

moneyfarm

Il motore del Robo-Advisor

28/10/2015





The opportunity

1

IWhy

€120bn

The revenue of the
European Retail Asset
Management industry.
(McKinsey)

£138bn

The size of TAM
UK market
(Citi Research 9/2015)

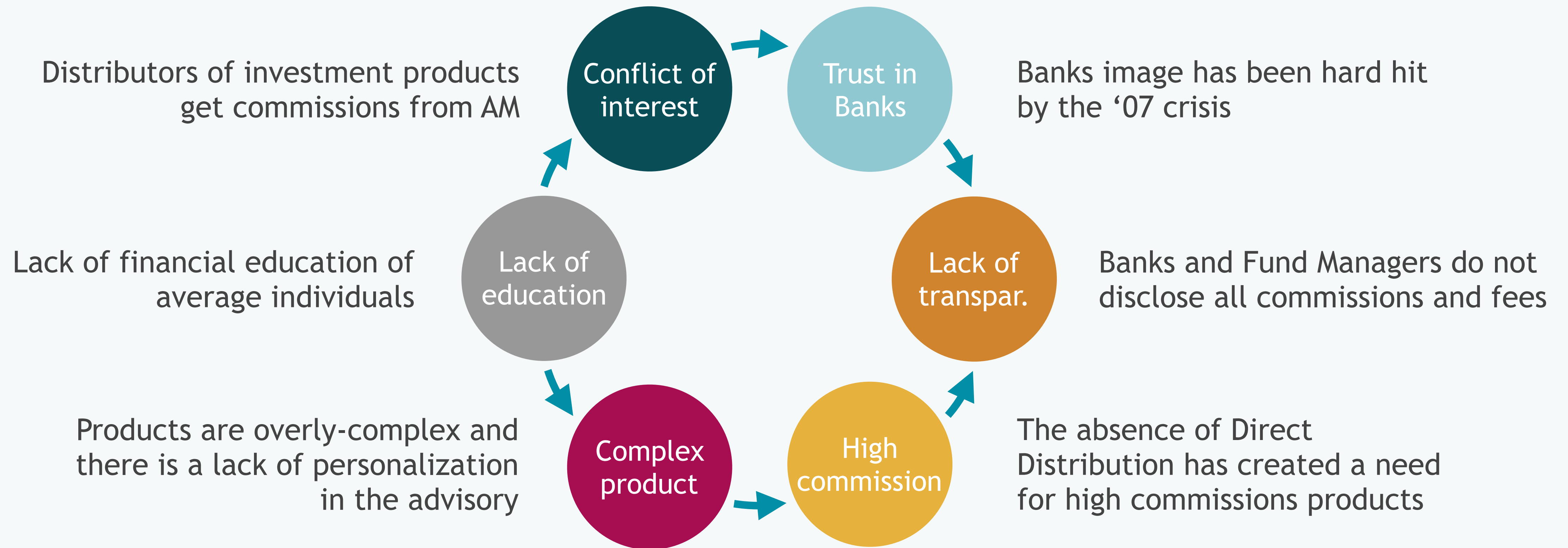
\$5tn

The digital asset
management
market by 2025
(Citi Research 9/2015)

The \$13tn Problem

Source: McKinsey

The European Asset Management (AM) business does not provide an adequate solution to today's clients.



The MoneyFarm Solution

MoneyFarm brings together technology and unbiased financial advisory services to help you manage your wealth for a fraction of the cost of traditional financial advisory firms.

MoneyFarm uses passive investment strategy: assesses risk profile of its customers and investment needs to create a diversified portfolio that is expertly managed through time, so that they don't have to.

Everything we do is without any conflict of interests or hidden costs.

