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Tim Hong

Hey everyone. I am really excited to walk you through some of our latest releases and how we're expanding our offerings. Since I last gave an update just over a year ago, our machine learning recommendation algorithms are even more robust than before, personalizing the experience every day for every one of our users based on their finances, credit, behaviors, interests and more.

Our latest features not only drive tremendous engagement and cross-sell but also deepen interactions sharing an organic growth amongst our community of users and creators. Let me walk you through how we are able to achieve that.

At the center of every MoneyLion customer's experience is discovery. With our trending feed of the most relevant insights and content as well as curated playlists just for you. Jumping in, here we have some of our latest original content, the Money Huddle starring leading social media financing influencer Austin Hankwitz who has millions of views and likes on Tik Tok. He's talking to Edward Woodford, the CEO of Zero Hash about FTX. Let's listen in.

Edward Woodford

So there is going to be a lot of dissection of this over the years to come. I think a lot of this started from bad corporate governance effectively crypto assets at the retail platform that is not meant to take risk.

Tim Hong

Our algorithms know that this kind of content is right up my alley not only because of indicated interest in crypto but also because it knows my holdings as well. But I'm not one dimensional either. I'm interested in timely content that helps me have a great holidays and manage my budget.

I'm a big fan of Mikey Taylor's content so I can learn from someone like him about how I can approach the holidays differently. From MoneyLion it is not all about video content either. With our rich data, we're redefining the notion of advice. Apparently I've spent over 500 dollars on Amazon the last few days. Here I can see my latest transactions and at the end of the day understand where my money is going without digging for this information. Think about what finances have been in the past but still are today. Charts and spreadsheets. We know that's not how we or the vast majority of consumers think, learn or take action. In fact, MoneyLion takes what is more like a behavioral economics approach to fulfilling our mission to rewire the financial system. That knowledge is not enough. You need to inspire folks to take action as well. That's why personalization is so key. What inspires someone to take action is different for everyone.

I'm getting some more Austin content here. Let's take a look.

Austin Hankwitz

As you know, Amazon is a multinational company. They sell products across five continents in twenty countries. During the last three months Amazon generated 127 billion dollars in total revenue. In North America, it was about eighty billion, international revenue was 28 billion and AWS was 21 billion. But pay attention to this international revenue, this 28 billion because when you make money overseas you have to convert it back to US dollars and this can get tricky because the United States dollar right now is really strong compared to other currencies. For example it's up seventeen percent year to date against the euro, fifteen percent year to date against the Australian dollar and nine percent year to date against the Indian rupee. During this exchange part of this international revenue is where Amazon lost five billion dollars because by the time they made money outside the United States then converted it back to United States dollar that money they made had lost five billion dollars in value.

Tim Hong

So this is the power of the MoneyLion platform. The engagement of entertainment, the inspiration that comes with knowledge combined with the tools to take action. This is my watch list where I can keep track of my holdings in other stocks I have my eye on. This feature and others give MoneyLion multiple touch points to converse with our users every day. Whether that's because of the change in my holdings or new content that is relevant to me. I can dive in deeper on Amazon checking out its tear sheet with its price, how much I've invested and the latest news. I'm also excited to show you our new single stock capabilities coming out soon where in a few clicks I can buy whatever amount of Amazon I want seamlessly and instantly. We've seen incredible traction with our strategy. Overall engagement rates from Q2 2022 to Q3 2022 are up three x. Users everyday are engaging with MoneyLion and taking action.

Unknown

For a cup of coffee, a medium, I didn't even get a large My God, can I say no? Can I argue the price?

Unknown

For a cup of coffee, a medium, I didn't even get a large My God, can I say no? Can I argue the price? Is it worth it to close a credit card? Usually I say no. The main benefits of closing a credit card is that there is some kind of annual fee that you would no longer have to pay it. But closing your credit card can tank your credit score especially if you have had that credit card for years. This is because it lowers your average age of accounts and it can lower your overall credit line so that you might bring your revolving utilization to over thirty percent. That's why it is so important to make sure that you have a credit card that you want for life when you open a credit card account.

