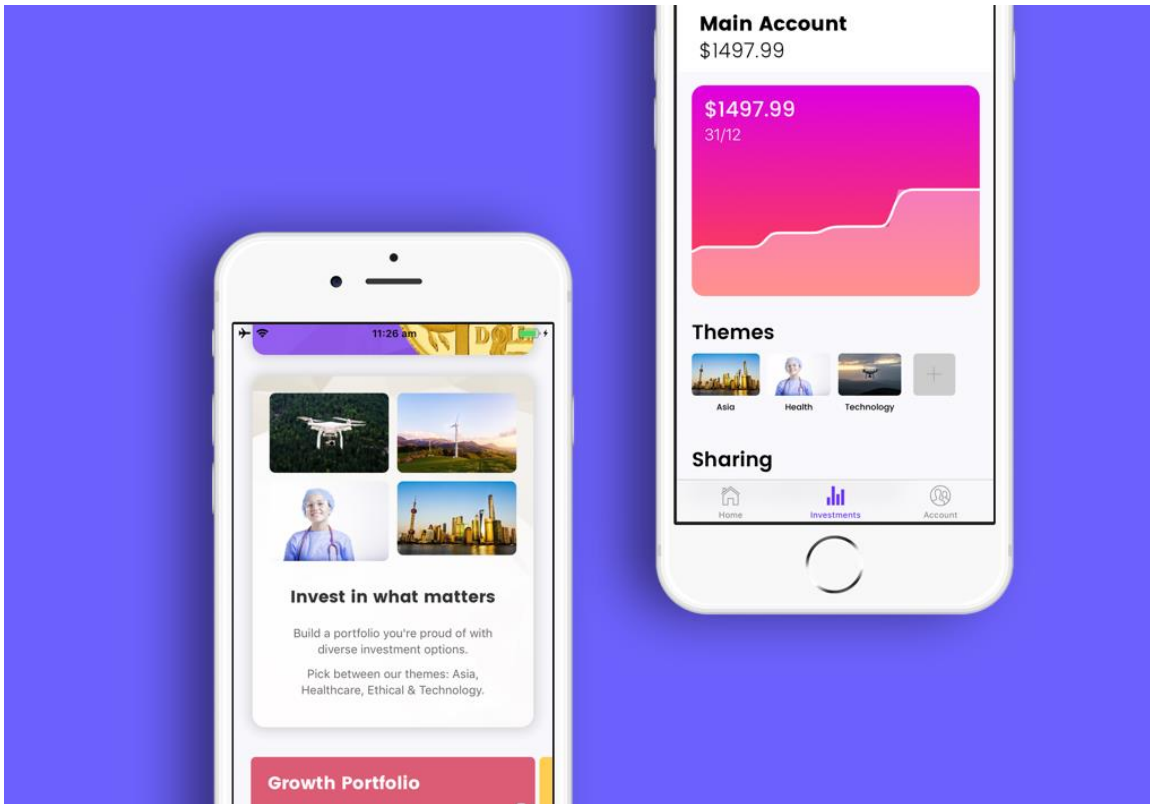


FirstStep helps you save money through a smart investment app

FirstStep is a mobile app that helps you save money. FirstStep offers access to a wide range of diverse investment options, aligned to your world view. Signup in minutes, set a financial goal and we'll help you get there quicker by investing your spare change from everyday purchases and investing recurring deposits. We make your savings work harder for you by investing them in a portfolio of low cost exchange traded funds (ETFs).



