Town Hall

July 25, 2024

Agenda

1. Welcome
2. 1H 2024 Business Update
   - Sales
   - Finance
3. Aggregation Update
4. Engagement Survey Results
5. Questions

eMoney

Sales Update

Oscar Salazar
Head of Sales

1H '24 Sales Update

1H 2024 ADVISOR SALES	
Wins	3,825
Avg. Selling Price	$2,816
ARR ($M)	**$10.777**
% to Quota	**110%**

1H 2024 ENTERPRISE SALES	
ENT Deals	60
ARR ($M)	**$3.850**
% YTD Quota	**241%**

1H STRATEGIC ENTERPRISE WINS	1H STRATEGIC ADVISOR WINS	1H SDR HIGHLIGHTS
LPL Financial Corp - $2,549k	Savant Wealth Management - $72k	Booked 3025 meetings in 1H
The Ayco Company - $208k	Cetera Financial Group - $71k	• 111% vs 2023
Wells Fargo Bank - $85k	RFG Advisory - $56k	Created $8.9M in pipeline in 1H
VALIC Financial Advisors - $84k	Valeo Financial Advisors - $55k	• 112% vs 2023
Rockefeller Capital Mgmt - $75k	MidWestOne Bank - $23.5k	Created $4.4M in closed ARR in 1H
		• 137% vs 2023

eMoney

Finance Update

Eric Kerble
VP, Financial
Planning & Analysis

Annual Recurring Revenue

(m's)	2024 1H Results	2024 1H Budget	2024 FY Budget
eMoney			
New ARR	$15.0M	$10.6M	$22.0M
Churn	($8.9M)	($8.0M)	($15.6M)
Net New ARR	**$6.1M**	**$2.7M**	**$6.3M**
Net New Fidelity Full-view	$0	$0	$0
Net New ARR Total	**$6.1M**	**$2.7M**	**$6.3M**

Financial Results

	2024 1H Results	2024 1H Budget	FY Budget
Revenue	$76.1M	$75.3M	$152.3M
Expense	$73.2M	$77.4M	$152.3M
Earnings	**$2.9M**	**($2.1M)**	**($0.0)**

eMoney

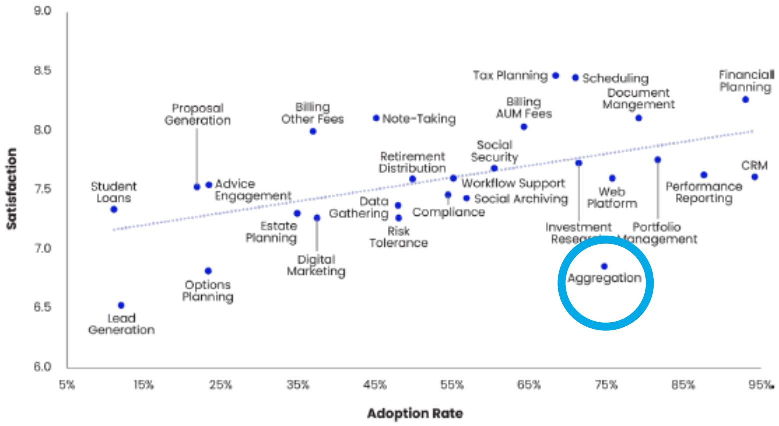
eMoney

Aggregation Update

Maddie Schulz
Manager, Group
Product Management

Market Trends & Research

High adoption but low satisfaction



Connection Breaks

Create disruption in the user experience.

Product Gaps

Gaps in product features create gaps in customer financial plans (Payroll data, non-traditional assets, 401k contributions, insights & alerts).

Poor Data Integrity

Inconsistent and incorrect data creates barriers in trust and understanding.

Onboarding

Customers struggle to add accounts if they can't locate the correct institution.

2023 Advisor Tech Study, Kitces Report Volume 1.

eMoney – The Leader in Data Aggregation

#1 market leader for aggregation tools for advisors, 4 years in row and recognized by users for extraordinary service.

- **36M accounts aggregated today,** including 16 million for Fidelity Investments.
- **12,000+ connected institutions** provide users the data they need, when they need it.
- **90% of accounts via API or Bulk File upload** for smoother connections and richer data.
- **107% increase in accounts aggregated** since 2019 while also reducing open service tickets by 83%.
- **50% reduction in time to resolve issues** over the last 4 years.
- **1,200+ new sources added** in 2022 and 2023 by listening to the voice of our customers.

Service

Best-in-class service from the market leading data aggregation provider.

Stability

Committed to providing reliable connections via APIs.

Security

eMoney has never sold client data and never will.

Scalability

Trusted by organizations of all sizes and used a variety of ways.

*2024 T3 Inside Information Advisor Survey

What is eMoney Standalone Aggregation?

A suite of REST APIs and embeddable UI Components that delivers external access to accounts, holdings and transaction data.

