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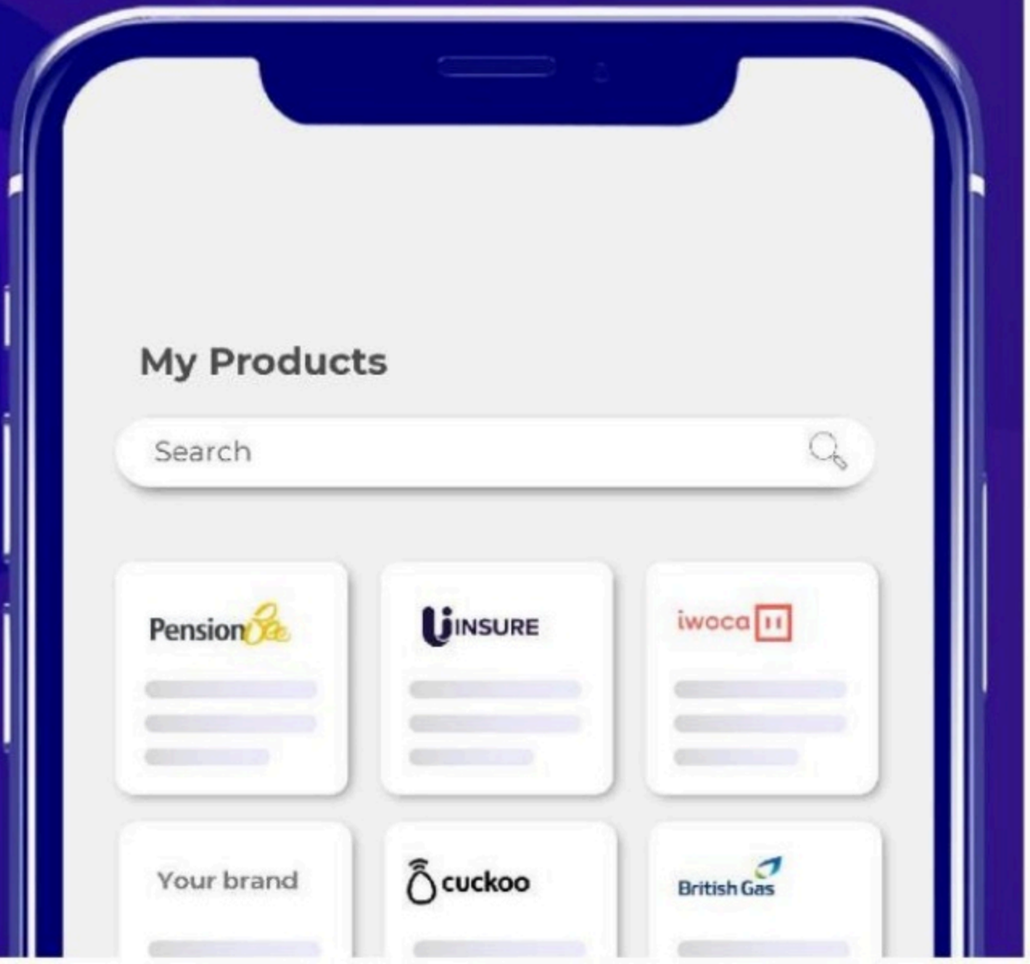
INVESTOR DECK



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OUR **VISION & MISSION**

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GLOBAL LEADERS OF EMBEDDED FINANCE

Creating the **global standard for embedded finance**, enabling all product & service providers to **seamlessly connect** with digital brands and Financial Institutes through our **proprietary regulated technology infrastructure**

