



FINECO. SIMPLIFYING BANKING

Fineco UK Presentation

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WHY FINECO CAN BE SUCCESSFUL IN THE UK

The UK market is fragmented among many highly specialized operators. Fineco will intercept traditional banks users, combining high quality and convenience into a “one-stop shop”

3 NEEDS

ONE STOP SOLUTION

BROKERAGE

INVESTING

PAYMENTS

PREMIUM SERVICE **WITHOUT** PREMIUM PRICE



HIGH
QUALITY

1
PLATFORM

COMPETITIVE
FEES

FINECO

B A N K

WHAT WE HAVE LEARNT FROM OUR CLIENTS

Customers use all account services: trading, payment and multicurrency

MULTICURRENCY

NATURAL ACQUISITION

50%

of our **customers** did at least one multicurrency operation

TRADING & PAYMENTS

SIGNIFICANT OVERLAP

50%

of our **traders** uses the debit card

46%

FINECO MULTICURRENCY USERS INVEST OR TRADE WITH COMPETITORS

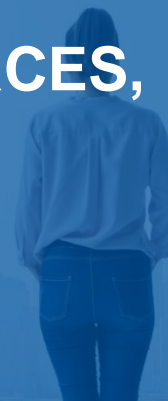
we plan to intercept these users with investing products, a new trading pricing and a targeted communication

Source:

Fineco survey, march 2020

MULTIPLE TARGETS, MULTIPLE SOURCES, INFLOW FROM TRADITIONAL BANKS

Thanks to an integrated business model, Fineco can acquire customers from various sources, including traditional banks, not only from specialized operators.

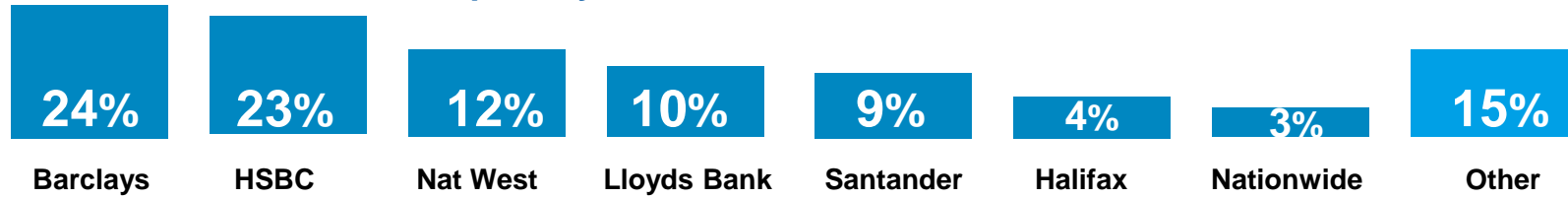


TARGET	SOURCE	NEW COMERS AVG Y/Y	MARKET SIZE
OTC users	Traditional banks, new comers OTC competitors	+17K	102 K retail traders ⁽¹⁾
Stock broking	Traditional banks, stockbroking, DTC platform	+70K	790K investors ⁽¹⁾ ≥1 share deal/year
Funds self investors	Traditional banks, stockbroking, DTC platform	+23bn (11% yoy)	1 trillion ⁽¹⁾ addressable wealth uk
Multi currency	Traditional banks		4.2M UK freq. travelers personal income £60k+ ⁽²⁾

+310k
OVERLAP AMONG STOCK BROKING & SELF INVESTORS USERS


22%
OF LAST YEAR NEW PLATFORM USERS UNDER 35

Fineco inflows from 2017 up today



(1) Source: Investment trends 2019
(2) source: Internal research

FINECO VS COMPETITORS - PRODUCT/SERVICES

						
BANKING	Bank Account	✓	X	X	✓	✓
	Multi Currency	✓	X	X	✓	✓
	Debit Cards	✓	X	X	✓	✓
TRADING	Shares	✓	✓	✓	✓	✓
	Bonds	✓	X	✓	X	✓
	Futures & Options	✓	X	X	X	X
	CFDs	✓	✓	X	X	X
	FX	✓	✓	X	X	X
	Analytic tools	✓	X	X	X	X
	Funds	✓	X	✓	X	✓
INVESTING	ISA	✓ ●	✓	✓	X	✓
	SIPP	✓ ●	X	✓	X	X

