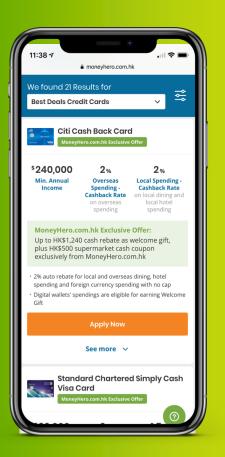
# M@neyHero Group

Nasdaq: MNY

## **Investor Presentation**

April 2024

# Empowering and connecting people to a better financial future



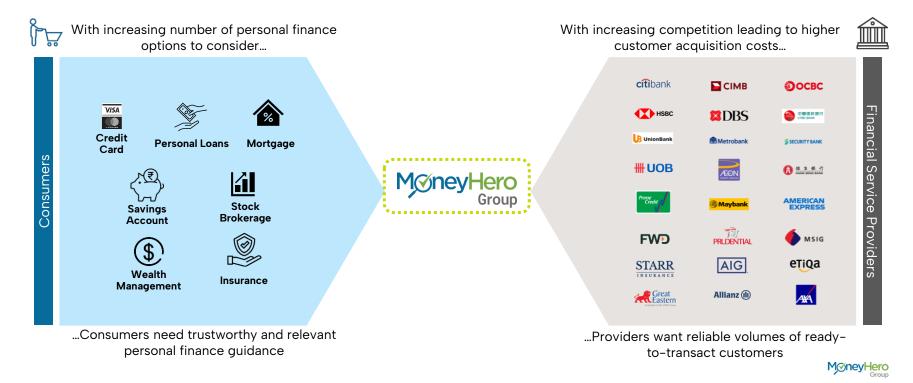
## MoneyHero Group connects people to a better financial future

Our mission at MoneyHero Group is to make all of life's financial decisions a time saving and rewarding experience

We educate people about personal finance, help them decide which products are best suited for their needs, and facilitate getting the product

We connect financial institutions with their target customers and help them achieve their customer acquisition objectives

# Product innovation and competition drives consumers to look for trusted sources of information to compare and decide



## Our business

Simplifying financial decisions through accessible content and trusted brands.

We connect users with financial products via intuitive comparison journeys, fostering loyalty through rewards.



Attract millions of users

Foster user loyalty through rewards

#### Investment thesis





Proven Scalable Business Model with Significant Runway

Near Term Path to Profitability Enabling Continued Future Investment for Growth

Large Addressable Market That is Growing via Digital Adoption of Product Distribution



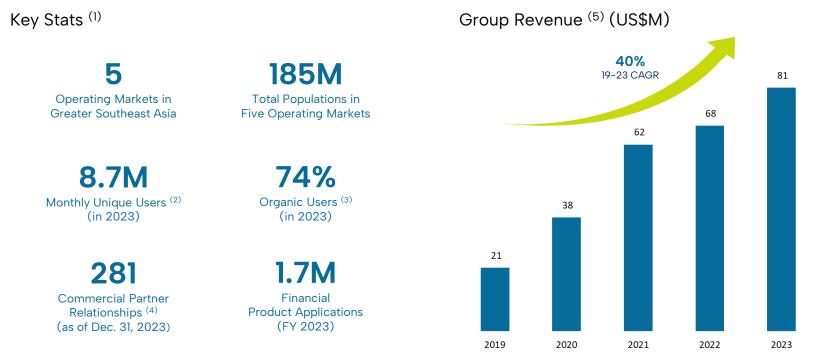
Opportunity to Further Cement Leadership Position via Inorganic Growth