Tim Hong

Every day I'm getting the best of my world of money. Everything that matters to me and the ability to take action on it from the palm of my hand. So that can include a home affordability calculation that uses my actual income, credit score and location but I can also shop and apply for pre-approved personalized offers through partners straight from inside the app. In each of these examples, we're delivering incredible convenience for our users and high conversion rates for our partners by using our data to identify consumers with precise targeting and high relevance. So that's our trending feed powered by our recommendation algorithms driven by the data tools and functionality of MoneyLion.

Given the popularity and resonance of our content, we're very excited to share with you playlists, our newly introduced curated collection of MoneyLion original series, topic driven content bundles and timely advice. Playlists are constantly changing with the latest content and topics. Here's one on holiday money hacks. Each playlist is here to deepen engagement with the user and make sure that they can dive into a topic of their choosing. Engagement here is part of our behavioral understanding of our customer. The fact that someone's engaging in holiday money hacks helps us to target trending topics more effectively. We've selected each of these from our library of tens of thousands of pieces of content and hundreds of creator partnerships to highlight the most engaging and on point advice.

Unknown

I bought the new iPhone as an early Christmas gift to myself. This was around a thousand dollars which is my entire paycheck but... Well, why don't you wait seventy two hours before making that purchase? Wait seventy two hours, what will that do? This is most likely an impulse buy. On average we make up to twelve impulse buys...

Unknown

It is somehow that time of year again so let's talk about spending money on Christmas presents and how to budget for them. Christmas is not supposed to put you into a feeling of financial distress and if you're feeling this way there are some things that can help. Not everyone that you've ever met in your entire life needs a Christmas present.

Tim Hong

Here's also where you can see a selection of MoneyLion original series. One of my favorites is No Stupid Questions featuring Brandon Copeland a former NFL linebacker who is making a real impact on the world with his financial literacy seminars at Penn and who we've partnered with on content as well as MoneyLion University.

Brandon Copeland

What's up MoneyLion? I'm Brandon Copeland aka Professor Copeland. I played in the NFL for nearly a decade and I'm also a money expert. I'm here to answer your questions because when it comes to money there are no stupid questions. Mazzieroars asks: What's a surefire way to make passive income? Thanks for your question Mazzieroars. I wish I had a guaranteed way to make passive income for you but if I did I wouldn't be standing here shooting this for you right now. Just kidding. Just kidding. Passive income is basically an income stream that is on the side. It is usually automatic and that is why we call it passive. It requires minimum effort. It's like we have Pat Mahomes on your fantasy football team. You set him and you forget him. And as always, I'm not giving you financial advice but one way to earn some extra income is to invest in stocks that offer dividends. A dividend is a payment you receive from a company when you invest in them.

Tim Hong

What we found really engages, educates and inspires is straightforward, clear content that puts a face to finance. We're launching with an initial set of playlists on our users' most requested topics including how to improve your credit, pay down debt and grow savings. But we'll be coming out with even more playlists to cover every money topic and even opening up playlist curation to our users in the future so

they can create their own. Most of all we're leveraging a key ethos that how consumers learn in this day and age has fundamentally changed. With something like how to deal with inflation sometimes it's not about spreadsheets and budgets but about packaging advice in a way that consumers want.

Various

Do you believe that the current inflation will last forever? No. Definitely not. I feel like the economy is crashing right now. Is there anything that you're no longer purchasing because of inflation? At this point the whole grocery list is piling up. Chicken wings. Chicken wings. I will not buy chicken wings. How has inflation affected your lifestyle? It made me more of how much stuff costs, like I'm checking every single thing when I'm buying. I definitely started checking like all the prices that I've been buying. Is there anything that you will always buy no matter what the inflation is? A roof over my head. Drinks for my friend's man. I'll like to stop buying stuff for myself but if it's making other people happy. Do we count?

