



grandhood

Investor update / **White Label** proof-of-concept
in the making

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Dear investor network

The global retirement funding gap is estimated to reach \$400 trillion by 2050. Platforms such as Grandhood have the potential to play a critical role in reducing this gap by increasing consumer understanding, choice and transparency.

Our vision is to build the leading SaaS platform to sell and manage pension & life insurance policies globally.

A critical challenge is that Pension & Insurance companies lack innovation capabilities. Hence, SMEs are not being served digitally and thus not profitably.

We believe that a meaningful solution to this financial inclusion challenge is that Grandhood offer its technology platform to Pension & Insurance companies as a white label. This will enable them to serve SMEs digitally and thus profitably.

Jon F. Lieberkind

Founder & co-CEO



WHY we exist

We want to ensure that SMEs and their employees are **sufficiently insured**, while ensuring that they also **save enough for retirement** to live the grandhood they dream of. We do that by creating **new standards** for the workplace pension industry that has not renewed itself for decades by **making a digital self service pension solution** for both employers and employees alike. Thereby making next-gen workplace pension solutions **affordable** and **accessible** for SMEs and their employees.

Wins

Solid progress on our white label proof-of-concept for Velliv.

Building the pipeline of white label customers.

Great investor feedback on our white label business.

Struggles

Capital constrained.

Sales

SEPTEMBER STATUS

- In our direct acquisition business line; Our core market segment is still companies with less than 30 employees.
- This is where we have a comparative advantage and experience less friction in the digital onboarding.
- We can selectively target larger companies that are digital natives.

H2 STRATEGY STATUS

Partnerships

We are live with the first payroll integration // Two new integrations with payroll providers and a legal company are agreed upon and will be implemented before year-end // In Q4 these partners shall prove themselves as solid lead generators.

Sales in new scale

New targeted initiatives with high potential and exciting partners makes us bullish and encourages us to believe that Q4 will be the best quarter on record in terms of new business.

Elephant hunting

The sales cycles are often much longer with larger companies - we selectively dip our toes in this market segment, but not as our core market yet. For now, we will only pursue larger companies, when we have connections there and where we see a natural match on digitalization.

Marketing

SEPTEMBER STATUS

- 80% of new customers over the last 3 months comes from Marketing activities, where customers either have booked a meeting themselves, called us or started onboarding without talking with us.
- Shift in focus to smaller companies with shorter sales cycles.

