



AUTONOMOUS FINANCE

Briefing for SEC

November 2021



Incorporated in 2011

Privately held; Backed by Viola Ventures, Sequoia Capital, Lightspeed Ventures, Nyca Partners & Warburg Pincus PE

Offices: Tel Aviv, New York, London, Singapore, Tokyo, Sydney

of FIs: ~70

of employees: ~250



Silver at
RACE TO THE TOP
2019



Personetics at a glance

- Personetics is the global leader in **data driven personalization** and customer engagement in Financial Services
- We strive to actualize a world of **Self-Driving Finance** where FIs proactively act on behalf of their customers to deepen relationships
- We partner with Financial Institutions to re-invent value delivery by integrating automated intelligence to every **customer interaction**, driving significant business impact

Personetics serves some of the most digital progressive national, regional, and community banks globally



Working with 6 of the top 12 banks in the NA/EU

100MM+

Serving over 100 million customers worldwide

48B+

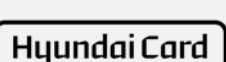
Customer transactions analyzed

8B+

Personalized customer interactions



4.5+ Star customer rating



Customers seek support to accomplish “jobs to be done”



Increased competition to meet needs

Jobs to be Done



Trillion Dollar Nationals

Bank of America



CHASE

Wealth & Insurance



Morgan Stanley



Neobanks, fintechs

chime Revolut

SoFi Marcus:
by Goldman Sachs

Retailers and Big Tech



Open Banking -> Open Finance

Open Finance creates transparency and ease of data sharing

Jobs to be Done



Trillion Dollar Nationals



Neobanks, fintechs



Wealth & Insurance



Retailers and Big Tech



Open Banking -> Open Finance

Open Banking Regulatory and Market driven models exist globally, and hold clues to the evolution of NA market



**Government
Mandated**

**UK, India,
South Korea,
Australia, Brazil**



UK Learnings

- Regulatory impact: GDPR & PSD2
- Ability to view data and ability to interact (e.g. move money)
- Willingness to share data doubled when value is evident
- 50% of SMBs using some form of Open Banking



Brazil Learnings

- Q1: Open Finance – cards, investments
- Impacting both banks and broader FI's
- Ability to Interact with Money (money movement)

Today the burden of decision making and action is left to consumers

Watch your money grow with Auto Savings

You decide how much and how often you want to save. With Auto Savings, transfers will occur from your checking to your savings or money market account - automatically, eliminating much of the discipline of saving money. With Auto Savings, you can even avoid the monthly service charge for your [Standard Savings](#)^[1].



Automatic transfers

Grow your savings with transfers from your checking into your savings **at the amount and frequency you choose.**



Direct deposit

Have a portion of your paycheck deposited directly into your savings account.



Keep the Change®

Use your Bank of America® debit card and we'll round up purchases to the nearest dollar and deposit the change into your savings account.¹

How to set-up Auto Savings

Sign on to Online Banking and follow these 3 simple steps.

1. Select Transfer Funds from the top navigation.
2. Then, Select Between My PNC Accounts.
3. **Select accounts, frequency and amount to set up the transfer between your PNC Checking and PNC Savings accounts.**



What is autonomous finance?

“ Algorithm-driven services that make financial decisions and take actions on a customer’s behalf ”

Source: Forrester

Customer segments have different needs and expectations when it comes to Autonomous finance

MASS MARKET



- Financial Education
- Build emergency savings
- Manage debt

MASS AFFLUENT



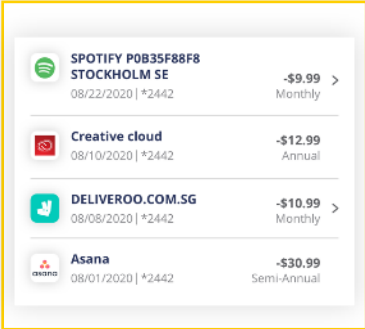
- Save for a goal
- Accelerate debt paydown
- Maximizing retirement contributions
- Achieve long term financial goals

