eMoney

Town Hall

January 31, 2022

Agenda

1. 2021 Business Development Recap
2. 2021 Financials and Business Operating Results
3. 2022 Performance Management Cycle
4. Today & Tomorrow
5. Q & A

2021 Business Development Recap

Susan McKenna
Head of Business Development and Marketing

2021 EOY Sales Update

ADVISOR SALES	
ARR ($M)	$16.32
Performance	**100%**
Wins	6,236
Avg. Selling Price	$2,616

ENTERPRISE SALES	
Enterprise Goal	$2.3
Performance	**$2.9**
% to Goal	**124%**

Q4 ENTERPRISE RESULTS (ARR)	
AIG (VALIC)	$672K
Wells Fargo Bank (Training)	$300K
Cambridge Investment Research (Yr 3)	$70K
Principal Securities	$28K
Mariner Wealth Advisors	$26K
Other Misc	$14k
TOTAL	$1.11M

INCENTIVE 2021 WINS
Kestra Investment Services
Curi Wealth Management
First Mason Financial
Pensionmark Financial
Sageview Advisory Group
Grid 202
Alliance Benefit Group
Engage Financial Services
Wilbert Hamilton
First Capital Advisors Group
Verde Capital Management

HOME OFFICE PACKAGE 2021 WINS
Coastal Equities: 100+ Advisors
Raymond James: 9000+ Advisors
Triad Partners: 1100+ Advisors
SignatureFD: Fully Engaged
United Planners Financial Services: 300+ Advisors
Connectus Group: 250+ Advisors
Private Wealth Asset Management: TBD
Ronald Blue Trust: 150+ Advisors
Atria Wealth Solutions: 1600+ Advisors
Apollon Wealth Management: 100+ Advisors
Equity Services: 500+ Advisors

2021 HIGHLIGHTS

- **Dec:** Largest month ever in Advisor ARR - Bringing in an extra 30K on the 31st when the office was officially closed
- **Wells Fargo:** Largest deal ever closed
- 120% of Incentive goal (thanks to Paul's buzzer beater with Sageview)
- **AIG:** Huge effort to bring this one over the goal line

2021 Financials and Business Operating Results

Megan Murray
Head of Finance

Annual Recurring Revenue

	2021 FY Results	2021 FY Budget
eMoney		
Planning	$20.5M	$18.4M
Bamboo	$0.7M	$1.6M
Incentive	$0.3M	$0.3M
Churn	($13.1M)	($13.8M)
Net New ARR	**$8.4M**	**$6.4M**
Net New Fidelity Full-view	$2.2M	$2.2M
Net New ARR Total	**$10.7M**	**$8.7M**

Financial Results

	2021 FY Results	FY Budget
Revenue	$134.5M	$130.0M
Expense	$141.4M	$146.8M
Earnings	**($6.9M)**	**($16.8M)**

2021 Bonus Funding

125%

(Example) 2021 Bonus Payout

EMPLOYEE EXAMPLE (2021)				
Base Salary	**Bonus Opportunity** *0-10% target of base salary*	**Employee Goal Attainment** *Based on individual performance*	**Company Funding Pool**	**Total Bonus** *Pre-taxes, etc.*
$50,000	10%	90%	**125%**	$50,000 x 10% = $5,000 $5,000 X 90% = $4,500 $4,500 x 125% = $5,625

- Employee A is bonus-eligible to receive 10% of their base salary **based solely on individual performance.**
    - Bonus opportunity: 0 – 10% (sliding scale)
- Employee A is informed they're receiving 90% of eligible bonus based on achievement of individual goals.
- Company funding pool was 125% based on both qualitative and quantitative results.

