

FREEDOM HOLDING CORP.

CORPORATE PRESENTATION

FEBRUARY 2020



DISCLAIMER

Certain information included in the presentation contains statements that may be considered forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the “Securities Act”), and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). Forward-looking information involves important risks and uncertainties, many of which may be beyond our control, that could significantly affect anticipated results in the future, and accordingly, such results may differ from those expressed in any forward-looking statements made herein.

All statements other than statements of historical fact are statements that could be forward-looking. You can recognize these statements through the use of words such as “anticipate,” “assume,” “believe,” “consider,” “contemplate,” “continue,” “could,” “estimate,” “expect,” “indicate,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “target,” and “would,” and other similar expressions. Such statements are subject to known and unknown risks, uncertainties, and other factors, including the meaningful and important risks and uncertainties discussed in the reports we file with the United States Securities and Exchange Commission (“SEC”). These forward-looking statements are based on the beliefs of management as well as assumptions made by and information currently available to management and apply only as of the date of this presentation.

Although we have attempted to identify important factors that could cause actual results to differ materially, there may be other factors that cause the forward-looking statements not to come true as described in this presentation, including those described in Part I, Item 1A “Risk Factors” in our Annual Report on Form 10-K filed with the SEC on June 14, 2019 and those described from time to time in our future reports filed with the SEC. These forward-looking statements are only predictions. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially.

You should not rely on forward-looking statements as predictions of future events. While we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance, or achievements. Moreover, neither we nor any other person assumes any responsibility for the accuracy or completeness of these statements or undertakes any obligation to revise these forward-looking statements to reflect events or circumstances after the date on this presentation or to reflect the occurrence of unanticipated events.

FREEDOM FINANCE – A LEADING INVESTMENT BROKER IN CENTRAL ASIA AND CIS

- **Freedom Holding Corp (FRHC)** is a public company incorporated under the laws of Nevada, USA. It conducts financial activities, retail brokerage, investment consulting, securities trading, investment banking and underwriting services through its subsidiaries in Russia, Kazakhstan, Ukraine, Uzbekistan, Kyrgyzstan, Germany and Cyprus
- FRHC's shares are traded on the **Nasdaq Capital Market** and are also included in the official list of the **Kazakhstan Stock Exchange (KASE)** and **Saint Petersburg Exchange (SPB Exchange)**
- FRHC is a reporting Issuer and files periodic reports with the **US Securities and Exchange Commission (SEC)**.
- FRHC's brokerage companies «IC Freedom Finance» LLC (Russia) and «Freedom Finance» JSC (Kazakhstan) have credit ratings from **Standard & Poor's** (short-term "B" and long-term "B-")
- FRHC specializes in providing **access to the US stock markets with IPO being the most popular product** among its clients. Clients of Freedom Finance participated in 87 IPOs, including Facebook, Alibaba, Tesla, Ferrari. The average return on IPOs by the end of the three-month lock-up period exceeded 49% in US dollars
- FRHC holds leading positions in brokerage service markets in Kazakhstan (**No. 1 by number of clients** as well as in terms of activity in the sector of corporate shares, bonds and REPO on KASE) and Russia (**No. 9 by number of clients**)
- FRHC is a participant of the Kazakhstan Stock Exchange (KASE), Astana International Exchange (AIX), Moscow Exchange (MOEX), St. Petersburg Exchange (SPBX), Tashkent Republican Stock Exchange (UZSE) and Ukrainian Exchange (UX)
- FRHC's brokerage companies employ over **500 trained investment advisers** who sell financial instruments and work directly with clients, and have **in-house research teams**
- FRHC owns **TraderNet** – a high-tech platform for brokerage operations, **FFIN Bank Invest** – mobile application for bank clients and **Freedom24** – an online retail store for trading shares

