



Series C Pitch Deck

Who We Are

Super is the savings super app for **everyday Americans** who want to **spend less, access credit**, and experience more of what life has to offer





Your SuperCash Rewards
\$285.30

\$27 off
\$61/night
\$34/night

Get the app

\$299.99
\$93.99



6 Years Ago
Super Launched

80 Million +
Users



~\$1 Billion
Annualized GMV

~100% CAGR
Net Revenue in 2018-2022

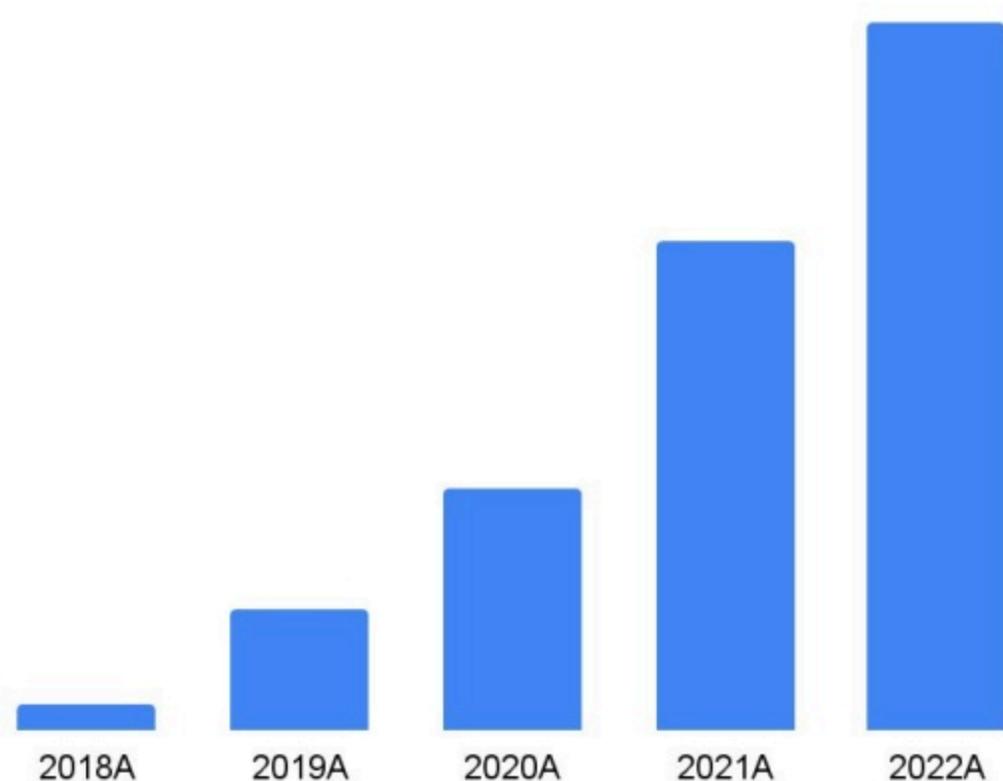
\$150 Million +
Capital Raised

\$150 Million +
In Direct Savings



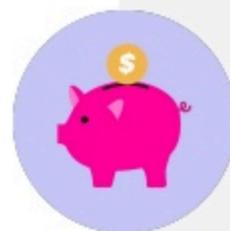
High & Efficient Growth with Strong Unit Economics

Net Revenue (\$M)



Growth at **~100% CAGR** from 2018 to 2022

Gross Margin of **~80%**



Customers Payback Gross Profit on their First Transaction

1st transaction GP LTV:CAC of ~2x



Estimated 4x+ GP LTV:CAC over 36 months

Consistently improving GP LTV:CAC of customer cohorts



Visionary, Experienced & Founder-Led Team



Hussein Fazal
Co-Founder & CEO



Henry Shi
Co-Founder & COO



Radhika Duggal
CMO



Daniel Weisenfeld
CFO



Clem Bason
GM, Travel



Rick Galasieki
GM, Fintech



Eitan Sisso
GM, SuperShop



Kevin Keller
General Counsel



Team

Full-time Team Members: 223

Fully remote with hubs in San Francisco, New York, Miami, and Toronto

Independent Board Members



Joanne Bradford
Former COO & CMO at SoFi



Anan Kashyap
Former CFO at Poshmark



 SUPER

Our Customers

Super serves those that need it the most

Low household income, traditionally <\$50K

No or low FICO score

2% wait for products to be on sale to purchase

41% have to save before they buy





Our Target Customers

**183M
Consumers**

**100M
Consumers**

- Low/Med income - \$50K to \$75K HHI
- Good credit - above 669
- Enjoy saving money when they can

