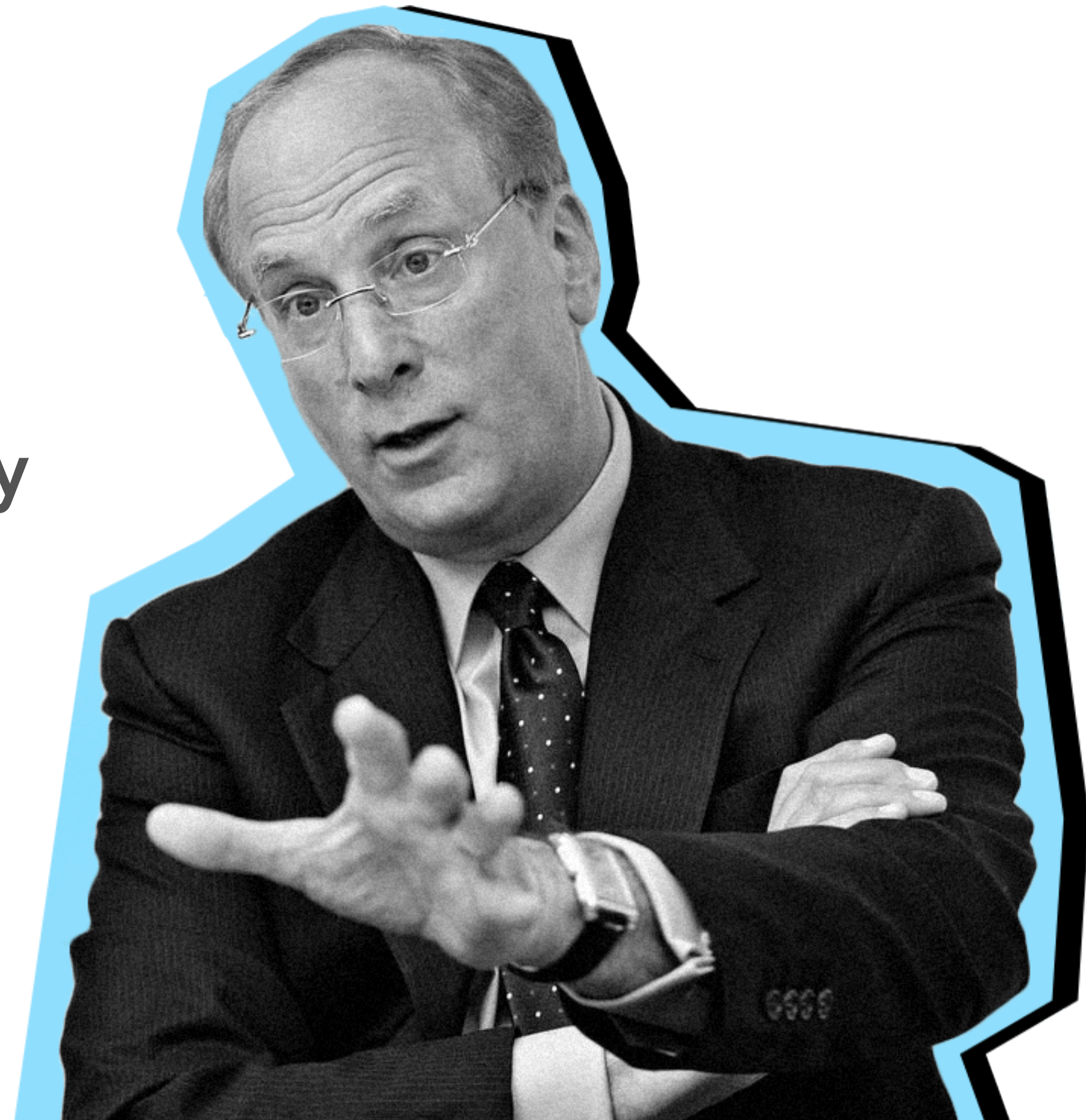


finimize.
from zero to invested

"I believe the biggest problem we have in the world is financial literacy. We need to use technology to embrace it."