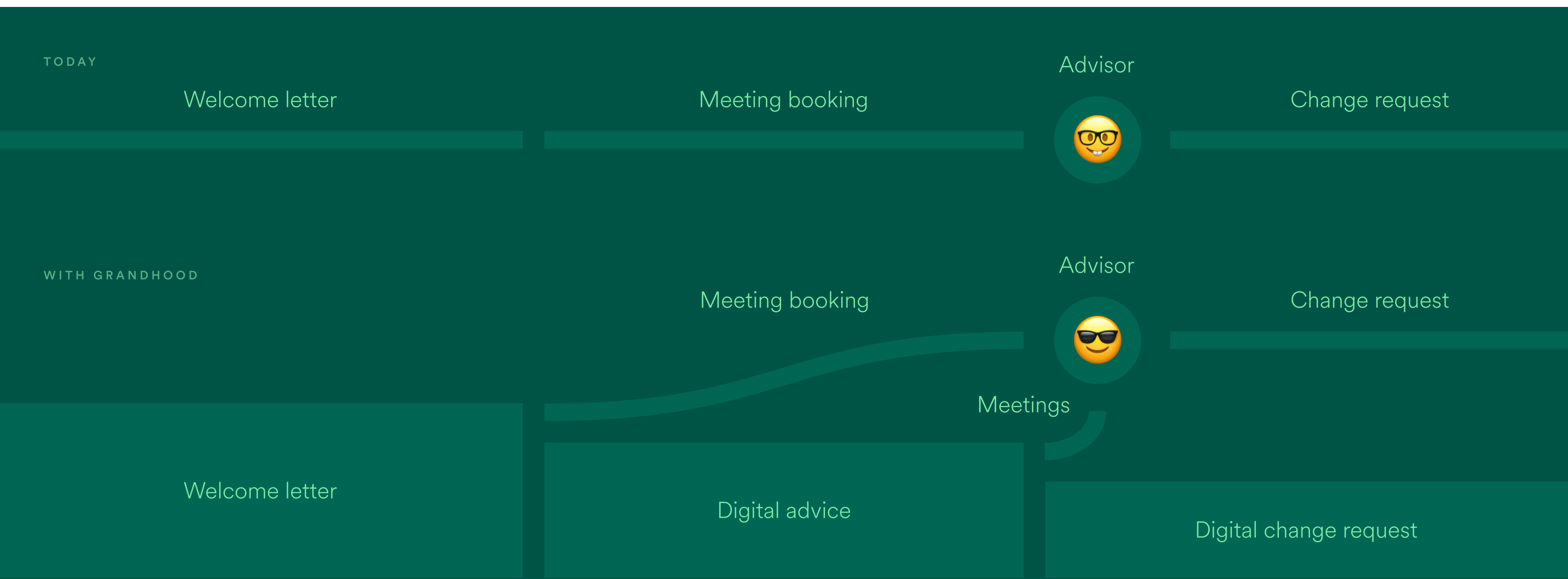
H2 STRATEGY

- We have seen a decrease in meetings booked as expected due to a decrease in marketing spend.
- We are starting internal meeting bookers on November 1st to reduce the cost of booking meetings.
- We have decreased our focus on “larger” companies with +30 employees, and refocused on companies with shorter sales cycles.
- Our first brand awareness campaigns are live and are performing well.

Product

We are concluding our Proof-of-Concept project for our first white label customer, Velliv, with the actual implementation starting next month. We are building the pipeline of potential institutional white label customers whom might be interested in utilizing our digital onboarding and our algo-based advisory offering.

We are offering our customer advice flow to partners in the pension business - a unique offering where using our flow, our partners will **be able to 10x their advice capacity**, while keeping their current advisory headcount...



10x the number of advice sessions - with the same number of advisors.

.. **a leap forward for the business** on several fronts, increasing advise capability, customer satisfaction, increased AUM from roll-overs and also placing our partners firmly in the digital future.

Increased capacity

90% of the customers go through the onboarding without the need to talk to an adviser.

Customer satisfaction

Relevant advice on the customers' own terms

Increased AUM

90% transfer their old pension

Future-proofing

Tomorrow's retirees are digital, and the business now know what they have to pay to service them.

September YoY growth: 678% growth in MRR

We recorded an **MRR of EUR 38.892** in September, down 2% from EUR 39.560 in August (upward revised from previous report due to us winning Lunar).

This compares to an MRR of 7.036 at year-end 2021. Thus, **YTD growth as of 31/9-2022 in MRR is 460%.**

