

Making investing for everyone

REITLY

Knowledge is power, lets share it

REITLY

- Enterprise B2B model serving financial services companies with unique data sets. Collecting behavioural data by providing a simple, free platform for the 'everyman'
- Launched 2019
- Organic traction proven
- Mass market user base - (approx 47m target users)
- Partnership agreed with Robinhood
- Seeking funding to market and scale

Current situation

● **LACK OF OPTIONS**

Low-mid income people feel investment is only for the rich. Providers don't understand customers.

● **FUTURE PROBLEMS**

Parliament warned of millennial generation poverty in later life, due to poor savings and pensions

● **FINANCIAL ILLITERACY**

86% of population don't feel confident investing and feel financially illiterate

● **FOMO**

Declining rates of home ownership, rising wealth gap

REITLY



Learn



Compare



Invest and
monitor

HOW IT WORKS

Investment basics

What does investing mean?

We mean, putting your money somewhere in order to increase its value. It can be risky, but we will also cover what we mean by risk. It's important to remember that the value of your investments can go down as well as up and you might get back less than you put in. Just because something did well in the past, doesn't mean it will in the future. You should always consider factors which may impact that investment like the overall economy or other relevant aspects.

It's also important to remember the benefits of diversification, or not putting all your eggs in one basket! If you put all your savings into one specific investment, and this turned out to be a bad investment, then you will feel the full effect. But if you only put 20% each into 5 different investments, and only one performed badly, then the other 4 will have a positive effect and reduce the overall loss to you.



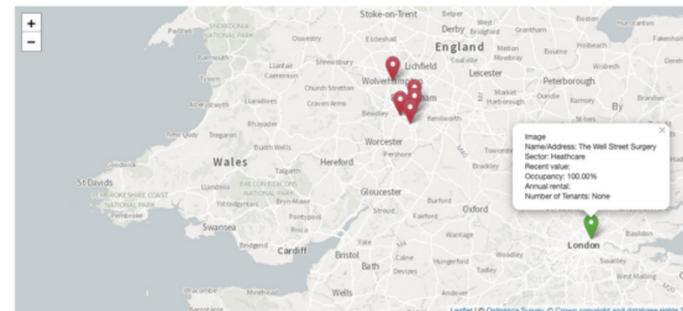
The main options for investing are:

Cash

By this we don't mean under your mattress! Cash in the bank, in a current or basic savings account. Generally the interest rate is low in comparison to other options, with some banks giving no interest at all. Interest in the top tier is up to a £1000 limit for basic.

TRANSPARENT

full disclosure of assets
relatable to local knowledge



| | Assura | Real Estate Investors |
|---|---------------|-----------------------|
| Under/Over value | 108301.89 | 74057.97 |
| ● Finance section | | |
| Total property value | £1.3 billion | £131.3 million |
| Debt | 0.34% | 0.44% |
| Funds from operations | £63.8 million | £7.2 million |
| ● Properties section | | |
| Occupancy rate | 98.50% | 96.10% |
| Number of properties | 563 | 52 |
| Number of tenants | 1100 | 269 |
| ● Share section | | |
| Stock code | AGR | RLE |
| Share price growth in the last 4 quarters | -1.90% | -4.40% |



COMPARABLE

apples to apples

Find Reits

Area:

Select Reits properties area/s of interest

Dividend Yield:

Choose a minimum Dividend Yield %

Properties sector:

Select Reits properties sector/s of interest

Occupancy Rate:

Choose a minimum Occupancy Rate %

Find Reits

Compare

| | Name | Geographical Focus | Sector | DY % | OR % | | |
|--------------------------|-----------------------|--------------------|-------------|------|-------|--------------|--------|
| <input type="checkbox"/> | Real Estate Investors | England | Office | 6.90 | 96.10 | Reit details | Invest |
| | | | Residential | | | | |
| | | | Retail | | | | |
| <input type="checkbox"/> | AEW UK REIT | England | Industrial | 5.32 | 91.10 | Reit details | Invest |
| | | | Office | | | | |

UNDERSTANDABLE

learn what matters and why with videos



DATA AS A SERVICE

Who?

