

April 22, 2025

FT PARTNERS TRANSACTION ANNOUNCEMENT

FINANCIAL
—
TECHNOLOGY
—
PARTNERS

The Only Investment Bank Focused
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*FT Partners Served as Exclusive
Strategic and Financial Advisor to*

feedzai

on its acquisition of

 Demyst

Feedzai's Acquisition of Demyst



Overview of Transaction

- On April 22, 2025, Feedzai, the global leader in fraud and financial crime prevention, announced that it has acquired DemystData ("Demyst"), including its Zonic data workflow orchestration platform, intellectual property and sophisticated data-integration capabilities
- Founded in 2010, Demyst provides centralized data connectivity to over 100 market providers through a single API, enabling organizations to harness value from the external data ecosystem while meeting data governance goals
- Based in Portugal and New York, Feedzai is the world's first end-to-end financial crime prevention platform, protecting people and payments with AI-native solutions that stop fraud and financial crime
 - Leading financial institutions trust Feedzai to manage critical risk and compliance processes, safeguarding trillions of dollars of transactions while improving customer experience and protecting the privacy of everyday users

Significance of Transaction

- This strategic move enables Feedzai to unify data orchestration and risk management into a single platform, providing financial institutions with the real-time data, analytics, and trusted artificial intelligence they need to make the best possible risk decisions
- Together, Feedzai and Demyst deliver a strengthened risk operations lifecycle with enhanced account opening capabilities, ensuring a consistent end-to-end customer view from initial onboarding through ongoing transactions

FT Partners' Role

- FT Partners served as the exclusive financial and strategic advisor to Feedzai
- FT Partners previously advised Feedzai on its [\\$200 million Series D financing](#) and [acquisition of Revelock](#) in 2021, its [\\$50 million Series C financing](#) in 2017, and its [\\$17.5 million Series B financing](#) in 2015
- This transaction highlights FT Partners' deep domain expertise in the Fraud Prevention and Risk Management sector, as well as its continued success in providing buy-side advisory to leading FinTech companies

Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its role as
exclusive strategic and financial advisor to*



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Demyst Overview



Founder & CEO:	Mark Hookey
Headquarters:	Melbourne, Australia
Founded:	2010

- Demyst is a leading platform for enterprise external data management, unlocking the potential of external data as the next frontier of business impact
- Demyst’s technology empowers primarily financial institutions and insurance firms to make well-informed, data-driven decisions by extracting insights from complex datasets, identifying trends and patterns that are strategically sound and precisely tailored to their evolving needs
- By streamlining external data integration and management, Demyst significantly reduces the time and resources required for data preparation and analysis, allowing businesses to accelerate time-to-value and gain a competitive edge through rapid, data-informed decision-making

90%

Less Time to Success


\$153k

Saved per Deployment

14 years


Serving Enterprises

Platform Overview




Sources & Connectors

- Standardized integrations with multiple external data providers
- Enables seamless access to structured and unstructured datasets with automated metadata and schema management




Data APIs

- Provides real-time access to external data via REST APIs with configurable fields
- Supports failover mechanisms and data waterfalling to ensure cost efficiency and availability



Data Shares

- Supports bulk delivery of external data to platforms like Snowflake and AWS S3
- Automates scheduled batch data ingestion for large-scale modeling and processing



Configuration Gateway APIs

- Centralized interface for managing external data workflows with visibility into usage
- Enhances security, compliance, and governance with logging, monitoring, and permission-based controls

The Demyst platform streamlines the data lifecycle, maximizing the value of data and application assets by driving workflow automation across the customer lifecycle

Feedzai Overview



Co-Founder & CEO:	Nuno Sebastião
Headquarters:	Lisbon, Portugal
Founded:	2011

- Feedzai is the world’s first end-to-end financial crime prevention platform, protecting people and payments with AI-native solutions that stop fraud and financial crime
- The platform secures the transition to a cashless world by enabling digital trust across all transaction and payment types, processing customer and third-party data to identify, assess, and accelerate the remediation of potential threats while enhancing user experience and maintaining privacy
- Feedzai protects trillions of dollars in transactions for the world’s largest banks, processors, and merchant acquirers, managing risk for ~1 billion people across 190 countries

~1B

Consumers Protected Worldwide

59B

Events Processed per Year

~\$8T

in Payments Secured Every Year

Trusted By 100+ Financial Institutions Worldwide

Use Case Overview

Identity

Verify customer legitimacy

New Account Fraud

Account Opening

Account Monitoring

Fraud

Prevent fraud across all channels

Transaction Fraud

Scam Prevention

Risk Management for Acquirers

AML

Automate and enhance compliance

KYC CDD

AML Transaction Modeling

Watchlist Screening

Recent Awards and Analyst Recognition

Leader in Responsible AI

Best Scam/APP Prevention Innovation

Best Enterprise Fraud Solution

Top AI-driven anti-fraud platform



feedzai

Nuno Sebastião
Co-Founder & CEO

“Demyst is a first mover and leader in accessing necessary data—internal or external—at the critical moment for any part of the user journey. Paired with Feedzai’s market-leading AI, this ensures every data point is fully utilized to drive smarter, and faster decisions. More broadly, this acquisition marks a pivotal moment in continuing Feedzai’s evolution from a data consumer to a data provider.”



Demyst

Mark Hookey
Founder & CEO

“External data is the next frontier of business impact for financial institutions, yet it is notoriously complex, involving a labyrinth of sources for KYC/AML, identity, fraud, credit checks, and compliance. We’re thrilled to join Feedzai to bring AI and data together at scale for our customers. Together we are building the most advanced solution for customer onboarding, fraud prevention, and risk management.”

FT Partners – Focused Exclusively on FinTech

FT Partners’ Long-term Advisory Relationship with Feedzai

FT PARTNERS ADVISES



FT Partners has been working with Feedzai since 2015 and has advised on numerous transactions

Financial Technology Partners LP
FTP Securities LLC

is pleased to announce its exclusive role as
sole strategic advisor to

feedzai

in its Series B financing from

OAK HC/FT ESPRITO SANTO VENTURES SAPPHIRE VENTURES

for approximately

\$17,500,000

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Financial Technology Partners LP
FTP Securities LLC

is pleased to announce its exclusive role as
sole strategic and financial advisor to

feedzai

in its Series C financing
for a total consideration of

\$50,000,000

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FTP Securities LLC

is pleased to announce its role as
exclusive strategic and financial advisor to

feedzai

on its Series D financing led by
KKR

for a total amount of
\$200,000,000
at a valuation of
>\$1,000,000,000

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feedzai

on its acquisition of

REVELOCK

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on its acquisition of

Demyst

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