3
European offices

4
Year old

35
Employees

+50k
Users

Key Differentiators

Moneyfarm's non-traditional distribution model and focus on client needs

Factor	Key MoneyFarm Competitive Advantage
Distribution Channel	Digital sales force with telephone support
Marketing	Combination of tools typical of a B2C business
User Experience	Personalisation and product depth
Competitive Pricing	Model allows for low cost proposition



Investment expertise

2

Investment Process

MoneyFarm uses a quali-quantitative investment process that guarantees a good decision making for the construction of sound long term investment portfolios

1. We **define the investment universe** selecting the strategic asset classes that would be fit and provide diversification for the portfolios
2. We estimate **the expected return** for each asset class consistent with fundamental economic parameters
3. Once we've developed our expected returns we build our **12 strategic portfolios** using a Markowitz/Black Litterman optimisation framework
4. Our **quantitative multi-factor model** provides monthly tactical views for each index and Asset Class invested in the portfolios



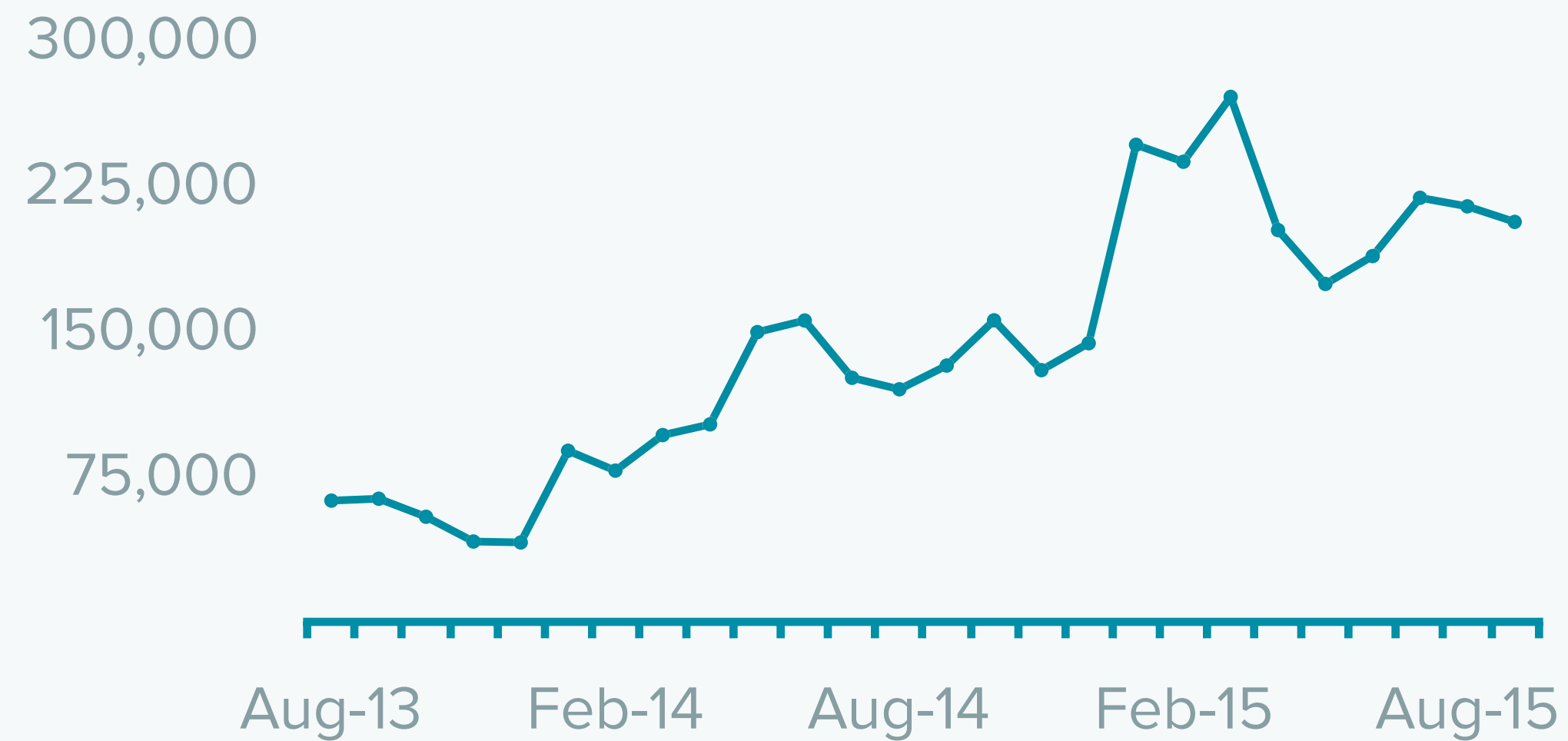
Where we are now

3

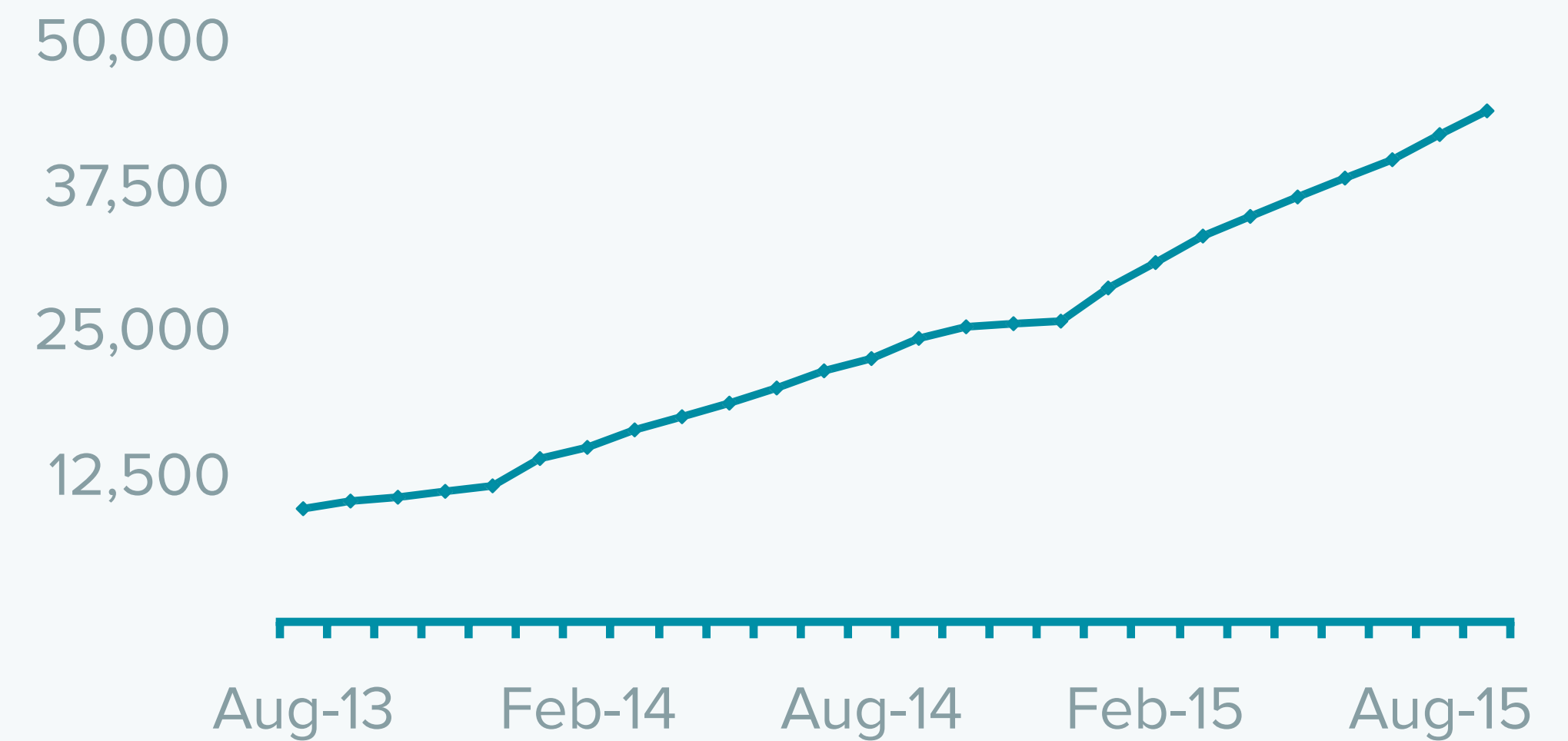
Initial Results

200,000 monthly website visits, 50,000 registered users and c. 3.000 customers

MoneyFarm Website Visits

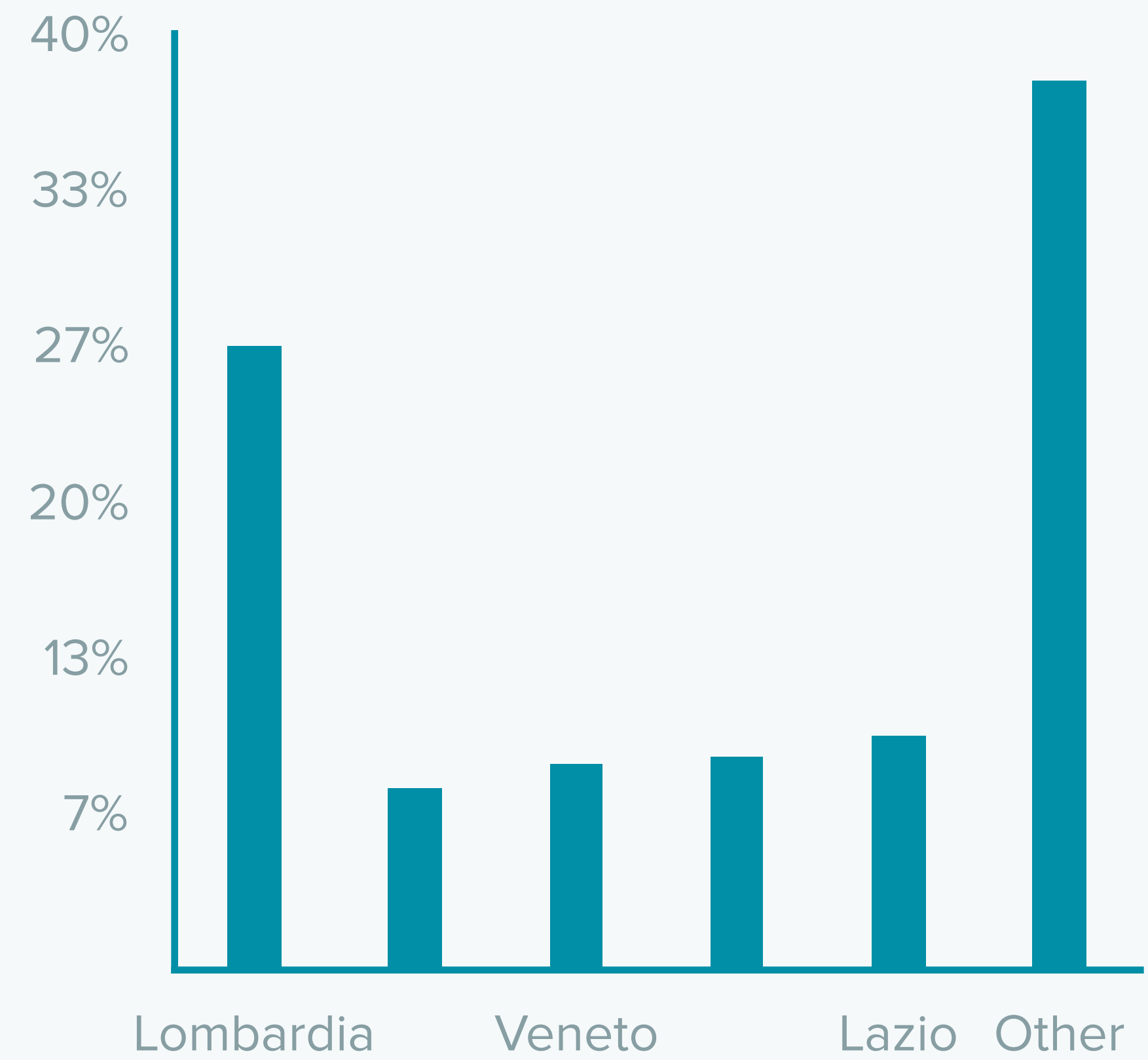
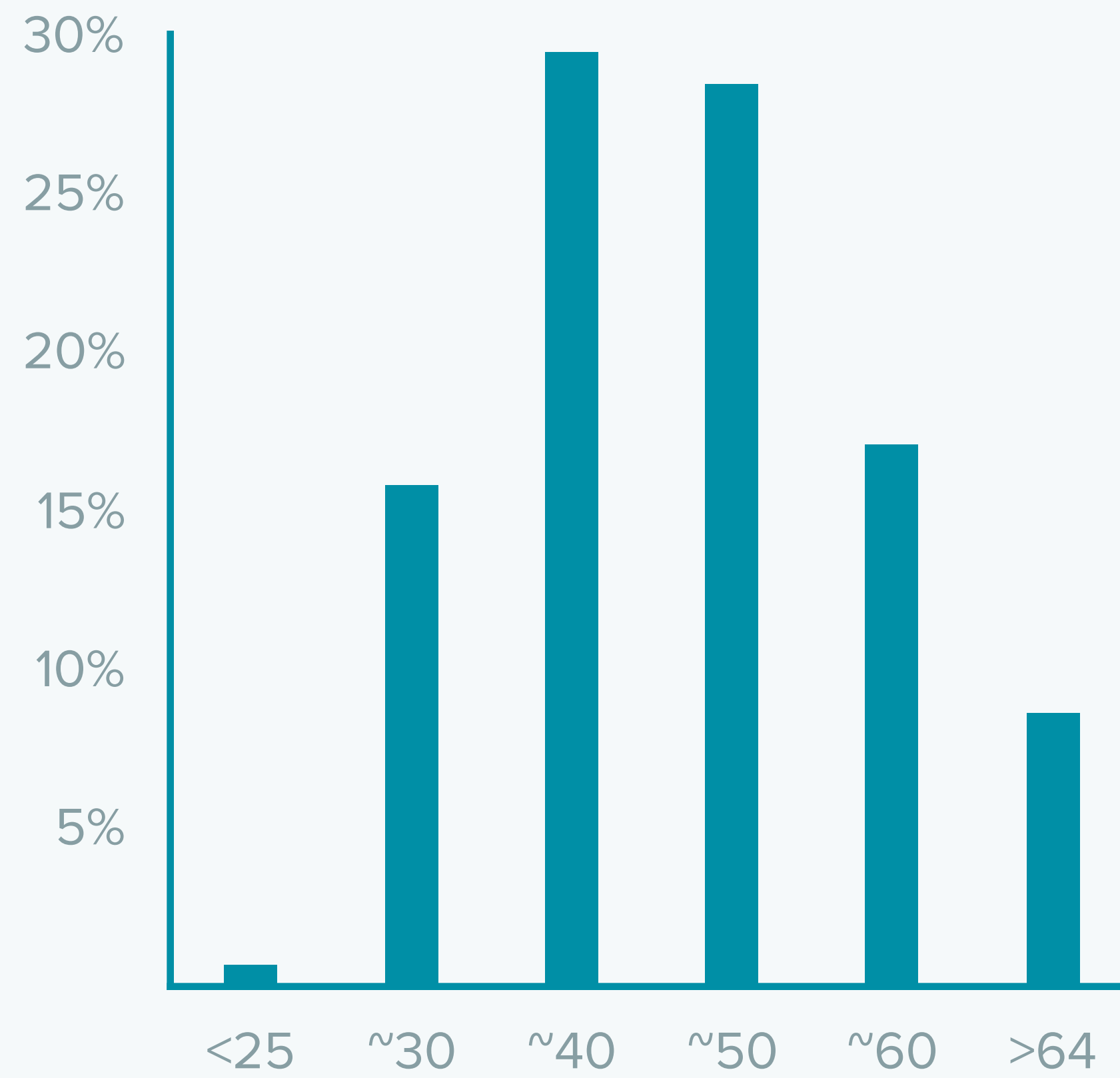
