



### **Better Finance for Humanity**

based on the ethical principles of Islamic Finance.

### **MISSION**

To drive effective & impactful circulation of capital in the real economy.

### **VISION**

Uplift humanity through accessible, equitable & ethical financial technology.

We believe that capital is entrusted to us to **create and circulate good** for everyone.

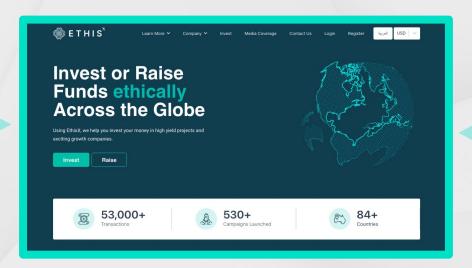




# **Ethis Open Finance Platform**

Powering and Running a Complete Fintech Ecosystem to #CirculateGood

We Bring You In



We Keep You In

Your Money. One Platform.



### The Ethis Advantage



Award-winning pioneer in **fintech for Shariah-compliant and impact-driven** investments



Proven track record in **P2P Financing and Equity Crowdfunding in** Indonesia and Malaysia



**Deep relationships** with institutions and leaders in the global Halal and Islamic economy



An **active growing community** including retail, HNWI, family offices and institutional investors



**Replicate local success in new markets** building on our unique experience and expertise



### **Our Formula**

#### **FINANCE PRODUCT**



#### **Proprietary**

Licensed alternative investment & lending products with social finance capability



#### **Aggregated**

Distribute 3rd-party banking, finance and non-finance tools, products & services



#### **TECH PRODUCT**

#### Core Technology Platform

Unified interface to bring it all together with seamless, easy & intuitive user experience



#### **Open Finance Architecture**

Open APIs integrate with finance and non-finance providers





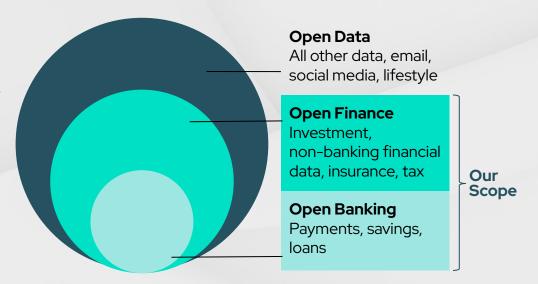
# **Ethis Open Finance Platform**

#### Enabled and Driven by:

- Open APIs/ Open Finance
- Microservices Architecture/ Embedded Finance

#### Benefits to Investors:

- Single dashboard
- Smooth user-experience
- Curated and personalised





# **Open Finance Products**

We Bring You In



We Keep You In

#### **Investment Portfolio**

Unique Alternative Investments and Access to Investment Providers

#### Fixed Income/ Sukuk

Fractionalisation of Sukuk, Private Sukuk

#### Financing/ Lending SMF Financing

SME Financing, Microfinance, Real Estate

#### **Equity**

Startups, SMEs, Projects, Real Estate, Public Stocks

#### **Funds**

VC, PE, Private Debt, Mutual Funds, Real Estate

#### **Cash Management**

Hold and Move Funds for Productive and Social Purposes

#### Escrow

Virtual Accounts, Money Markets

#### Social Finance

Charity, Sadaqah, Zakat, Waqf, Zero-cost Financing

#### Payments, Cards

Remittances and transfers, Virtual Debit Cards

#### **Personal Finance**

Takaful, Wealth Management, Consumer Finance



# Road to Ethis Open Finance Platform

### Phase 1: Crowdfunding Platforms (completed)

Secured licenses and launched Debt (P2P) and Equity investment platforms and started Social Finance Crowdfunding.

Period: 2017 to 2022 Fundraising: Angel Rounds Licensed Markets: 3

Proprietary Finance Products: 3

# Phase 2: Alternative Finance Platform (ongoing)

Convergence of multiple platforms to provide a unified user-experience with multiple offerings.