● Next Coming - see page 16

FINECO VS COMPETITORS - FEATURES

Fineco platform: usability, reliability and advanced tools

					
Free Basic Market Data	✓	✓	✓	✓	✓
Real time DMA	✓	paid	X	X	X
Advanced Charting tool	✓	X	X	X	X
Recurring investments	✓	X	✓	X	✓
Strategie ordini (OCO, conditionals etc.)	✓	✓	X	X	X
Stock screener	✓	X	X	X	X
Payments	✓	X	X	✓	✓
Budget track	✓	X	X	✓	X
Open banking	✓	X	X	✓	✓

Unique Selling Proposition FOR OTC AND STOCK BROKING

BEST IN CLASS PRICING 100% SUSTAINABLE

SHARE CFDs

ZERO COMMISSION

NO ADDED SPREADS

66.68% of retail investors lose money when trading CFDs with Fineco.



Share CFD\Broker Buy 100 units	FINECO BANK	IG	CMIC cmc markets	SAXO BANK	Plus500
HSBC * 498.20 GBp	0	£10	£9	£8	£0.67
APPLE * 225.64 USD	0	£15	\$10	\$10	\$9.5
BMW * 42.61 EUR	0	€10	€9	€10	€10.75

	FINECO BANK	IG	CMIC cmc markets	SAXO BANK
CFD on UK INDEX		PIPS	PIPS	PIPS
Ftse100	0.6	1	1	0.8

UK SHARES

£2.95

FLAT FEE



	FINECO BANK	HARGREAVES LANSDOWN	ii interactive investor	AJBell Yourvest	IG	SAXO BANK	Interactive Brokers
London Stock Exchange							
Stock for £5,000	£2.95	£11.95	£7.99 ^(*)	£9.95 ^(*)	£8	£8	£6
Stock for £20,000	£2.95	£11.95	£7.99 ^(*)	£9.95 ^(*)	£8	£20	£6








(*) Plus Custody fees
Benchmark data: March 2020

A COMPETITIVE MULTICURRENCY OFFER

Multi-currency accounts are typically expensive services for premium customers. FinecoBank multicurrency account is free.

- › **Best spreads – no commission**
- › **Free payments towards EEA**
- › **Visa debit in £ and in €**
- › **20+ currencies**

CHANGE RATE COSTS

							
£10,000	€25 = £22,3	€28,04 = £25	€42 = £37,44	€45 = £40,7	€84 = £74,88	€95 = £84,7	€168 = £150
£100,000	€250 = £222,88	€532 = £474,28	€420 = £374,43	€450 = £401,2	€840 = £748,8	€950 = £847	€560 = £499,24
£1,000,000	€2500 = £2228,8	€ 5.572= £4.967,46	€3200 = £2852,8	€4500 = £4.011,77	€8400 = £7.488,6	€9500 = £8.470	€2800 = £2.496







10k-100k-1mln simulation for payment and investment

COMPETITORS
DON'T HAVE







- > Multicurrency
- > Bank Account
- > Debit Cards
- > Wide Trading offer

THE MOST COMPETITIVE PLATFORM FEES

PLATFORM FEES

Portfolio size						
£10,000.00	0.25%	0.45%	0.25%	0.20%	0.35%	0.25%
£50,000.00	0.25%	0.45%	0.25%	0.20%	0.35%	0.25%
£100,000.00	0.25%	0.45%	0.25%	0.20%	0.35%	0.25%
£250,000.00	0.25%	0.45%	0.25%	0.20%	0.35%	0.25%

TRANSACTION FEES

					
£0.00	£0.00	£1.50	£3.00	£10.00 ^(*)	No online Phone dealing only

(*) Buy cost only

Benchmark 2020

TWO-STEP MARKETING STRATEGY

Acquisition first step will focus on the segment with the highest and fastest margins - brokerage - then the campaign will be also extended to investing

PREMIUM SERVICE WITHOUT PREMIUM PRICE

2Q 2020

TRADING

£0 CFD equity
Index
£2.95 stock brokerage

4Q 2020

D2C INVESTING

Max 0.25% annual platform fee
Competitive pricing
Enhancement multi manager open
platform

MARKETING LAUNCH

BRAND NEW WEBSITE

Designed for trading and tailored for the UK market

FINECO BANK

TRADING INVESTING BANKING PRICING

London Hub Chat Contracts

LOGIN OPEN ACCOUNT

PREMIUM TRADING WITHOUT PREMIUM PRICES

INTRODUCING FINECO. THE PREMIUM TRADING PLATFORM WITH ZERO COMMISSION AND NO ADDED SPREADS ON SHARE CFDs.