THE **OPPORTUNITY**

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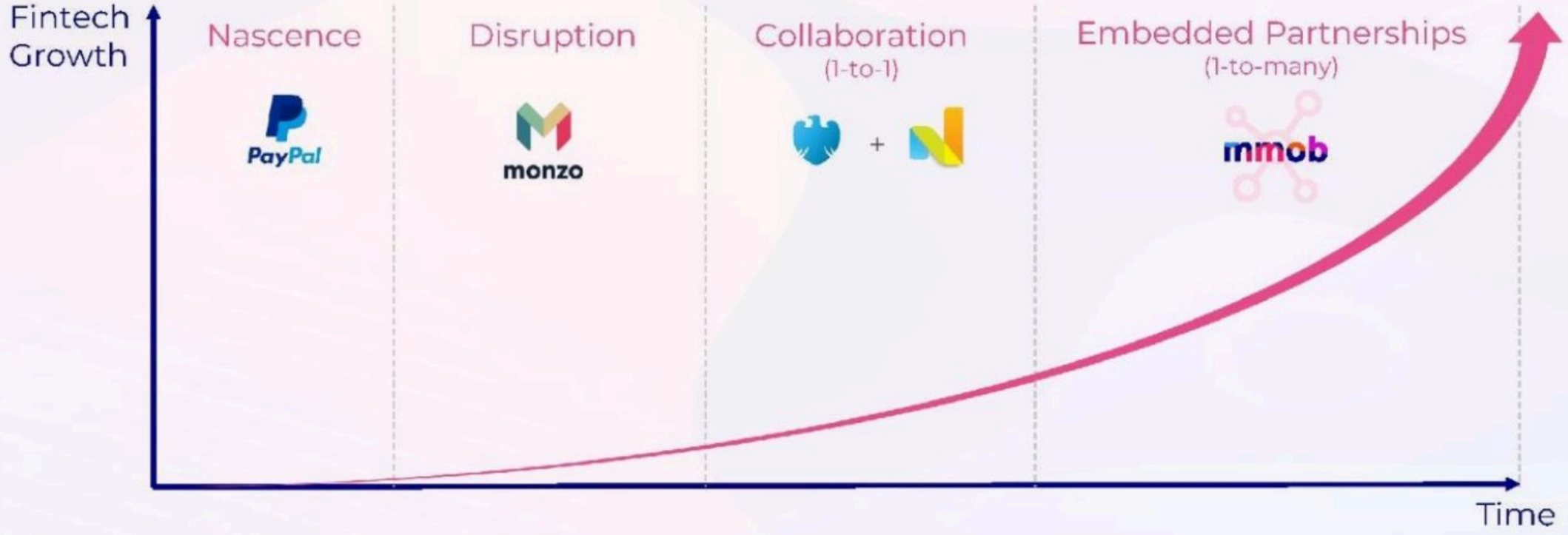
In the pursuit of growth, third-party **fintechs are shifting from a *disruptive* to a *collaborative* outlook** when it comes to establishing themselves in financial services

For financial institutions in an ultracompetitive market, **driving retention and loyalty** among retail customers has **fostered an interest in the added value fintechs can offer through partnerships**

However, this trend is **hampered by technological, regulatory and commercial challenges** to striking enduring, rewarding and meaningful collaboration

CONVERTING **THE OPPORTUNITY**

Our suite of tools has been developed to **anticipate** and **alleviate** the barriers to fintech-incumbent partnerships, **heralding a new era of exponential growth delivered through Embedded Finance**



DELIVERING **EMBEDDED FINANCE**

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Integrate in minutes with a single line of code to offer relevant, connected, native onward journeys.

SIMPLE DEPLOYMENT

Access the leading products, services and complimentary brands in a single eco-system