DECOMPOSING MRR

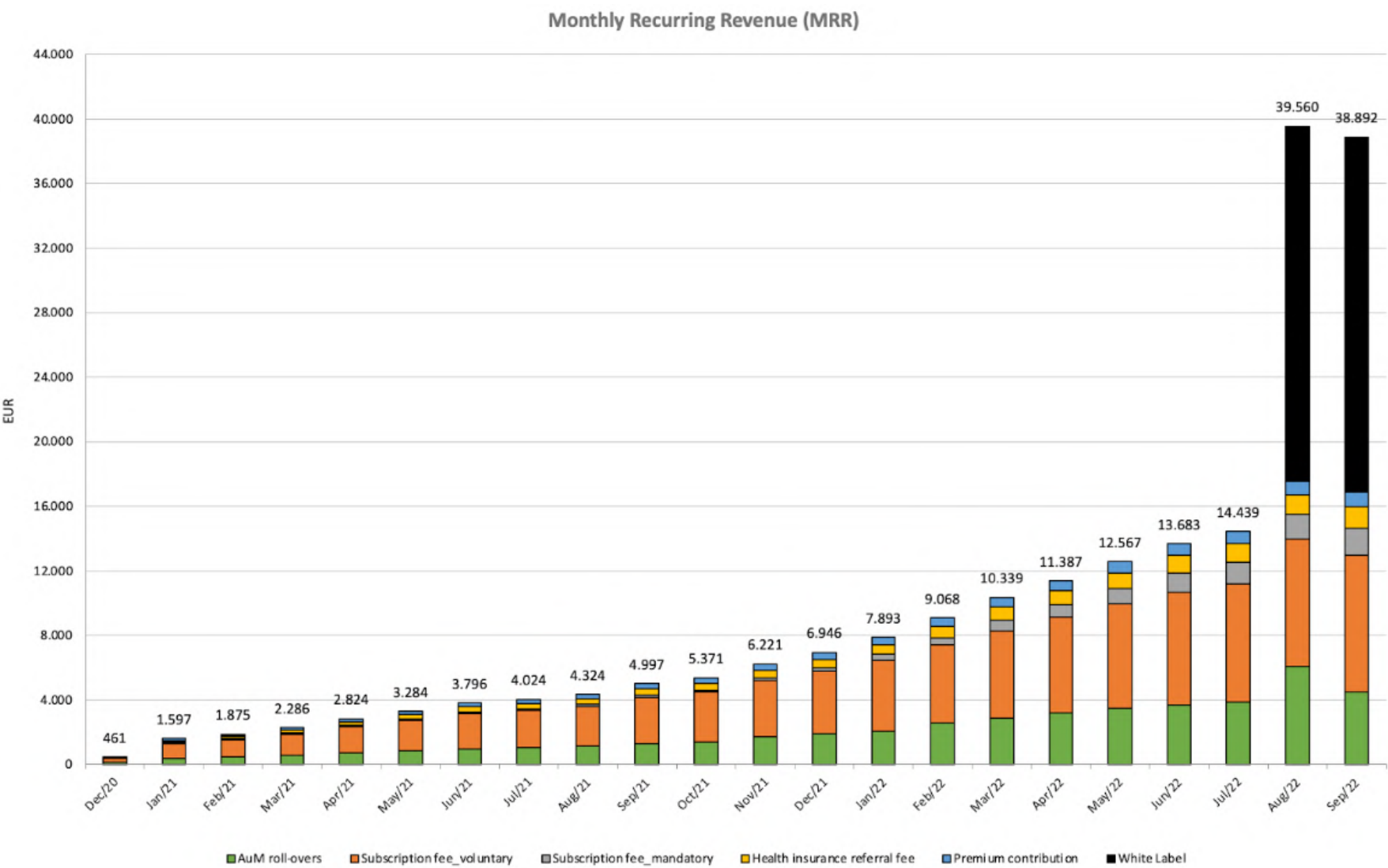
White label accounts for 57%

Subscription accounts for 26.2%: Voluntary is 21.8% and mandatory is 4.3%

AuM fee accounts for 11%.

Health insurance referral fee accounts for 3%.

Premium contribution accounts for 2% of total MRR.



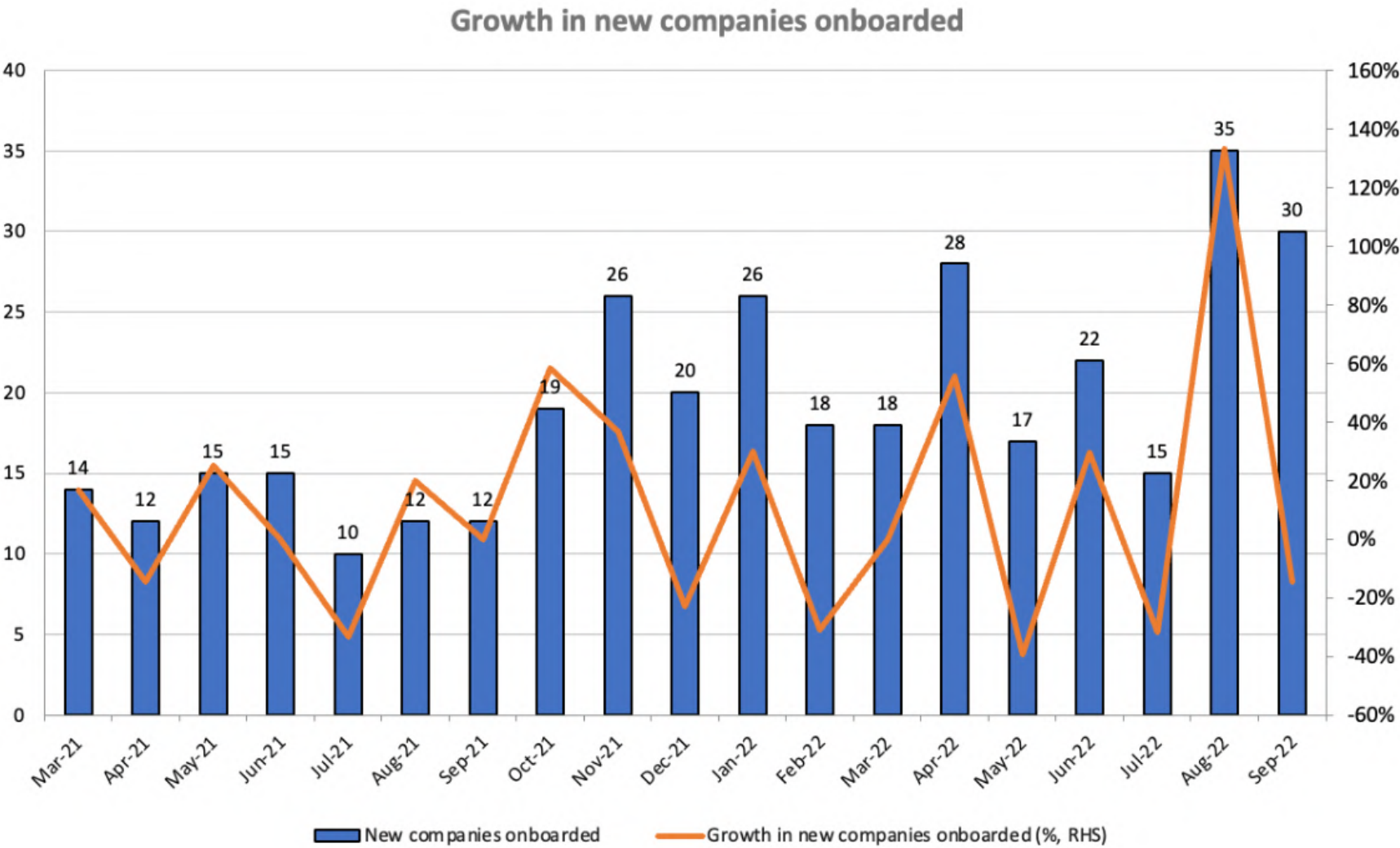
September YoY growth: 150% in new companies onboarded