What it Is

Ability to aggregate accounts from 12,000+ institutions, including:

- Account Balances
- Account Holdings
- Account Transactions
- Account Details
- Normalized account data
- Normalized account types
- Categorized transactions via a machine learning based engine

What it is Not

- Money Movement
- Bill Pay
- Account Verification
- ID Verification

What is the Value

Aggregation is a highly effective tool for identifying and capturing held away assets; and pays for itself with converted assets

Aggregation "Math"

Avg. Held Away Assets: $100K

Conversion rate: 25%

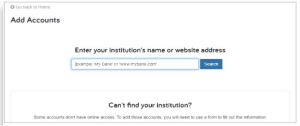
Mgmt. fee on converted assets: 100 bps

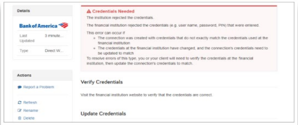
=$250 per client

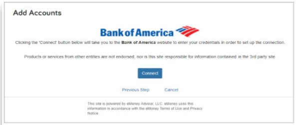
Avg. clients per advisor = 100

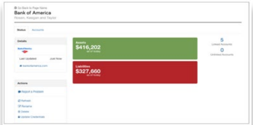
= $25K per advisor

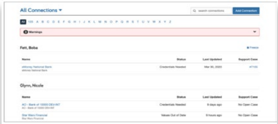
Fidelity converted 65% of held away assets into AUM using eMoney aggregation











Standalone Aggregation is Live

ROCKEFELLER
CAPITAL MANAGEMENT

$75k

“Our timeline was extremely tight and due to the dedication and responsiveness of all of those involved, we were able to meet our dates and roll out a big upgrade to our aggregation solution. To date, I have performed various check-ins with clients I’ve worked with over the past couple of years who had less than desirable experiences and their feedback has been overwhelmingly positive. We look forward to continuing the good work and thank you for the partnership!”

Interest is strong across all verticals

LPL Financial PNC Cetera Goldman Sachs New York Life

Standalone Aggregation

ROCKEFELLER
CAPITAL MANAGEMENT

5,384
Total Accounts Added

89%
Connection Stability

November '23	January '24	March 11 '24	April 22 '24	May 6 '24
RFP Round 1	RFP Round 2	Contract Signed	Friends and Family	Fully live in Prod

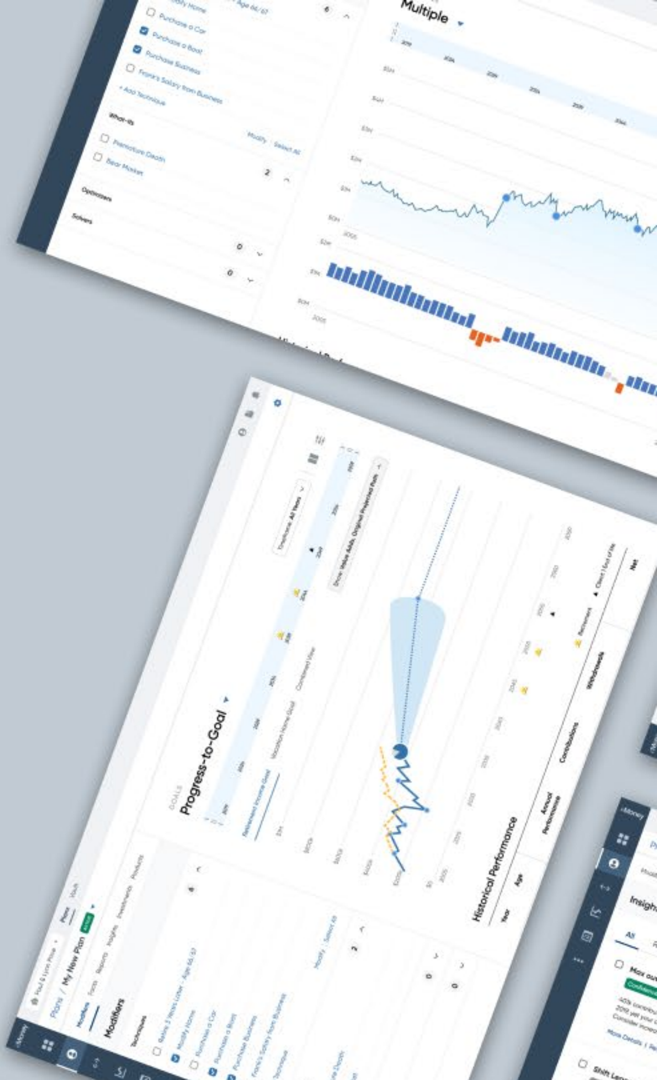
Product Vision & Roadmap

Sept. 10 | 9:30 – 11:30 a.m. ET

Purpose: Provide visibility into our product vision and 12-month roadmap for all parts of our product:

- Advisor experience
- Client experience
- Aggregation
- APIs
- Integrations

Meeting will be recorded and made available in life@eMoney newsletter, on the Intranet, and on Confluence.