Period: 2023-2024

Fundraising: Pre-Series A, Series A

Licensed Markets: 5

Proprietary Finance Products: 4

### Phase 3: Ethis Open Finance Platform (upcoming)

Open platform offering unique proprietary products and relevant offerings from our partners and top providers.

Period: 2025 onwards Fundraising: Series B+



## **Phase 1: Crowdfunding Platforms**





#### INDONESIA P2P LENDING/ FINANCING

Licenced in late 2021. Strong growth in 2022 and recently securing investment from more than 10 local institutions.





#### MALAYSIA EQUITY CROWDFUNDING

Launched in July 2020. Early traction funding startups and SMEs. Applying for P2P lending license in 2023.





#### **OMAN**

INVESTMENT CROWDFUNDING
Launched in Dec 2022. Financing and
Equity Funding for companies focused
on MENA and Asia.





#### GLOBAL SADAQAH

**SOCIAL FINANCE** 

Platform matching donors to social causes with 50,000+ global transactions to 450 projects.

### **Executives**



Umar Munshi
Co-founder & Managing
Director
Social Entrepreneur for 20
yrs. Chair of Islamic Fintech
Alliance founder's group



Co-founder & CEO, Ethis Indonesia Social Entrepreneur for 15 yrs. President of Indonesia Fintech Shariah Association

**Ronald Yusuf Wijaya** 



Mohd Shehzad
CEO, EthisX (Global)
Experienced management
consultant and former director
of an investment holding
company in the Middle East



Wan Dazriq (Daz)
CEO, Ethis Malaysia
Entrepreneur and
ecosystem builder, former
Innovation Lead at a Big-4
consultancy



Ifran Tarmizi
CEO, Global Sadaqah
Former Country Manager for
a Global Islamic NGO, various
roles in Islamic finance
institutions



Desmond Heng COO, Ethis Indonesia Former COO of a Top 5 global management consultancy and financial institutions in Indonesia



Riza Ismail
COO, EthisX (Oman)
A seasoned corporate
lawyer with wide regional
experience in top law firms
in the GCC.



Jamil Abbas
CFO, Ethis Indonesia
Experienced senior executive
in significant Islamic finance
and economy institutions and
government agencies.



Saif Khan CPTO, Ethis Group Business, Product and Tech leader with 20 years global experience with Dell, Siemens, HC Tech, Cognizant



Mufti Yousuf Sultan
Founder & CEO, ADL Advisory
AAOIFI Shariah Auditor and
Master Trainer, Shariah Advisor
registered with Securities
Commission Malaysia

**Coverage Geographies** 

#### **REGULATED ACCESS TO MENASIA**

85% of Global Muslim Population

- Regional Bases: Saudi Arabia, Malaysia
- Phase 1: Indonesia, Malaysia, Oman
- Phase 2: Saudi Arabia, Turkiye
- Phase 3: Egypt, Pakistan, India, Bangladesh
- Investors from 84+ countries

USD 22.5tn

USD 2.88tn

Global Financial Industry

Global Islamic Finance Assets Serviceable Obtainable Market @ 0.5% USD 14.4b https://www.businesswire.com/news/home/20210310005386/en/Global-Financial-Services-Market-Outlook-2021-2030-Expected-to-Reach-28.52-Trillion-by-2025---ResearchAndMarkets.com

https://www.statista.com/statistics/1090815/worldwide-value-of-islamic-finance-assets



### Recent Traction: 2021 and 2022

Cumulative numbers for Indonesia P2P, Malaysia ECF and Global Sadaqah. Indonesia contributes 70% of transaction value.