AFFLUENT

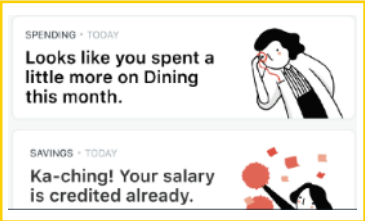


- Automated intelligence to advisors
- Minimize low interest money to manage expenses

Trajectory of Autonomous Finance



	SPOTIFY P0B35F88F8 STOCKHOLM SE 08/22/2020 *2442	-\$9.99 Monthly	>
	Creative cloud 08/10/2020 *2442	-\$12.99 Annual	
	DELIVEROO.COM.SG 08/08/2020 *2442	-\$10.99 Monthly	>
	Asana 08/01/2020 *2442	-\$30.99 Semi-Annual	

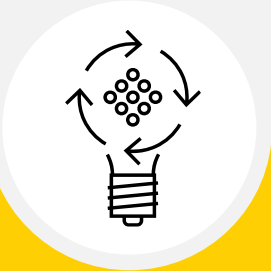


SPENDING - TODAY
Looks like you spent a little more on Dining this month.

SAVINGS - TODAY
Ka-ching! Your salary is credited already.



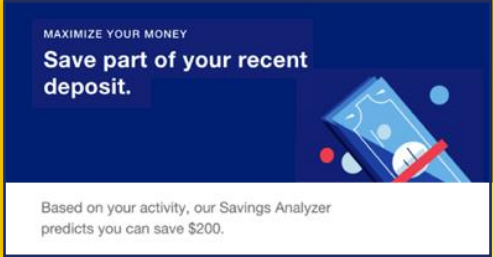
Data
What's happened?



Insights & Advice
What's important?
What should I do?

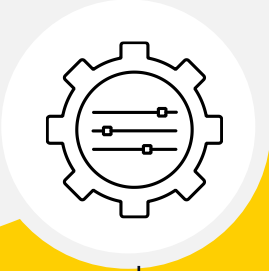


Connected Channels
Unified | Advice

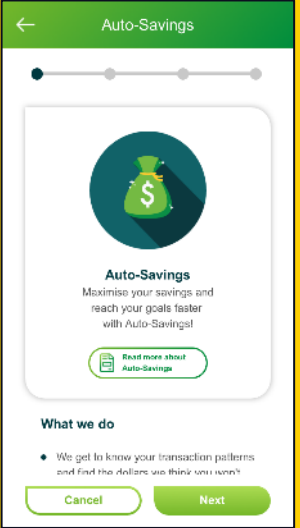


MAXIMIZE YOUR MONEY
Save part of your recent deposit.

Based on your activity, our Savings Analyzer predicts you can save \$200.



Autonomous
Do it for me!



Auto-Savings

Auto-Savings
Maximise your savings and reach your goals faster with Auto-Savings!