Larry Fink, BlackRock CEO, October 2018



Finimize provides you with all the tools and information to be financially savvy – within minutes, for free.

Backed by high-profile investors. Team previously worked at Goldman Sachs, Bloomberg, Barclays, IBM.

Products include:



400,000
community

62%
actively invest already

\$120,000
average income

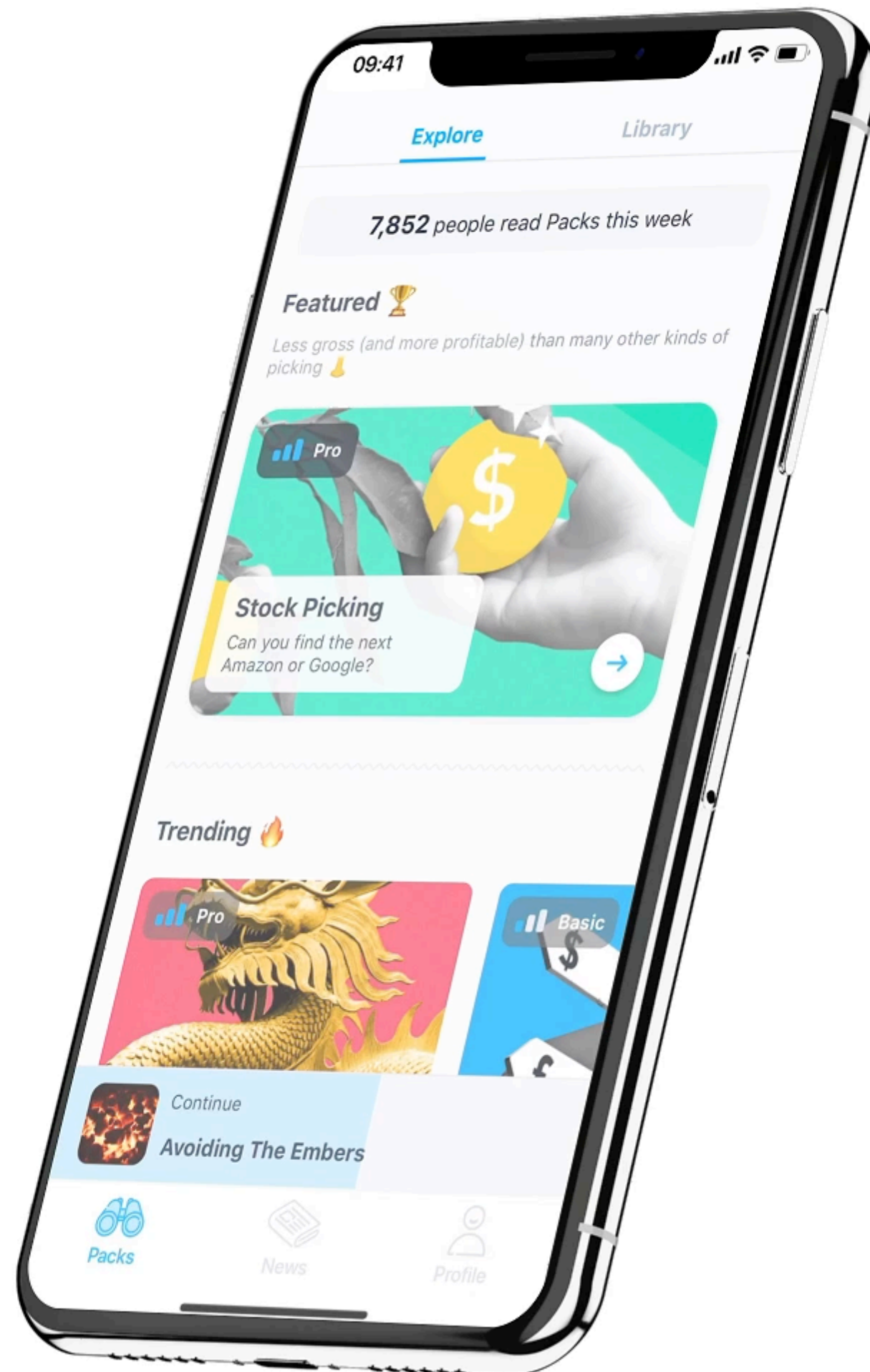
The Finimize Newsletter

A daily newsletter summarising the key financial and economic headline stories in 3 minutes. Written by our in-house editorial team comprised of experts from blue-chip organisations such as Goldman Sachs and Bloomberg. Punchy, engaging text; no complex jargon.

"Super digestible and well-written. A+"