Overview

60,000+

transactions

100+ SMEs and startups funded 450+

social campaigns funded

Performance

\$18.88m

transaction value

\$1m+

earned fees

1:33

ads:revenue<sup>1</sup>

66%

repeat transactions<sup>2</sup>

Ethis Team

121

talents

11

nationalities

30

average age



<sup>&</sup>lt;sup>1</sup>ratio of Ads expenditure (CAC) to revenue earned (CLV)

<sup>&</sup>lt;sup>2</sup>% of transactions in 2022 from repeat customers

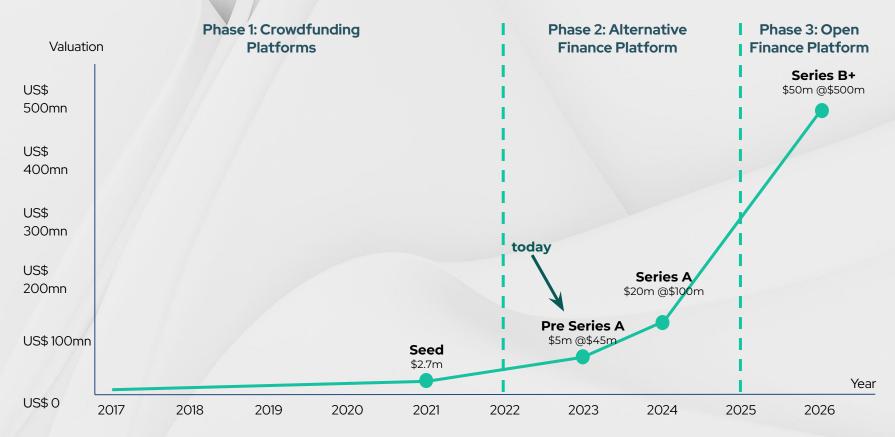
### **Revenue Streams**

Tune of Fee	Pr	3rd Party Products		
Type of Fee	P2P Financing	Equity	Social	Products
Platform	2 to 5%	6 to 10%	Up to 12.5%	0.5 to 3%
Service	Fixed Amount			Subscription

- Platform fee is the main revenue, a % on transaction volumes
- For proprietary products, fees are charged to fundraisers
- For 3rd-parties, we charge lower amounts as their distributor



# **Valuation Roadmap**





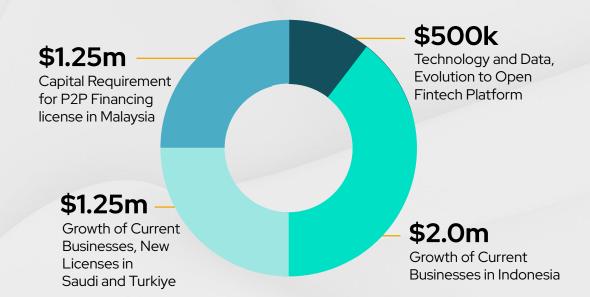
### The Ask & Use of Funds

Target: **\$5m** 

Min: **\$1m** 

Valuation: \$45m

Close: Q1 2023







"We've secured tough licenses and navigated first-mover challenges, setting the foundations to progress strongly. Invest in our growth with our circle of strategic angel investors." - Umar Munshi

"Our innovative impact investments are highly popular. We seek to strengthen our base of angels to fund our growth and increase our impact." - Ronald Yusuf Wljaya



2016: Islamic Economy Award from HH Sheikh Hamdan, the Crown Prince of Dubai



2019: Led Islamic Fintech Industry Discussions with HE Ma'ruf Amin, the Vice President of Indonesia



2022: Emerging Leader Prize, Royal Award for Islamic Finance from Central Bank and Securities Commission of Malaysia





# Solutions to Huge Problems

Critical Gaps in Islamic finance Industry

There is a lack of Islamic investment opportunities and Shariah-compliant capital for SMEs and startups. We bridge this gap as a trusted platform.

Serve Shariahconscious Funders and Fundraisers Environmental Destruction and Harm to Society

We avoid activities that harm people or planet, prioritising impact investments and sustainable giving that bring uplift those in need.

> Impactful and Sustainable Offerings

Economic Inequality and Financial Instability

We embody the deeper spirit of Islamic finance to create justice and fairness in commercial dealings. This creates more ethical and balanced economies.