Mission

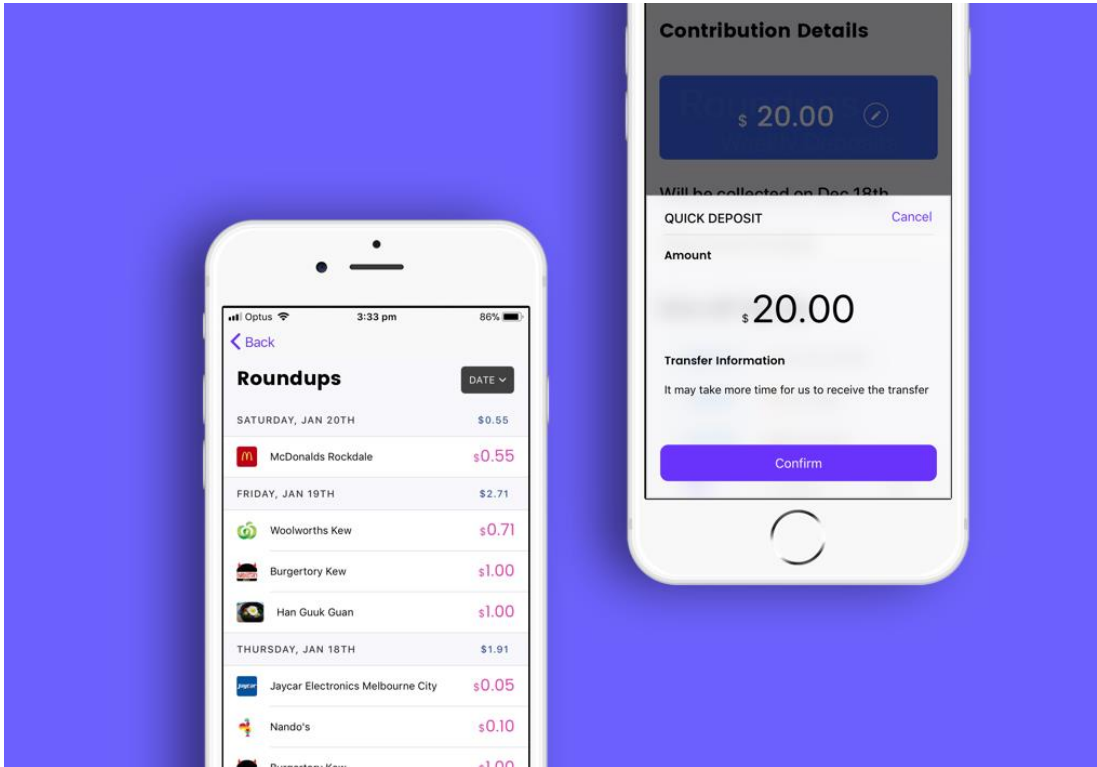
Help Australians take control of their financial future and be confident with money.

How does FirstStep work?

It's really simple. Download the free "FirstStep" app from the [App Store](#) or [Google Play](#) and signup within minutes. During signup we ask you to 1) enter your personal information (so we can verify your identity); 2) set your saving goal; 3) link your bank account (to enable roundups and to fund your investments) and; 4) choose your portfolio and risk profile; 5) add themes to your investment portfolio.

We encourage regular investing, in small increments, to grow wealth over time without breaking the bank and to take advantage of dollar cost averaging. At the end of each week we transfer your total contribution and invest it in exchange traded funds (ETFs) that underpin your portfolio. Your total contribution is the sum of roundups, one-off contributions, recurring contributions and pay-ins.

- 1) **Roundups:** we look at the transactions on your bank account, to see if there are any new purchases that are less than a whole dollar. Say you bought a coffee for \$3.75 with your debit/credit card. We do some simple math, rounding up to the next whole dollar – in this case to \$4.00 – and add \$0.25 to your Total Contribution.
- 2) **One-off top up:** add the value of a coffee, lunch or any custom amount to your Total Contribution
- 3) **Recurring contributions:** set a weekly/fortnightly/monthly amount to add to your Total Contribution
- 4) **Pay-in:** make an electronic funds transfer from your nominated bank account with a special unique and secure reference



We'll tell you how you're tracking against your saving goal and watch your portfolio balance grow over time!