Read more about Auto-Savings

What we do

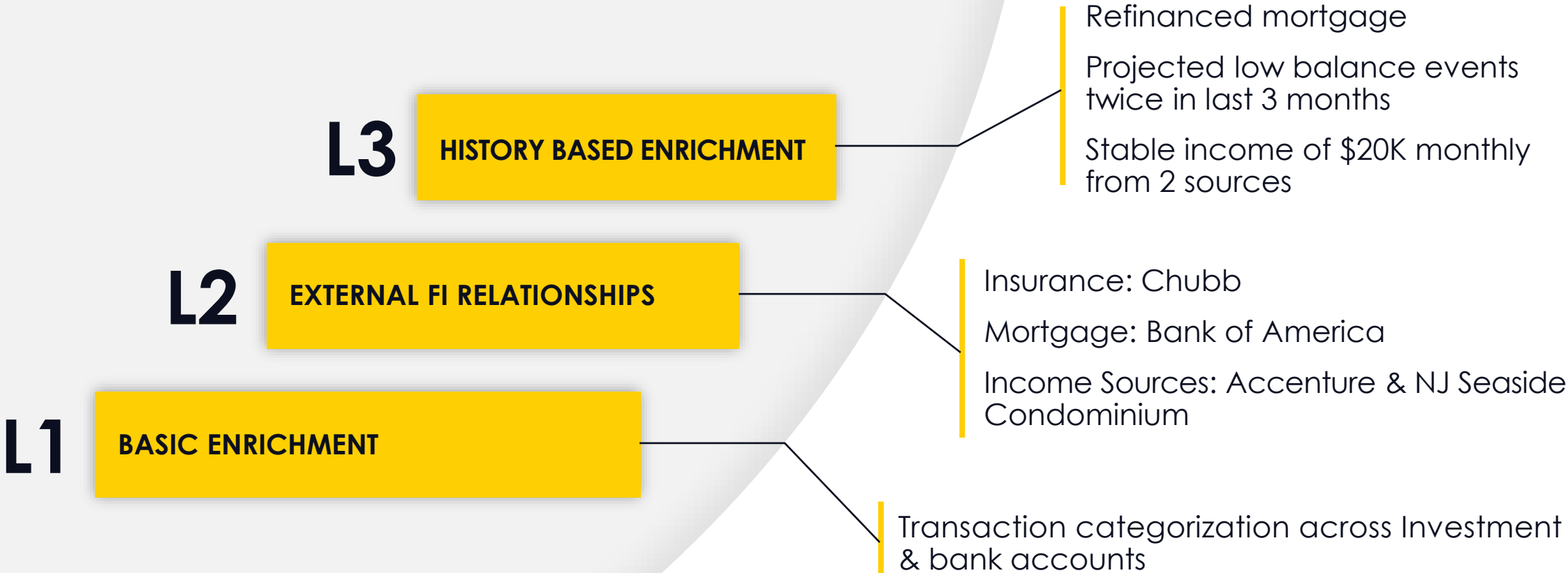
- We get to know your transaction patterns and find the dollars you aren't

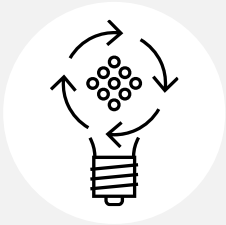
Cancel Next



Derived customer intelligence based on financial activity

Enrichment Level





Personalized Insights to stay on top of your banking & investments

• DEC 22 Deposit Delay

It seems that a payment from AIG annuity pmt hasn't been deposited



• 01/03

Dividend Deposit

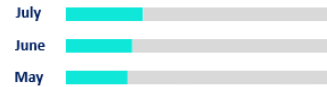
On 01.01.2021, a dividend from Pfizer, Inc was deposited into your account

01.01.2021		\$910.22
Dividend Date		Dividend Amount

• 01/03

Portfolio Currency Fluctuations

The value of foreign currency held holdings has reached 26% of total portfolio's value during this month



• 01/03 Portfolio Decrease

On 01.01.2021, the value of your portfolio has decreased by 0.14%



• DEC 22 Green your Portfolio

Diversify your portfolio with our green bonds offering.



11 JUN 2020

Refinance Your Mortgage

Get excellent rates on your current payment. Click below to set you meeting with out experts

↓ 2.1%



• 01/03

Upcoming Bond Coupon

On 02.01.2021, you are expected to receive a coupon payment from HKSAR bond

02.01.2021
Coupon Date

\$641.11
Expected Payment





Connected Channels: Unified Advice across channels

RELATIONSHIP MANAGER

CUSTOMER

Account Information:
Account Name: Daniel Loeb
Account Number: BAK8JYGF
Phone: +90-211-001-1234
Fax: +90-211-001-1234
Website: <http://www.wideworldimporters.com>
Parent Account:
Ticker Symbol: WHIK
Relationship Type:
Product Price List:

Financial Insights:
- **Investment Opportunity:** Recommend your client invest part of his or her recent \$6,000 deposit.
- **Tax efficient savings:** There's a potential tax benefit your client can take advantage of on this account.
- **Paycheck Deposits:** The client's paychecks have been deposited.
- **Easier Savings Transfers:** A manual transfer of \$22.02 was made to the client's savings account on 12/09/2018.