Based on Islamic Finance Principles and Objectives



# The Global Islamic Economy

#### Large and young Muslim Population

3bn by 2060

Youngest population with median age 23 yrs

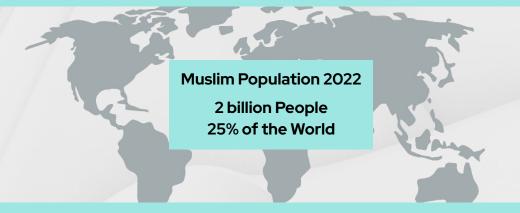
### Rapidly Expanding Islamic Economy

CAGR 6.2%, USD 3.2tr market size by 2024

USD 3.5tr worth of Islamic assets by 2024

#### Large and Growing Halal Trade

OIC imported \$184 billion in food and beverage, with intra-OIC trade low at \$34 billion



#### **Opportunity for Islamic Investors with Great Returns**

USD 49b in Islamic Fintech transactions in OIC countries, USD 129b by 2025

#### **High Liquidity**

\$2 tn in private equity dry powder seeking high investment opportunities

Large and growing emerging middle-class

#### **Digital Connectivity**

Muslim (OIC) countries represent 15 of the top 50 countries for smartphone penetration

https://www.wilsoncenter.org/article/pew-ii-muslims-are-worlds-youngest

https://cdn.salaamgateway.com/special-coverage/sgie19-20/full-report.pdf

https://www.capitalmarketsmalaysia.com/wp-content/uploads/2021/06/Global-Islamic-Fintech-Report-2021.pdf

http://www.comceccmr.org/File/?id=islamic%20finance%20taskforce\_sc%20malaysia%20-%20final.pdf
https://www.reuters.com/markets/funds/global-islamic-funds-market-grows-300-decade-report-2022-01-





## **Ethis began with Crowdfunding Platforms**

#### **FUNDERS**

Direct and Easy Access to Ethical Investments and Campaigns









#### **FUNDRAISERS**

Capital from Retail and Institutional Investors and Funders

# Current Finance Products **Ethis Indonesia**

**Short-term Trade Finance for SMEs** to fund contracts from large clients, with a share of profits for investors.

**License**: P2P Lending, Financial Services Authority Indonesia in Sept 2021.

**License Scope**: Raise funds from retail and institutional investors to provide Shariah-compliant loans to individuals and companies in Indonesia.

**Track Record**: In 2022 funded 90 projects of total value US\$7.8mn, giving annualised returns of 18% with 0 defaults.

**Near-term Prospects**: In Q4 2022, secured and started deploying funds from 10+ local banks for our projects. This is a key milestone that will lead to strong growth in transaction volumes and revenue.





# Current Finance Products **Ethis Malaysia**

**Equity funding for Startups and SMEs**, with some issuers offering dividends.

**License**: Equity Crowdfunding, Securities Commission Malaysia approved our go-live in Jul 2020.

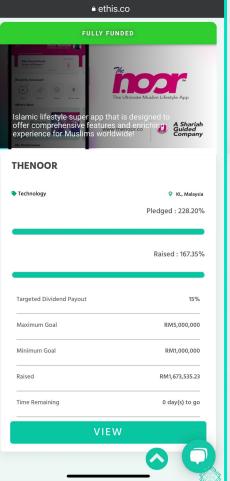
**License Scope**: Raise funds from retail and institutional investors to invest in equity issued by Malaysian companies.

**Track Record**: In 2022, successfully funded 7 out of 8 startup and SME issuers investing US\$100k to US\$800k each, total of US\$2.25mn.

**Near-term Prospects**: Scale up existing product with ecosystem partnerships and the launch of our angel group.

Additionally, we are submitting our application for a new license for P2P lending in Malaysia in Q1 2023.





# Current Finance Products Global Sadaqah

**Islamic Social Finance platform** matching corporate and public contributors to NGOs, and integrating with other tech apps for social causes.