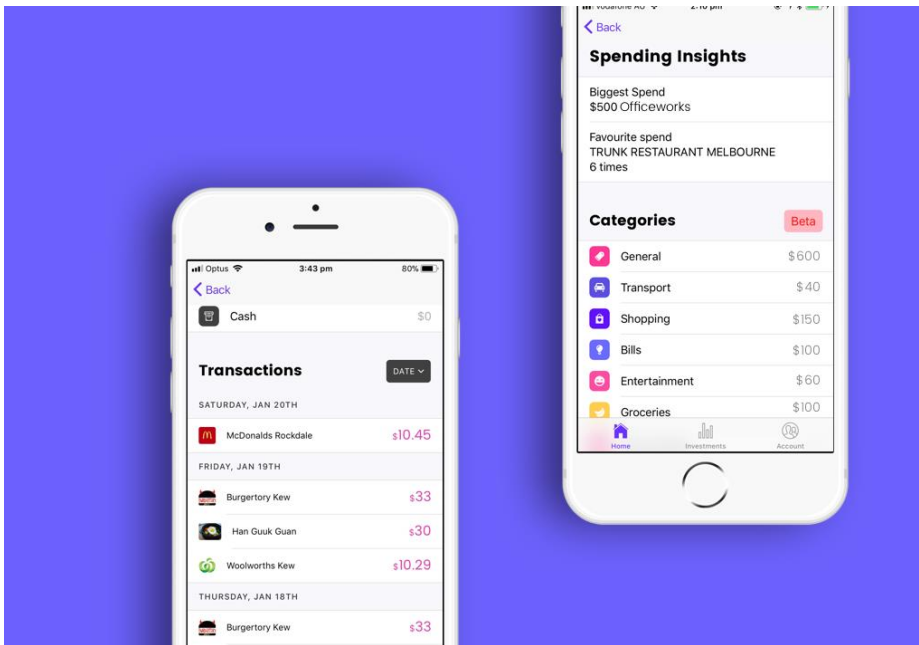
We are living in a personal finance conundrum

	Then (70s and 80s)	Now (2015 to present)
Consumer goods/ travel	Expensive	Cheap
Property	Cheap	Expensive
Purchasing	Cash	Electronic (rising rates of overdraft)
Time to save for 1 st home deposit	3 months (1975)	9 years (2015, Sydney)
Dwelling to Income ratio	4x annual income (1975)	15-20x annual income (2017, Sydney & Melbourne)
University Fees	Free (1974-1985)	\$50k average (rising student debit)
Wage Growth	Rising	Record lows (below inflation), 2017
Underemployment (first job)	1 out of 30	1 out of 6

- 1) Our banks charge unnecessary fees and offer low interest rates (most high interest savings accounts have standard variable rates ranging from 1.20% to 1.75% p.a., and bonus interest rates are in the 2.95% to 3.15% p.a. range)
- 2) The percentage of millennials with \$0 savings is growing. In 2017, 46% of millennials aged 18-24 had no savings, up from 31% in 2016. 41% of millennials aged 25-34 had \$0 savings in 2017, up from 33% in 2016.
- 3) Spending money has never been easier and most of us don't have enough money, confidence or knowledge to build a strong savings discipline or start investing
- 4) Without lots of money, accessing quality and investment services is almost impossible due to high minimums (\$1,000 - \$10,000 for traditional funds)
- 5) We don't trust advisors and don't like getting sold to. Financial planners, stock-brokers, real estate agents are selling a product to earn a commission.

Features

Saving	Investing	Support & Education
Set goals (e.g. first home deposit)	Open an account in minutes	Timely investment notifications
Automatic spend categorisation (know where your money is going)	Only \$1 for first investment	Fast, friendly support via chat
Handy budget breakdowns	Invest in themes aligned to your world view	Educational
Share saving goals with friends	Invest small change from everyday spending	Personalised messages to boost your financial knowledge
	Set recurring deposits as low as \$5	Featured knowledge share to educate new investors
	Transfer money to your bank account anytime	



Investment philosophy

For too long, investing has been cloaked in high fees, complicated language and exclusivity. Our goal is to simplify investing, be market neutral and offer investing themes that are meaningful and approachable.

Our team of investment experts have chosen diverse, low-cost exchange traded funds (ETFs) that underpin our customers personalised portfolio, spread across multiple asset classes. A customer's portfolio is comprised of two parts:

- 1) Core investment options: our team of experts have put together three simple options – growth, balanced and defensive, with exposure to Australian shares, international shares and Australian bonds (Vanguard ETFs)
- 2) Thematic investment options: personalise your core with themes and build a portfolio that reflects you. Choose from Technology, Ethical, Asia or a Healthcare theme and add as many themes as you like (BetaShares and iShares ETFs)

FirstStep manages each investment option for you, doing the hard things like choosing which things to invest in and when, portfolio rebalancing, and reinvesting dividends. We combine the expertise of our experienced investment partners with new technology to reduce fees and complexity. FirstStep handles all your annual tax statements and provides you with monthly account reporting.