Forbes

- **35%** average open rate



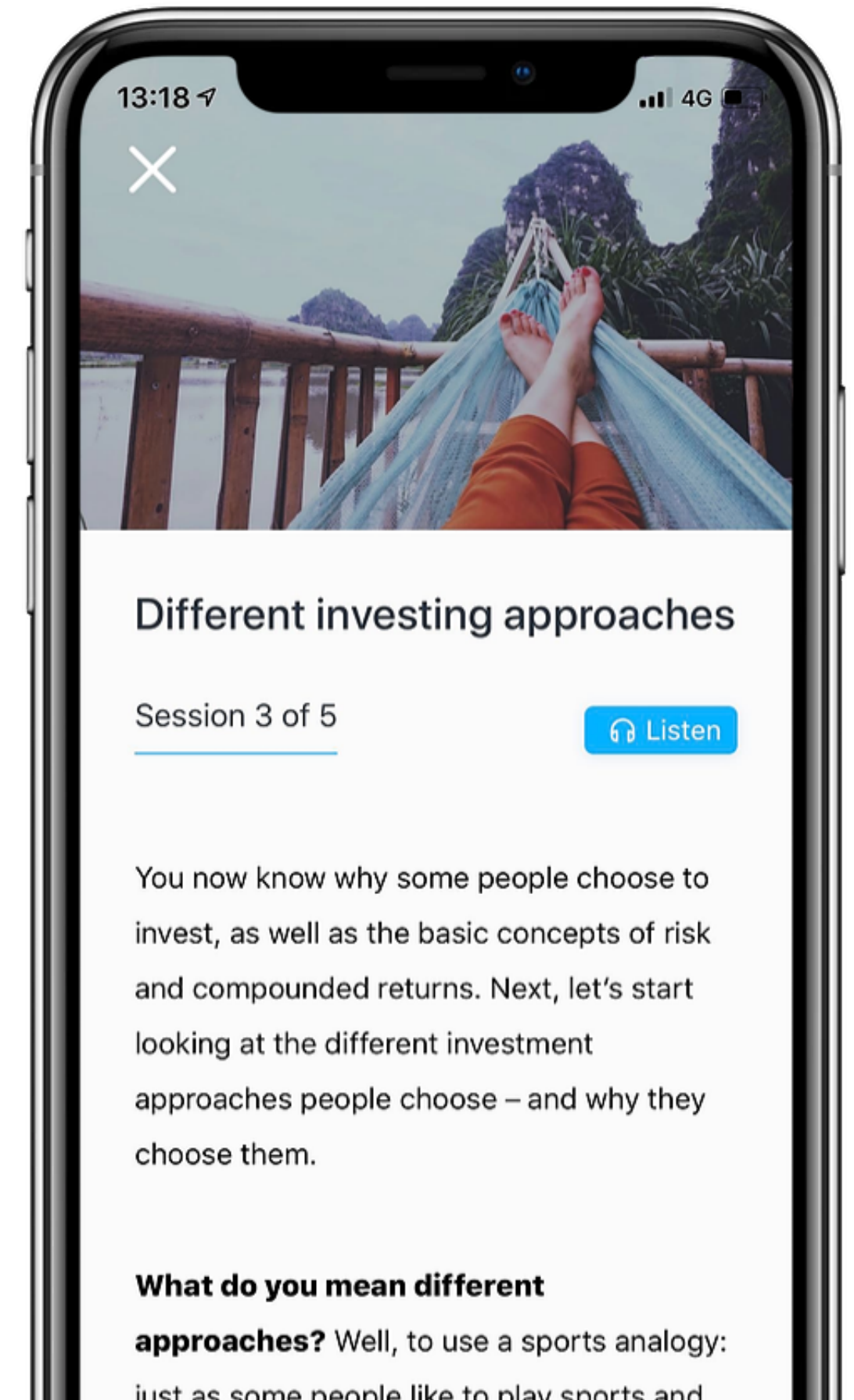