OPEN THE ACCOUNT

Take your trading to the next level.

<p>4,6 ★★★★★ ~ 210,000 reviews</p> <p>Apple Store Google Play</p>	<p>★★★★★ AWESOME PLATFORM by RB</p> <p>Fineco is a very good platform. It is pretty much a one stop shop for all your trading needs.</p>	<p>★★★★★ COMPREHENSIVE APP by Ali</p> <p>I use it everyday to check balance, buy/sell stocks, market trends, news, money transfer.</p>	<p>★★★★★ INTUITIVE INTERFACE by DL</p> <p>Simplest Banking finally! With all features including forex trading, all under one hood.</p>
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ADVERTISING CAMPAIGN

PREMIUM TRADING WITHOUT PREMIUM PRICES

Introducing Fineco. The premium trading platform with zero commission and no added spreads on share CFDs.

Open your account today at finecobank.com

20th Anniversary

Advertising message. CFDs are complex instruments and present a significant risk of losing money quickly due to financial leverage. 66.68% of retail investor accounts lose money due to CFD trading with FinecoBank. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

TRADE WITHOUT COMPROMISE
FINECOBANK.COM

FINECO BANK

MULTI-SUBJECT CAMPAIGN

Brand message

PREMIUM TRADING WITHOUT PREMIUM PRICES

66.68% of retail investors lose money when trading CFDs with Fineco.

FINECO
BANK

UK SHARES

£ 2.95
FLAT FEE

66.68% of retail investors lose money when trading CFDs with Fineco.

FINECO
BANK

TRADE WITHOUT COMPROMISE

FINECO
BANK

66.68% of retail investors lose money when trading CFDs with Fineco.

Product messages
(some examples)

OVER 30M TRADES PER YEAR

3 MULTI-ASSET PLATFORMS

66.68% of retail investors lose money when trading CFDs with Fineco.

FINECO
BANK

DAX CFDs

0.6
SPREAD

66.68% of retail investors lose money when trading CFDs with Fineco.

FINECO
BANK

GBP/USD CFDs

0.7
PIPS

66.68% of retail investors lose money when trading CFDs with Fineco.

FINECO
BANK

US SHARES

\$ 3.95
FLAT FEE

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FINECO
BANK

SHARE CFDs

ZERO COMMISSION

NO ADDED SPREADS

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FINECO
BANK

UK SHARES

£ 2.95
FLAT FEE

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FINECO
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CURRENT BROKERAGE POSITIONING

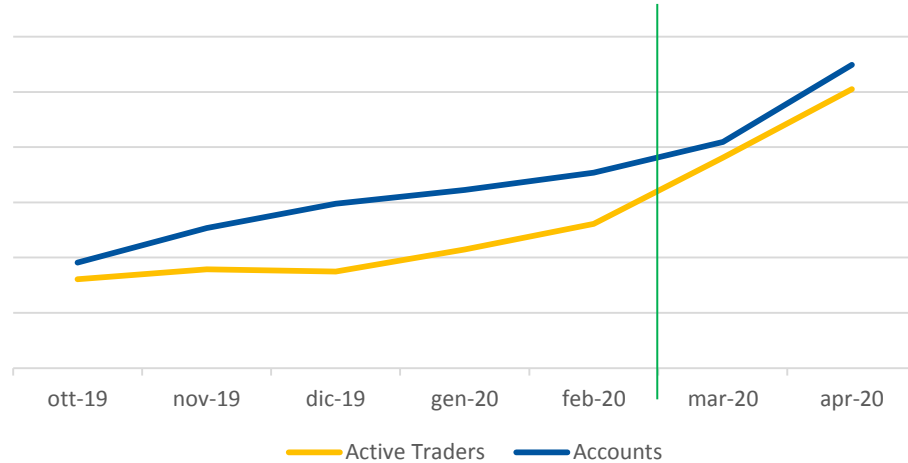
New Clients path drivers

- › Repricing
- › Positioning on brokerage
- › One Stop Solution
- › New Website
- › Volatility



