



B A N K

FINECO. SIMPLIFYING BANKING

# A profitable FinTech Bank

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## What does a FinTech do?

FinTech do things that banks should do,  
but that they don't do because they are inefficient

# FINTECH DNA: A UNIQUE CUSTOMER EXPERIENCE

THE FOUNDATIONS OF OUR QUALITY

## ONE-STOP SOLUTION...

1. Best-in-class products
2. Powerful and easy-to-use multichannel platform both for clients and PFAs
3. Transparency

BEST PRICE/  
QUALITY RATIO

97%

Customer  
satisfaction<sup>(1)</sup>

WORD OF MOUTH AS  
KEY ACQUISITION  
CHANNEL

>100k

New clients  
per year

VERY LOW  
CLIENTS CHURN  
RATE (~ 2%)

n. 1

App among Italian banks  
in terms of customers' rating

KPMG: **Ranking 1<sup>st</sup>** in terms of **Omnichannel Index**  
across all industries

...RESULTING IN A STATE-OF-THE-ART  
CUSTOMER EXPERIENCE

# A UNIQUE BUSINESS MODEL



## **Brokerage**

N.1 platform in Europe  
since 2004



## **Banking**

Full-service Banking and  
Credit multichannel platform



## **Investing**

Extensive PFA network  
coupled with open  
architecture platform

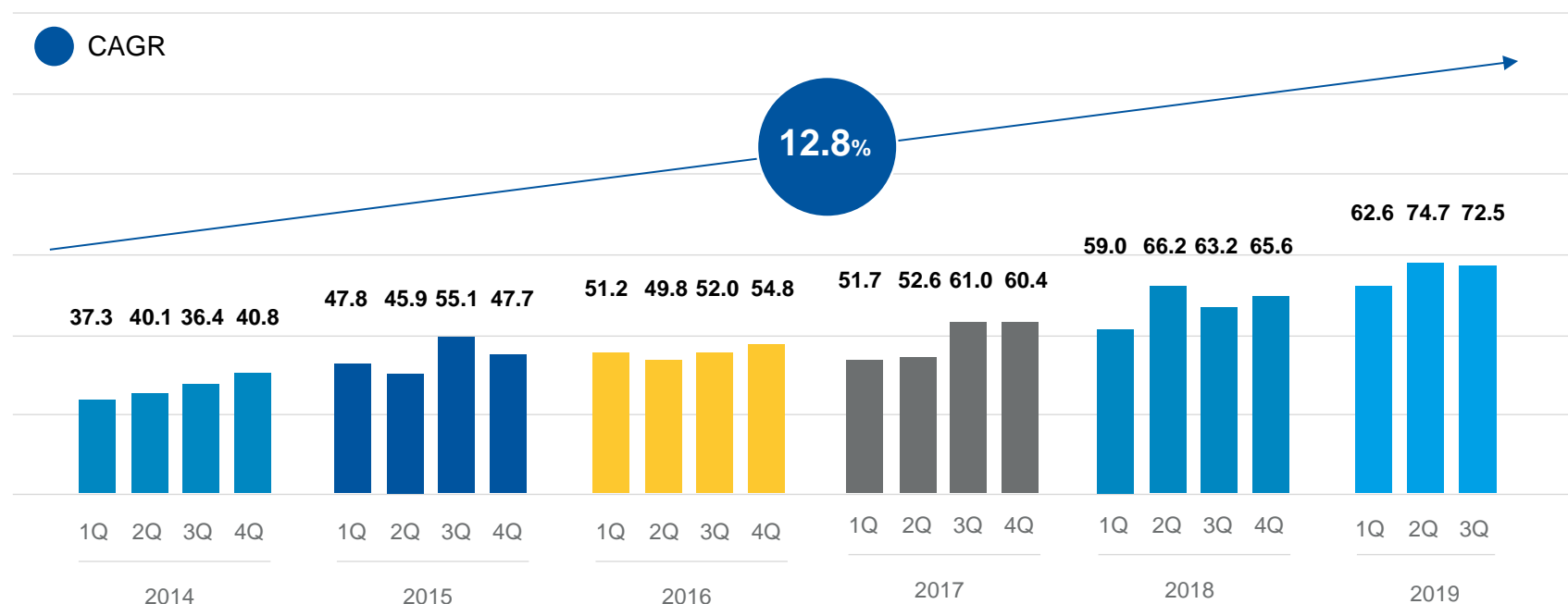
**Multiproduct approach vs vertical approach of most Fintech companies**