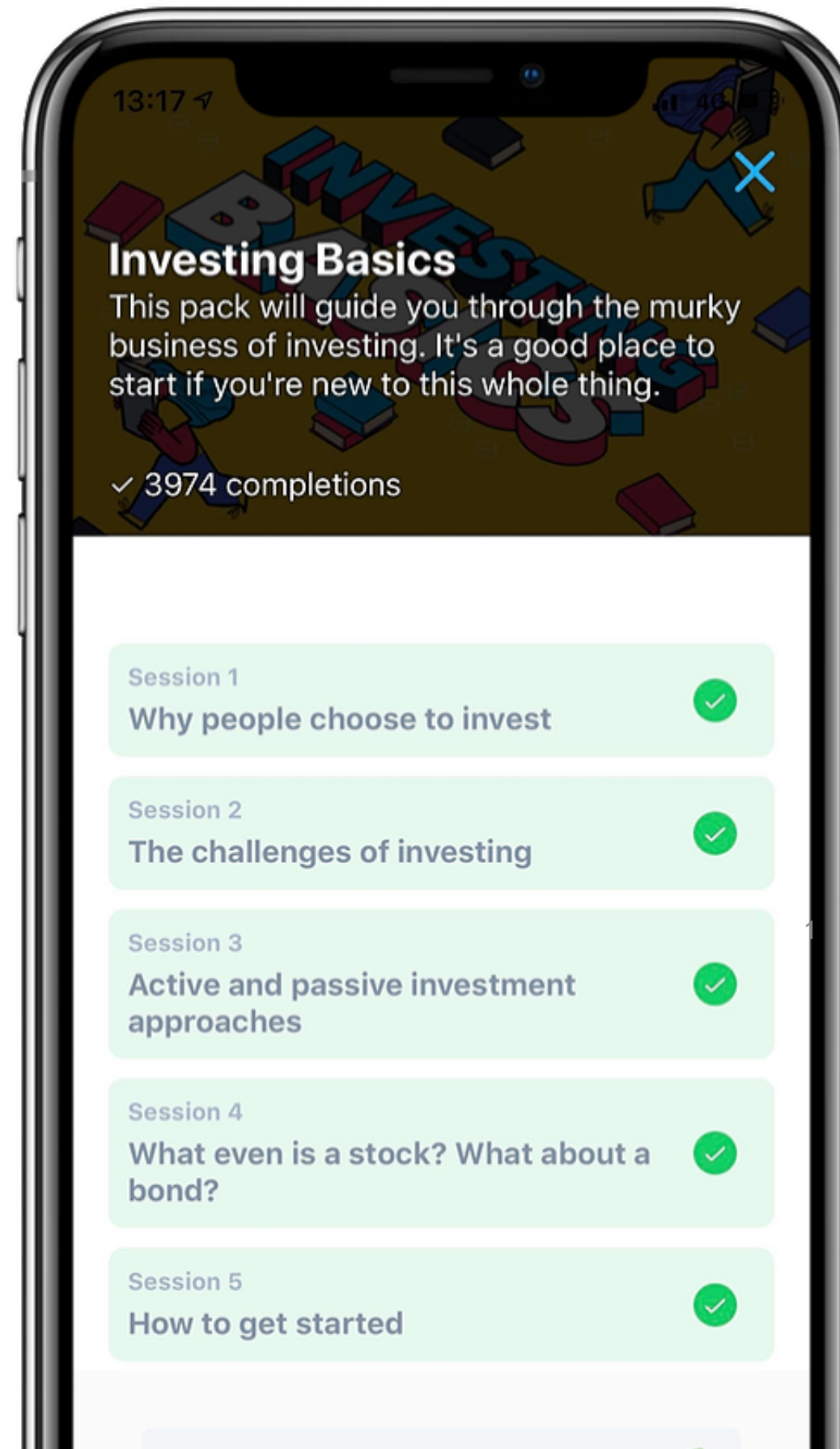
Understand Investing

