

anthemis | group

digitally native finance

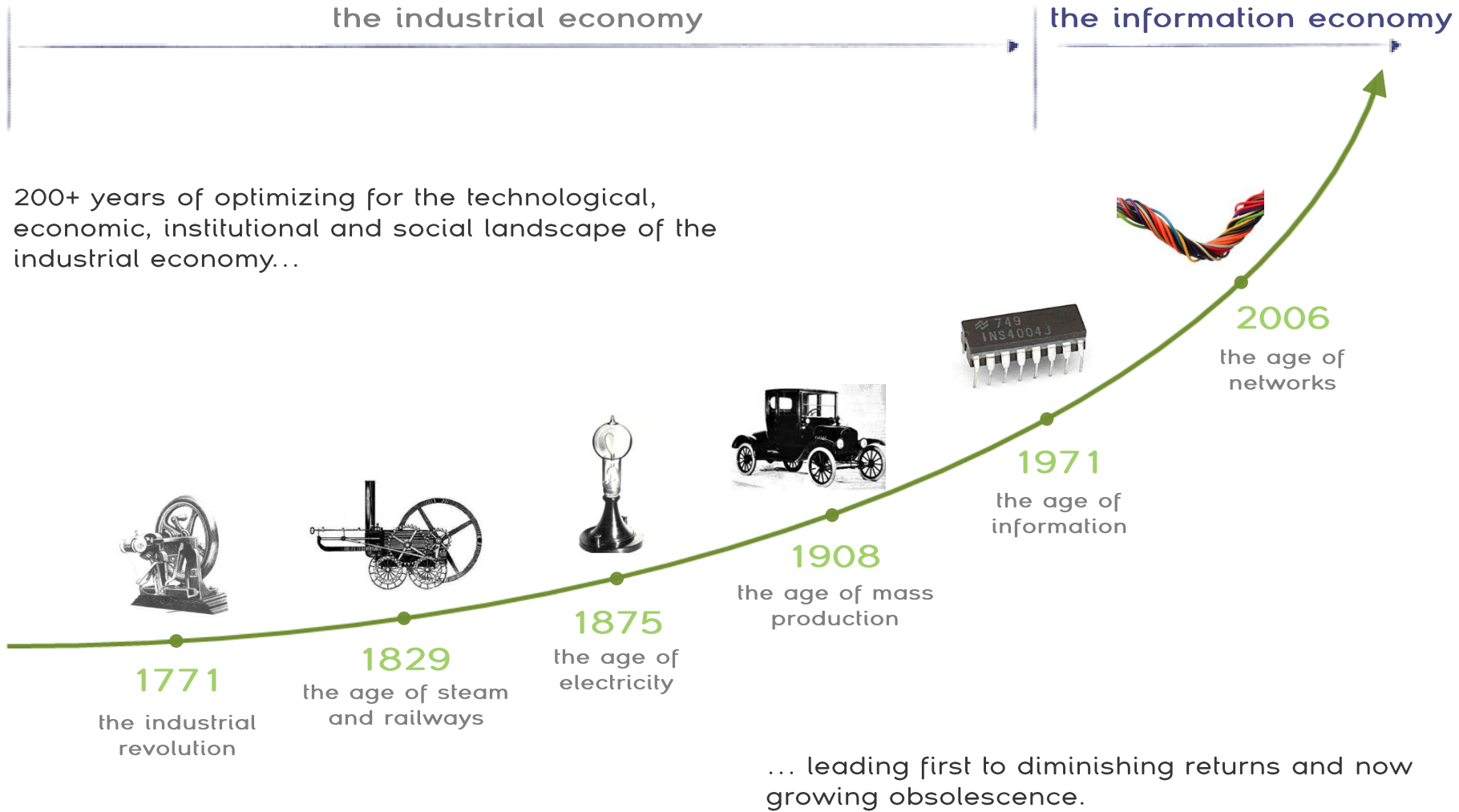
*re-inventing finance for
the information economy*