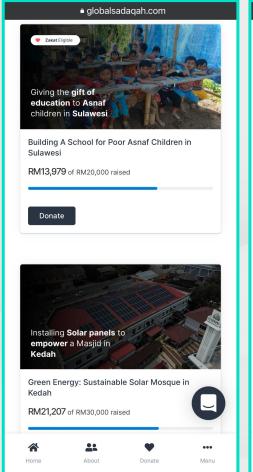
Focused on sustainable charity for education, water and hunger. Specialist in CSR, zakah and purifying income of Islamic finance and Muslim-owned institutions.

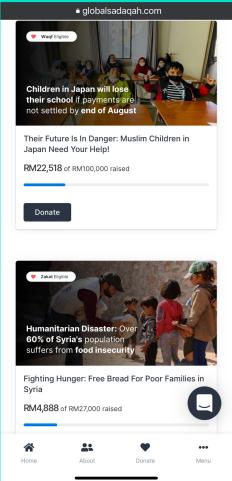
**Track Record**: 50,000+ transactions to support 450 projects and causes from more than 20 countries. Social fund distribution and reporting for 3 Malaysian institutions.

**License**: No direct license. We fund only registered NGOs.

#### **Current and Future Products:**

- cash Waqf fund for social impact investment
- charity fund for microfinance Qard Hassan
- embedded campaigns and donation buttons on 3rd-party websites and apps





# New Finance Products **EthisX**

**Financing and Equity Funding for companies** in MENA and Asia, and beyond (opportunistic deals).

#### **Initial products:**

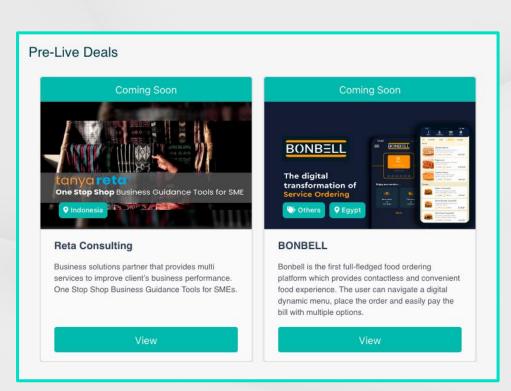
- short-term Trade Finance for SMEs in Oman
- micro-sukuk for selected projects and SMEs
- Equity funding for companies in Oman and Indonesia
- fundraising for SPVs to invest in VC/ PE/ mutual funds

**License**: Investment Crowdfunding from Capital Market Authority, Sultanate of Oman in Mar 2022.

**License Scope**: Raise funds from retail and institutional investors to provide loans and equity funding to companies in and outside Oman.

**Track Record**: First company licensed in Oman. Platform launched, promising partnerships for go-to-market.

**Near-term Prospects**: Partnering with Omani banks to invest in Trade Finance projects on our platform in 1H 2022.



### **Detailed Phases**

### Phase 1: Crowdfunding Platforms

Duration: 2017 to 2021 Fundraising: Angel Rounds

Secured licenses and launched Debt (P2P) and Equity investment platforms. Started Social Finance Crowdfunding.

Licensed Markets: Indonesia, Malaysia, Oman

#### Proprietary Finance Products:

- Short-term financing for SMEs
- Equity funding for Startups and Social Enterprises
- Islamic Social Finance

#### Milestones:

- 1. Secured institutions as funders in Indonesia
- 2. Launched new tech stack for web and mobile apps in Indonesia

### Phase 2: Alternative Finance Platform

Duration: 2022-2024

Fundraising: Pre-Series A, Series A

Convergence of multiple platforms to provide a unified user-experience.

New Licensed Markets: Saudi, Turkey

New Proprietary Finance Products: - investing in Funds

#### Milestones:

- 1. Secure institutions as funders in all markets
- 2. Deploy new tech across all platforms and unify user experience
- 3. Global payments and regtech capabilities

### Phase 3: Ethis Open Finance Platform

Duration: 2025 onwards Fundraising: Series B+

Open platform offering unique proprietary products and relevant offerings from our partners and top providers.