>\$940 mln

Market capitalization

>\$140 mln

Total equity as of 31.12.2019

>\$520 mln

Total assets as of 31.12.2019

>\$1,3 bn

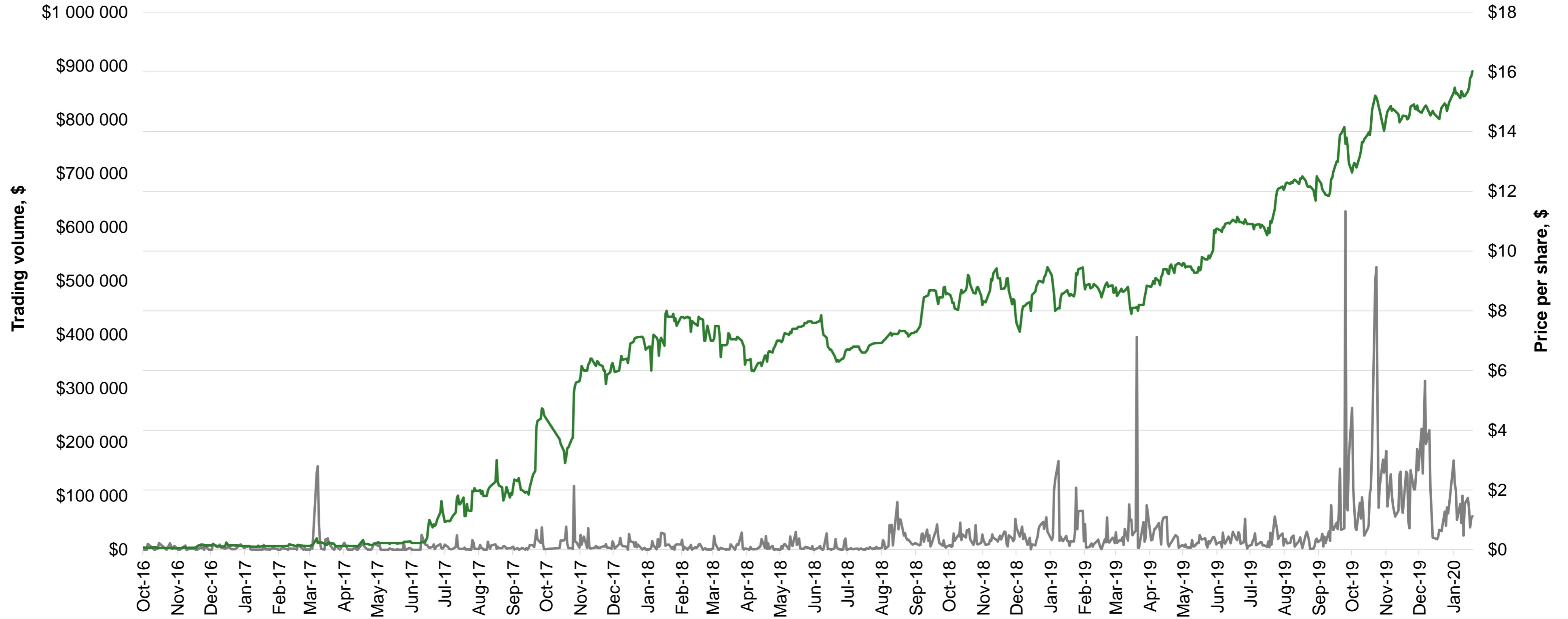