CONFIDENTIAL



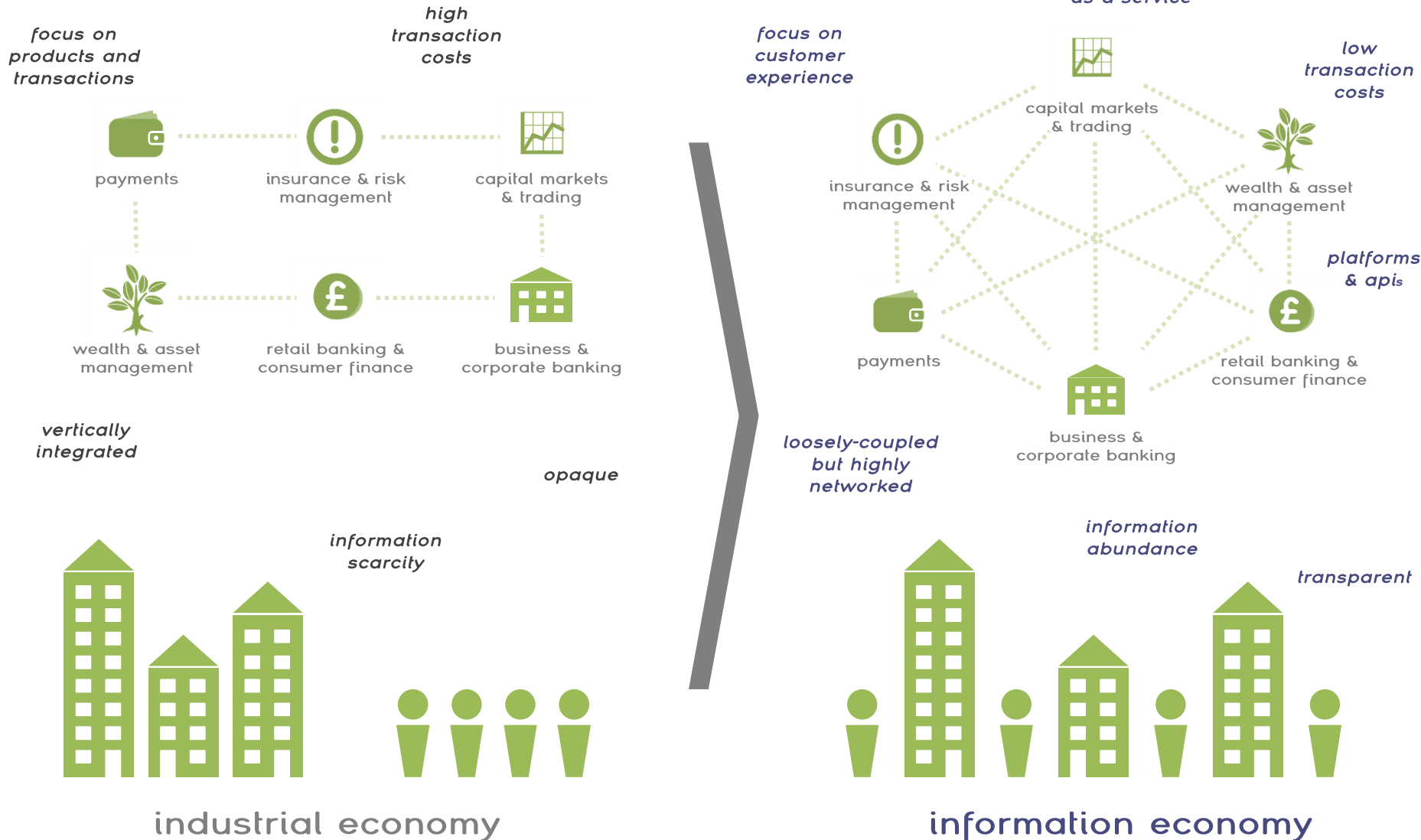
from the industrial to the information economy