83M Consumers

**Core
Target
Customers**

- Gen X & Gen Y - Age 25 to 56
- Low HHI - below \$50k HHI
- Poor credit - below 669 or no score or not sure
- 33% unemployed (US unemployment rate ~3.9%)
- 66% are female
- 67% make all the HHLD shopping decisions
- 50% don't have access to goods and services to live the life they want

 SUPER

A Savings Super App

Why us? Why Now?

The **wealth inequality** gap in the US is growing.

Super has a unique opportunity to make a difference in the lives of 100M+ Americans.

We are positioned to do this given our active customer base and our core travel and card products.



Why a Super App? Why bring all of this together?

Customer Driven Expansion

This is what our customers are asking for. They need to save (not just want). They need access to credit.

There are synergies between products

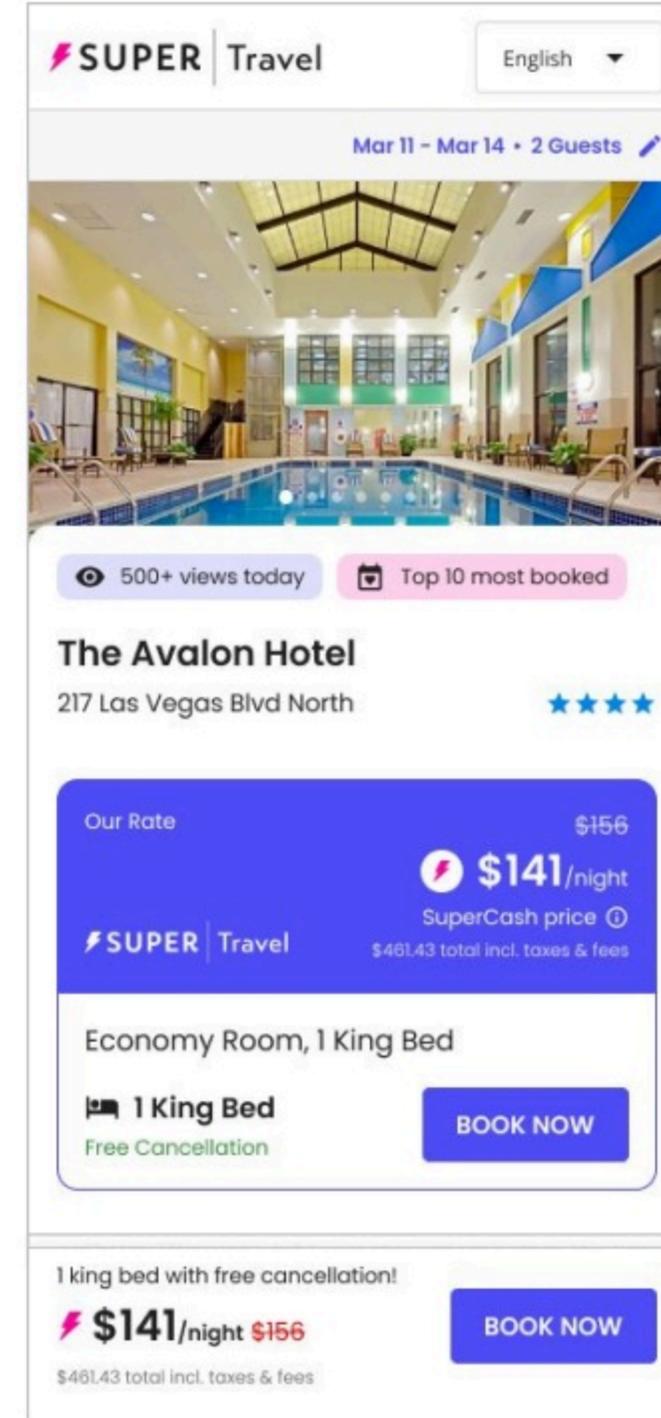
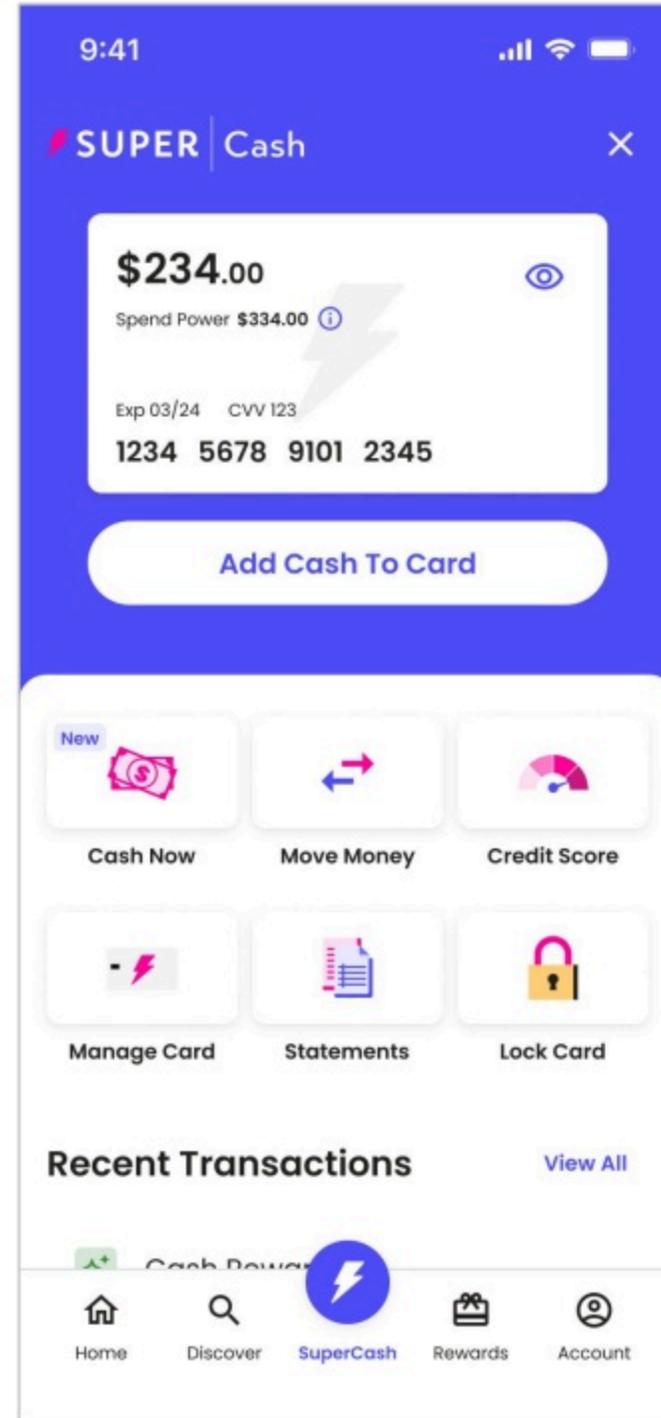
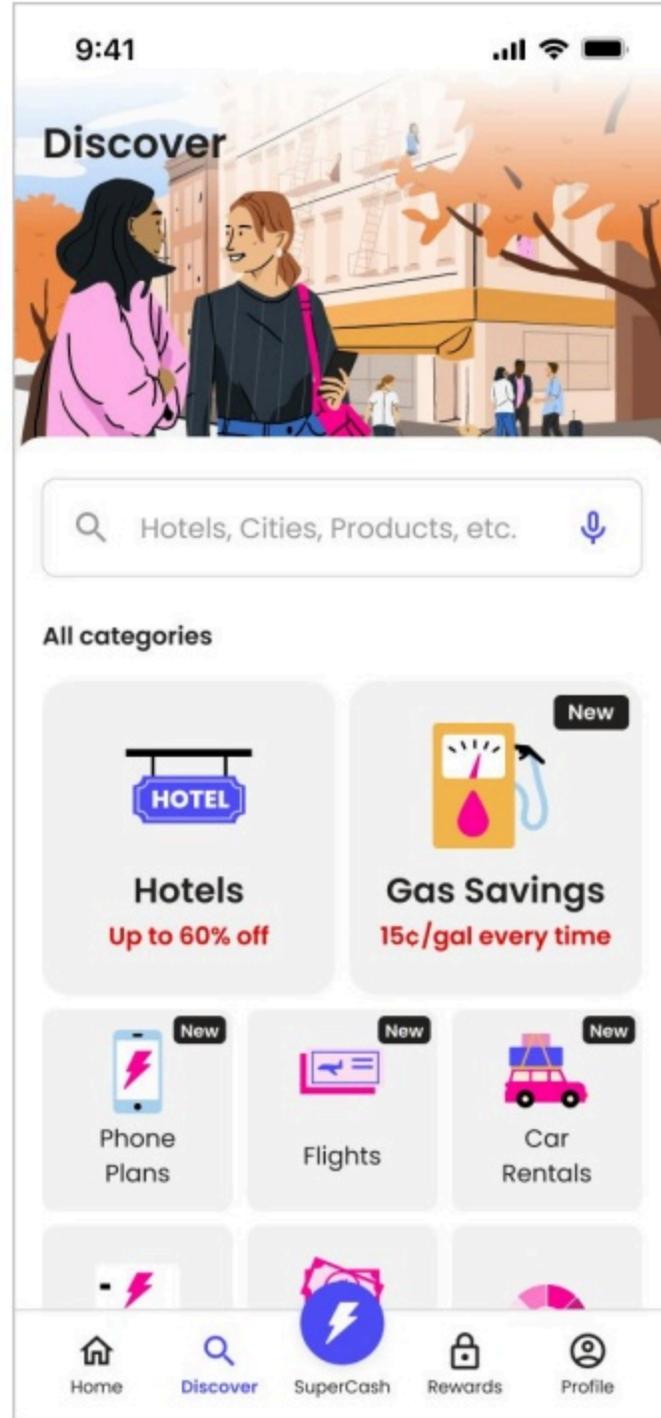
- Travel / Shop customers signing up for Cash on checkout
- Transaction history on Cash allows us to suggest other savings (Gas, Mobile, Pharma)



