



All Your Cards in One

November 2018



The Telegraph



THE SUNDAY TIMES

Forbes

THE WALL STREET JOURNAL



The Mission

Free Your Money

Curve simplifies and unifies the way you spend, send, see and save.



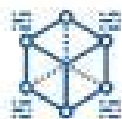
The Problem



Our Money is disconnected, fragmented across numerous products and services, making it expensive to track, manage and move.



The benefits of the unbundling of financial services are not realised, without a platform acting as the single point of access.



Data is not being leveraged to its full potential to uncover more value-adding products and services.



The Solution

Positioned as "All Your Cards in One Card" - Curve is an Over The Top money aggregation platform built upon existing rails, that unlike Challenger Banks and Mobile Wallets, does not require you to switch your bank account nor change behaviour.



The Time is Right Now

With the continued fragmentation of financial services we should expect to see more fintech companies and specialist cards.

+5M

People

in aggregate have signed up to at least one challenger bank



12

Products

a 30+ year-old uses on average on a frequent basis



+1K

Fintechs

provide better, faster, cheaper products and services, yet most remain unknown



Once In a Lifetime Market Opportunity for Curve



Across consumer finance, mortgages, SME lending, retail payments and wealth management globally.
Curve's focus on origination & sales accounts for 65% of the profits in the industry.

Global banking revenues and profits by activity, 2016

U.S. \$ billions		Balance-sheet provision	Origination/sales
Core banking	Lending	1,153	281
	Current/checking account	596	149
	Deposits	216	54
Fee-based business	Investment banking	120	162
	Transactions/payments		620
	Asset management and insurance		605
Total revenues		2,095 (53%)	1,871 (53%)
Total after-tax profits		404 (35%)	748 (65%)
ROE		4.4%	20%
		Credit disintermediation	Customer disintermediation

Card Volume



The Phoenix Rise: Ramping the Bank for an Ecosystem World; McKinsey Global Banking Annual Review 2017 17e Federal Reserve Payments Study 2017 Annual Supplement U.S. and Global Card Volume represents 2026 projection based on The Nilson Report.

All Your Cards in One Card



Insights

Time Travel

Mobile Wallet

0% FX

Cashback

With all your cards in one, your money experience across all your cards and accounts is upgraded and supercharged with features and services that can only be found with challenger banks. Users can then pay with the Curve card or wallet everywhere Mastercard is accepted.

Curve's Value Lies in Serving as a Fintech Convergence Platform in an Increasingly "Unbundled" Financial World

Curve is in a prime position to rebundle the financial world, and assemble the most holistic global consumer data platform with Read/Write access permissions.



As New Technology Emerge, Markets Disrupt

Efficient markets operate in Bundles. The Bundles own both Distribution and Publishing, and the Company value chain and DNA is usually based on one key element – the technology available to distribute the product / content.



Bundled Music Market

Owning both Distribution and Publishing, dictated by the technology available

DISTRIBUTION



PUBLISHING

Market Unbundling

New technology to distribute and publish music created a A disconnected world of music

DISTRIBUTION

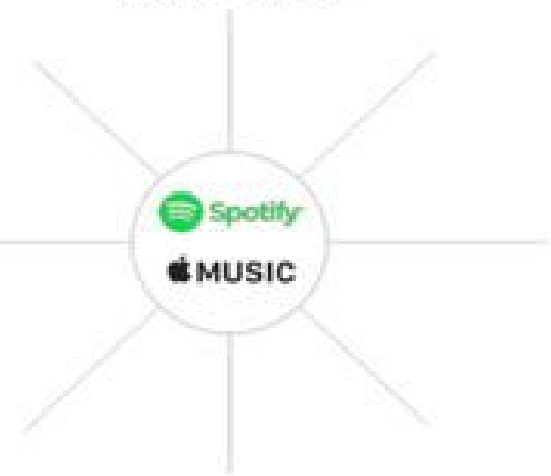


PUBLISHING

Rebundling Music

Connecting the fragmented world of Music, moving distribution and publishing to the cloud

DISTRIBUTION



PUBLISHING

The Opportunity – Spotify for Money



Banking has been unbundled, disconnected across numerous products and services, creating imbalance. It is inevitable that the market will move back towards balance - a new bundle will emerge.

Bundled Market

The Bank, previously acted as the bundle for financial services



Market Unbundling

A disconnected world of money



Rebundling Banking

Connecting the fragmented world of money, moving Banking to the Cloud



Our Goal for 2020: Build a New Category - OS for Money - and Become the Category King in Europe



Leadership Team



Includes alumni from INSEAD, Cambridge, St Andrews, Amazon, Betfair, Facebook, McCann Erickson, P&G, Philips, Samsung and Visa



Shachar Bialick, Founder, CEO

Serial entrepreneur, INSEAD MBA, LL.B Law, BA Economics, and (partial degree in) B.Sc Computer Science.



Alejandro Messalin, Head of Marketing

Over 20 years of marketing experience in blue-chip companies such as P&G, Mars Inc. and Philips. MSc Industrial Engineering and MBA.



Jon Cumberlege, Head of Operations

Jon has an eclectic mix of work experience over 25 years, as an army officer, investment banker and maths teacher. Jon was part of the founding team at Betfair.com where he ran the operations from 12 people to IPO.



Annabel Polglase, Brand & Comms Lead

Built Soho-House, Spotify and Netflix brands. 12 years as Managing Partner McCann-Erickson. Built a startup that was acquired by Perfumery Douglas. Global Client Partner at Facebook.