a new paradigm driving new optimal business models



operating in a new competitive environment

key technological & cultural trends defining this change



a growth company re-inventing financial services

building a network of complementary businesses spanning the industry



retail banking &
consumer finance



business &
corporate banking



payments



wealth & asset
management



anthemis | **group**



capital markets
& trading



insurance & risk
management



strategy, transformation &
corporate finance



data, technology
& infrastructure
(complements)

creating a new, “digitally native” global financial services group

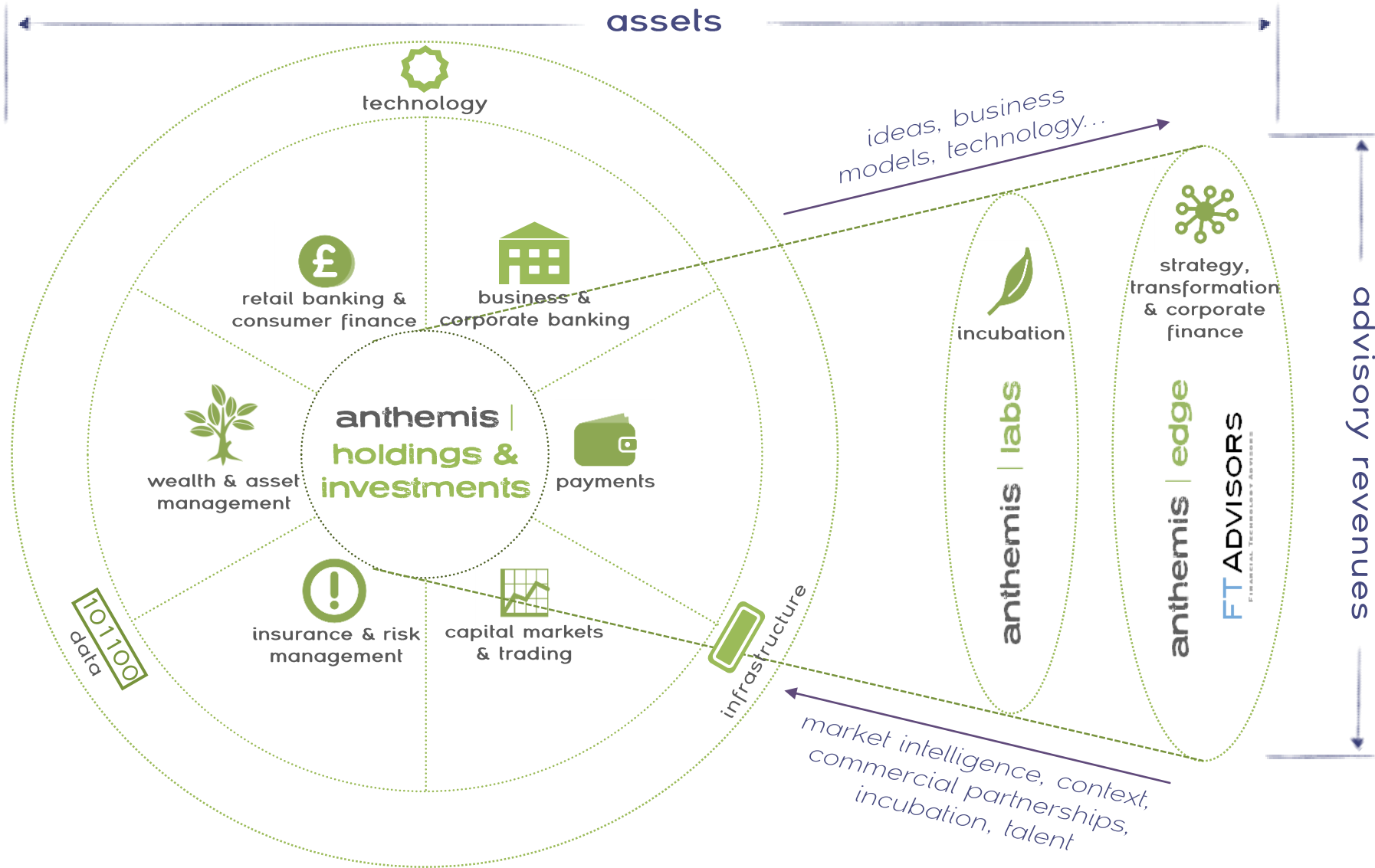
with a loosely coupled but highly networked ecosystem of talented and passionate executives, engineers and entrepreneurs...