Finimize Content Packs explain the fundamentals of investing and give insight in investing opportunities

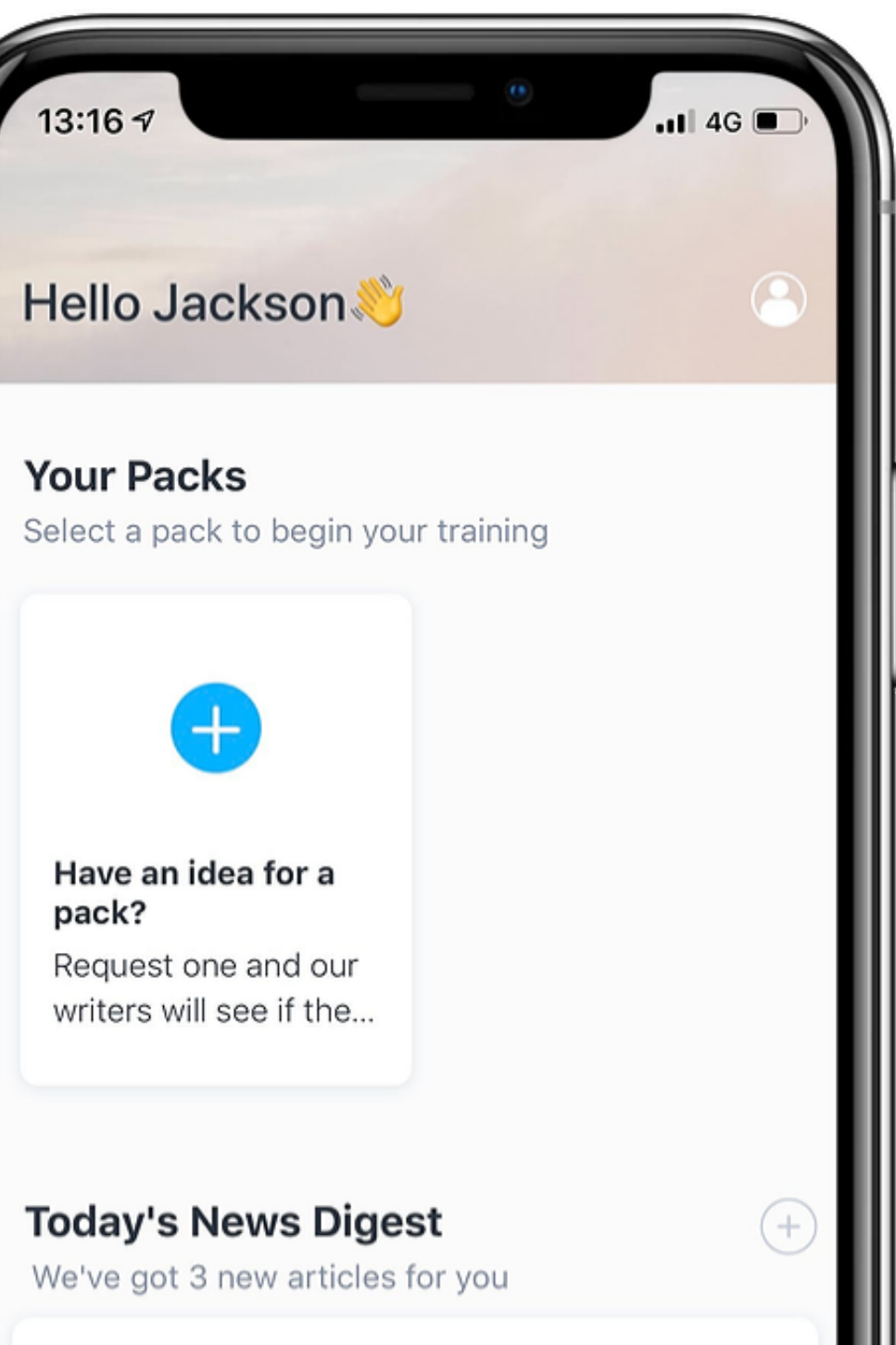
Packs cover contents suited to users with different levels of financial literacy