A Market Leader In the Rapidly Expanding Greater Southeast Asia Market



World Class Management Team with Strong Institutional Backers

# MoneyHero Group is a market leading online financial comparison platform in Greater Southeast Asia



Notes

1. All stats exclude Thailand, which was closed in Q4 2022

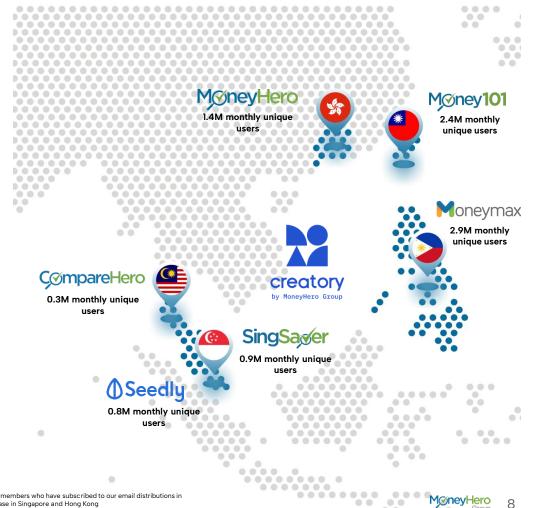
2. Monthly Unique User is a unique user with at least one session in a given month as determined by a unique device identifier from Google Analytics

- 3. Organic Users are users that visit our online platforms via all unpaid channels such as direct and organic search
- 4. Commercial partner relationships means having relationships with different lines of businesses within the same financial institution e.g. XYZ Bank CC business is one relationship and PL is another; decision making power and budget rests with the individual line of business

5. 2019-2022 audited financials of CompareAsia Group Capital Limited, prepared in accordance with IFRS; 2023 audited financials of MoneyHero Limited, prepared in accordance with IFRS

## 8.7M monthly unique users<sup>(1)</sup> and 5.3M members<sup>(2)</sup>

ENGAGE WITH OUR 7 BRANDS ACROSS 5 MARKETS

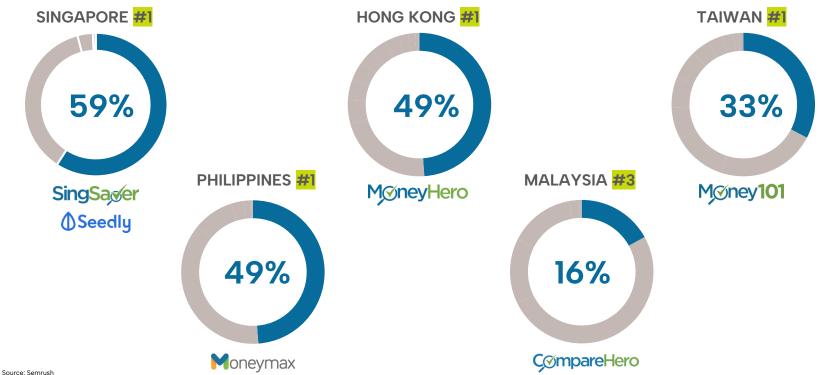


#### Notes:

1. Monthly Unique Users during FY 2023; members as of December 31, 2023

 MoneyHero Group Members include members who have login IDs with us in Singapore, Hong Kong and Taiwan, members who have subscribed to our email distributions in Singapore, Hong Kong, Philippines, Taiwan and Malaysia, and members who are registered in our rewards database in Singapore and Hong Kong

#### Our brands are trusted and hold leading market share



Note: Market share is based on 2022 total visit durations (time spent per visit multiplied by the number of visits) relative to that of key competitors in each market. Competitor set used HK: MoneySmart, FlyForMiles, Hong Kong Card, Planto, Groupbuya, Mr Miles, Flyday, Flyday, Flyday, Flyday, Flyday, Flyday, HKCashRebate, mReferral, Lendelal SG: MoneySmart, ValueChampion, PolicyPal, MoneyOwl | TW: iCard, Roo.Cash, Cardu, Ewdna, Finfo, Alphaloan, Creditcards.com, My83, MoneySmart | PH: iMoney, eComparemo, iChoose, Autodeal, Allthebestloans, Loanonline, UpFinance, Nook, Coolfinance | MY: Ringgitplus, LoanStreet, iMoney, Bjat, Policystreet, Fatberry.