Savings Super App

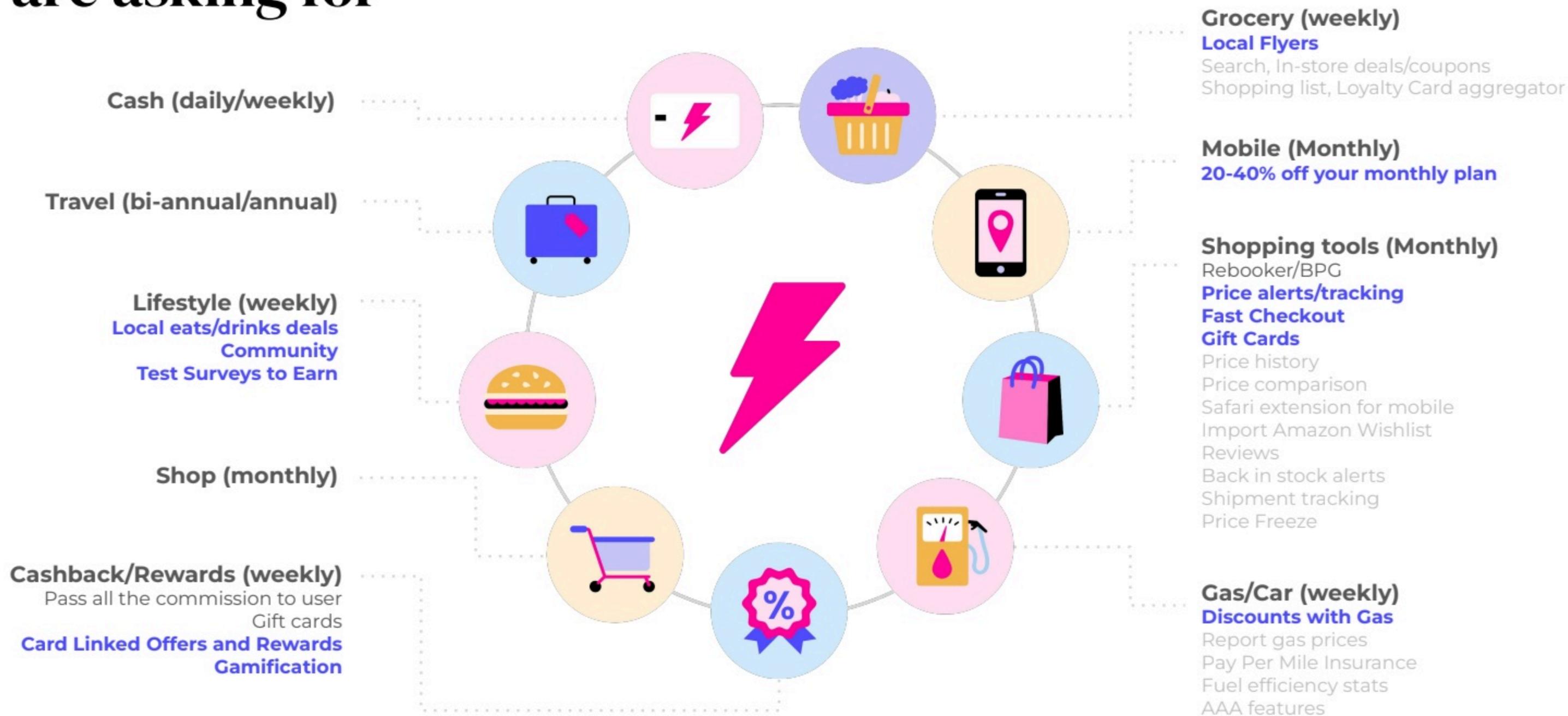
Helping customers save and build credit through a wide range of products