Total client assets

>133,000

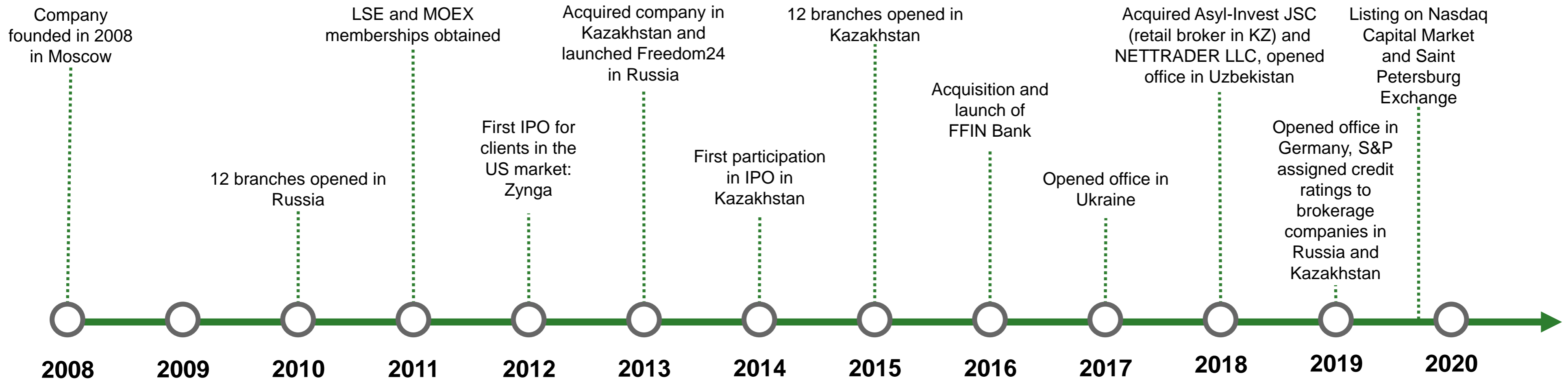
Total client accounts

74 offices and branches

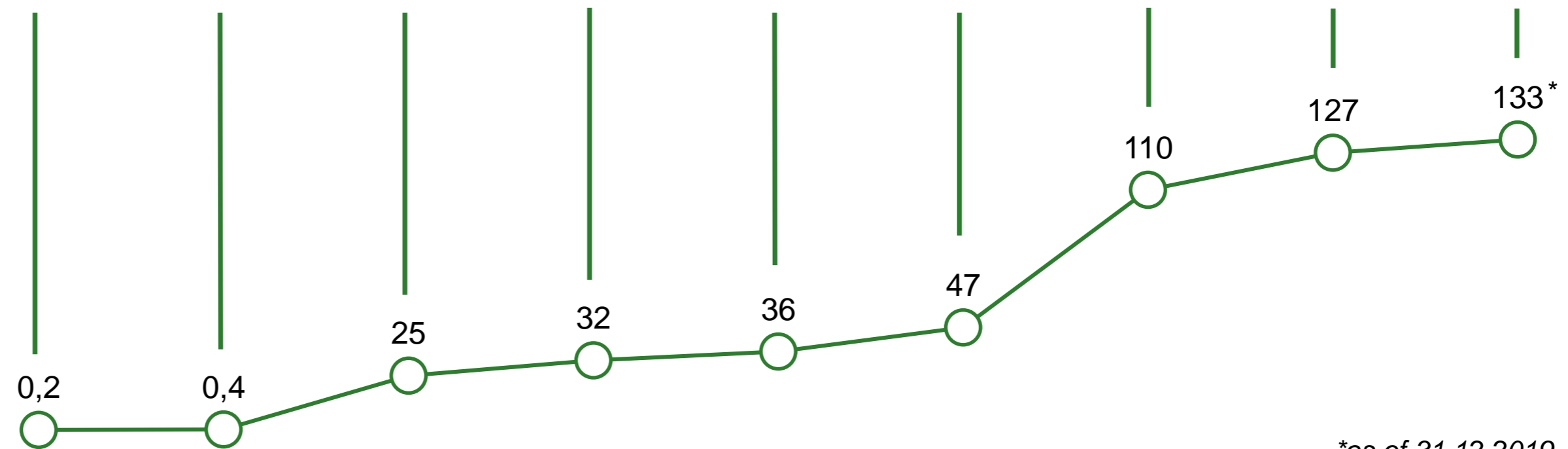
SHARE PRICE PERFORMANCE