# PAYING ATTENTION TO PROFITABILITY

Consistent results in every market conditions

Net Profit adjusted (net of DGS)<sup>(1)</sup>, mln

● CAGR



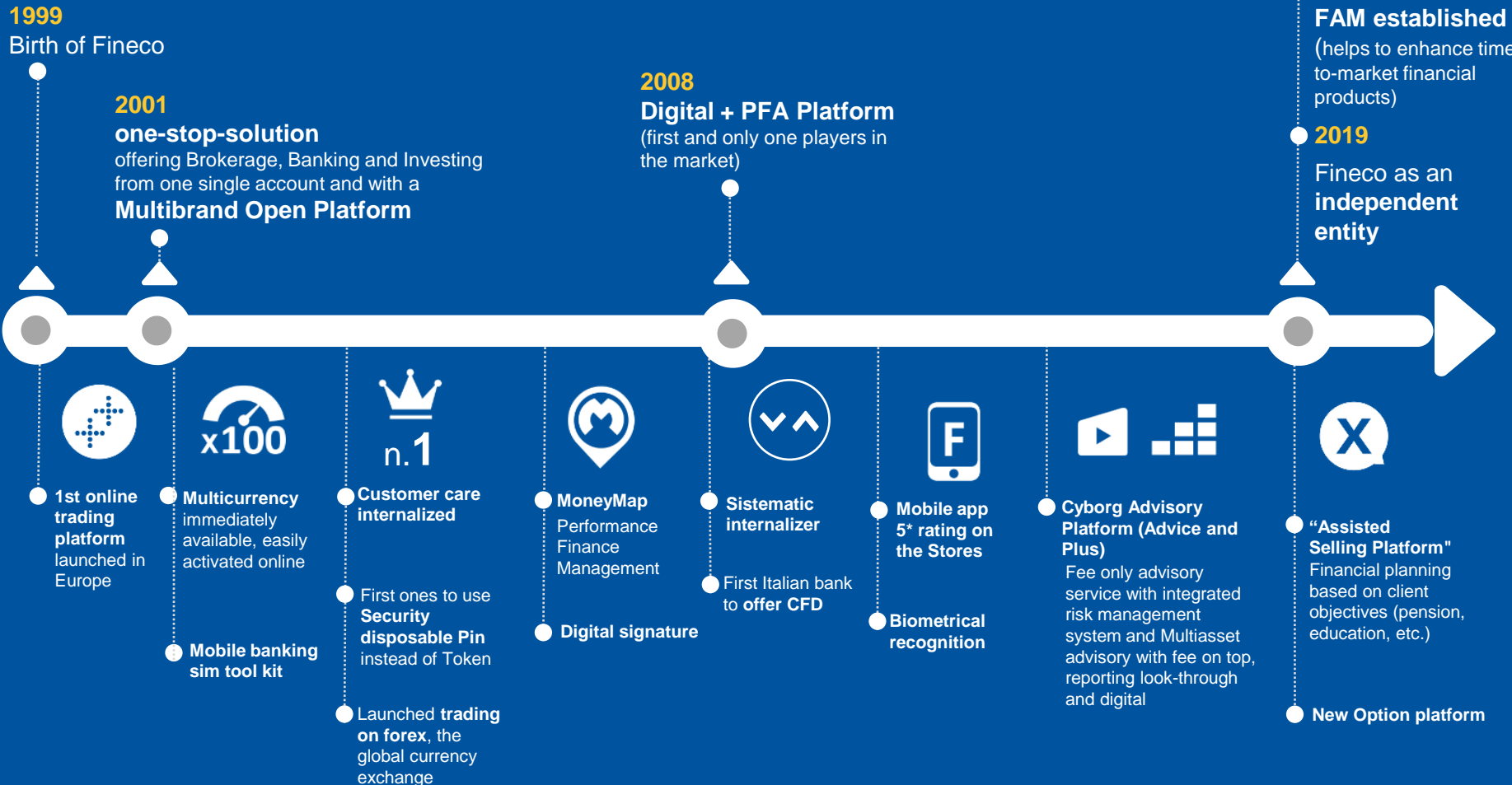
<sup>(1)</sup> Net Profit adjusted net of Deposit Guarantee Scheme (FY15: -3.1 mln net, FY16: -7.1 mln net, FY17: -7.1 mln net, FY18: -9.6 mln net, 9M19: -11.7 mln net)