# We operate in a large, high growth region that is digitally-enabled

## 185M Total Population

IN OUR FIVE OPERATING MARKETS IN 2022

700M+ in Greater Southeast Asia

## 92M Banked Population

#### IN OUR FIVE OPERATING MARKETS IN 2022

95-100% banked in SG, HK, TW, and Malaysia 44% banked in Philippines, growing at a 7.8% CAGR 2018-2022

## 4.7% Disposable Income Growth

CAGR 2023E-2028E IN OUR FIVE OPERATING MARKETS

**90%** Households with Smartphones

IN OUR FIVE OPERATING MARKETS IN 2022

70% of Population uses internet daily

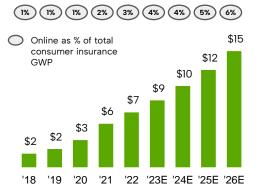


# Large addressable market of \$9B+ revenue opportunity<sup>(1)</sup> with strong underlying trends towards digital channels

#### Credit Cards Markets (2) Total card transactions (in billions) (17%) (18%) (18%) (17%) 17% (18%) (16%) 18% (19%) Card transaction as % of 51 48 total transactions 44 36 32 29 '19 '20 '21 '22 '23E '24E '25E '26E '18

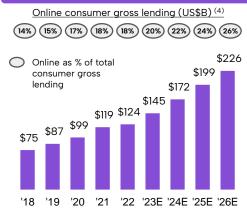
- Total **44B** card transactions and total **107M** credit cards in circulation in 2023E
- No. of card transactions grew at +9% CAGR 2018-22 and is expected to grow at +6% CAGR 2023E-26E
- At a churn rate of 10% of cards in circulation and 5% YoY increase in cards in circulation, implies \$2B+ revenue opportunity (assuming an average pricing per approval by market)<sup>(1)</sup>

#### Consumer Insurance Markets <sup>(2)</sup> Online consumer insurance GWP (US\$B) <sup>(3)</sup>



- Consumer insurance GWP: \$221B in 2023E (\$193B Life, \$28B General (\$490M Travel)), out of which 4% was driven online (\$9B in size)
- \$9B online consumer insurance GWP implies **\$2B+** revenue opportunity (assuming an average commission rate of 25% of GWP) <sup>(1)</sup>
- Online consumer insurance GWP grew at <mark>+42%</mark> CAGR 2018-22 and is expected to grow at <mark>+20%</mark> CAGR 2023E-26E

#### Consumer Lending Markets (2)



- Total consumer lending: \$725B in 2023E, out of which 20% was driven online (\$145B in size)
- Online consumer lending grew at +13% CAGR 2018-22 and is expected to grow at +16% CAGR 2023E-26E
- Based on average loan size and pricing per approval by market, implies \$58+ revenue opportunity <sup>(1)</sup>

Notes:

- 2. Markets include Singapore, Hong Kong, Philippines, Taiwan and Malaysia
- 3. Consumer insurance GWP refers to the gross written premium aggregated across life insurance and general insurance



Source: Euromonitor, MoneyHero

<sup>1.</sup> Revenue opportunities are based on the assessment of MoneyHero Group; it only includes credit cards, consumer insurance, and consumer lending and does not cover the entire verticals of MoneyHero Group

<sup>4.</sup> Consumer gross lending is the total value of loans advanced by all small medium sized enterprise loans and consumer loans in a given year; exclude B2B (business loans), C2B (e.g. corporate bonds), C2C (e.g. cash loans)

### Our business pillars



Our platforms provide free, comprehensive information across 1,500+ financial products, including credit cards, personal loans, various insurance products, mortgages, and other financial products, for our users to search for, compare, discuss and make informed decisions Creatory expands our ecosystem and user reach by providing our digital technology solutions to third-party online channel partners and content creators, enabling them to monetize their user base through our existing relationships with financial institutions

5 Markets in Greater Southeast Asia

Total Traffic in FY 2023

8.7M Monthly Unique Users <sup>(2)</sup> 360+ Content & Channel Partners 17% Revenue Contribution in FY 2023

Notes:

1. All stats exclude Thailand, which was closed in Q4 2022

Monthly Unique Users during FY 2023

### MoneyHero's financial products platform

MoneyHero attracts high-quality users through creative content and innovative tools, while delivering high and reliable volumes of new customers to our financial product partners

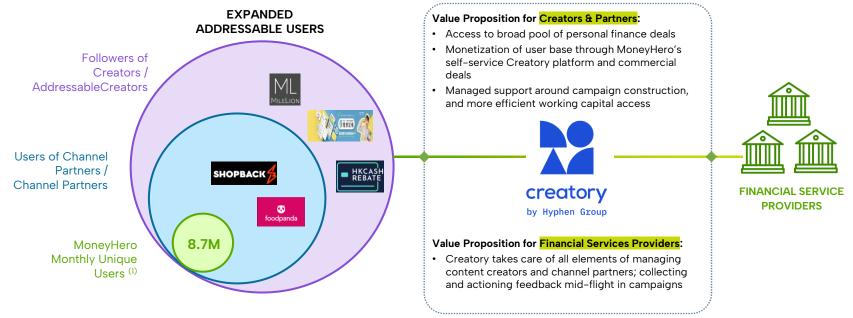


3. As of December 31, 2023; Commercial partner relationships means having relationships with different lines of businesses within the same financial institution e.g. XYZ Bank CC business is one relationship and PL is another; decision making power and budget rests with the individual line of business

4. In FY 2023

### Creatory expands MoneyHero's reach by capturing and converting 3rd party traffic sources

Creatory is MoneyHero's B2B service offering – enabling digital businesses to monetize their user base through MoneyHero's commercial partnerships



Notes: 1 Monthly Unique Users during FY 2023

### Our Executive Officers and Board of Directors



**OFFICERS** 

- **ROHITH MURTHY** CEO Joined in 2015
- Previously held various senior digital banking roles at Citibank, Standard Chartered Bank and Siam Commercial Bank



 Previously CFO & COO at CMCC Global, Director at Perella Weinberg Partners in financial and strategic advisory, and M&A at Lazard

SHAUN KRAFT

CFO & COO

Joined in 2015



- SHRAVAN THAKUR Joined in 2021
- Previously held leadership roles at American Express, and PricewaterhouseCoopers in the Telecom consulting business



**ROHITH MURTHY** CEO MoneyHero Group



**KENNETH CHAN** SVP PCG Group

**BOARD OF** DIRECTORS



MARC SYZ CEO, Managing Partner, SYZ Capital



SUSANNA LEE Former Managing Director American Express



**DANIEL WANG** Founder, CIO Brianna Capital (Asia)

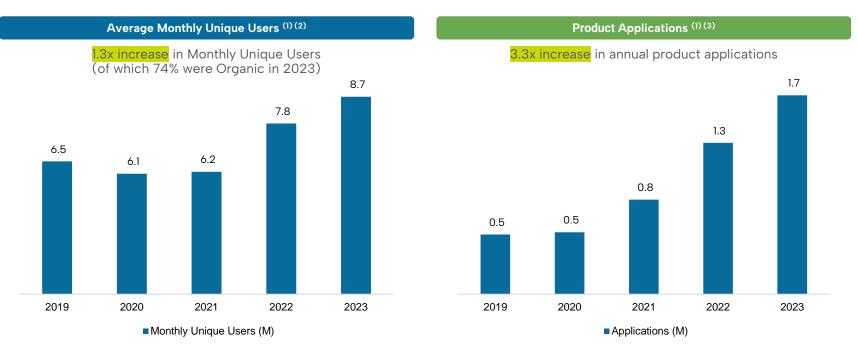


## Financials (MoneyHero Group Standalone)



# Proven track record of delivering value to MoneyHero users and financial services providers

Growth in monthly unique users and improving conversion rates drive higher application volumes



Notes:

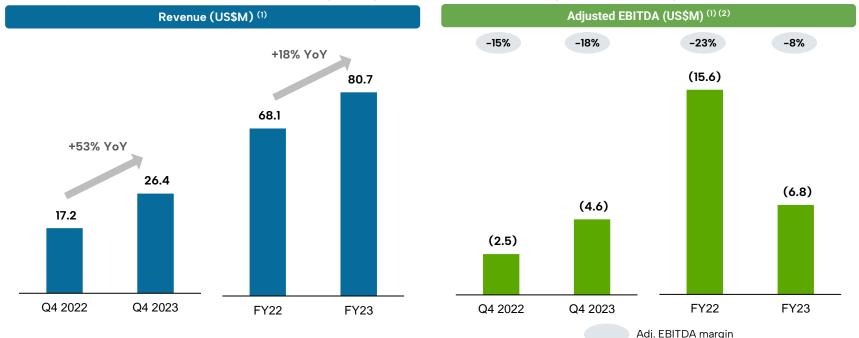
1 All stats exclude Thailand, which was closed in Q4 2022

2 Average monthly unique users refer to the average of monthly unique users for the year or period stated

3 Total number of product applications for the year or period stated

### Group revenue and EBITDA

Revenue increased 53% YoY in Q4, and 18% YoY in FY 2023 while improving Adj. EBITDA loss to US\$(6.8)m in 2023 from US\$(15.6)m in 2022; Adj. EBITDA loss increased in Q4'23 driven by strategic investments into marketing and customer acquisition



#### Notes:

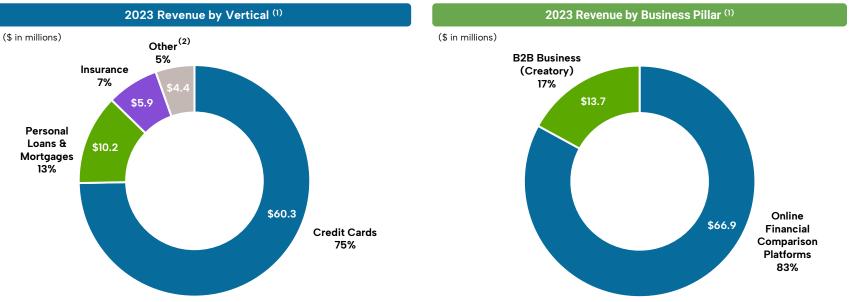
1 FY 2022 figures are the group audited financials of CompareAsia Group Capital Limited, prepared in accordance with IFRS; FY 2023 and quarterly figures are the group audited financials of MoneyHero Limited, prepared in accordance with IFRS

2 Adjusted EBITDA is a non-IFRS financial measure defined as loss for year/period plus depreciation and amortization, interest income, finance costs, income tax expenses/(credit), impairments of assets when the impairment is the result of an isolated, non-recurring event, equity-settled share option and share-based payment expenses, other long-term employee benefits expenses, employee severance expenses, transaction expenses including certain one-off audit and legal fees, change is in fair value of financial instruments, gain on derecopition of convertible loan and bridge loan, unrealized foreign exchange loss minus government subsidies

MoneyHero Group 18

### Revenue by product vertical and business pillar

Credit Cards is our largest vertical today and has enabled strong growth in our member base. Diversification into other products, e.g., insurance which is our strongest growth vertical, presents the opportunity to strengthen margin and profitability



Notes:

1 Figures based on group audited financials of MoneyHero Limited, prepared in accordance with IFRS

2 Other includes bank account, stock brokerage, wealth management, and Seedly

### Revenue and segment profitability by market

Strong 2023 YoY revenue growth achieved in "Developed Markets" of Singapore (+37%) and Hong Kong (+21%); Emerging Markets revenue contribution increased to 18% in 2023 from 8% in 2020



#### Notes:

1. 2019-2022 audited financials of CompareAsia Group Capital Limited, prepared in accordance with IFRS; 2023 audited financials of MoneyHero Limited, prepared in accordance with IFRS