Investment Opportunity Modal:
Mr. Loeb likely has at least \$7,141 to invest
Taking into consideration expected activity and known assets, these funds could safely be put aside.
- **\$7,141** One-Time Spare amount
- **\$254** Monthly Spare amount
- **\$2,140** Net Cash Flow
Now is the most secure time to make a large investment. The balance in Account 1002 is usually highest on the 4th of the month.
[Open an Investment Account](#)

Description Modal:
Description: Aaron, call me back so we can discuss your estate planning
[Cancel](#) [Create Action](#)



INBOX

- JAN 03**
Estate Planning
Schedule a call with your advisor to discuss estate planning
- JAN 03**
New Investment Approach
Given your recent financial success, consider a guided investment account
- JAN 03**
Keep it up!
Your new 529 Education Savings account is growing. Today's a chance to boost it more.



Connected Channel: Promote Intelligence to Digital + Advisor



Recognize Customer Need

- Increased income deposits
- Purchasing at Baby Store
- Excess cash liquidity
- Advisor channel propensity



Digital Channel

Learn about 529 options; Save for a goal such as child's education

Set appointment to review portfolio with an advisor



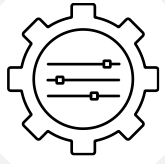
Relationship Manager Channel

Informed outreach with free Financial Checkup. Help customer set up an automated save/invest for baby's education.



Customer Data Platform

Marketing campaigns informed by life stage



Automated programs to meet different customer needs



Manage Debt

Pay down high interest outstanding debt to create borrowing power



Grow Investments

Allocate funds into long term tax advantaged or automated advisory accounts



Smart Budgets

Reduce monthly spending by creating budgets and guidance to stick to them



Save for Quarterly Taxes (SMB)

Automatic savings directed to state and federal taxes



Pay Yourself First

Safely save available income into Savings/ Investment accounts



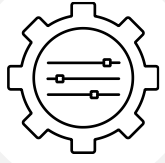
Automated Top-Up to Avert Low Balance

Automated transfers for multi-relationship clients



Automated Saving

Identify and transfer small amounts of money to a single savings account



Intelligent transfers to Begin Investing



← Smart investing

Introducing smart investing

Our free, automated solution can help you invest even more. Here's how it works:

- 🔍 We find small amounts of money in your checking account to safely put aside. (Don't worry – we'll never make a transfer that could cause an overdraft.)
- ↔️ We'll automatically make transfers to your Automated Investor account.
- 👍 That's it! Automated Investor continues to do the rest. And you can pause or stop at any time.

Your investing potential looks great!

We've analyzed your historical and upcoming spending patterns and are confident that you can transfer an average of **\$200** per month to your Automated Investor account.

TRANSFER FROM
Checking ...2345 (\$1,997)

TO
Automated Investor (\$10,000)

[Get started](#)

[Read FAQ](#)

← Smart investing

Nice job! Let's review your smart investing plan:

TRANSFER FROM
Checking...XXXX
Available balance \$X,XXX.XX

TRANSFER TO
Automated Investor...XXXX
Available balance \$X,XXX.XX

TARGET BALANCE
\$X,XXX.XX

ESTIMATED MONTHLY AMOUNT
\$XXX

Note: Transfers will continue after Target Balance has been reached. You can pause or stop transfers at any time.