...reinventing the production and distribution of financial services.

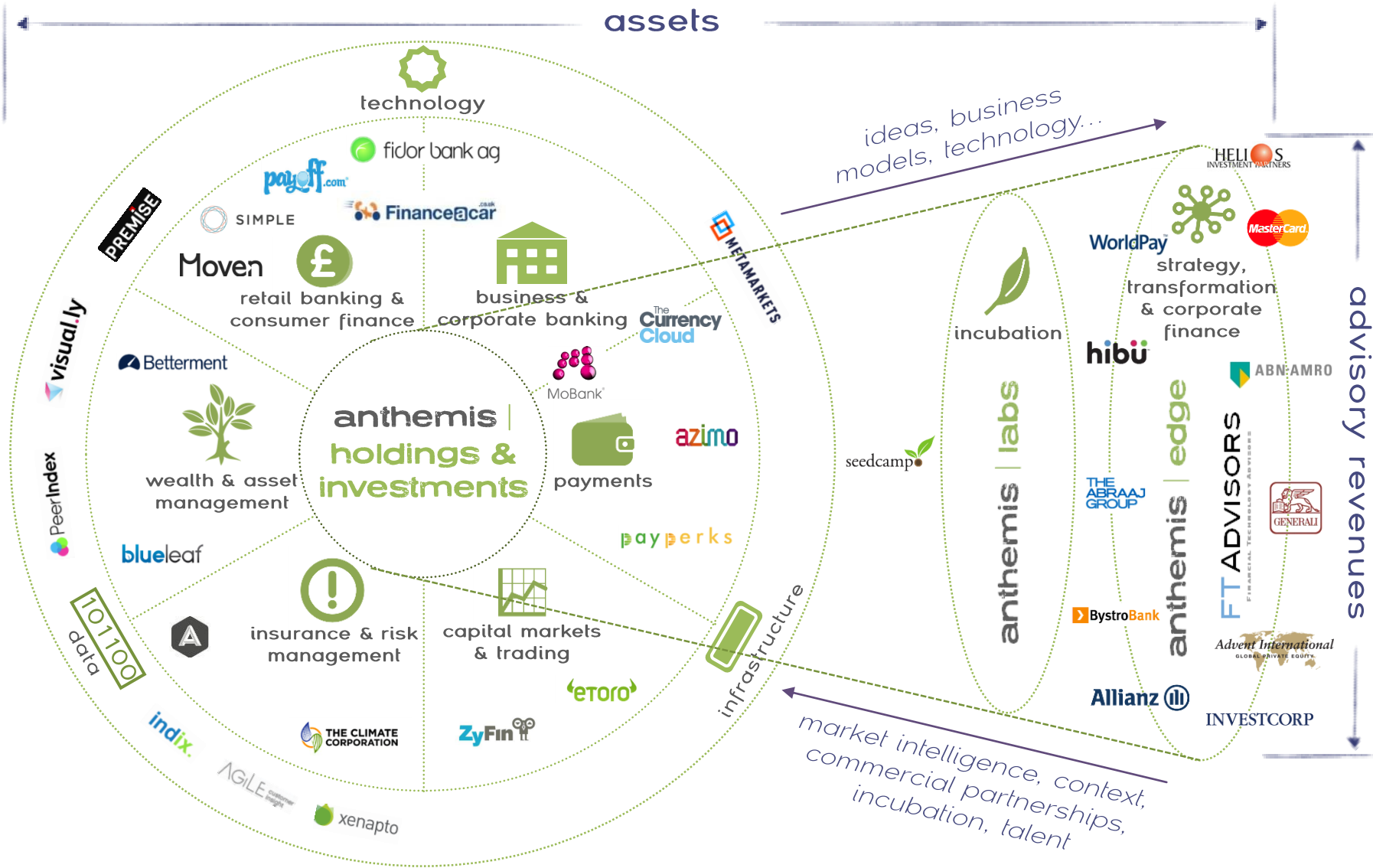
Anthemis hacking finance retreat 2012

with a unique but powerful business model

a "connected company" structurally adapted to the challenges of the 21st century

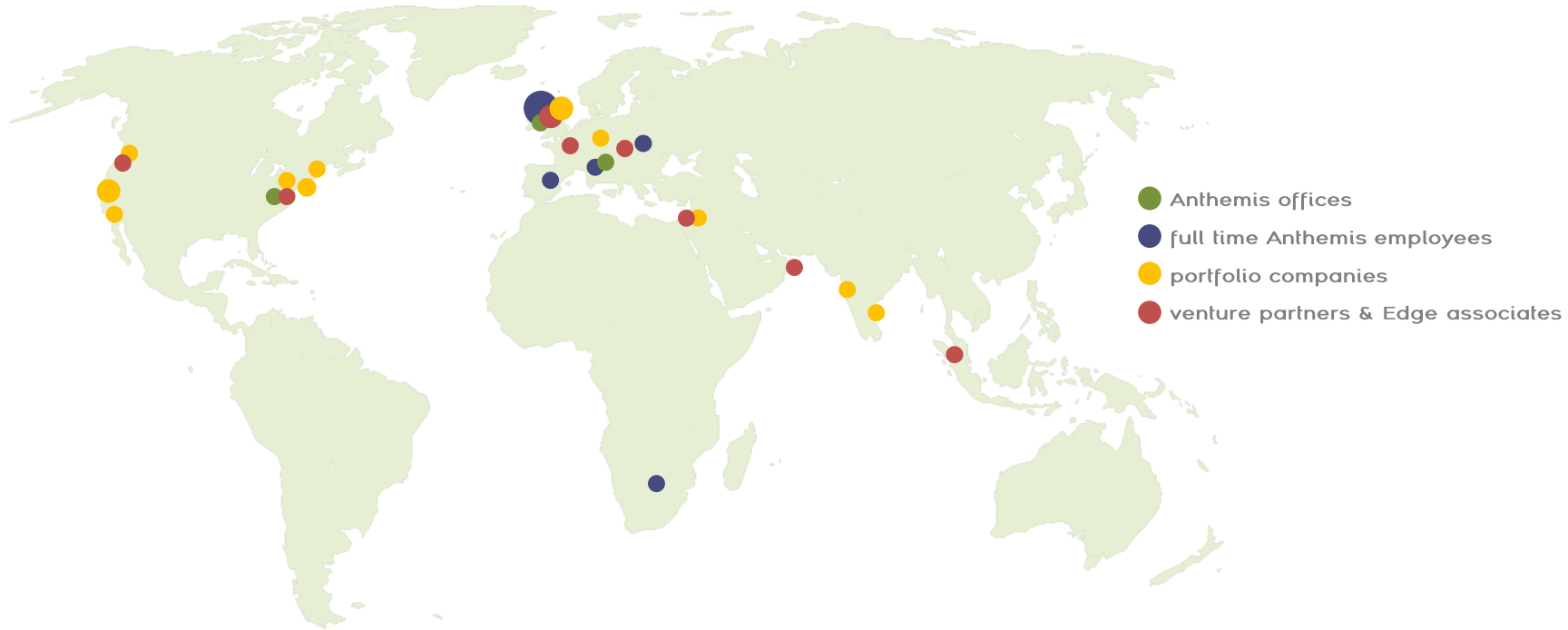


with an exciting portfolio of companies and high profile clients



supported by a global ecosystem

with an exceptional diversity of talent and experience



37 company founders in network

24 full time Anthemis employees

23* portfolio companies

16 venture partners & Edge associates

our management & operating experience:




note: (*) includes Seedcamp, also Azimo (currently pending)

"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

- Buckminster Fuller





*"The task is not so much to see what no one
has yet seen; but to think what nobody has yet
thought, about that which everybody sees"*

- Erwin Schrödinger

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