# A HISTORY OF INNOVATION

The bank for the future...dating back to 1999

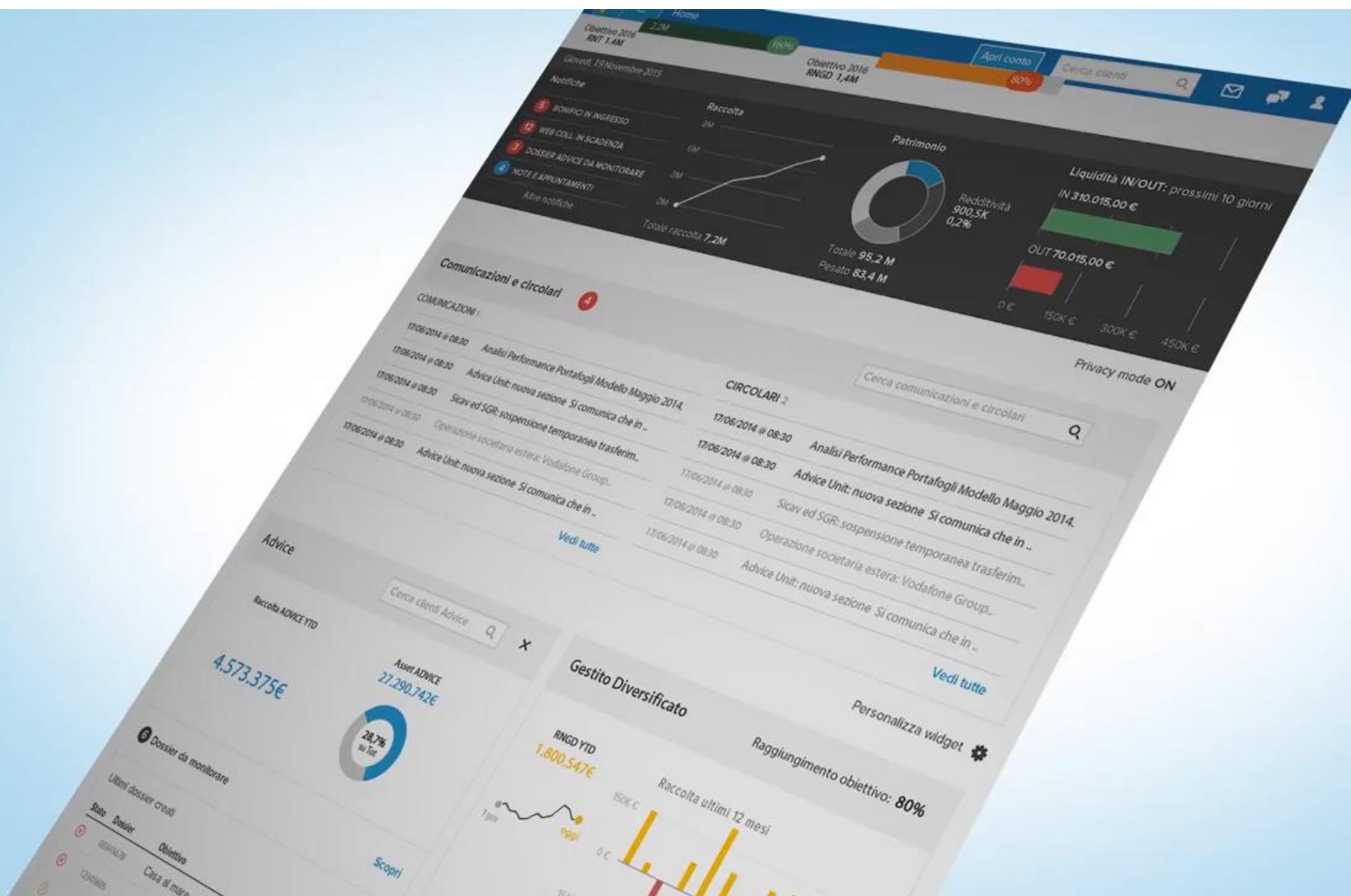
BUSINESS INNOVATION

PRODUCT INNOVATION



**A GROWTH PATH WITH A CLEAR GOAL:  
SIMPLIFYING CUSTOMERS' FINANCIAL LIFE**

<sup>(1)</sup> In terms of size of PFA networks involved







# LEVERAGING ON A DEEP-ROOTED INTERNAL KNOW-HOW

**Senior management experienced in IT**  
**No external consultants** nor system integrator

**17%** FTEs in IT Department

**24%** FTEs in Back-Office

## OUR INTERNAL IT KNOW-HOW

A STRATEGIC CHOICE

resulting in unmatched  
user experience for both  
our clients and PFAs

- » **Core system** internally managed
- » **Internal DWH** to fully exploit our **Big Data Analytics**
- » Continuous innovation **fully in-house** developed



## TO EXPAND PLATFORM SCALABILITY AND OPERATING GEARING



# A PROPRIETARY, INTEGRATED BACK-END

In-house development and automated processes:

1. enhancing our **time to market**
2. leading to an **efficient cost structure**

Customer  
Care

Marketing

Products

Back-office

PFA's

## BUSINESS INTELLIGENCE

to better serve our customers

## FOCUS ON OUR OPERATING LEVERAGE

## COST/INCOME



Figures net of non recurring items and of gain on Visa sale (2016: +15.3 mln gross)

