April 22, 2025

FT PARTNERS TRANSACTION ANNOUNCEMENT

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank Focused Exclusively On FinTech

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FT Partners Served as Exclusive Strategic and Financial Advisor to

feedzai

on its acquisition of

Demyst

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Feedzai's Acquisition of Demyst

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Overview of Transaction

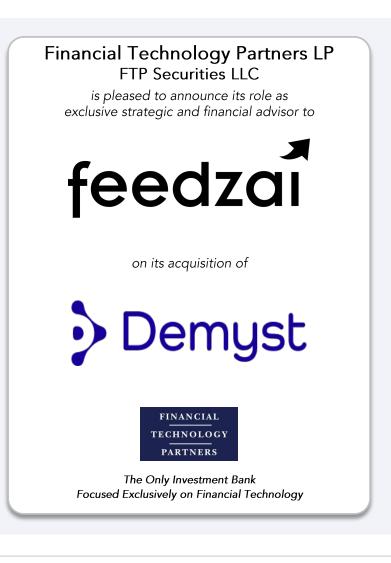
- On April 22, 2025, Feedzai, the global leader in fraud and financial crime prevention, announced that it has acquired DemystData ("Demyst"), including its Zonic data workflow orchestration platform, intellectual property and sophisticated data-integration capabilities
- Founded in 2010, Demyst provides 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 Al-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 <u>\$200 million Series D financing</u> and <u>acquisition of Revelock</u> in 2021, its <u>\$50 million Series C financing</u> in 2017, and its <u>\$17.5 million Series B financing</u> 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



Demyst Overview

	Demyst	
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



Platform Overview • Standardized integrations with multiple external data Sources & Connectors providers • Enables seamless access to structured and unstructured datasets with automated metadata and schema management Provides real-time access to external data via REST APIs with configurable fields **Data APIs** • Supports failover mechanisms and data waterfalling to ensure cost efficiency and availability • Supports bulk delivery of external data to platforms like Snowflake and AWS S3 **Data Shares** • Automates scheduled batch data ingestion for large-scale modeling and processing • Centralized interface for managing external data workflows Configuration with visibility into usage Enhances security, compliance, and governance with **Gateway APIs** 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

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Feedzai Overview

feedzai		
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 Al-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



Use Case Overview Identity AML Fraud Prevent fraud across Verify customer Automate and all channels legitimacy enhance compliance New Account Fraud **Transaction Fraud** KYC CDD AML Transaction Account Opening Scam Prevention Modeling **Risk Management** Account Monitoring Watchlist Screening for Acquirers **Recent Awards and Analyst Recognition** Chartis Chartis €IDC RiskTech100 **RiskTech** AI 50 2024 2024 **Top Al-driven** Best Scam/APP **Best Enterprise** Leader in **Responsible AI** | Prevention Innovation **Fraud Solution** anti-fraud platform

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Transaction Commentary

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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 marketleading 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.



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' Long-term Advisory Relationship with Feedzai



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