More information on our investment philosophy is found in our [Product Disclosure Statement](#).

Fees

We charge an account fee of 0.275% PA, subject to a minimum of \$1.25 per month per investment account (more detail on fees are found in our [Product Disclosure Statement](#)).

Is this expensive? No. Some people might say that \$1.25 per month on a small balance (for e.g, \$200) is expensive, but we think this is a little short-sighted. First and foremost, \$1.25 per month is \$15 per annum which is roughly the same cost as 1-month of Stan or Netflix, 1-month worth of credit card account fees, the cost of lunch, 3 coffees.... we can go on.

FirstStep is designed to create and instil a strong saving and investing discipline for Australians with the added benefit of educating why investing now, rather than later, is so important for your future. A fun, engaging and educational experience that actually helps you build wealth without having to lift a finger is amazing value for \$15 per year.

We take security very seriously

Security is our pledge to you, we take it very seriously. Our priority is to secure your money, protect your personal information and stop unauthorized access to your account.

FirstStep is a licensed financial institution owned and operated by FirstStep Investments Australia Pty Ltd (ACN 612 834 947) and authorised by Primestock Securities Ltd, AFSL 239180. The FirstStep Fund is registered with Australian Securities and Investments Commission (ARSN 616 173 865 and Australian Executor Trustees (AET), a professional custodian, independent from FirstStep holds your investments. Australian Executor Trustees (AET) is one of Australia's largest and most experienced providers of professional trustee services, with more than \$32 billion in funds under supervision (as at 30 September 2017). Your investments and personal data are insured against fraudulent and criminal activity including cyber-crimes.

All your personal data is stored remotely using AES-256 encryption and 2048-bit SSL Security. In addition, multi factor authentication, email validation and automatic logouts, our smart software monitors your account for any suspicious activity.

Competitive landscape

There are varying types of services retail investors can access in Australia to grow wealth. Broadly speaking, an investment can either be managed or self-managed. FirstStep plays in the managed investment space offering a high quality 'micro-investing' service at a low fee for first time investors.

The inherent problem with traditional managed investment schemes for entry level investors include overcoming high investment minimums, that typically range between \$1,000 and \$5,000, and offer a poor customer experience.

Why are we different? FirstStep's model offers a strong value proposition to customers by lowering minimums to just \$1 and achieving a high degree of personalisation and automation to enhance their experience. We believe that all Australians deserve financial opportunity and access that opportunity in a way that is simple, affordable and approachable. That's why we are starting with an investment account that does all the work for you (as you go about your life); lets you choose investment themes that are well-known, straightforward and aligned to your life cause; and teaches you about money without you even knowing it. We pride ourselves on service and we are always there to help you (just say hi in the app).

Industry partners

Responsible entity: OneVue RE Services Limited, <http://www.onevue.com.au> ABN 94 101 103 011, AFSL 223 271

Licensee: Primestock Securities, www.primefinancial.com.au AFSL 239180

Custodian: Australian Executor Trustees (AET), www.aetlimited.com.au

Corporate

FirstStep is owned and operated by FirstStep Investments Australia Pty Ltd (ACN 612 834 947) and Authorised Representative of Primestock Securities Ltd, AFSL 239180. The FirstStep Fund (ARSN 616 173 865) is a managed investment scheme registered with ASIC.

Backers

Scale Investors: <http://scaleinvestors.com.au>

Melbourne Angels: <http://melbourneangels.net>

Melbourne Accelerator Program (MAP): <http://themap.co>

Incubate: <https://incubate.org.au>

Other information

App Store: <https://itunes.apple.com/au/app/firststep/id1139641100>

Google Play: <https://play.google.com/store/apps/details?id=co.firststep.app>

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Save better with
FirstStep