[Start investing](#)

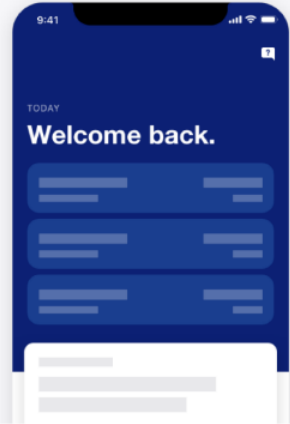
[Read FAQ](#)

[Cancel](#)

☰ Smart investing

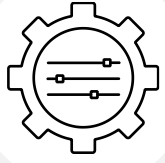
You're all set!

View and track transfers on your dashboard, and you'll receive notifications like the one below.

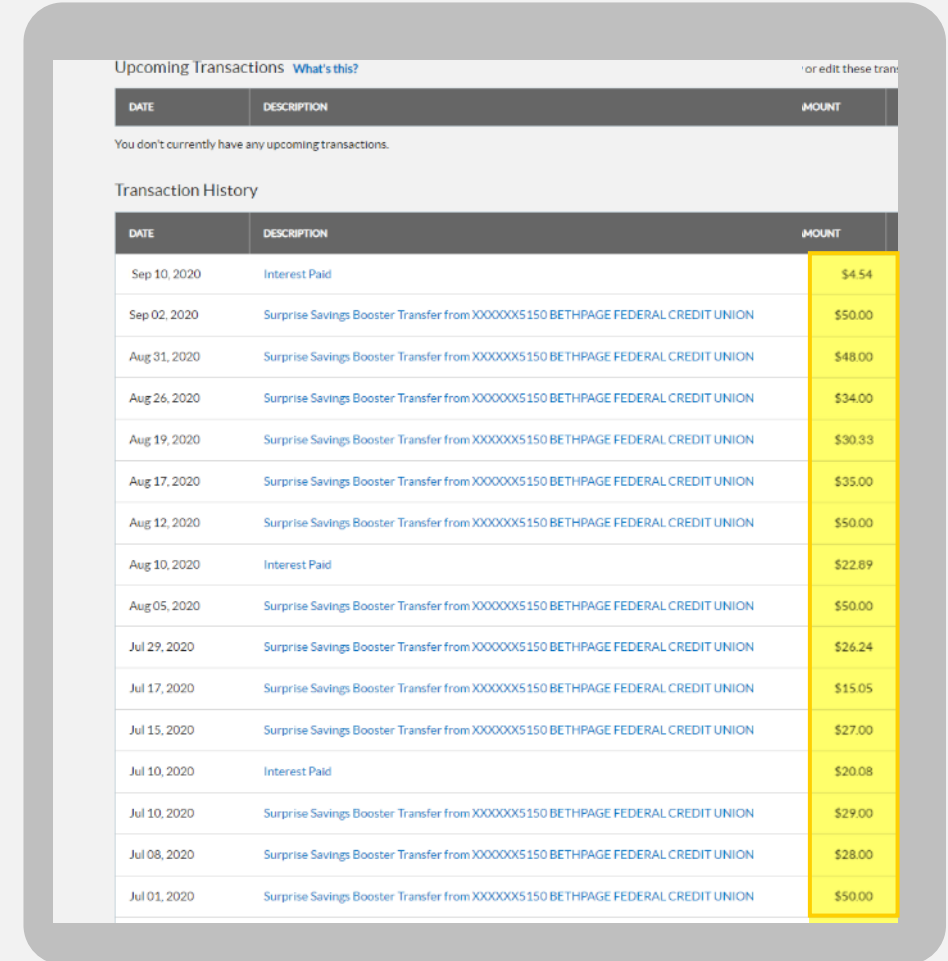
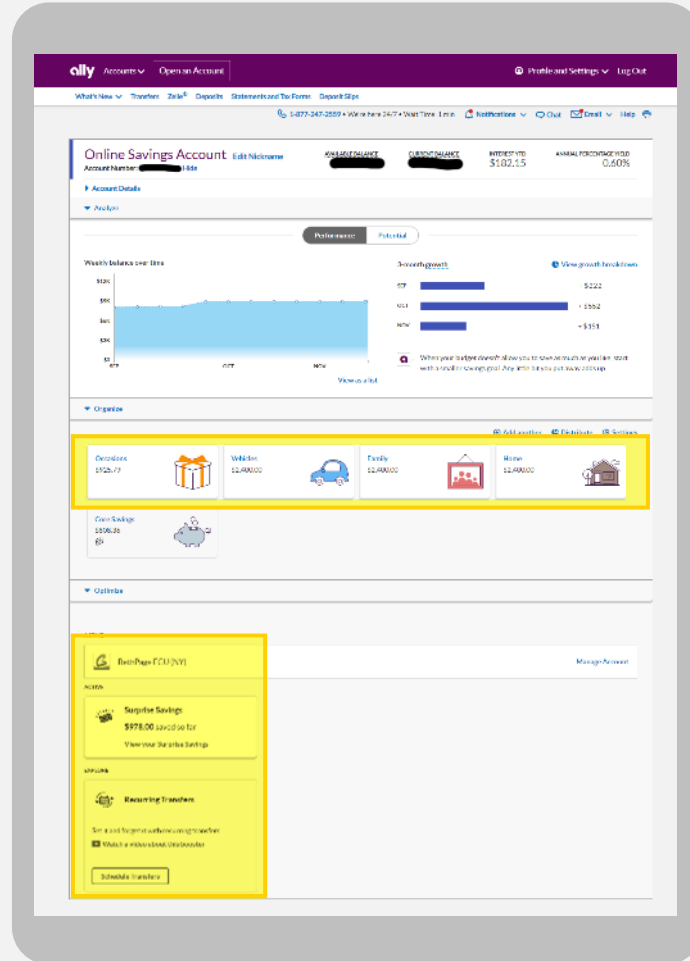
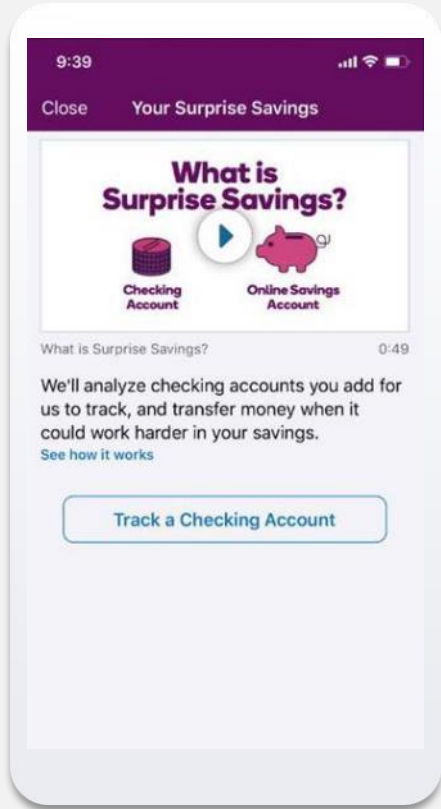