1 Emerging markets include Philippines, Malaysia, and Thailand market. We ceased our operations in Thailand in 2022

2 Segment income / (loss) is total gain or loss for the period (revenue minus all costs and expenses)



## Appendix



### Non-IFRS adjusted EBITDA reconciliation

	For the Three Month December 31		For the Year Ended December 31,		
_	2023	2022		2022	
	(US\$ in thousan	ds)	(US\$ in thousands)		<ul> <li>Meaningful improvement in Adjusted</li> </ul>
Loss for the period	(94,296)	(2,849)	(172,601)	(49,442)	EBITDA in 2023, from \$(15.6)M in FY
Tax expenses/(credit)	3	6	63	(252)	2022 to \$(6.8)M in FY 2023 as a
Depreciation and amortization	3,563	1,478	7,165	4,789	result of targeted cost actions the
Interest income	(679)	(19)	(873)	(28)	prioritization of operating loss
Finance costs	13,657	1,003	19,028	7,801	phontization of operating loss
EBIIDA	(77,752)	(380)	(147,217)	(37,132)	Finance costs associated with interest
Non-cash items:					expense on MoneyHero's previous
Changes in fair value of financial instruments	(123)	(134)	57,333	1,101	loan liability; at the end of October
Impairment of goodwill	-	289	-	4,383	
Impairment of other intangible assets	3,106	(53)	3,106	1,451	2023, MoneyHero made a voluntary
Share-based payment arising from employee share option scheme	5,653	7,983	6,629	14,431	prepayment of all its outstanding loan
Unrealized foreign exchange differences, net	(4,763)	(7,349)	(895)	3,389	notes
Listing and other non-recurring strategic exercises related items:					
Equity settled share-based payment arising from listing	67,027	-	67,027	<b>&gt;</b>	<ul> <li>Share-based payment on listing of</li> </ul>
Equity settled share-based payment arising from professional services in relation to listing	500	-	500	-	\$67.0M associated with share-based
Transaction expenses	1,739	638	6,643	1,139	payments to effect the merger with
Gain on derecognition of convertible loan and bridge loan	-	(0)	-	(135)	Bridgetown Holdings
Equity-settled share-based payment expense arising from other fundraising activities	-	882	-	882	Bhagetown Holdings
Other non-recurring items:					Changes in fair value of financial
Government subsidies	(30)	(83)	(79)	(734)	instruments increased from \$1.1M in
Other long-term employee benefits expense/(credit)	0	(4,614)	110	(4,951)	2022 to \$57.3M in 2023 due to an
Employee severance expenses	(0)	308	1	528	
Adjusted EBITDA	(4,643)	(2,512)	(6,842)	(15,648)	increase in fair value of warrant liabilities and the derivative
Revenue	26,397	17,237	80,671	68,132	components of Loan Notes, which
Adjusted EBITDA	(4,643)	(2,512)	(6,842)	(15,648)	
Adjusted EBIIDA Margin	(17.6)%	(14.6)%	(8.5)%	(23.0)%	were settled in Q4

Notes: 1

Adjusted EBITDA is a non-IFRS financial measure defined as loss for year/period plus depreciation and amortization, interest income, finance costs, income tax expenses/(credit), impairments of assets, equity-settled share option and sharebased payment expenses, other long-term employee benefits expense/(credit), employee severance expenses, transaction expenses, changes on fair value of financial instruments, gain on derecognition of convertible loan and bridge loan. unrealized foreign exchange loss minus government subsidies which are mainly COVID-related