September YoY growth: 150%.

Inflow of 30 new companies onboarded in September, down 14% from 35 in August.

As of 31/9-2022, we have **a total of 482 companies** onboarded compared to 276 at year-end 2021.

Thus, **YTD growth as of 31/9-2022 in companies onboarded is 75%.**



September YoY growth: 35% in new paying end-users

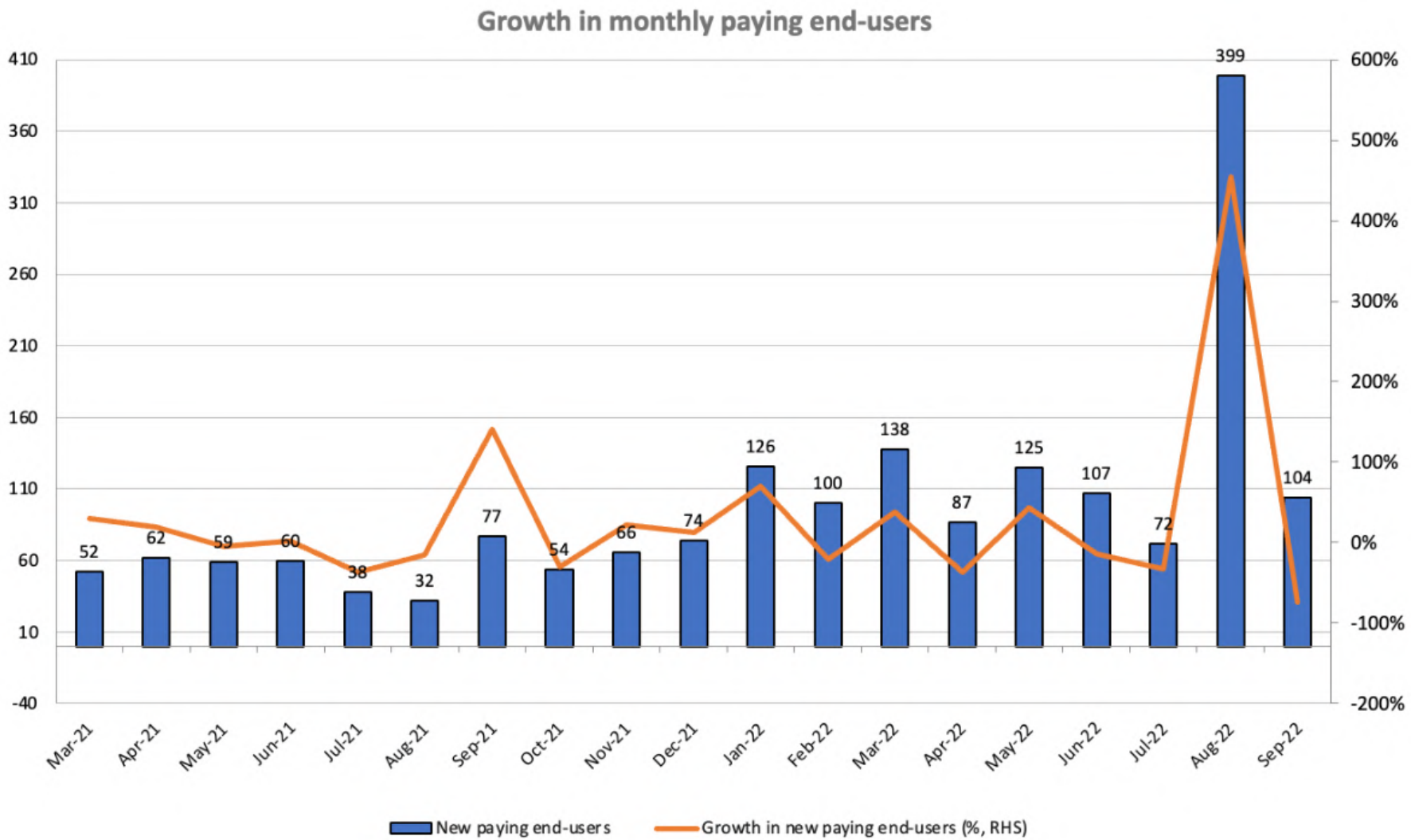
August YoY growth: 35%