Basic
Core
Pro

Audio available



Content packs: a user-driven approach



Basic		Core		Pro	
Investing Basics	Personal Finance	Money Psychology	Top Cryptocurrencies	Smart Borrowing	Commodities Markets
Money Management	Retirement Planning	Investing in Art	Portfolio Construction	ETFs and Smart Beta	Behavioural Investing
Central Banks	Robo Advisors	Investment Choices	Property Investing	Angel Investing	Options and Derivatives

Packs that were created on request of Finimize users and where the content was optimised based on direct user feedback

Partnership opportunities

Case study | Bank Of England

Awareness and education

What are central banks?

1. Banking Basics 🏦

What are the basic purposes of central banks?

2. Central Banks and Interest Rates 📈

Why do central banks tinker with interest rates?

3. All (Currency) Change 💰

Different kinds of currency regimes – and how they work

4. Don't Panic! ⚠️

How can central banks help in a recession?

5. Through the grapevine 🍇

Why every Fed comment is scrutinized

In partnership with



BANK OF ENGLAND

"I'm passionate about the need for us to do more to explain economic and financial topics in language everyone can understand. So I'm delighted the Bank is partnering with Finimize on this new pack on the role of central banks. Understanding how decisions taken by institutions such as the Bank of England affect us all is really important. That's the case whether you're a seasoned investor, are learning about the world of finance for the first time, or just want to make better every-day financial decisions."

- Andy Haldane, Chief Economist, Bank of England



Case study | Investec

Introduction to personal finance

1. Get set: clearing the decks

What is debt and how do I set up a budget?

2. Protect: expecting the unexpected

Emergency funds and insurance

3. Live: enabling life's big choices

How to start saving

4. Grow: looking over the horizon

How to start investing, ISAs and tax

In partnership with



Awareness and trust building via Content Guide:
'Introduction to personal finance' + Newsletter features

Newsletter feature - Awareness stage Campaign Kick-off

Personal finance: Finimized

Time to get your finances in order? The brand-new Finimize guide to personal finance, created in partnership with [Click & Invest](#), lays out your journey to a brighter financial future. [Take the first step today](#). Capital at risk.

Newsletter feature - Awareness stage

Do you know all the different ways to save?*

Our (rather good) Finimize guide to personal finance, created in partnership with [Click & Invest](#), explains ISAs, SIPPs, and more. Learn [how to set up](#) your savings today. Capital at risk.