ONE ECOSYSTEM

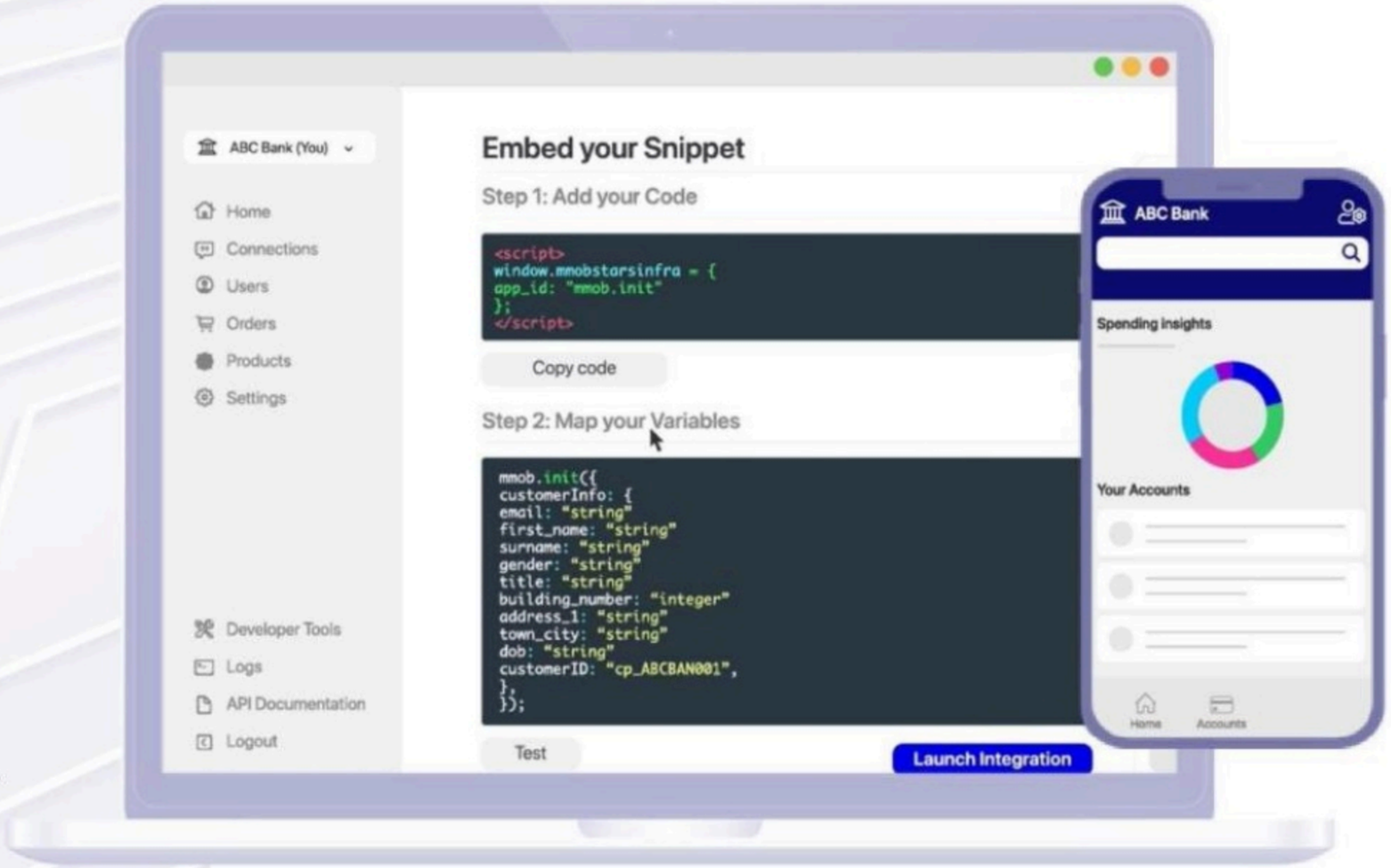
Deploy new products and services with native control, for all embedded user journeys

MODULAR THIRD PARTY WIDGETS

SIMPLE **DEPLOYMENT**

mmob specialises in **helping fast-growth fintechs to quickly and easily deploy partnerships** that **align to a company's strategic goals**, values and vision, and **increase the value of their primary service.**

Integrating the Intelligent Partnerships Infrastructure requires **a single line of code**.



ONE **ECOSYSTEM**

A **single Embedded Finance standard** allowing a network of products and services to be **connected into one eco-system.**

Through **3 years of our R&D,** a single standard is enabling all businesses to connect via;

- **No code** embedded finance (mmob proprietary)
- TPP E2E **API driven** embedded finance journeys