Inflow of 104 new paying end-users in September, down 74% from 399 in August.

Winning Lunar in August, which accounts for 300 end-users, explains the August spike.

As of 31/9-2022, we have a total of **2.068 paying end-users** compared to 811 at year-end 2021.

Thus, **YTD growth as of 31/9-2022 in paying end-users is 155%.**



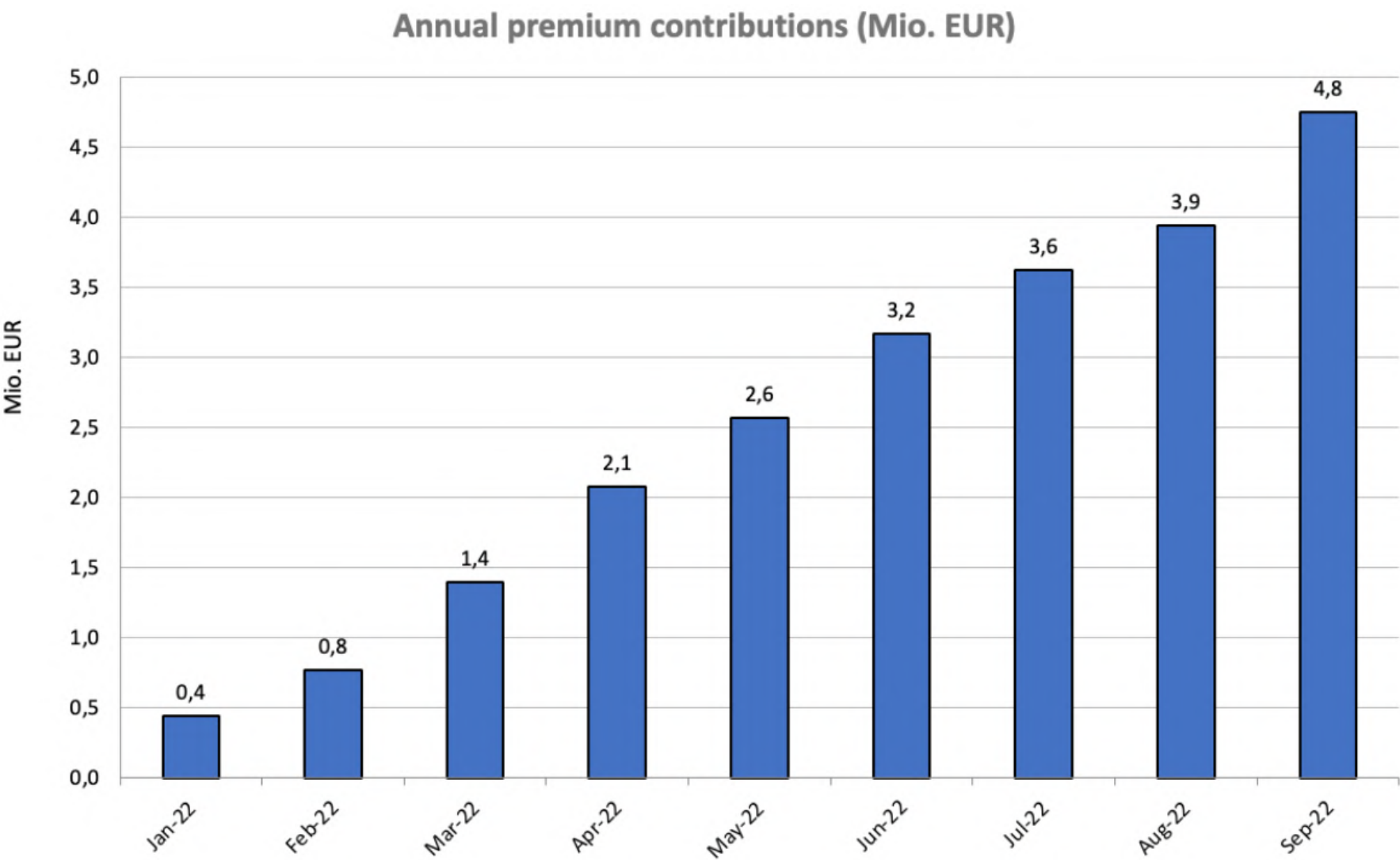
September YoY growth: 60% in annual premium contributions

September YoY growth of 60%.