FINECO UK CLIENTS – NEW CLIENT ACQUISITION

Accounts vs Active Traders



March/April Picture

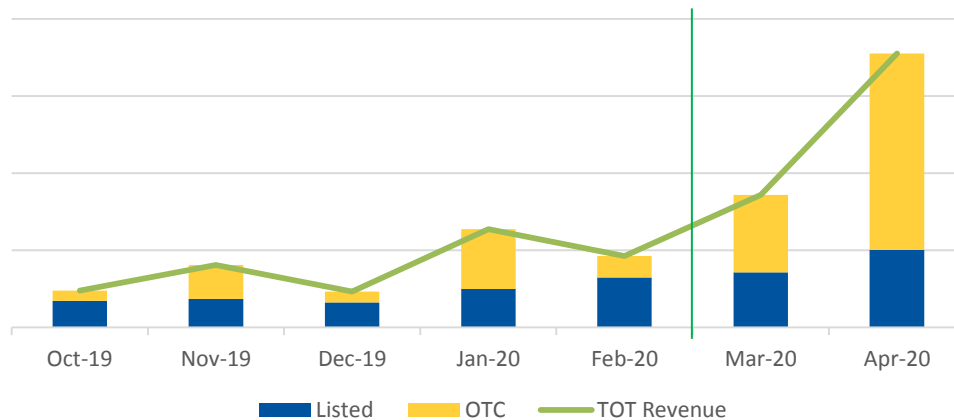
CPA overall
€608

ARPU Active Traders
€1115

+111%
Clients acquisition

+98%
Traders Activation

Revenue split OTC vs Listed



+133%
OTC users

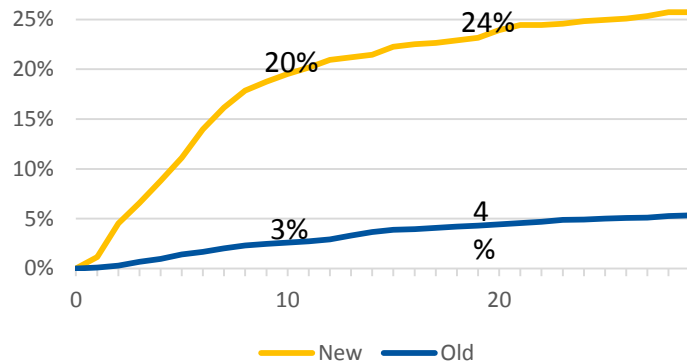
+114%
Listed users

+270%
OTC trades

+230%
Listed trades

Fineco UK Clients - New Clients

% Clients activation first month Stock vs New

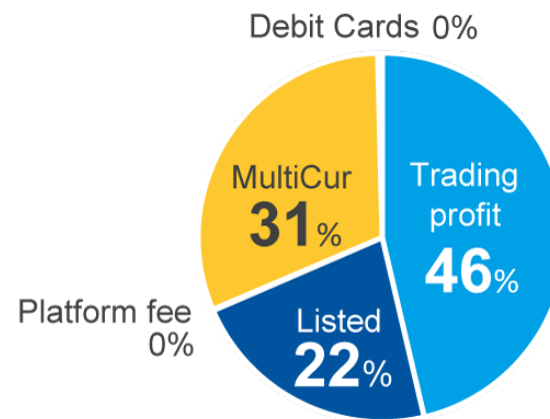
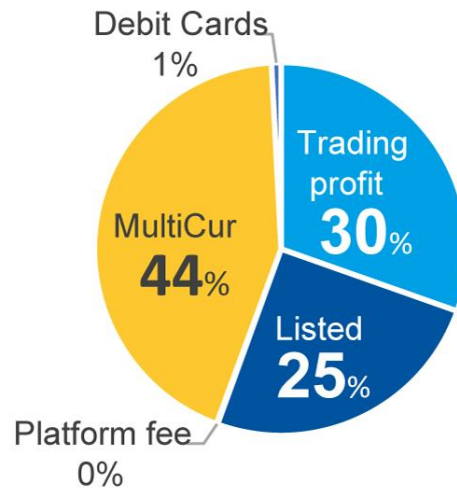