MODULAR **THIRD-PARTY WIDGETS**

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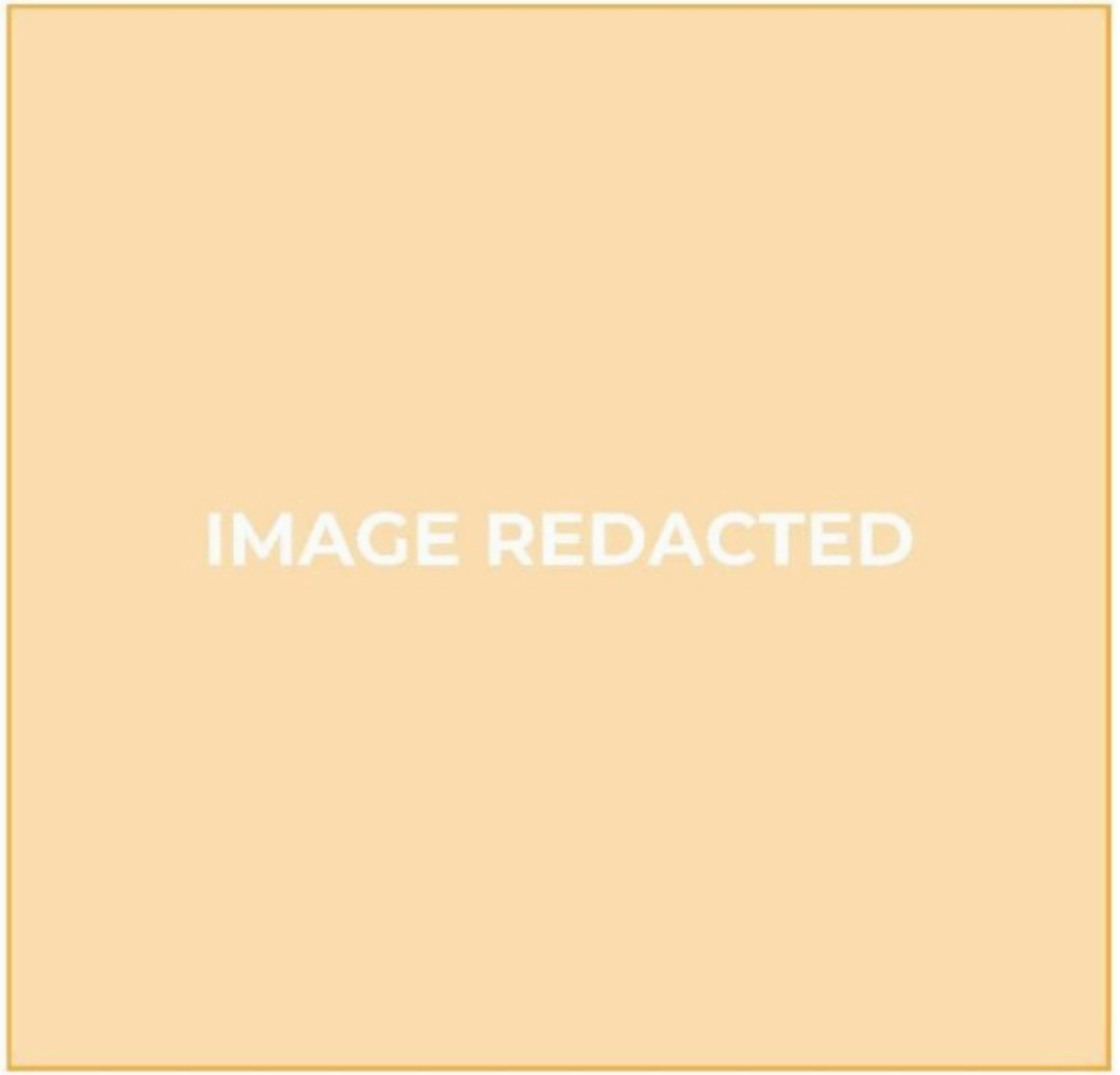
From one off-widget integration to modular ecosystem deployment, quickly embed **endless combinations of popular financial brands.**