- Hotels
- Gas Savings
- Cash Card
- Credit Building
- Phone Plans
- Insurance
- Pharmacy



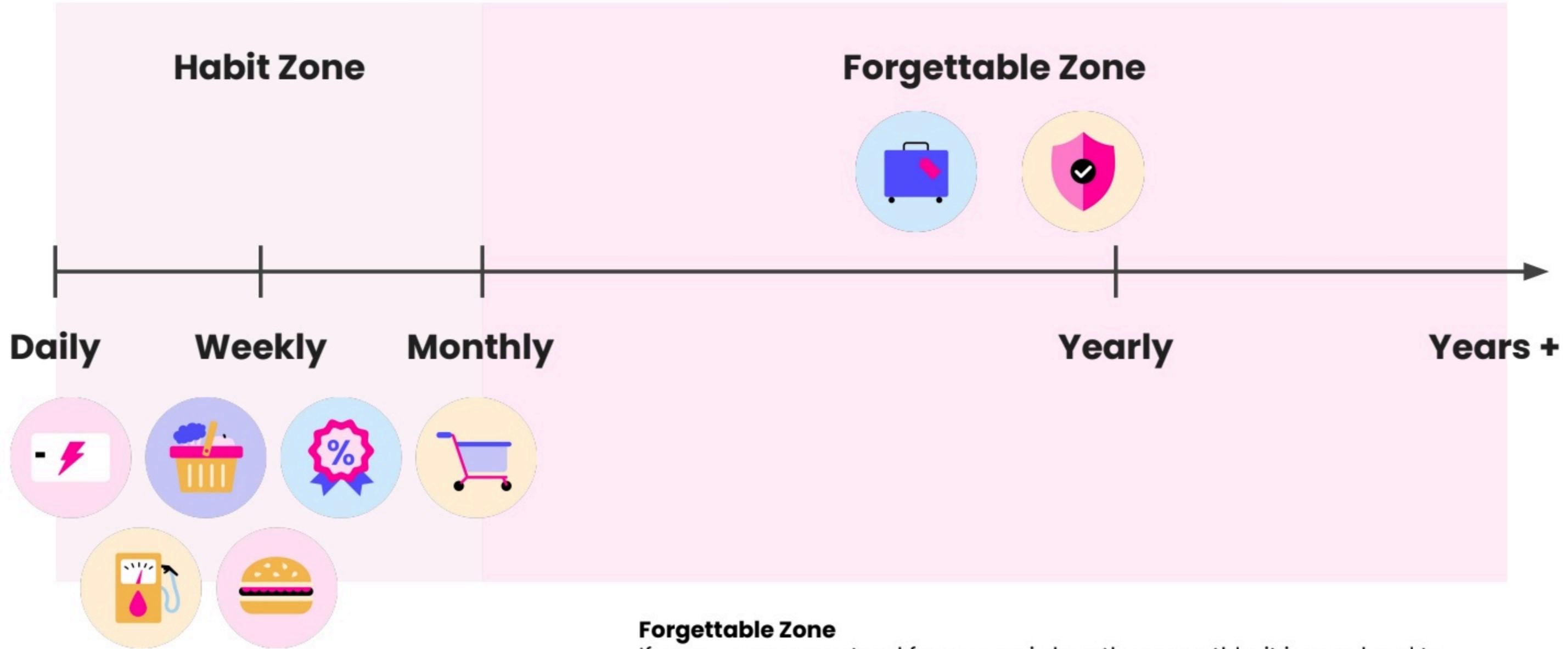


Expanding into use cases that our customers are asking for





Use Case Frequency Spectrum