New Licensed Markets: Countries in South Asia and MFNA

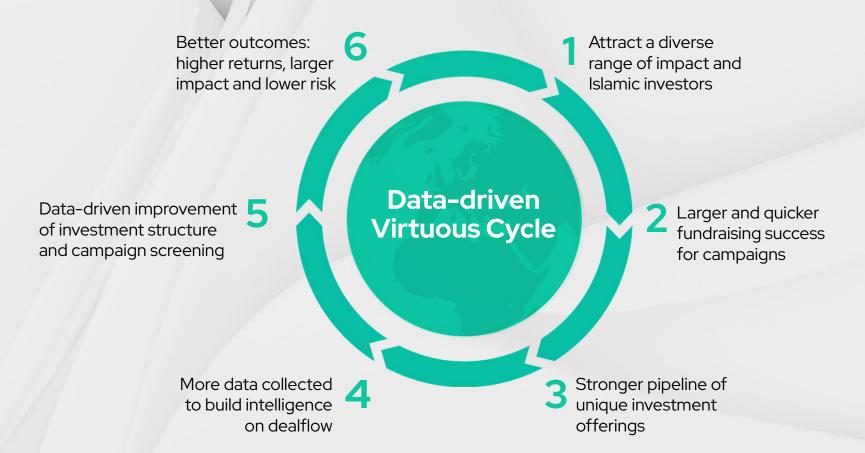
New Proprietary Finance Products:

- robo-advisor for retail
- deal aggregator for institutions

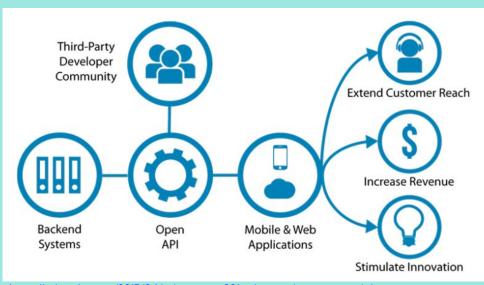
#### 3rd-Party Products:

- Takaful/ insurance
- personal finance
- stock trading
- other services

### Finance Platform Flywheel



### The Ethis Open Fintech Platform



#### **ETHIS PLATFORM COMPONENTS**

#### In-House

- Alternative Inv Platform
- Robo-Advisor
- Deal Aggregator
- Asset Fractionalisation
- Credit and BusinessScreening

#### **3rd Party**

- Escrow Accounts
- Money Markets
- Global Payments
- Regtech Solutions
- Other Finance Offerings
- Non-Financial Services

Open APIs & Microservices

https://apiacademy.co/2015/04/api-strategy-201-private-apis-vs-open-apis/

### The Evolution

#### Of Financial Services

**Platform Banking** is the Open API-enabled **Integration** of Banking, Fintech, and Third Parties through Customer-centric Platforms with **strong network effects** 

Type of Entities	<ul><li>Traditional Banks</li><li>Financial Institutions</li></ul>	<ul><li>Digital Banks</li><li>Fintech Solutions</li></ul>	<ul><li>Open Platforms</li><li>Open Banking</li></ul>
Services Delivery	<ul> <li>Traditional Deposits, Lending, Funds, Insurance</li> </ul>	<ul> <li>Digitalisation of Traditional Finance</li> <li>New Business Models</li> </ul>	<ul> <li>Platform providing         <ul> <li>Financial and</li> <li>Non-financial</li> <li>Services</li> </ul> </li> </ul>
Enabling Technology	Legacy Systems	<ul> <li>Web and Mobile</li> <li>Apps and Tools</li> </ul>	<ul> <li>Open APIs and Microservices</li> </ul>



### Directors, Strategic Angel Investors



Daud Vicary
Angel Investor and
Chairman
Former CEO of Islamic
Banks and Former
President-CEO of INCEIF
(Malaysia)