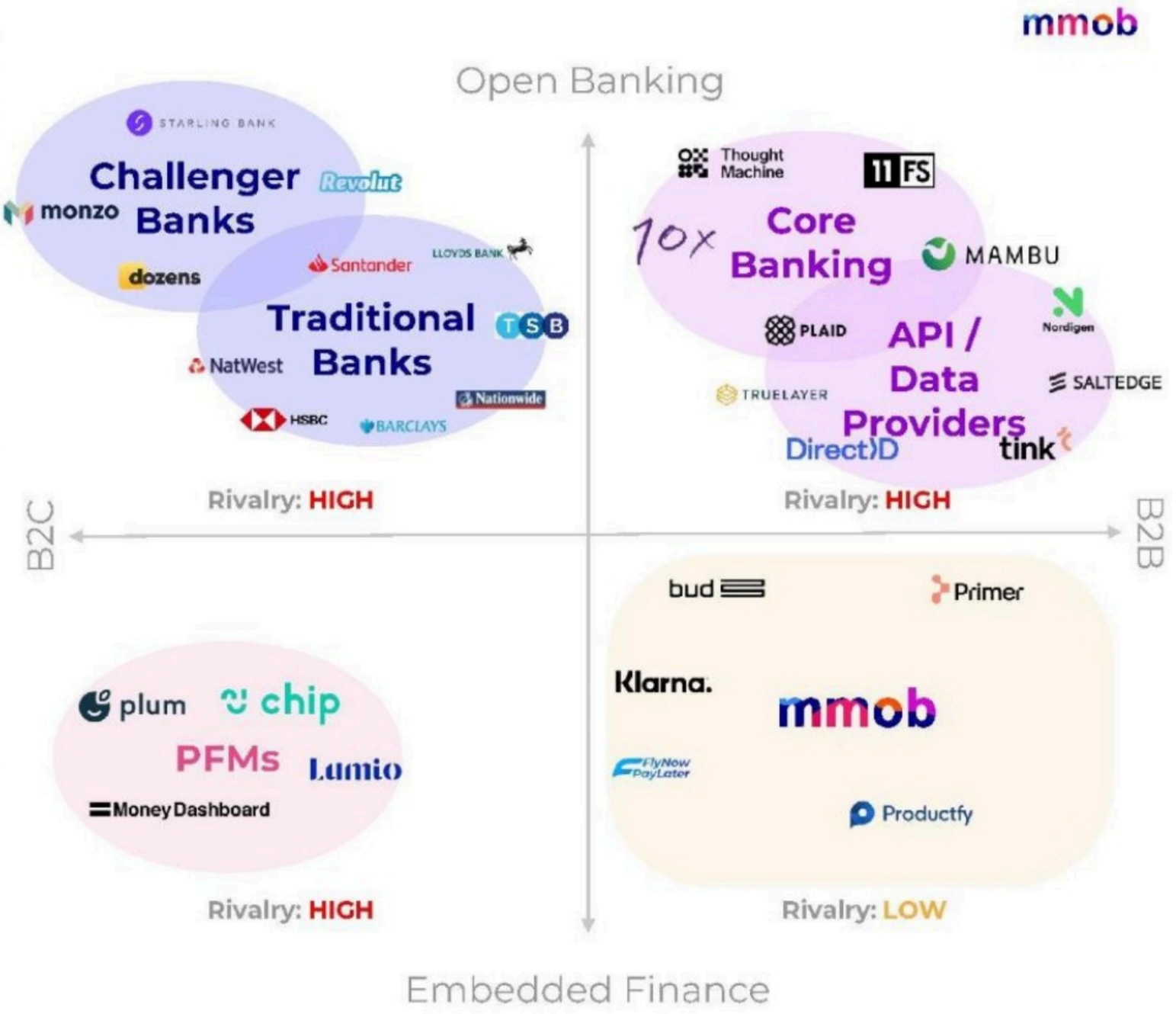
Real-time feedback and toggle on-off flexibility allow **optimisation of ROI** based on user behaviour.

Select from verticals across **Wealth, Utilities, Insurance, Credit, Lifestyle and Payments.**



COMPETITION

Our continued commitment to **rapid product development** and **onboarding new partners** is **key to driving defensibility** and **cement first mover advantage** against the threat of competition from incumbents currently focused on their core proposition.



OUR **MANAGEMENT TEAM**

Irfan Khan
Founder & CEO

Seasoned start-up COO with fintech experience who holds an Executive MBA (Distinction) from Bayes Business School, having started his career in advertising.

Blai Pratdesaba
Head of Technology

Accomplished Chief of Staff and Agile Change Agent with over 15 years Banking experience who holds a BSc Mathematics & Computer Science from Kings College London

Mia Allus
GM Malaysia

Qualified Chartered Accountant & Financial Transformation Specialist and Founder of UK's leading P2P Yielders, Exited first FinTech B2C regulated by the FCA, a double FinTech award winner

James Fell
COO

Software Engineer and start-up veteran with 18 years development experience and advocate creating and providing environments where team members can work efficiently and develop professionally

Amit Mehta
Chief of Staff

Proven Programme Manager previously holding senior roles in HSBC in Malaysia leading priority projects across the ASEAN region. Drives change and innovation from concept to commercialisation.

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