Mass market appeal and barrier free entry mean large pool of users sign up, delivering insights on relatively unknown demographics. Financial services firms will access our user data via a subscription.

How?

Jargon free videos for learning, comparison tools with graphical results to select investments. Data aggregation with unique insights, improved transparency and no bias. Preferences, tolerances, behaviours captured along with profiling.

Whats different?

Smaller savers are limited by financial literacy and access to advice. We provide the learning, tools and transparency, to allow them to be on top of their money, save for a house and find the best pension pot, for free, in one place.

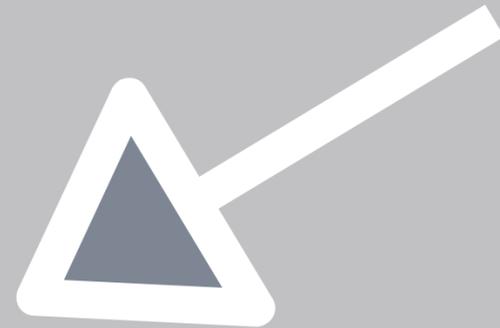
Financial providers can finally make products people want.

USER SIGNS
UP FOR FREE



USER INVESTS
VIA BROKER LINK,
FOR FREE

REITLY RECEIVES
AFFILIATE INCOME
AND DATA FROM
BROKER.





USER MONITORS
PERFORMANCE, ALL
SEARCH/INVESTMENT
DATA CAPTURED

UNIQUE
BEHAVIOURAL
DATA SOLD TO
FUND MANAGERS
(PENSIONS ETC)

IMPROVED PRODUCT
OFFERING, RETENTION
AND REVENUE FOR
REITLY

Market

MASSIVE AUDIENCE

£250 bn in
UK alone

YOUNG USERS

FOMO about
homeownership
and worries
about retirement

PRODUCT GAP

86% of people with
savings dont invest
due to confusion
and lack of
transparency

RELATABLE

Target users feel
comfortable
investing in
property and want
to see the link
between assets and
equity

LEONA
MONDSEE

CEO



Chartered Accountant, (fastest ever qualified)
MBA from WBS,
Ex city financial analyst,
Key note speaker
<https://www.linkedin.com/in/leona-gomez/>

ALFONSO
GONZALEZ

CTO



MSc in Comp. Sci.
Over 20 years senior dev exp
and tech management
<https://www.linkedin.com/in/alfonsogg/>

TEAM

worked together for 18 months,
scaling a company from <£10m to over £80m ARR

LEONA
MONDSEE

CEO

TEAM



Reitly started as a personal solution. My father struggles with reading, losing significant hard earned funds with a 'financial advisor' who gave bad advice and charged high fees. Not only do I very much understand the problem, but as an experienced professional, I know the solution is not rocket science - and our 400 users in the first 2 weeks proves it.

ROADMAP

SUMMER 19

- Build/ Launch MVP
- Robinhood brokerage in discussions
- Users blogging on Moneysupermarket
- 400 active users

WINTER 19

- Mass marketing
- Build investment dashboard
- Direct investment
- Launch out of beta

FUTURE

- Additional calculators/tools
- Asset classes, bonds, ISAs, pensions
- Ability to import and fully manage all finances in one place
- Sales of data to fund managers

REITLY

Free

Transparent

No minimum

Outperforming assets

High retention due to continually improving products

COMPETITION

+ Low min investment

- what assets are in the fund?

- Poor returns

- Fees

- What to chose? Why?