Tim Hong

So that's playlist. One of our newest features and something we're really excited to introduce to our customers. I want to end on an area where we've seen massive growth over the past few years. MoneyLion is the only money app you'll need. Not just because of our breadth of advice and content but also because customers have the world of financial and non-financial products at their fingertips.

Much like Amazon is built on AWS, the MoneyLion marketplace is powered by the enterprise side of our business providing a rich synergy between our B2B and B2C efforts. Our approach is simple. For consumers, provide the best and most relevant products and offers that enable them to earn more, save more and spend and borrow smarter. For brands, engage with consumer audiences with unheard of targeting precision and personalization. Let's show how we're able to do this. Just like our trending feed we discussed earlier, machine-learning recommendation algorithms, first party data are at the core of how we target and personalize. Just like before we were using bank transactions, credit behavior and interest data as inputs into which offers might be relevant. This includes both first party products as well as third party products. Brands compensate MoneyLion for the access we provide to our customers. It is frequently on a CPA or per conversion basis. The breadth and depth of the marketplace are some of the reasons why we've found success. By simply swiping across, users can access any number of categories for their needs including gig and earning opportunities, ways they can invest in themselves with education and the opportunities to ensure what they value for less.

I'm particularly excited by our traction in the automotive category. In our transactions data comprising of millions of connected accounts we're seeing that for the average consumer auto expenses from gas to insurance to car payments have increased significantly. With MoneyLion, users can easily connect real-time GPS telematics to optimize their driving and lower their costs. We've gamified safe and fuel efficient driving with a driver score based on your braking, acceleration and other key indicators. Even better, with user consent, these telematics can be seamlessly passed to car insurance providers to earn discounts on your monthly rate. This is just one of the ways that the MoneyLion marketplace is helping our users every time they money. But offers don't just live here.

As mentioned before, we've integrated ad and offer serving capabilities seamlessly throughout the app. To give you one example from earlier, the most relevant and high value offers are often highlighted in the user's trending feed like we have here. And our playlists provide additional inventory for highly

contextual placements. Here's one from our earlier inflation playlist placed in sequence to drive engagement.

Various

Have you all seen what BUC-ee's is paying their employees? Eighteen dollars an hour minimum and its paid weekly, no experience. Do you believe that the current inflation will last forever? You're being... Hey. Can I ask why my phone bill is getting so expensive? Good morning sir, let me take a look. Yeah, it looks like we raised prices... Hey guys, you won't believe how we got these new smart phones for free. They're so gorgeous. Including service, data and hotspot.

Tim Hong

We've found that our customers love these offers. With engagement levels at or above our averages and certainly well above what you might see on traditional platforms. It's this contextualization that combines content with action that provides incredible value to the user and enhances our ability to cross sell and monetize. So that's the MoneyLion marketplace. Well, I didn't cover them today, our first party products like RoarMoney, Instacash, CreditBuilder Plus and Investing remain incredibly impactful for consumers and a critical part of our strategy to both engage and transact with our customer. The common themes here are the power of our community of users and creators, content personalization that leverages all the power of AI and our data and ultimately our ability to bridge inspiration to action with our embedded marketplaces and the synergies between our enterprise and consumer businesses.

I want to leave everyone with one final announcement. I'm incredibly excited to reveal that over the coming months we'll be rolling out the newest evolution of our premium membership. In it, members will have exclusives they can't get anywhere else. Benefits like cash back offers, even better marketplace and financial products, daily and weekly giveaways and opportunities to engage directly with influencers, with live events and AMAs. Best of all, members will have access to the best of MoneyLion for only \$9.99 a month. That's less than streaming services and it's incredible value for our consumer. I can't wait for everyone to check it out. With that, I'll pass it back to our next speaker.