### Standalone P&L of MoneyHero Group (CompareAsia Group Capital Limited)

	For the Three Months Ended December 31,				For the Year Ended December 31.		
-	2023	2022	% YoY	2023	2022	% YoY	
-	(US\$ in thousands, except loss per share)						
Revenue	26,397	17,237	53%	80,671	68,132	18%	
Costs and expenses:							
Cost of revenue	(17,601)	(8,120)	117%	(43,930)	(33,881)	30%	
Advertising and marketing expenses	(5,111)	(3,246)	57%	(16,245)	(16,473)	(1)%	
Technology costs	(4,451)	(1,876)	137%	(9,522)	(6,554)	45%	
Employee benefit expenses	(10,536)	(9,081)	16%	(24,931)	(34,290)	(27)%	
General, administrative and other operating expense	(7,863)	(3,433)	129%	(16,725)	(13,855)	21%	
Foreign exchange differences, net	4,802	7,164	(33)%	657	(4,052)	(116)%	
Operating loss	(14,362)	(1,355)	960%	(30,026)	(40,973)	(27)%	
Other income/(expenses):						( )	
Other income	631	(619)	(202)%	878	182	383%	
Share-based payment on listing	(67,027)	· - ′	. ,	(67,027)	-		
Finance costs	(13,657)	(1,003)	1.262%	(19,028)	(7,801)	144%	
Changes in fair value of financial instruments	123	134	(8)%	(57,333)	(1,101)	5,105%	
Loss before tax	(94,293)	(2,843)	3,217%	(172,538)	(49,694)	247%	
Income tax (expense)/credit	(3)	(6)	(47)%	(63)	252	(125)%	
Loss for the year/period	(94,296)	(2,849)	3.210%	(172,601)	(49,442)	249%	
Other comprehensive (loss)/income	(- , ,	( //		( ) )			
Other comprehensive (loss)/income that may be reclassified to profit or loss in subsequent periods (net of tax):							
Exchange differences on translation of foreign operations	(4,098)	(5,696)	(28)%	(820)	3,088	(127)%	
Other comprehensive (loss)/income that will not be reclassified to profit or loss in subsequent periods (net of tax):							
Remeasurement (loss)/gains on defined benefit plan	(9)	(16)	(44)%	(30)	42	(171)%	
Other comprehensive (loss)/income, net of tax	(4,107)	(5,711)	(28)%	(850)	3,130	(127)%	
Total comprehensive loss for the year/period, net of tax	(98,403)	(8,560)	1,050%	(173,451)	(46,312)	275%	
Loss per share attributable to ordinary equity holders of the parent							
Basic and diluted	(2.8)	(2.2)	24%	(17.9)	(102.4)	(83)%	

FY 2022 figures are the group audited financials of CompareAsia Group Capital Limited, prepared in accordance with IFRS; FY 2023 and quarterly figures are the group audited financials of MoneyHero Limited, prepared in accordance with IFRS

# Standalone Balance Sheet of MoneyHero Group (CompareAsia Group Capital Limited)

	As of 31 December 2023	As of 31 December 2022
	(US\$ in the	ousands)
NON-CURRENT ASSETS		
Other intangible assets	7,294	14,407
Property and equipment	190	294
Right-of-use assets	590	778
Deposits	26	129
Total non-current assets	8,100	15,608
CURRENT ASSETS		
Accounts receivable	17,236	9,684
Contract assets	16,025	11,140
Prepayments, deposits and other receivables	4,855	3,524
Tax recoverable	0	22
Pledged bank deposits	189	196
Cash and cash equivalents	68,641	24,078
Total current assets	106,947	48,644
CURRENT LIABILITIES		
Accounts payable	23,840	16,654
Other payables and accruals	9,382	6,553
Other derivative financial instruments	· · · · · · · · · · · · · · · · · · ·	2,796
Warrant liabilities	1,840	12,449
Lease liabilities	575	493
Provisions	72	66
Total current liabilities	35.708	39.011
NET CURRENT ASSETS	71,239	9,633
TOTAL ASSETS LESS CURRENT LIABILITIES	79,339	25,241
NON-CURRENT LIABILITIES		
Lease liabilities	31	293
Other payables		209
Interest-bearing borrowings	- · · · ·	8,745
Deferred tax liabilities	29	36
Provisions	194	136
Total non-current liabilities	255	9,419
Net assets	79,084	15,822
EQUITY		
Issued capital	4	2
Reserves	79,080	15,820

1 Financial position as of 31 December 2022 is based on group audited financials of CompareAsia Group Capital Limited; financial position as of 31 December 2023 is based on group audited financials of MoneyHero Limited