Kate James, People Operations

Over 10 years experience working in prominent startups such as Enterprise UK and TOMS shoes. Passionate about self development, she is BIRM qualified and is currently studying towards a CIPD.



Carlos Wyller, Head of Design

Previously led Samsung's Visual Display team in London. Over 11 years of experience creating synergies between software & hardware products.



Matthew Collings, CTO

19 years experience in applying technology for competitive advantage. Previously at ComparetheMarket growing their technology team from 15 to over 200 across multiple locations.



Dave McKenzie, Head of Finance

Over 10 years experience in fintech, startups and at PrePay Solutions, a joint venture between MasterCard and Edenred.



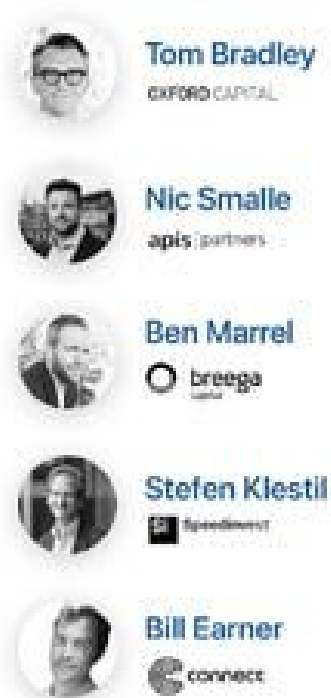
Matthew Phillips, Head of Business Development

14 years of commercial experience including running Quintessential's commercial business across 65 markets worldwide, working with brands such as Amex, MasterCard, Ferrari and Gucci.

Supported by Prominent Fintech Investors and Experts



Board Members





Reviews (1,121)

Jason Bell ★★★★★

November 7, 2018

Awesome concept! From 6 cards to 1 in no time at all. Also cashback on most purchases. App is so easy to use, and connecting existing bank cards is a 2 minute job.

Melda LG ★★★★★

November 5, 2018

Absolutely brilliant. Can now track purchasing across multiple cards within one app, and I only need to carry one card with me. Came within two days.

Ben Harris ★★★★★

October 18, 2018

I've been using curve for around 2 months. Probably one of the best of its kind. Having the ability to use all of my cards in one is, time saving, wallet space saving and all around less hassle. I love the go back in time feature so I can select a different card if I've used it by accident.



Reviews (795)

AmieF ★★★★★

November 9, 2018

The Curve card is the most convenient and useful item that I carry with me! Great that you can lock your card if ever it is lost or stolen by using the app. Even better for me is using the card abroad... It has saved me so much money in the ATM and transaction fees alone. I would recommend this to both personal and business users.

Ashley_Simmz ★★★★★

November 9, 2018

Since receiving my card I haven't put it down. I like the ability to see where I'm spending money via the instant updates.

Luis Perez ★★★★★

November 9, 2018

Since receiving it I have not used anything else at all. I have 4 credit card and 3 debit cards and Revolut attached to Curve. Certainly I do not have to remember all the pins for all my cards. I only need my Curve PIN.



Reviews (1,963)

Robjp ★★★★★

November 1, 2018

Love the card design, dark blue sheen on the front with all the info on the back. Very classy! I get rewards for spending at certain retailers (of my choice), as well as using it on holidays without being charged through the nose by my bank. I'm really enjoying the 'budgeting insights', helps me save money and watch what I spend.

thomfoun ★★★★★

October 22, 2018

A very convenient way to keep track of your spending as well as allowing you to reduce the number of cards in your pocket. I also like the fact that if you lose the card you can just lock it in your app and not have to cancel all your cards which saves time waiting for your cards and reduces the risk of someone copying it.

Mrbmh1985 ★★★★★

October 28, 2018

Great app, insightful and demonstration of innovation.

Subscriptions REVENUE



Get more from your Curve with a sustainable revenue stream.



Curve Blue



Curve Black



Curve Metal

Price	Free	£9.99/month	£14.99/month
Amex	Pay-as-you-go, 0.65% of top-up amount	£1,000/month afterwards 0.65% top-up amount	Unlimited
FX	Spend: £500/month, 2% after ATM: £200/month, max of £2 or 2%	Spend: Unlimited (fair use £15,000 / year) ATM: £400/month, max of £2 or 2%	Spend: Unlimited (fair use £30,000 / year) ATM: £600/month, max of £2 or 2%
Insurance	-	Travel & Gadget	Travel & Gadget (incl. Collision Damage Waiver)
Card Type	Plastic	Plastic	18g Stainless Steel

WE ARE NOT A CHALLENGER BANK



We do not ask users to displace their money and move it to our account to enjoy our offering

People have multiple use cases of money. That is why we have so many cards in our pocket. Business, personal, joint account, offshore accounts, credit cards, debit cards, you name it. Challenger banks are unable to answer all these use cases and it is extremely unlikely that all the companies that provide these products and services will disappear.

The future of money is not a better bank

As much as Spotify did not build a better Sony Music and Amazon did not build a better Walmart, the convergence of money services will not be a better bank. It will start the rebundling as a pure distribution layer, connecting users money, and capitalising on its access to data.

The future is something different

It is an OTT convergence layer connecting all your money into one access point, agnostic of where you live, what financial services you use, or how you use them. It is a platform that capitalise on your data to provide you with a better experience and value-added services. It makes you smarter with your money, because it thinks for you.