Building a Better Workplace: Engagement Survey Results

Pam Henry
Director, Employee Success & Development

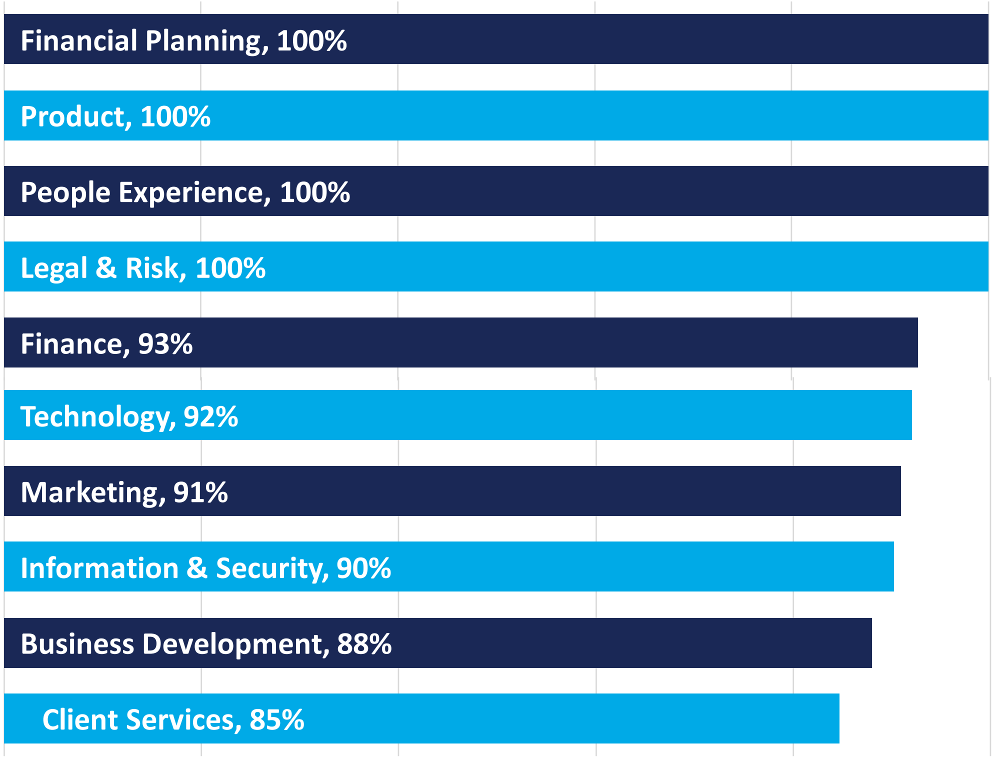
Participation

Building a Better Workplace:
Pulse Survey

90%

Responses: 552 of 611

Participation rates by Business Unit



eMoney

70% of Culture Amp customers have response rates between 75% and 90%.

Engagement Comparison

Our engagement score

CURRENT

82%

How did we compare?

PREVIOUS

Building a Better Workplace Together - 2023

84%

Questions we asked:

1. I would recommend eMoney Advisor as a great place to work
2. I rarely think about looking for a job at another company
3. eMoney Advisor values diversity, equality and inclusion

We are comparing our current pulse survey results with our previous survey results.

Survey Factors?

- In addition to engagement, we asked questions about other factors regarding our workplace and culture.

- A factor score is the average score of all questions within that factor.

Factor Summary

Factor	2023	2024
Alignment & Involvement	89	95
Manager Effectiveness	89	91
Inclusion	89	89
Teamwork & Ownership	87	86
Company Confidence	78	86
Total Rewards	79	84
Engagement	84	82
Collaboration & Communication	78	80

Factor	2023	2024
Innovation	81	80
Action	74	74
Learning & Development	83	73
Leadership	78	73
Service & Quality Focus	77	71

Strengths

Highest Scores	
I know how my work contributes to the goals of eMoney Advisor	95%
We have found effective ways to collaborate as a team while working remotely	93%
My manager genuinely cares about my wellbeing	93%

Highest Scores vs. Previous		
We have found effective ways to collaborate as a team while working remotely	+5	93%
The products and services eMoney Advisor provides are as good as, or better than, our main competitors	+4	86%

These are the key areas we are excelling in, and most improved areas compared to our previous survey.

Opportunities

Lowest Scores	
I believe there are good career opportunities for me at eMoney Advisor	65%
I have seen positive changes taking place based on recent employee survey results	66%
I rarely think about looking for a job at another company	66%

Lowest Scores vs. Previous		
I believe there are good career opportunities for me at eMoney Advisor	-9	65%
Day-to-day decisions here demonstrate that quality and improvement are top priorities	-6	71%
My manager (or someone in management) has shown a genuine interest in my career aspirations	-4	81%

These are the key areas with opportunities to improve overall and compared to our previous survey.

2024-2025 Action Planning Focus Areas

- I believe there are good career opportunities for me at eMoney Advisor – **65%**
- Other departments at eMoney Advisor collaborate well with us to get the job done - **67%**