#### Forward-Looking Statements

This document includes "forward-looking statements" within the meaning of the United States federal securities laws and also contains certain financial forecasts and projections. All statements other than statements of historical fact contained in this communication, including, but not limited to, statements as to future results of operations and financial position, objectives of management for future operations of MoneyHero Limited (the "Company"), market size and growth opportunities, are forward-looking statements. Some of these forward-looking statements can be identified by the use of forward-looking words, including "outlook," "believes," "expects," "potential," "continues," "may," "will," "should," "could," "seeks," "predicts," "intends," "trends," "plans," "estimates," "anticipates" or the negative version of these words or other comparable words. All forward-looking statements are based upon estimates and forecasts and reflect the views, assumptions, expectations, and opinions of the Company, which are all subject to change due to various factors including, without limitation, changes in general economic conditions. Any such estimates, assumptions, expectations, forecasts, views or opinions, whether or not identified in this communication, should be regarded as indicative, preliminary and for illustrative purposes only and should not be relied upon as being necessarily indicative of future results.

The forward-looking statements and financial forecasts and projections contained in this communication are subject to a number of factors, risks and uncertainties. Potential risks and uncertainties that could cause the actual results to differ materially from those expressed or implied by forward-looking statements include, but are not limited to, changes in business, market, financial, political and legal conditions; risk relating to the uncertainty of the projected financial information with respect to the Company; the Company's ability to attract new and retain existing customers in a cost effective manner; competitive pressures in and any disruption to the industry in which the Company and its subsidiaries (the "Group") operate; the Group's ability to achieve profitability despite a history of losses; and the Group's ability to implement its growth strategies and manage its growth; the Group's ability to meet consumer expectations; the success of the Group's new product or service offerings; the Group's ability to attract traffic to its websites; the Group's internal controls; fluctuations in foreign currency exchange rates; the Group's ability to raise capital; media coverage of the Group; the Group; the Group; sability to obtain adequate insurance coverage; changes in the regulatory environments (such as anti-trust laws, foreign ownership restrictions and tax regimes) and general economic conditions in the countries in which the Group operates; the Group's ability to attract and retain management and skilled employees; the impact of the COVID-19 pandemic or any other pandemic on the business of the Group; the success of the Group's strategic investments and acquisitions, changes in the Group's relationship with its current customers, suppliers and service providers; disruptions to the Group's information technology systems and networks; the Group's ability to grow and protect its brand and the Group's reputation; the Group's ability to protect its intellectual property; changes in regulation and other contingencies; the Group's ability to achieve tax efficiencies of its corporate structure and intercompany arrangements; potential and future litigation that the Group may be involved in; and unanticipated losses, write-downs or write-offs, restructuring and impairment or other charges, taxes or other liabilities that may be incurred or required and technological advancements in the Group's industry. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in the "Risk Factors" section of the Company's registration statement on Form F-4 (the " Registration Statement"), which was declared effective by the U.S. Securities and Exchange Commission (the "SEC") on September 26, 2023, and other documents to be filed by the Company from time to time with the SEC. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. In addition, there may be additional risks that the Company currently does not know, or that the Company currently believes are immaterial, that could also cause actual results to differ from those contained in the forward-looking statements. Forward-looking statements reflect the Company's expectations, plans, projections or forecasts of future events and view. If any of the risks materialize or the Company's assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements.

Forward-looking statements speak only as of the date they are made. The Company anticipates that subsequent events and developments may cause their assessments to change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so, except as required by law. The inclusion of any statement in this document does not constitute an admission by the Company or any other person that the events or circumstances described in such statement are material. These forward-looking statements should not be relied upon as representing the Company's assessments as of any date subsequent to the date of this document. Accordingly, undue reliance should not be placed upon the forward-looking statements. In addition, the analyses of the Company contained herein are not, and do not purport to be, appraisals of the securities, assets or business of the Company.

#### Industry and Market Data

This document contains information, estimates and other statistical data derived from third party sources and/or industry or general publications. Such information involves a number of assumptions and limitations, and you are cautioned not to place undue weight on such estimates. The Company has not independently verified such third-party information and makes no representation as to the accuracy of such third-party information.