12 YEARS OF SUCCESSFUL AND EFFICIENT DEVELOPMENT



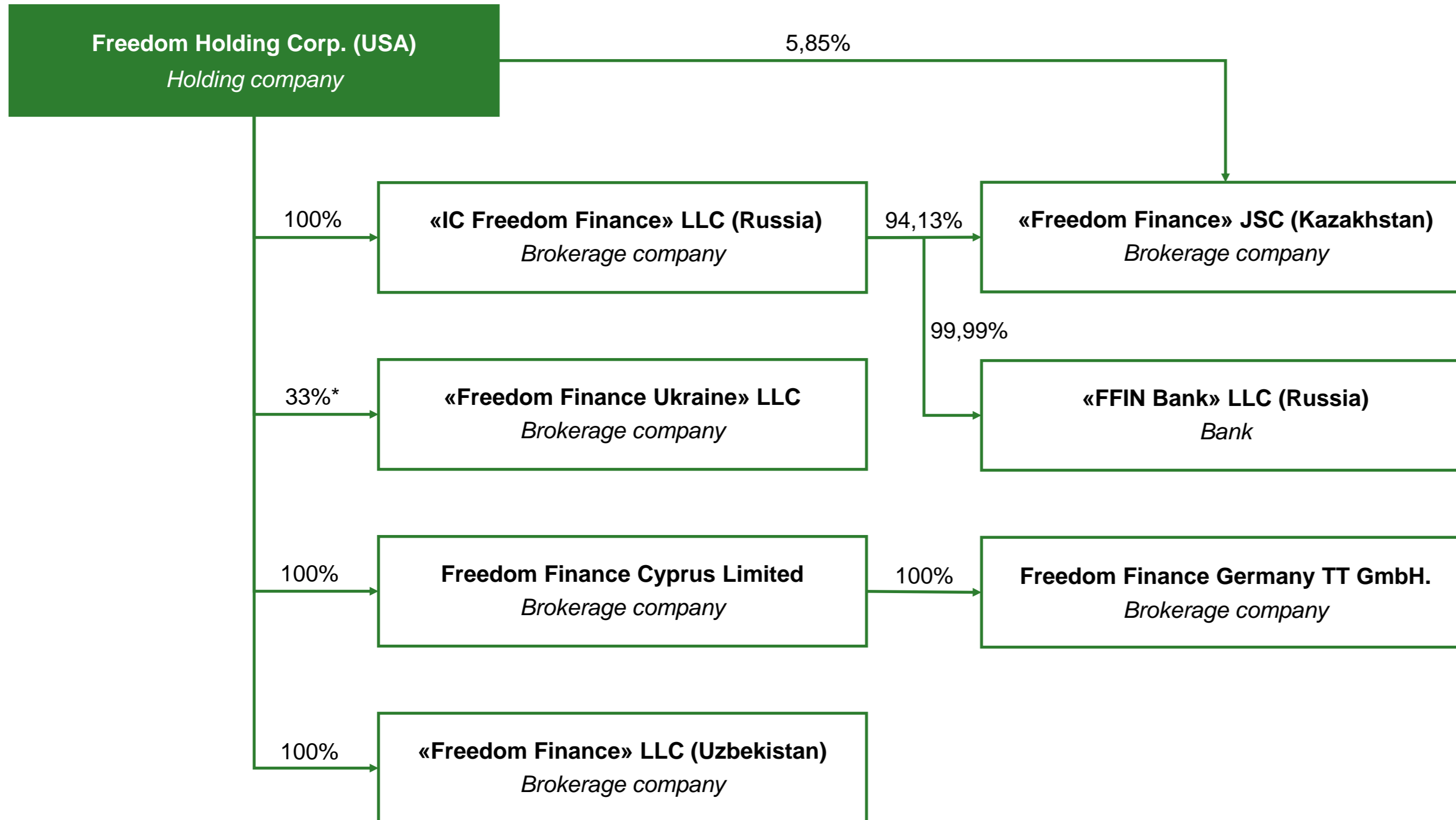
Total number of accounts opened in the brokerage companies of Freedom Finance (in thousands)



