCA)[1]	A$1.045
Share Price (OTCQX: CNGFF)[1]	US$0.87
Shares on Issue	79,501,336
Market Capitalisation[2]	US$64.8m

[1] as at 27 Feb 2018 (AEDT)
[2] based on ASX last price and AUD/USD 0.78

12 MONTH HISTORICAL SHARE PRICE (ASX)



SHAREHOLDERS

Ashley Shilkin	14.97%
Avatar Industries Pty Ltd	12.97%
Acorn Capital Ltd	6.55%
Bart Properties Pty Ltd	3.46%
Nareenen Pty Ltd	3.36%
Total Top 20	**53.39%**

BROKERS

Morgans

CCZ Statton Equities

LEGAL

Wilson Sonsini Goodrich & Rosati

Baird Holm, LLP

HopgoodGanim Lawyers

Disclaimer

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