We recorded 4.8 Mio. EUR in annual premium contributions as of September, up 21% from 3.9 Mio. EUR in August.

This compares to 0.4 Mio. EUR at the beginning of the year.

Thus, YTD growth as of 31/9-2022 in annual premiums is 976%.



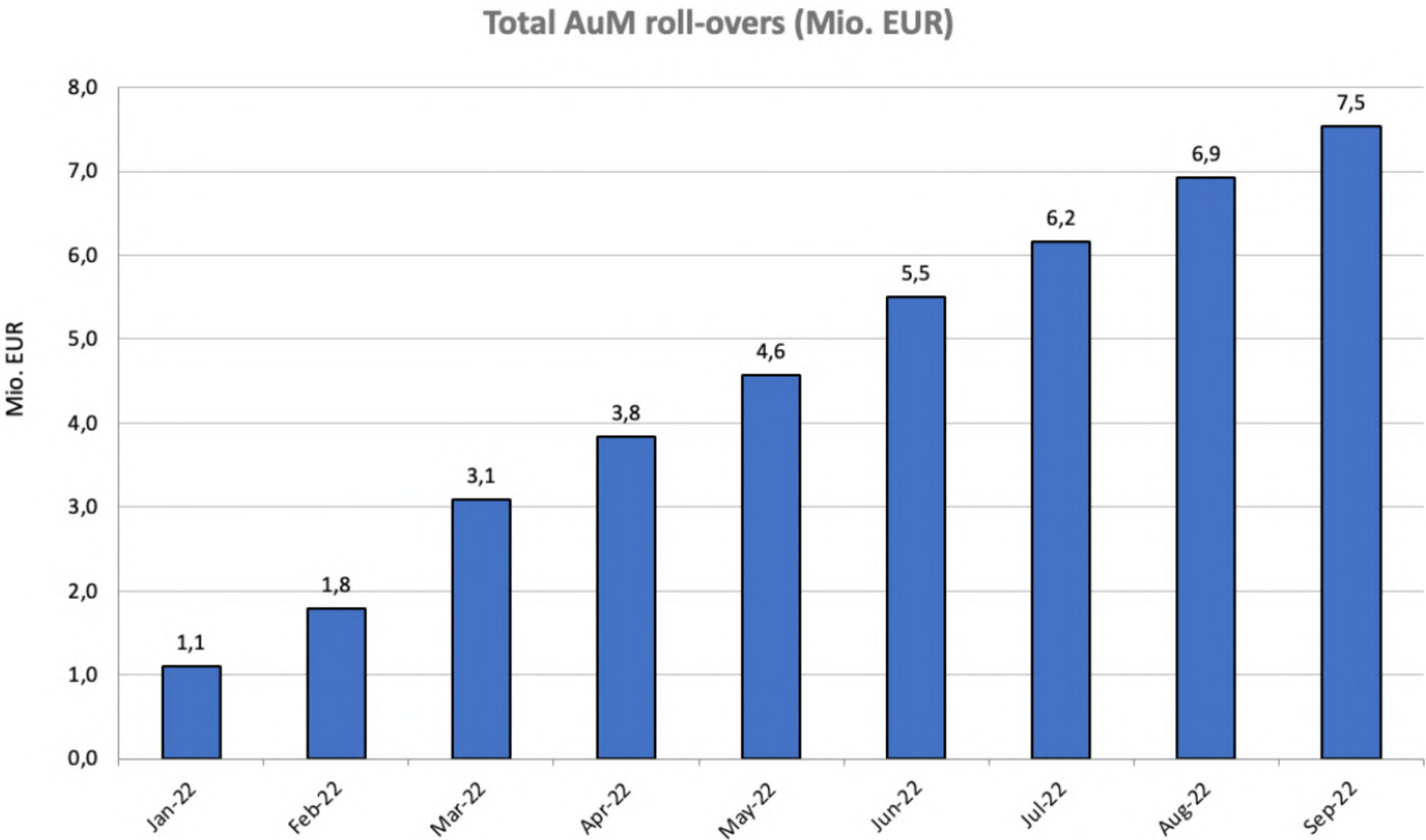
September YoY growth: 74% growth in AuM roll-overs

September YoY growth of 74%.