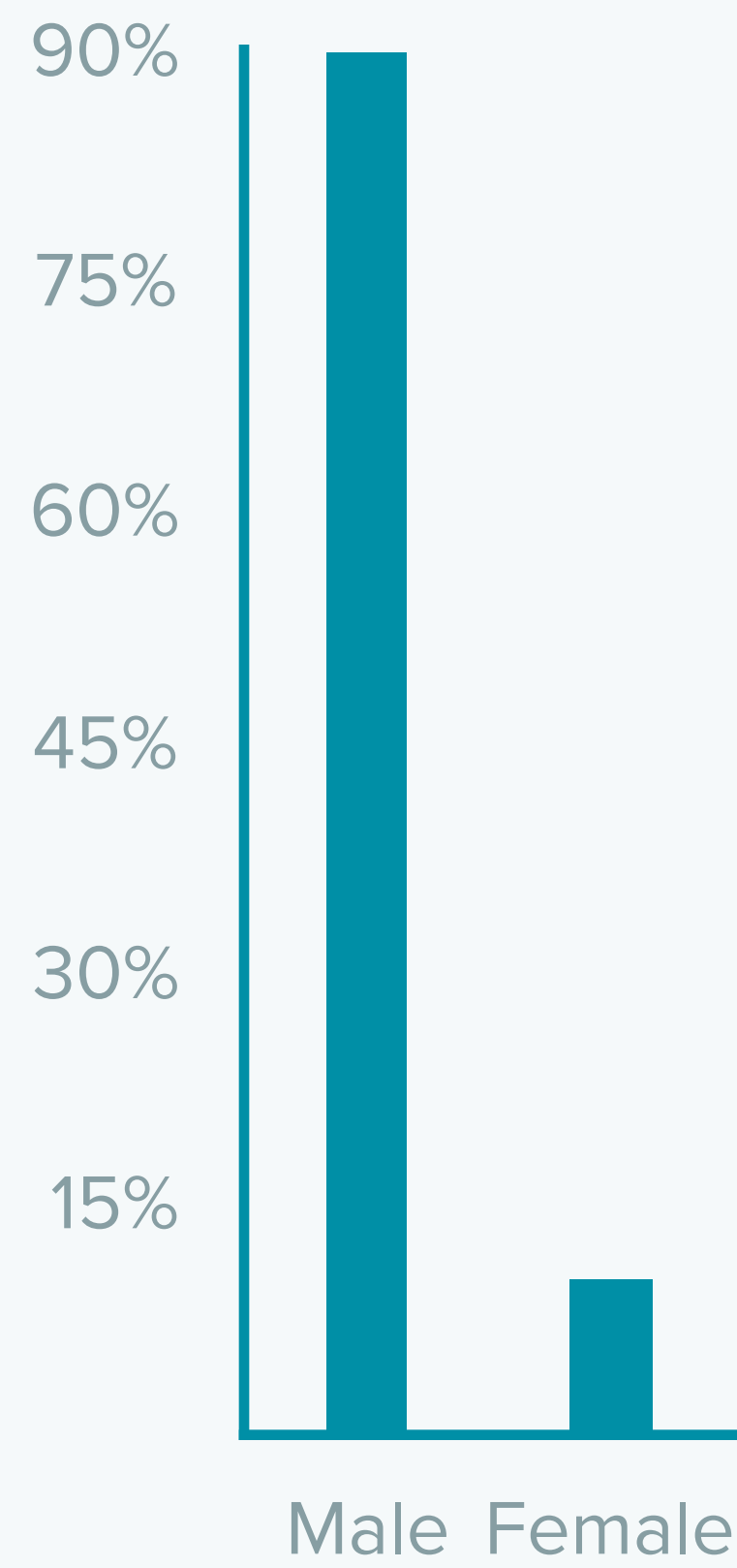


Registered Users (leads)



ICustomers

Q2 2015





The competition

4

I Robo-Competitors

Digital discretionary businesses have exploded in the past 3 years in USA attracting a lot of interest from customers and investors and are starting to appear in Europe





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