Highlight new Active Traders

59%
of them
>5 trades
per month

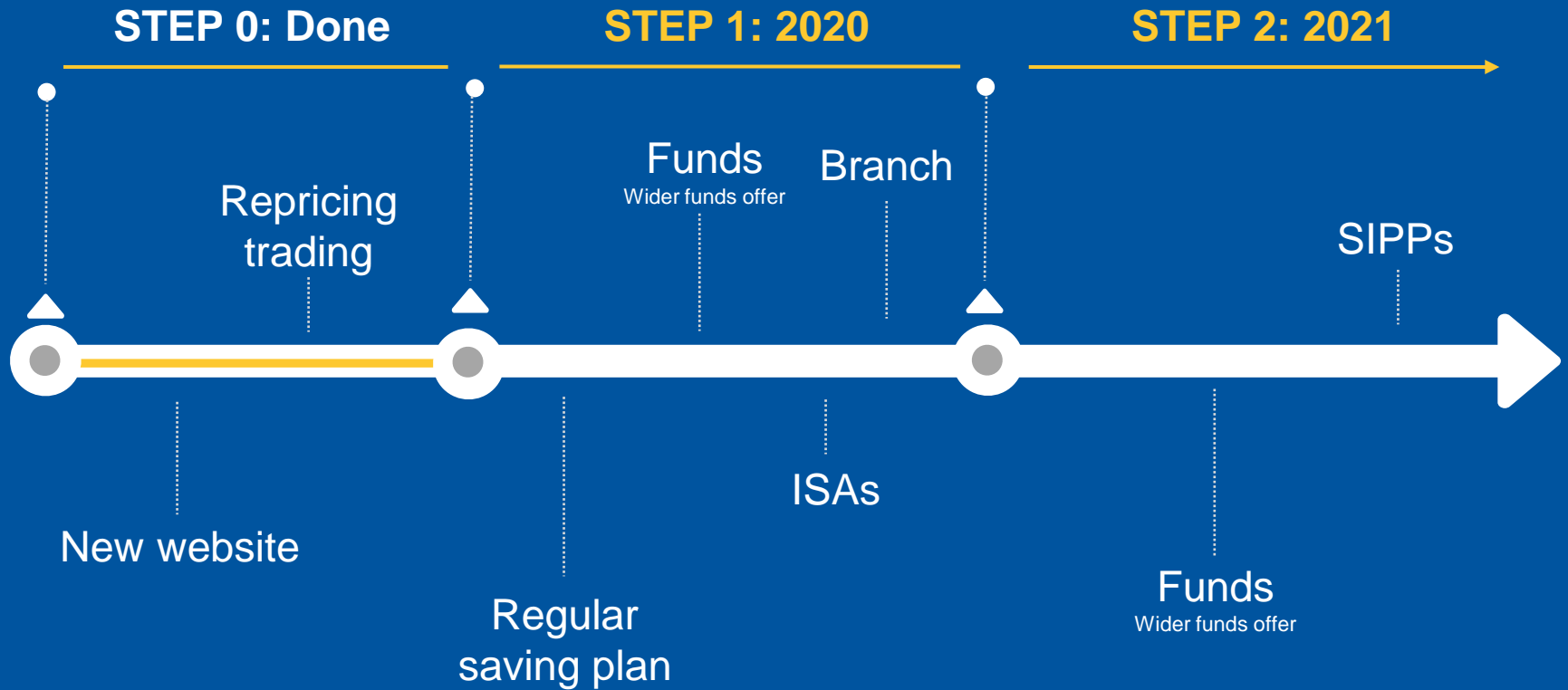
57%
of their
trades
on CFDs

Revenue Split – Stock vs New



Internal elaborations by GB Dept.

Next steps



**A GROWTH PATH WITH A CLEAR GOAL:
CLIENTS' WORLD CLASS EXPERIENCE**

Funds development



AND MORE COMING

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