2022 Performance Management Cycle

Joanne Del Signore
Head of People Experience

2022 Performance Management Cycle

DATE	MILESTONE
Feb. 1 – 11	Flexible Goal Setting (Employee to Submit via DIG)
Feb. 14 – 25	Manager Approval of 2022 Goals
Feb. – June	Ongoing Coaching, Feedback and Development
Feb. 28 – March 8	Employee and Manager 1:1s and Sign-off on 2021 Performance
March 11	Performance Bonus Payout
March 24	Base Increase – Effective March 1, 2022
June 6 – 15	Employee Mid-year Assessment
July – Nov.	Ongoing Coaching, Feedback and Development
Nov. 7 – 18	Employee End of Year Self-assessment
Nov. 21 – Dec. 16	Manager End-of-Year Assessment

2021 Engagement Survey Refresher

Action plans have been focused on the following areas:

eMoney Advisor is a great company for me to grow as a professional.

The leaders at eMoney have communicated a vision that motivates me.

New Year – New You in 2022

Info below is in response to employee engagement survey focus groups that discussed the following statement: *eMoney Advisor is a great company for me to grow as a professional.*

Take Charge of Your Career

- Prioritize your learning objectives
- Identify areas of growth and opportunity
- Create a development action plan
- Discuss with your manager

Resources

Q1 Career Workshop: Strategic Career Management *Webinar hosted by Lee Hecht Harrison career coach.*

Reacquaint Yourself with **DevelopMe** as you set your goals for 2022.

Assessments

- Talent Sort Interest Assessment – Gauge your career interests and what you like to do
- ValuesSmart Assessment – Assess what it is YOUR value and how to explore types of work that align

Videos

- Develop a Strong Learning Plan
- How to Accelerate Your Development
- Are your goals SMART?
- Why you need to be in charge of your career

Worksheets

- Build Your Support Network
- Aligning your Aspirations

Learning and Development Opportunities

COURSE	DATE	TIME
Leading Meetings	Feb. 17	1-3 p.m. ET
Leading Self: Turning Self Awareness into Impact	March 9	1-4:30 p.m. ET
The Art of Behavioral Interviewing*	March 24	1-4:30 p.m.
Presentations That Make an Impact	April 27 & June 15	1-2 p.m. ET
Communicating with Impact	June 9	1-4:30 p.m.

To view *course descriptions and register, visit* ***DIG > Library > Internal > Professional Development***

For those in Client Support*, please submit your request (provide multiple options when possible) directly to wfm@emoneyadvisor.com. Pease hold off on registering until you hear back from the WFM team.*

DID YOU KNOW?

Every employee can attend external learning and professional development trainings each calendar year.

We budget for this annually. Take advantage of it and talk to your manager!

**Art of Behavioral Interviewing: This is best suited and highly recommended for individuals that are typically a part of the interview team.*

eMoney

Today & Tomorrow

Same Mission

Helping people talk about money.

Same Vision

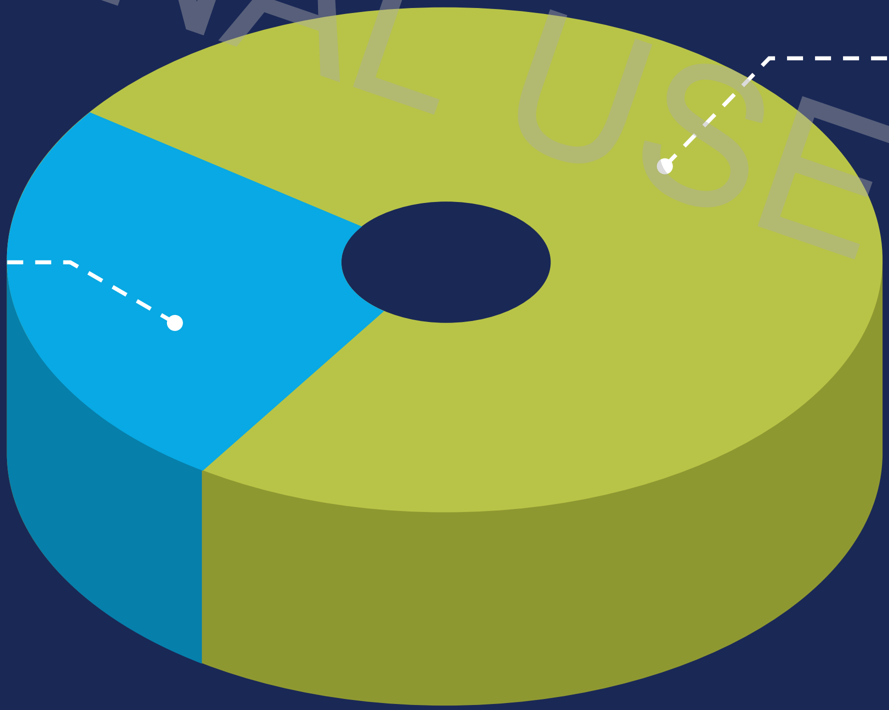
Financial peace of mind for all.