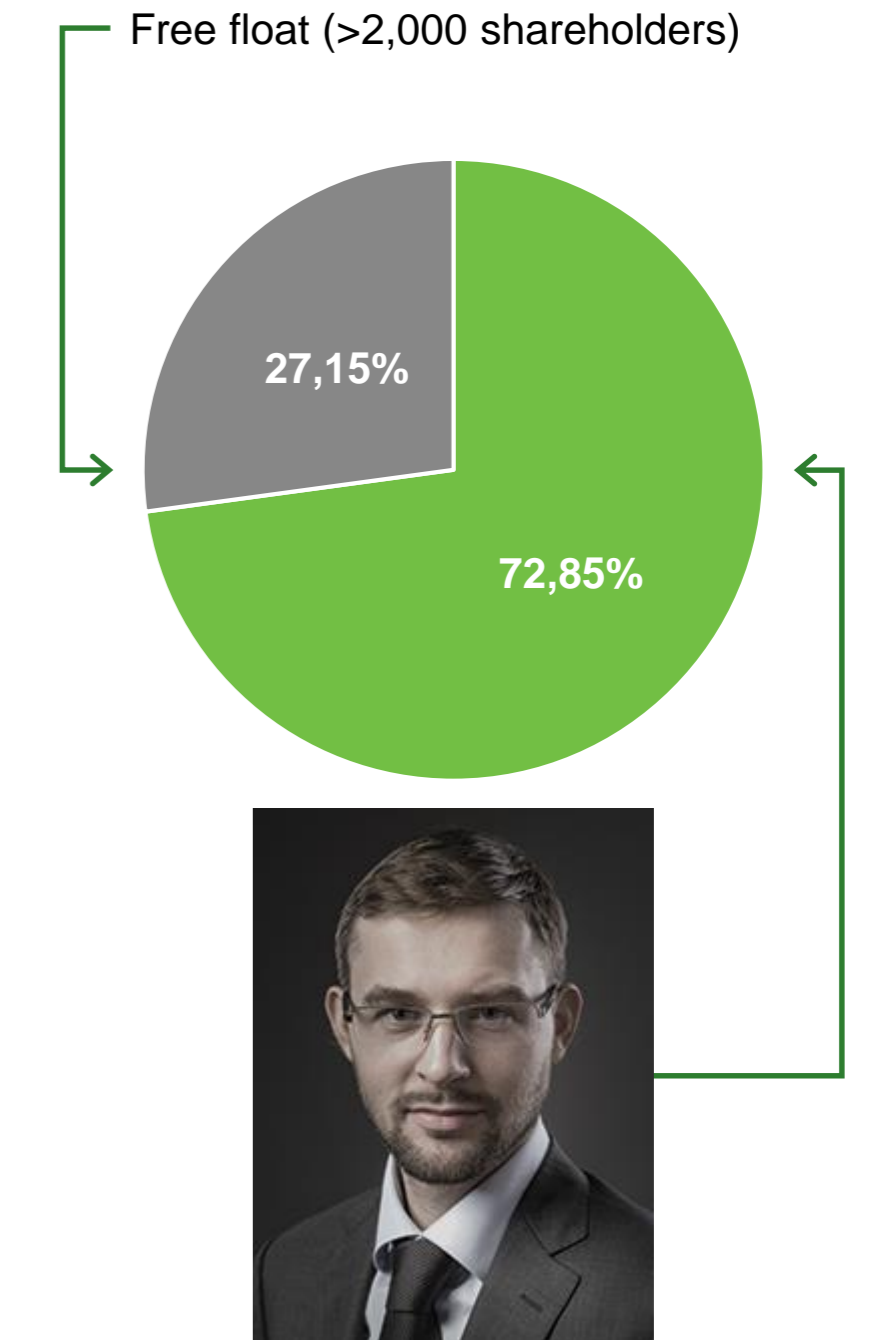
*as of 31.12.2019

CORPORATE STRUCTURE AND SHAREHOLDERS

FREEDOM HOLDING STRUCTURE



SHAREHOLDERS



Timur Turlov
 Founder of Freedom Finance, Chairman and
 CEO of Freedom Holding Corp.