- HNW requirements



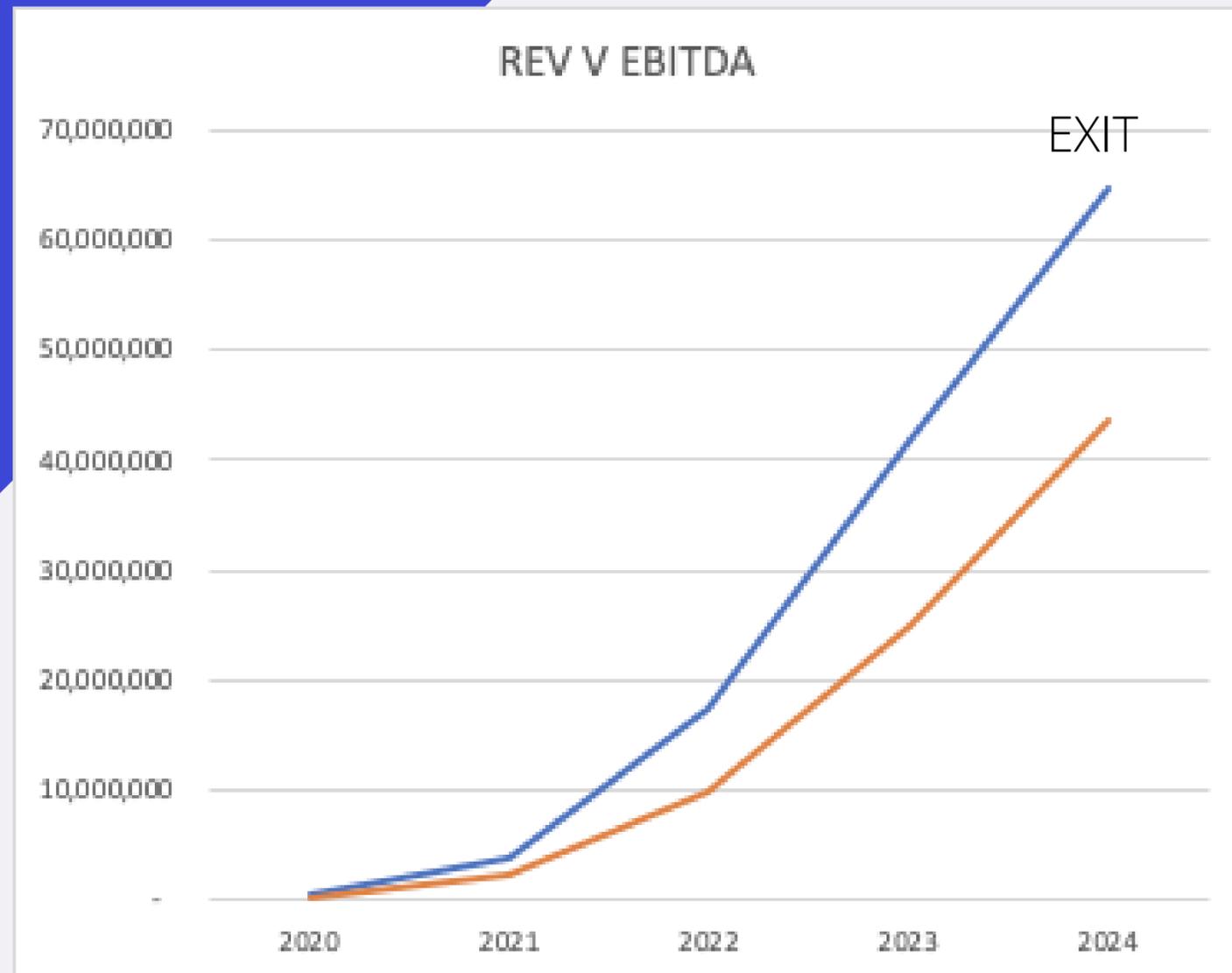
The logo for Nutmeg, featuring the word 'nutmeg' in a green, lowercase, sans-serif font on a white rectangular background.

The logo for eToro, featuring the word 'eToro' in a green, lowercase, sans-serif font with a stylized 'e' and 'o' on a white rectangular background.

Financial advisors

OPPORTUNITY

Raising £250k to fuel growth



- Truly scalable - low touch
 - Proven founders can scale
 - Market - £250bn in UK, replicable worldwide
 - Plan - intensive 5 year growth
 - Model - B2C for data capture, B2B for data sales
-
- Funds used for marketing and hires
 - Free marketing via Robinhood partnership boosts growth

LET'S TALK!

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The logo for Google for Startups is displayed on a white rectangular background. The word "Google" is written in its signature multi-colored font (blue, red, yellow, blue, green, red). Below it, the word "for" is written in a simple, grey, sans-serif font. At the bottom, the word "Startups" is written in a larger, bold, grey, sans-serif font.

Google
for
Startups