Getting closer to attaining our vision:

Financial peace of mind **for all**

Total Addressable Market:

88M Households



Today's Focus

15M High net worth households who have a traditional advisor

Expanded Opportunity

73M households of all income levels who want financial advice

eMoney Goal

5 Years.

30 Million Households.

$300M ARR.

But Why?

Why Expand Now?

60% of Americans feel anxiety about personal finances.

The traditional financial advisor market is **maturing and slowing**.

A.I., ML & Big Data advances now **allow massive scaling** of deeply personal financial advice.

There's **no firm better positioned than eMoney to deliver** broader financial advice.

eMoney

Continuous Planning Innovation

	Advisor Led	+	Individuals
PRODUCTS	Advanced, Foundational, Bamboo, FPG Services		Incentive, Innovative Services and Partnerships
CUSTOMERS	Traditional Advisors, High net worth households		Households without traditional advisor of all income levels
CHANNELS	Financial Companies, Advisors		Retirement Advisors, HR Departments, Employees
PROJECTED ARR 2022	**$143M**		**$1.6M**
2022 GROWTH RATE	7%		**275%**
TAM	$350M		**$2B+**
MARKET SHARE	33%		**<1%**
MARKET GROWTH	Flat (0% CAGR)		**High (14.0% CAGR)**

How do we reach...

30 Million Households & $300M ARR in 5 Years?

1 Invest in Automation

eMoney is dedicating more resources to automate planning, leveraging A.I., Machine Learning and Big Data.

Automation is **required** to be able to reach the 73M households in the expanded market segment.

We will lead the way for planning innovation with automated financial advice that can enhance experiences for the users across product lines.

2 Disciplined Innovation

We want to leverage our unique position to continue to make new bets using a disciplined innovation process.

To meet the needs of the 73M households, we must take a ”test and learn” approach, leveraging our expertise, brand and tech to innovate across products, services, and channels.

Incentive

Planning Innovation Case Study

Hypothesis: We can leverage our technology, partnerships and advising expertise to “serve the underserved” who want financial advice.

This helps us massively expand our potential market, test new sales channels like employers and try new pricing models.

Tracking the Data

First year in the market, Incentive **drove $400k in ARR** across 15 firms with access to **nearly 1m households.**

Brought us to the table with large companies like **Wells Fargo** because we have full spectrum planning.

Allowed us to **test new sales channels** including HR/Employers and Retirement Advisors.

Still Answering

What’s the **ideal revenue model** for an app like Incentive and how much revenue can it generate?

What are the **best distribution channels** to reach the 88M households that want financial advice?

What's this mean for 2022?

And what does this mean for each of you?

2022 Strategic Pillars Remain the Same

Redefine Advice

Offer technology and service solutions that optimize the financial planning experience for all individuals who want financial advice, driving the best possible outcomes.

Expand the Brand

Expand eMoney solutions to new distribution channels and opportunities that can help get financial plans and advice to more people.

Mind Our Ps

Ensure we have the right talent, skill sets, technology and operating model to achieve long-term success for our employees, our clients and our company.

Today

We are the #1 software by revenue share for financial advisors, reaching over 4M high net worth households.

Tomorrow

Expand into the additional 73M households who want financial advice and continue to protect our advisor market share.

Goal

5 Years. 30M Households. $300M ARR.