Datuk Md Radzif Yunus Angel Investor and Board Member Corporate Transformation Leader. Former Group MD, SME Bank Malaysia



**Amran Mohd** 

Angel Investor and Board Member Former CEO of Islamic Investment Banks and Fund Managers in Brunei and Malaysia



**Dr Hurriyah El Islamy Board Member**Legal, Compliance and Shariah
Expert. Former Exec Board of
Indonesia Haj Financial
Management Agency



Quest Ventures Pre-Seed Investor Proficient early-stage VC in Singapore with multiple successful startups in its impressive portfolio



Tan Sri Wan Zulkiflee Angel Investor Chairman Malaysia Aviation Group and Gas Malaysia, Former President Director of Petronas (Malaysia)



Khaled Fouad
Angel Investor and Board
Member
Corporate Venture Building.
Former Managing Director,
KAMCO Investment (Kuwait)



Rehan Noor Pathan Angel Investor Former senior management of Jadwa Investment (Saudi/UAE), Shuaa Capital (UAE) and Arabesque (UK)



Zaheeruddin Khalid Angel Investor MD and Head of Asset Management, Jadwa Investment (Saudi Arabia)



## **Islamic Fintech Competitors**

	Open Finance Capability	Significant Licenses	High Revenue Proprietary Products	3rd Party Products	Growth in a Large Emerging Market	Islamic Economy Partnerships	AUM/ Transaction Volume 2021*	Fee Revenue 2021*	Funds Raised*	Valuation*
ETHIS MENASIA		•	•	•	•	•	\$12m	\$0.7m	\$2.7m	\$45m
Wahed US, UK, M'sia				•	•	•	\$100m	\$0.8m	\$90m	>\$200m
ALAMI Indonesia		•	•	•	•	•	\$80m	\$2.4m	\$80m	>\$200m
NANZIL Canada	•	•	•	•	•	•	\$8m	-	\$2m	<\$20m
<b>Kestrl</b> ∪K,Malaysia		•	•	•	•	•	NA	/	\$0.5m	<\$20m

<sup>\*</sup>Data Sources

Wahed: public data, valuation estimate from dealroom, estimated fee ave 0.8% Alami: public data, assumed valuation and estimated fee ave 3% Manzil: assumed valuation and estimated fee ave 2.5% Kestrl: assumed valuation and estimated fee

Legend: High Medium Low





# **Exit Strategy**

Investing in a high-growth fintech like Ethis can potentially give good upside from capital appreciation. This is not meant to be a dividend-yielding investment.

#### **Planned Exit**

We target to achieve share value appreciation of 10x in the next 5 years.

#### **Primary Strategy**

To be acquired by a strategic investor. Potential acquirers include Islamic banks, other financial institutions and large tech players.

#### Early/ Ad-hoc Exit

Shareholders are not subject to any 'lock-in' period and may offer their shares for sale according to the terms stipulated in our shareholders agreement.