## A SINGLE DATABASE POWERING A STRONG DATA MANAGEMENT



## STRONG DATA MANAGEMENT

» Low risk business model, with high quality lending portfolio

» Very low Cost of Risk at 15bps and continuously declining



## EXTRACTING MORE VALUE FROM BIG DATA ANALYTICS

### WE HAVE AN ACCURATE IDEA OF OUR CLIENTS' FINANCIAL NEEDS

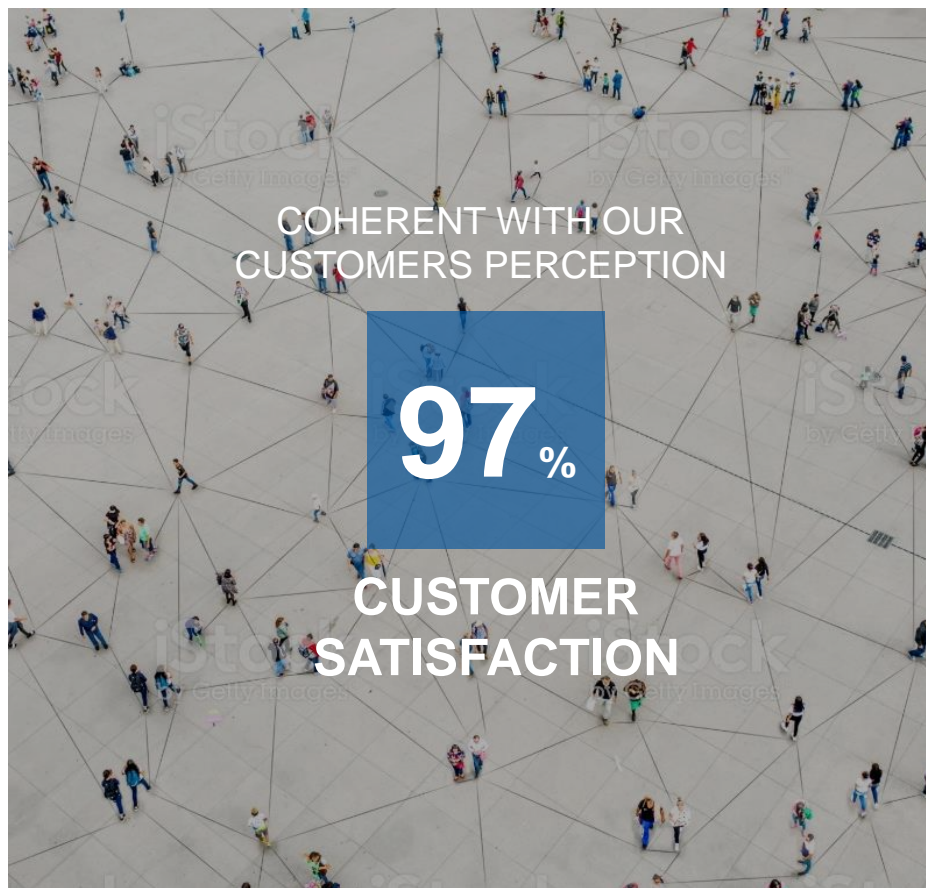
- » **X-Net:** our **cyborg-advisory platform** better than robot-advisory enhanced with tailor-made solution to solve clients' financial gaps
- » **Co-Working:** our PFAs will be able to **share customers** with other colleagues to manage them more actively
- » **Fineco X.0:** **better target customers with direct campaigns** to fully exploit our growth potential



## A MORE EFFECTIVE COMMERCIAL STRATEGY

# FINTECH DNA

We communicate as a Fintech since the beginning



## Effectively communicating our core message...

- » Strong internal ADV know-how
- » Leveraging on our single database to better target customers
- » Marketing culture to grow organically

**SIMPLIFYING  
BANKING**



IL MONDO CAMBIA TROPPO IN FRETTA PER STARGLI DIETRO.



STAI  
DAVANTI.