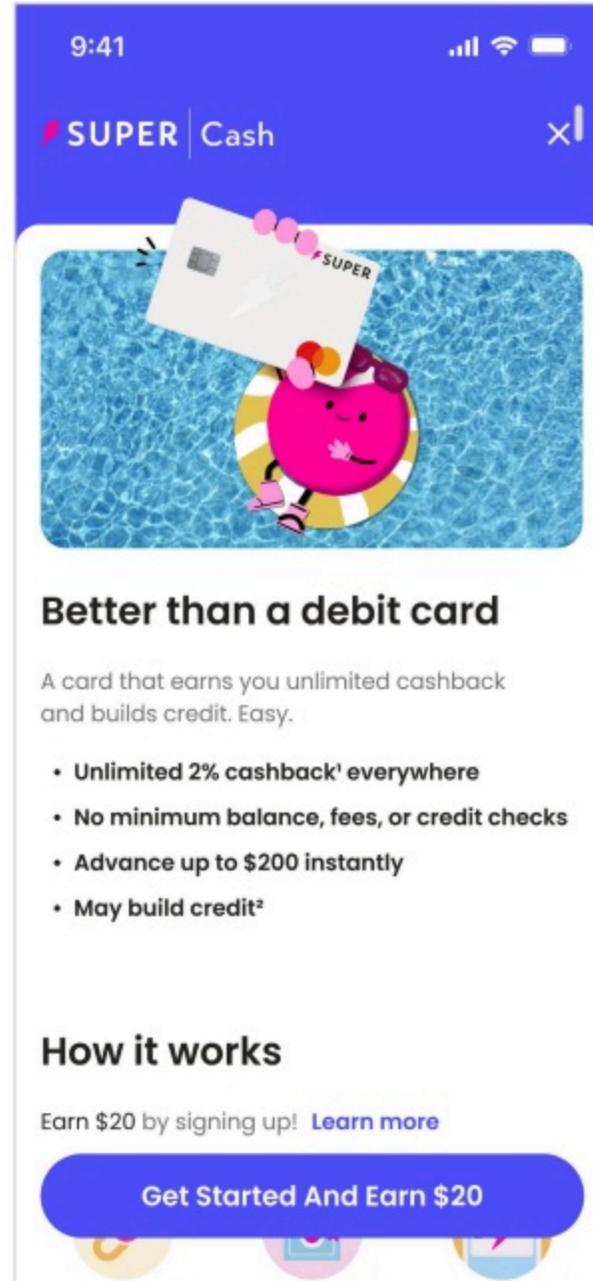
Forgettable Zone
If your use case natural frequency is less than monthly, it is very hard to stay in the mind of the consumer. You end up having to re-acquire users.