You can also pause or stop transfers at any time – just tap the savings progress card on your dashboard.

[Return to dashboard](#)



Surprise Savings saves on behalf of customers with internal/external source account



Data driven personalization drives impact on key business outcomes

25-40%

Customer Engage

Digital Engagement

Frequency, time spent

5-10%

New accounts & balances

Account & Balance Growth

Regular & Tax-free Savings accounts

+7pts NPS

4.4/5 Rating

Customer Experience

CSAT, NPS

5-8%

Improvement

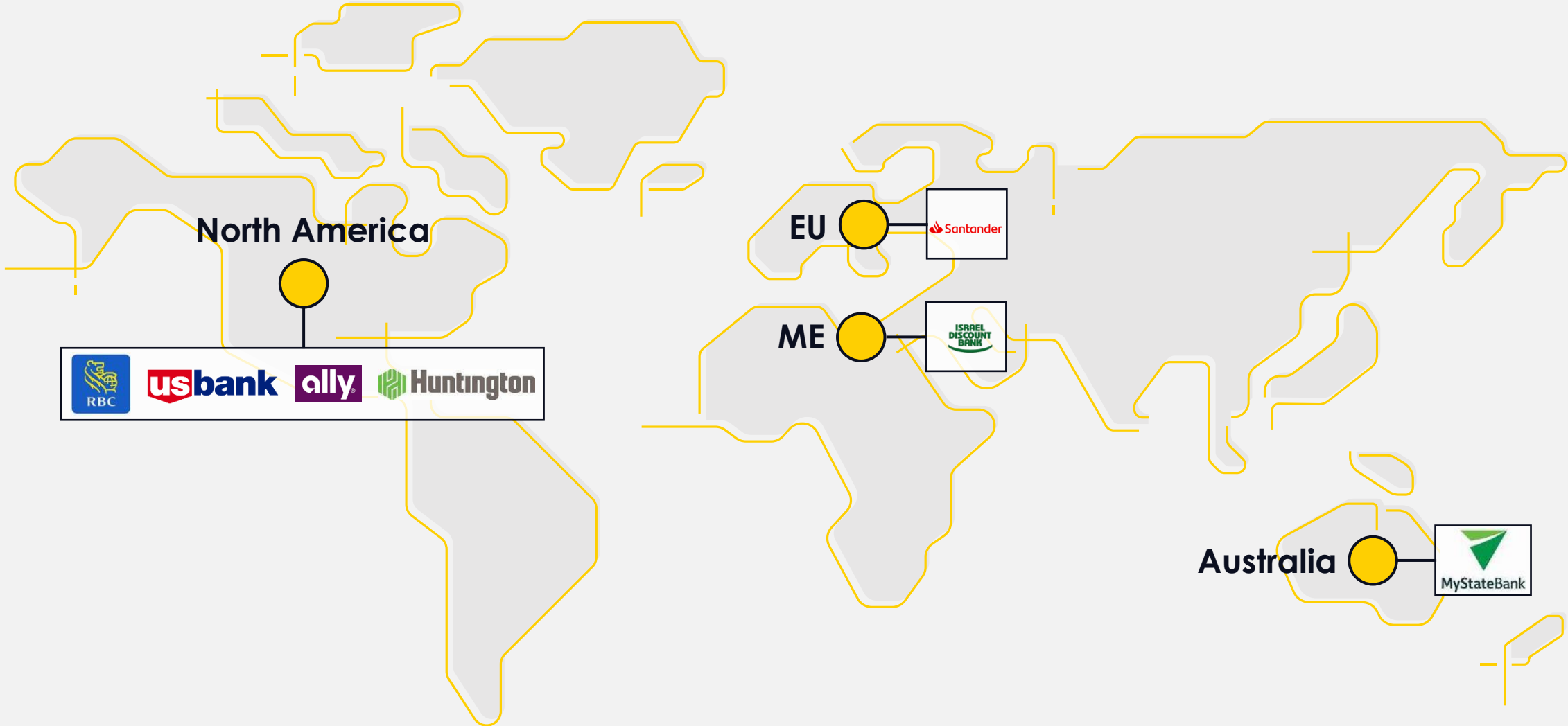
Retention

Retention rate of actively engaged in Insights

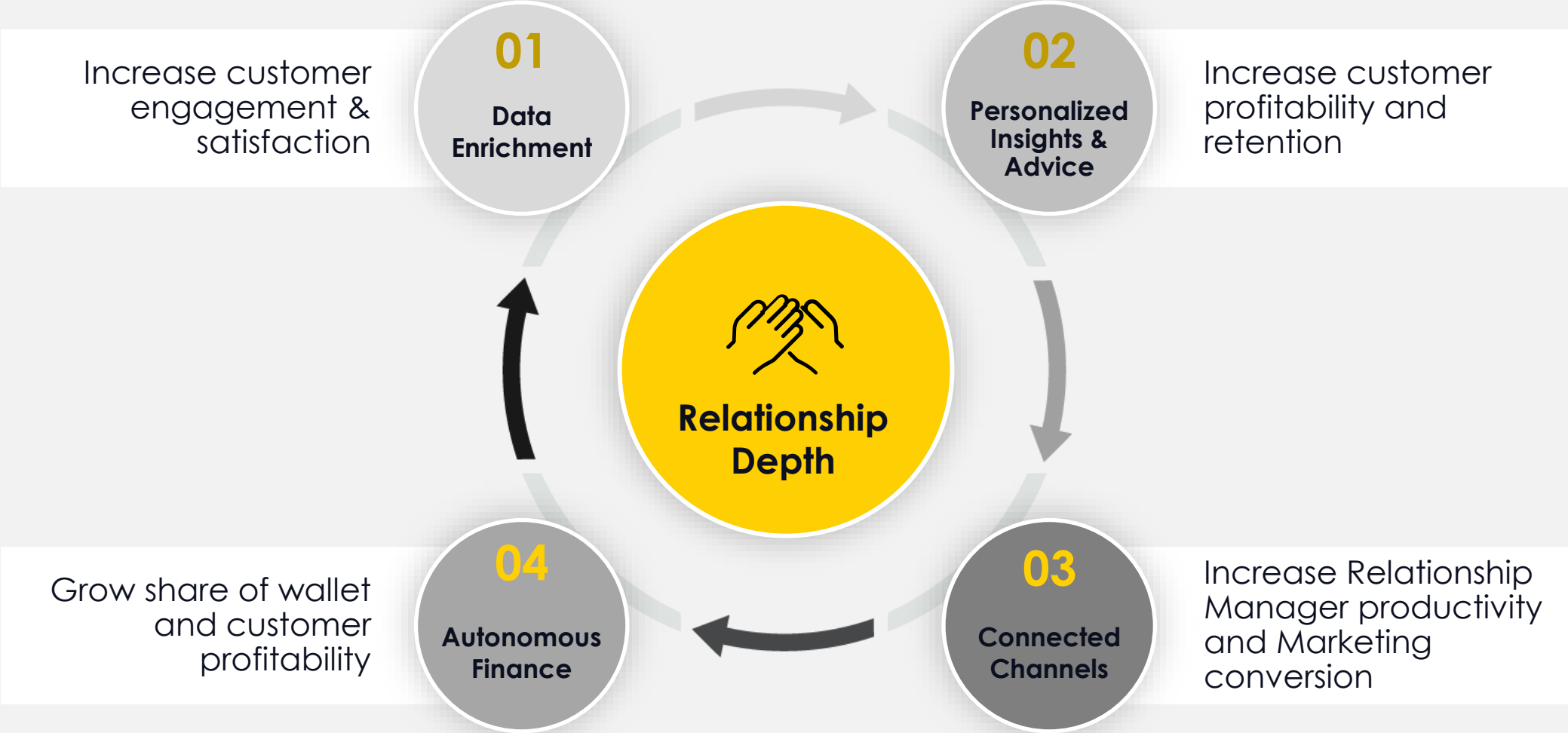
Privacy and operational controls fundamental to Automated Finance and Open Banking efficacy

- Structured data environment for ease of sharing and managing access
- Simplify and provide transparent customer consent
- Right to be forgotten
- Opt In to Automated Programs; Pause & Cancel
- Guarantee to not overdraft

Automated Savings/Investment solutions gaining traction in multiple markets



Data driven personalization can create a virtuous customer “fly wheel” for financial institutions



Thank You



Jody Bhagat

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in <https://www.linkedin.com/in/digitalbusinessgrower/>