**FINECO.**  
**SEMPLICE,**  
**COME RESPIRARE.**

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DA SEMPRE INVESTIAMO  
**SULLA TECNOLOGIA**  
PIÙ EVOLUTA CHE ESISTA:  
**L'UOMO.**



ITALIANI  
SODDISFATTI  
DELLA MAMMA:

**82%**

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CLIENTI  
SODDISFATTI  
DI FINECO:

**91%**

Fonte: Italian Online, Intercept Survey 2009.

**FINTECH DNA: SIMPLIFYING BANKING**

**97%** CUSTOMER  
SATISFACTION

# 9M19 RESULTS

Net profit<sup>(1)</sup>: Best 9M ever, +11% y/y in a more complex environment

## Net Profit <sup>(1)</sup>

**+10.8%**  
y/y

**198.1** mln

**9M19**

## Revenues <sup>(1)</sup>

**+5.2%**  
y/y

**489.0** mln

**9M19**

## Operating Costs <sup>(1)</sup>

**+1.3%**  
y/y

**185.2** mln

**9M19**

## Operating Leverage

**+10.9%**  
TFA (bn)

**+6.4%**  
clients

**-1.4**  
p.p.  
Cost /  
Income

<sup>(1)</sup> Figures adjusted net of non recurring items. 9M19 non recurring items: Voluntary Scheme: -4.4mln gross, -2.9mln net. 9M18 non recurring items: Staff expenses -1.1mln net (-1.6mln gross)





**THANKS  
FOR YOUR ATTENTION**

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