We recorded 7.5 Mio. EUR in total AuM roll-overs as of September, up 9% from 6.9 Mio. EUR in August.

This compares to 1.1 Mio. EUR at the beginning of the year.

Thus, **YTD growth as of 31/9-2022 in total AuM roll-overs is 583%.**



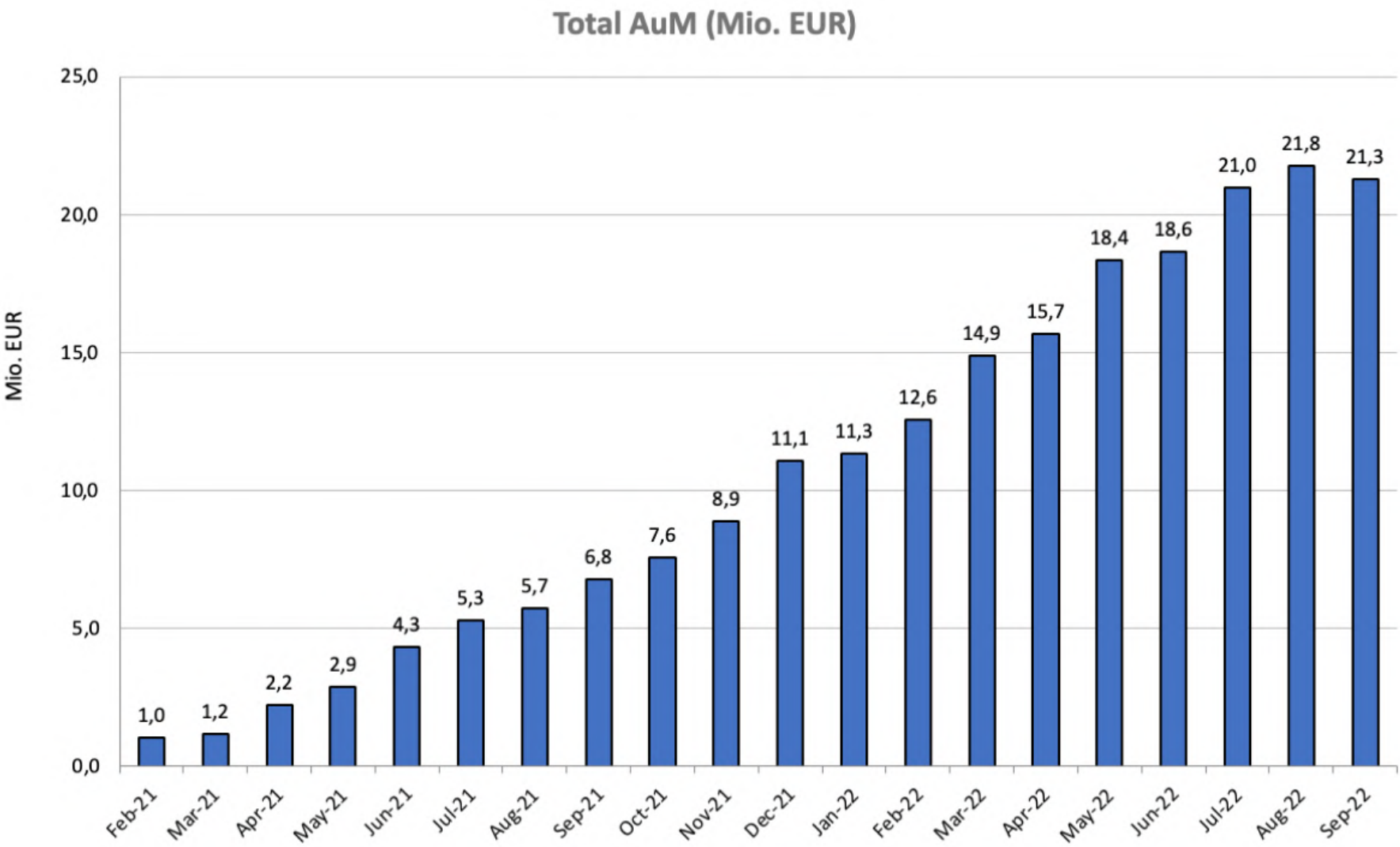
September YoY growth: 214% growth in Total AuM

September YoY growth of 214%.