Case study | Masterworks

Investment Opportunities: Fine Art

1. The big picture

What's going on? Why invest in art? Framing your decisions

2. Canvassing the industry

How does art investing work? New ways to buy

3. Making your masterpiece

What to look for before investing

In partnership with

MASTERWORKS

Awareness and trust building via Content Guide:
'Investment opportunities: Fine Art' + Newsletter features

Newsletter feature - Awareness stage

A diptych with Masterworks

Hockney: \$90m. Picasso: \$180m. Da Vinci: \$450m. Crazy numbers – and crazy returns for those selling the pictures. But how can a non-squillionaire go about investing in art? Look no further: Finimize has your back, with our finely drawn guide to why, where, and how you can get into the art market. Check it out for free today – and, if you like the idea of buying a share of works by some of the world's greatest artists, why not check out [Masterworks](#) while you're at it?

Newsletter feature - Conversion stage

A message from Masterworks*

Ever wanted to own a Warhol? How about a Monet? Now, with [Masterworks](#), you can. And there's no need to drop seven figures down at some swanky auction house: for as little as \$1,000, you can buy a share of one of the world's most valuable paintings – and of the art market's potentially sublime returns. Interested? Invest with [Masterworks](#) today.

Case study | CMC Markets

Investment Opportunities: Weed

1. Growing like a weed

What's going on? Legalization and market growth

2. Chain smoking

Checking out the supply chain

3. Weeding out themes

Key trends and market factors

4. Playing in the big leaves

A look at some of the market leaders

In partnership with



Awareness and trust building via Content Guide:
'Investment opportunities: Weed' + Newsletter features

Newsletter feature - Awareness stage

🌴 **A New Joint Venture With CMC Markets: Weed, Finimized**
Bob. Snoop. Cheech and Chong. Legendary names from weed's past – but what about its future? It's no secret that the cannabis industry is one of the fastest-growing investment opportunities out there right now. That's why we've teamed up with our friends at CMC Markets to create a brand-spanking new [Finimize guide](#) containing everything you need to know about what's going on, why you should care – and how you can jump on the weed bandwagon. [Light it up here](#) – and if you want to go down the rabbit hole, check out [CMC's deep dive](#) into the biggest cannabis stocks in the business. Peace 🙌

Newsletter feature - Conversion stage

💰 **A message from our friends at CMC Markets**
Unless you've been living under a rock for the past few years, you'll probably be aware that the world is turning green – and not just with ocean algae. Cannabis is one of the biggest growth industries in the world right now, and investors are lighting up in their droves. But who are the biggest trees in the greenhouse – and how can you invest in them? Step forward [CMC Markets](#) with a guide to the top eight cannabis stocks to watch right now. Take a toké of the good stuff: download the full report for free [here](#). #ad



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your employees
made easy.**



Partsinevelos ✓
@KristinaParts

Replying to @GaryEmo1 and 2 others
Sign up to daily newsletters from the [@FT](#), [@nytimes](#) and [@SeekingAlpha](#). And for the best story explanations, I turn to [@finimize](#) & the podcast [@Marketplace](#). Hope that helps!

♡ 4 1:33 PM - Apr 26, 2018 ⓘ

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Alex Louisy
@AlexLouisy

The more I read my daily and weekly [@finimize](#), the more I love it. Really well crafted summary on what's going on out there. Kudos team!

♡ 9 11:39 AM - Jul 22, 2017 ⓘ

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Hired ✓
@Hired_HQ

Pro tip for job seekers: subscribe to [@finimize](#) to stay up-to-date on industry trends & shine in your interviews [bit.ly/2bqjnJ](#)

♡ 9 4:40 PM - Aug 18, 2016 ⓘ

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Vicky Ramirez
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How I prepared for my strategic management exam: reading [@finimize](#)'s newsletters and applying relevant strategy frameworks. M&As- related or unrelated diversification? What would [@MichaelEPorter](#) say? [#GradStudent](#)

♡ 9 3:39 PM - Apr 3, 2018 ⓘ

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Shameel Khan
@Shameel_Khan1

Gotta say [@finimize](#) is my favourite daily newsletter. Interesting stories and exactly what you need to know and no more.

♡ 9 11:39 AM - Mar 13, 2018 ⓘ

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Contact

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