*FRHC receives 90% of the after-tax net profits of Freedom Finance Ukraine as per contractual arrangements with Freedom Finance Ukraine shareholders

BROKERAGE NETWORK COVERS KAZAKHSTAN, RUSSIA, UKRAINE, KYRGYZSTAN, UZBEKISTAN AND CYPRUS

HOLDING

- 7 countries
- 74 offices and branches
- 1 090 employees

GERMANY

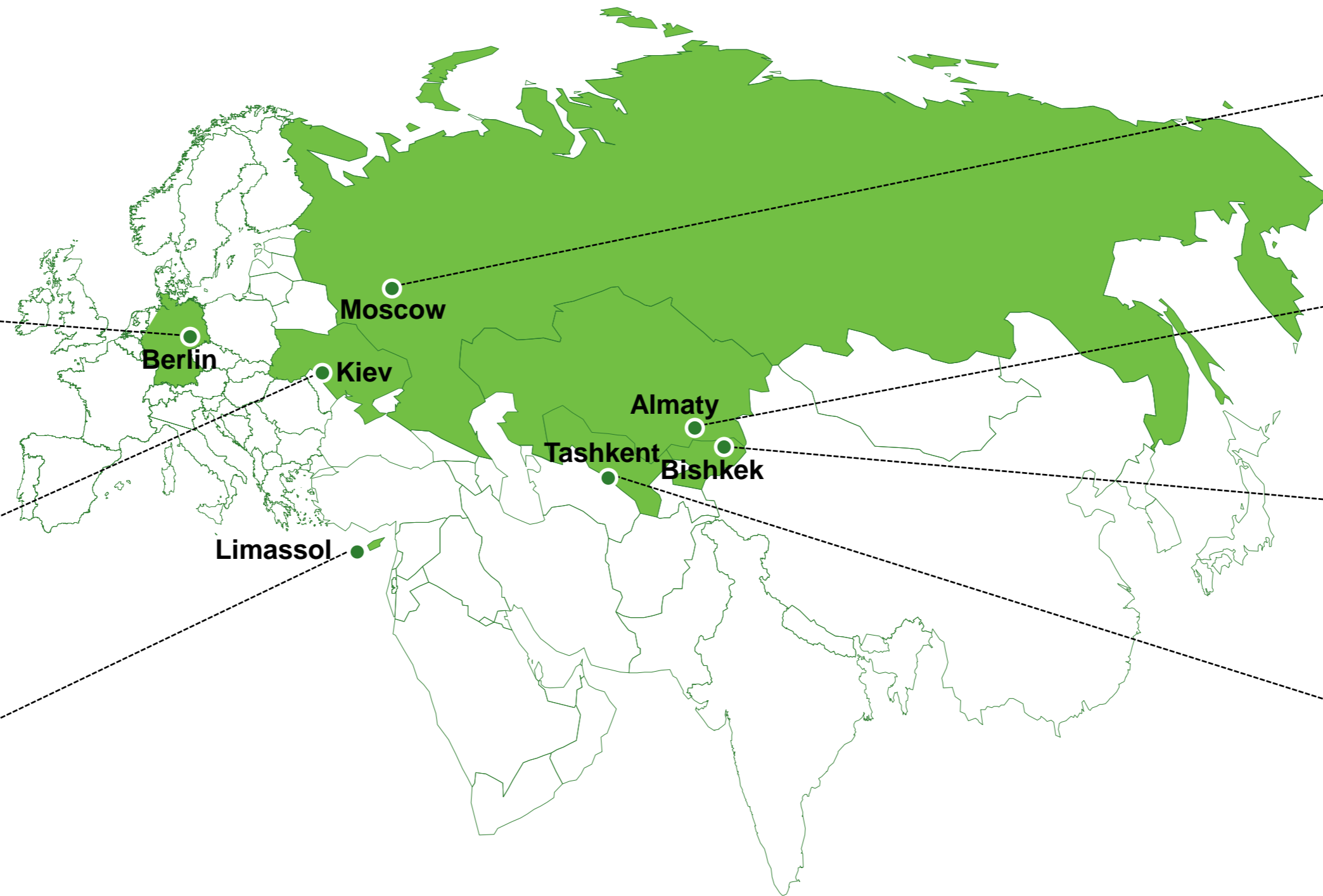
- Client acquisition agent
- 1 office
- 3 employees

