

mollie

# Founders of Growth

Mollie Strategy Discussion Document

August 2020

# Mollie overview

## Mollie in numbers

- **Founded in 2004 in Amsterdam** with the aim to provide frictionless payments
- **Serving nearly 100.000 businesses across Europe**
- **Processing over €10b this year, doubling YoY**
- **~300 employees in NL, BE, DE and FR**

## How we got here

- **Product and customer first approach**
- **Automation of all key customer processes**
- **Strong partnerships** with major e-commerce and SAAS platforms
- **Be super relevant locally in key EU markets**

What drives us

### **Be loved**

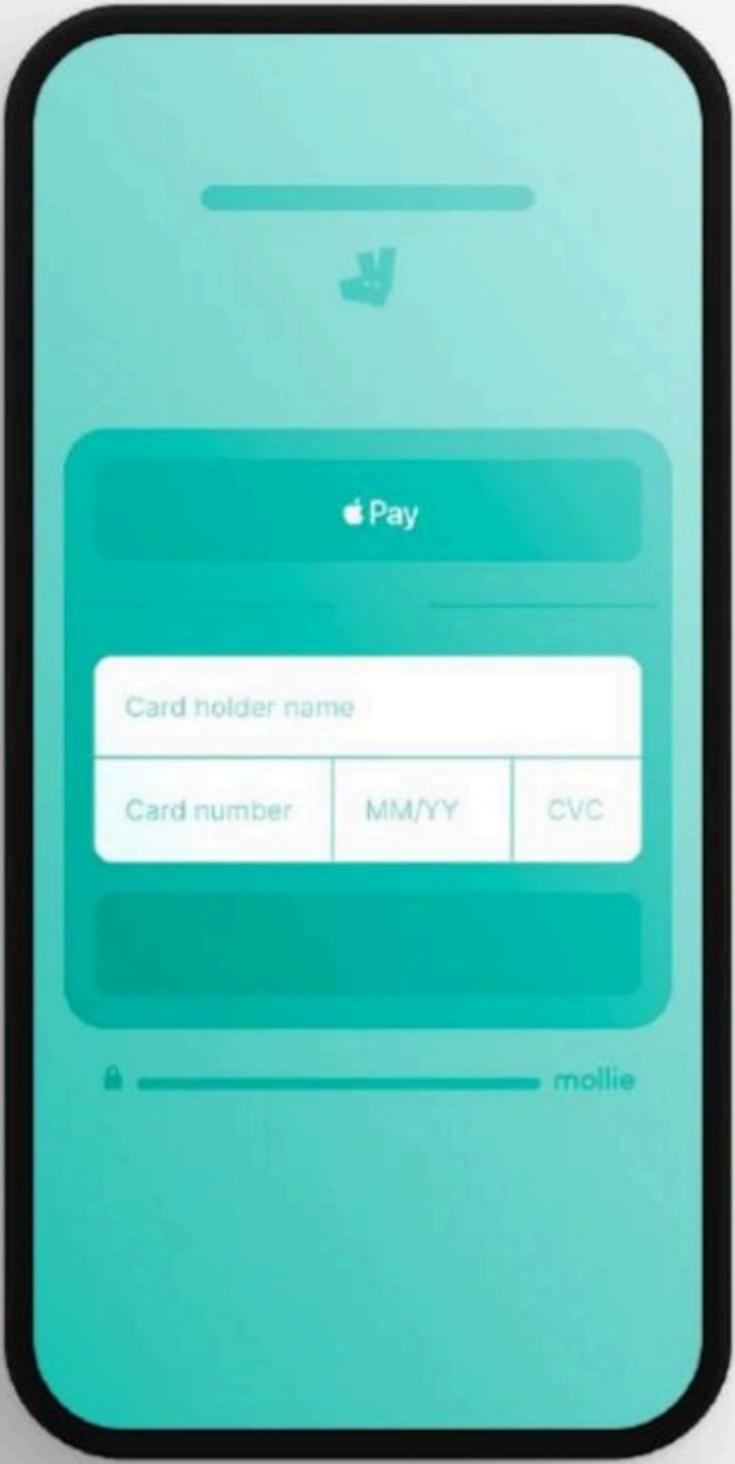
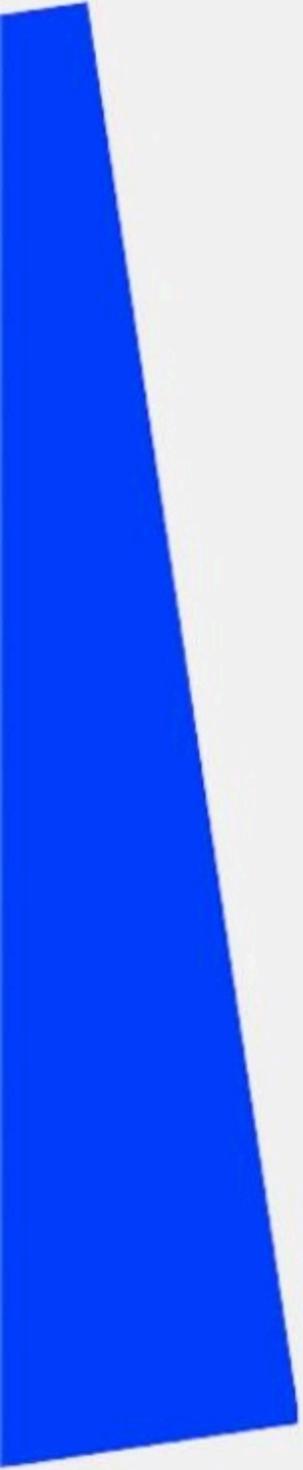
We genuinely seek what's best for our customers as for our people. We treat each other with respect like we would with friends. Thru this, we are able to build world-class products that immediately impact various ways of growth.

### **Be bold**

We have the courage to take risks and challenge the status quo. We are not afraid to make mistakes and always strive to be the best version of ourselves. We do things that are unheard of in our industry because we know they are the right things to do.

### **Be authentic**

We take pride in being our true, unconventional self. We treat everybody equally and uphold a transparent and critical view on the status quo. We are courageous in making tough decisions and are aware that small things can make a big difference.



## 2. Drivers behind strong growth momentum

# Recent momentum is driven by Commercial turn-around. Concrete plans in place to further accelerate growth

### Levers behind recent momentum

- Doubled down on Germany (1,000% growth YoY)
- Successfully shifted our focus to the medium segment
- Created a series of strategic partnerships

### Plans to accelerate growth

- Accelerate international market entries
- Attract more top talent at all levels
- Expand the product and engineering teams
- Place a few big product bets
- Consider making strategic acquisitions

3. Proposition, strategy and why we are winning

## Our proposition aims at helping our customers grow



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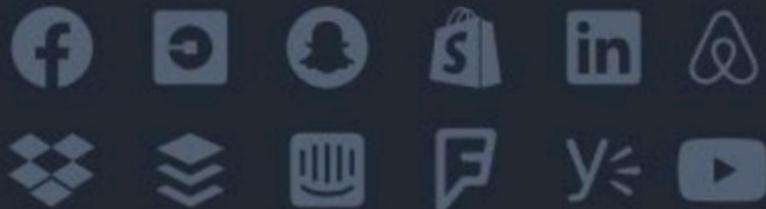
*We differentiate from our competitors by offering a better and more localized product and service to our customers and partners*

### 3. Proposition, strategy and why we are winning

## Our strategy is to create and capture churn from incumbents



**Aiming to become the most loved financial service provider for SMB's in Europe**



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