2021	IRBA Best Islamic Crowdfunding Platform in the World
	IFN Best Islamic Crowdfunding Finance Platform

2020 US\$100,000 Innovation for Impact Grant from Expo Dubai

2019 • IFN Best Islamic Crowdfunding Finance Platform

2018 IFN Best Islamic Peer to Peer Finance Platform IFN Best Social Impact Islamic Fintech Platform

2016 GIFA Best Islamic Crowdfunding GIES Islamic Economy Award



## **Key Risks & Mitigation**

Risks	Mitigation Measures				
Operational/ Business Financial challenges is the most common cause of startups closure. Business Model, HR deficiencies or the inability to adapt to external changes can be punitive. Regulatory changes can also impact our business.	<ul> <li>Lean operations and largely organic growth strategies keep costs low</li> <li>Focus on tech and automation to enhance operations and embed good governance processes</li> <li>Able to be nimble and pivot to respond to market and regulatory changes</li> <li>Focus on sustainability by achieving positive cashflow</li> </ul>				
Investee Performance/ Reputational Increase in diversity and volume of investment products may lead to more instances of poor performance of investees and campaigns, leading to poor portfolio performance ie non-performing financing (NPF) or business failures.	- Campaigns are screened by qualified teams with deep knowledge of the markets and specific demographic segments we focus on - Explicit risk disclosures and continuously educating our community - Ongoing tech and enhancement of screening, on-boarding and risk mitigation processes of campaigns to maintain quality as we scale up				
<b>Technology</b> As we expand to new geographies, cybersecurity and technology risks may increase.	- Continuous enhancement of platform technologies by increasing internal team capabilities and engaging specialist cybersecurity providers				

### **Media: Licenses**

## Observer

**BUSINESS / ECONOMY** 

# Leading crowdfunding platform operator to launch EthisX in Oman

PUBLISHED: 7:05 PM, MAR 06, 2022

Ethis Group, will be launching EthisX as part of its global expansion plan. Approved by the Capital Market Authority (CMA) – the Sultanate of Oman's regulator and supervisor of the capital market and insurance sector – EthisX is managed by Ethis Investment Platform LLC based out of Muscat, the Sultanate of Oman, and Kuala Lumpur, Malaysia.

EthisX is unique in that it acts as a first-of-its-kind crossborder Ethical Private Capital Marketplace able to offer direct shariah-compliant investments into SME companies and special purpose vehicle (SPV) projects from around the globe.



#### Investment Crowdfunding Platform Ethis Receives 3rd Regulatory Approval, Gains Indonesia Authorization



**Ethis** has received regulatory approval to operate in Indonesia marking the third market this year where the platform may now provide online capital formation.



## **Media: Recent Milestones**





#### **FUNDING ISLAMIC FINTECH**

#### Islamic Crowdfunding Platform Ethis Raises RM6.8 Million From Angel Investors

by Fintech News Malaysia / August 26, 2021 / 0 comments

slamic crowdfunding group Ethis Global announced the closure of its RM6.8 million pre-Series A fundraising round from angel investors.

This 'Super Angel' round was joined by notable investors including corporate leader Tan Sri Wan Zulkiflee, and Daud Vicary Abdullah, a renowned figure and thought-leader in Islamic finance and banking, both from Malaysia, as well as Dubai-based Khurram Hilal, CEO of global Islamic banking at an international Bank.

This funding round comes on the heels of Ethis' recent appointment of Amran Bin Mohd as the Chairman of the newly established Ethis Investment Management.



Rates & Statistics Publications

#### **Announcement of Emerging Leader Prize and Impact Challenge Prize Winners**

Embargo: For immediate release

05 Oct 2022



Bank Negara Malaysia (BNM) and the Securities Commission Malaysia (SC) are pleased to announce the recipients of the Emerging Leader Prize and Impact Challenge Prize in conjunction with The Royal Award for Islamic Finance 2022. The awards were presented today at the Global Islamic Finance Forum 2022 by the Governor of Bank Negara Malaysia and the Chairman of the Securities Commission Malaysia.

The Emerging Leader Prize recognises young international talent who have made outstanding contributions in advancing innovative ideas in the field of Islamic finance. The inaugural prize was awarded to Mr. Umar Abdullah Mahmud Munshi, the cofounder and Group Managing Director of Ethis Group, which is involved in fintech, impact investment, and Islamic crowdfunding platforms and which has facilitated impact investments from over 50 countries to fund small and medium enterprises (SMEs) and social housing projects. The Islamic finance community widely recognises Umar as a pioneer in fintech and crowdfunding for Islamic finance. He is the president of the Islamic Fintech Alliance founders' group, a global group that encourages collaboration and learning among members, from more than 10 countries. Umar also serves in numerous advisory capacities to advance Islamic social finance, community empowerment, and social enterprises.





Your Money. One Platform.

ethis.co

For more info, contact support@ethis.co