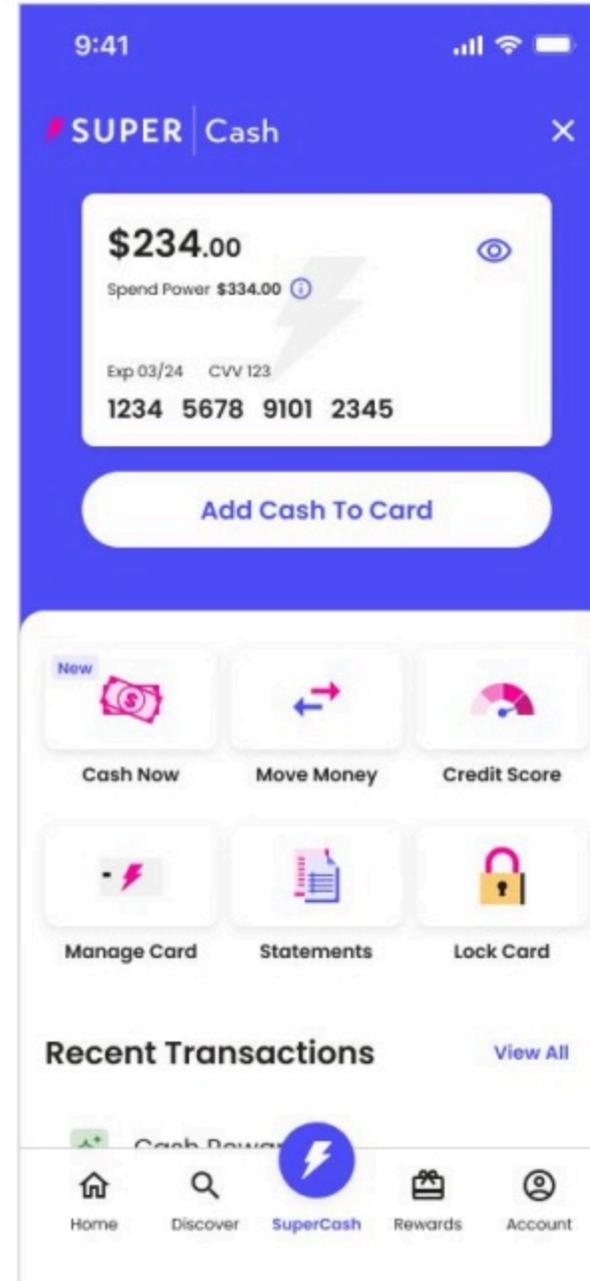
SuperCash is core to the experience

As users sign up for SuperCash it becomes a core part of their experience

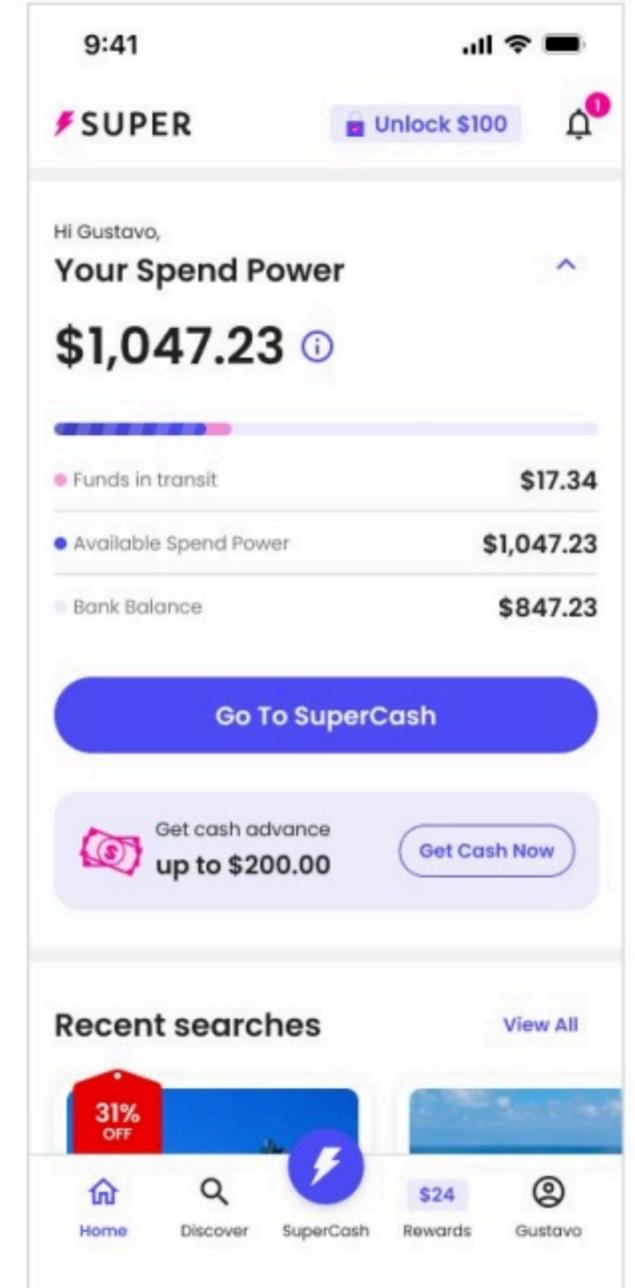
This feeds the rest of the flywheel and turbo charges retention



SuperCash promotional landing page



SuperCash in a dedicated section on the app



Balance and spend power appears on the SuperApp homepage