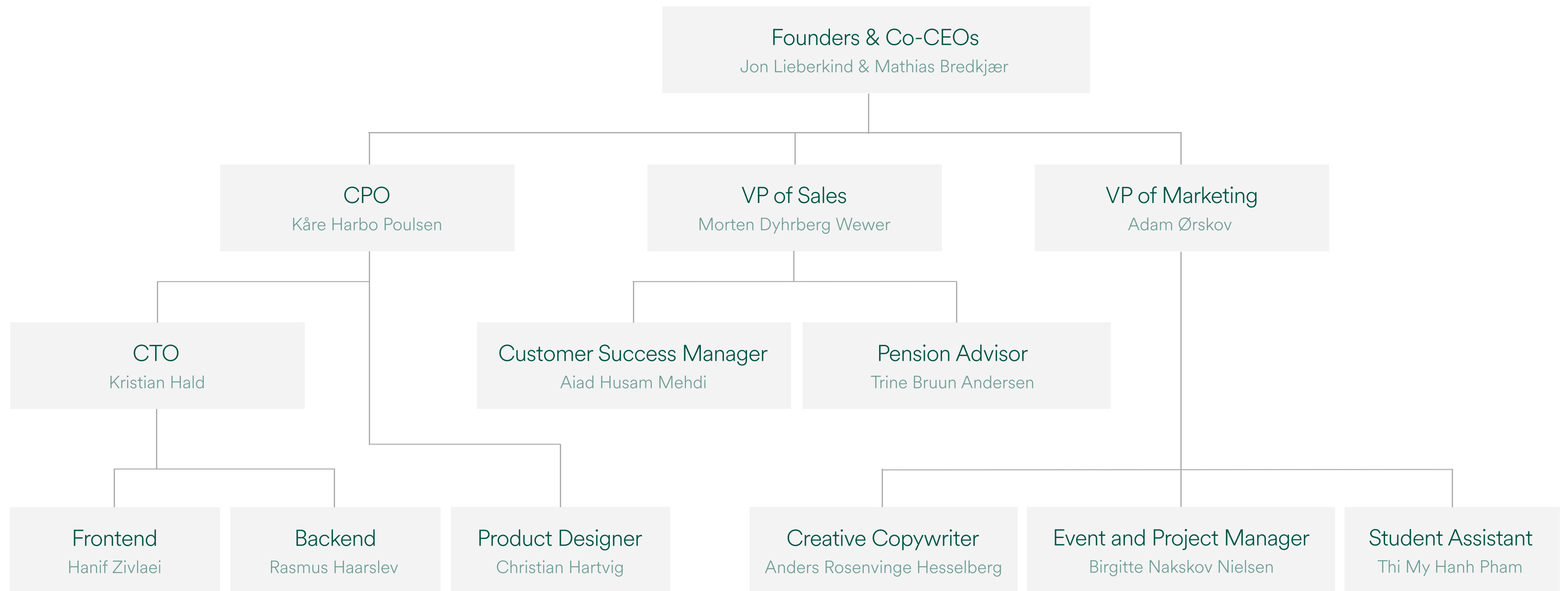
We recorded 21.3 Mio. EUR in total AuM as of September, down 2% from 21.8 Mio. EUR in August due to the decline in portfolio returns following the sell-off in financial markets.

This compares to 11.1 Mio. EUR at the end of 2021.

Thus, **YTD growth as of 31/9-2022 in total AuM is 92%.**



Organization



Founders



Founder & co-CEO 

Jon Lieberkind

Vice President & Investment Strategist @ Bank of America Merrill Lynch, New York

Credit Strategist @ Bank of America Merrill Lynch, New York

Institutional Equity Sales @ Bank of America Merrill Lynch, London



Forunder & co-CEO 

Mathias Bredkjær

Machine Learning Expert @ SAS Institute

Rates Trader @ Danske Bank

External Lector of Finance at Copenhagen Business School and the University of Copenhagen



Management team



CPO 

Kåre Poulsen

Engineering Manager, Product Owner @ June, Danske Bank Robo-advisor

Contractor - Natural Language Engineer @ Apple

Senior Consultant @ Dis/Play and Creuna



CTO 

Kristian Hald

Principal Software Developer @ NNIT

Software Engineer @ Edlund

Senior Developer @ Danske Bank



VP of Marketing 

Adam Ørskov

Client Director @ Sylvester Hvid & Co

Co-founder and CMO @ Baryl

Sales Manager @ TDC



VP of Sales 

Morten Weber

Regional Manager @ Tryg

Sales Executive @ Danica Pension

Pension advisor @ PFA



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