UKRAINE

- Head office + 12 branches
- 112 employees

CYPRUS

- 1 office
- 19 employees



RUSSIA*

- Head office + 33 branches
- 552 employees

**FFIN Bank not included*

KAZAKHSTAN

- Head office + 15 branches
- 343 employees

KYRGYZSTAN

- Client acquisition agent
- 1 office
- 11 employees

UZBEKISTAN

- Head office + 7 branches
- 50 employees

BOARD OF DIRECTORS



TIMUR TURLOV (1987)
*Freedom Finance founder,
Chairman and CEO*

- Over 10 years of experience in various areas in the international securities industry
- Graduated from Tsiolkovsky Russian State Technical University in 2009 with a bachelor of science degree in economics and management



ASKAR TASHTITOV (1979)
*President, Member of the BoD
With Company since 2008*

- 11 years of experience in the oil and gas industry and over 5 years of experience in the financial sector
- Received a bachelor of arts from Yale University with a degree in economics and history in 2002. Passed the AICPA Uniform CPA exam in 2006



CHERDABAYEV BORIS (1953)
*Member of the BoD
With Company since 2019*

- Over 20 years of management experience in the oil and gas industry
- Earned an engineering degree from the Ufa Oil & Gas Institute, with a specialization in “machinery and equipment of oil and gas fields” in 1976



JASON KERR (1971)
*Independent Director
With Company since 2008*

- Over 20 years of experience in the legal industry, including as a founder and partner in several companies
- Received a doctorate degree from the University of Utah in 1998.



LEN STILLMAN (1943)
*Independent Director
With Company since 2006*

- Over 45 years of business experience, including strategic planning, venture capital financing, budgeting, human resources
- Earned Bachelor of Science degree in mathematics from Brigham Young University and Masters of Business Administration from the University of Utah

BUSINESS LINES

BROKERAGE SERVICES

Well-established, leading and growing segment

- **>133,000** total client accounts
- **>37,000** active clients (over one transaction per quarter)
- **>\$59 bn** volume of client transactions in 2019FY, of which 60% was invested in the US market
- **\$44 mln** commission income in 2019FY, **\$70 mln** in 9M2020

ASSET MANAGEMENT

Actively growing segment amid market recovery

- **\$20 mln** gain in 2019FY from own trading portfolio of **\$168 mln** as of 31.03.2019
- **\$13 mln** gain in 9M2020 from own trading portfolio of **\$164 mln** as of 31.12.2019

BANKING OPERATIONS

Initial phase with great growth potential in Russia





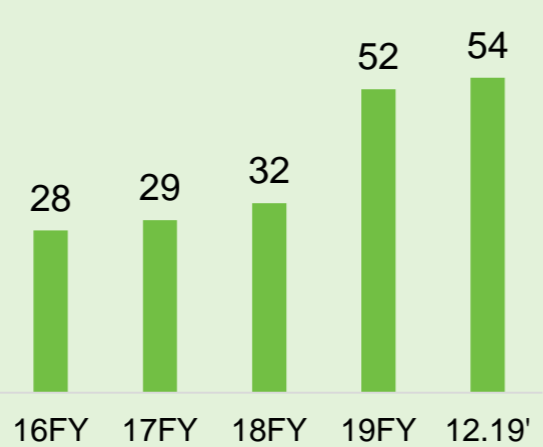
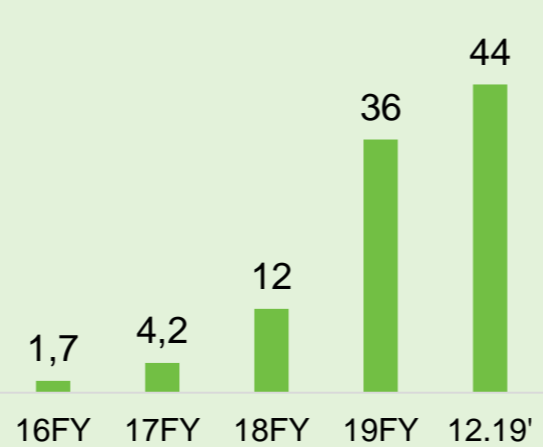
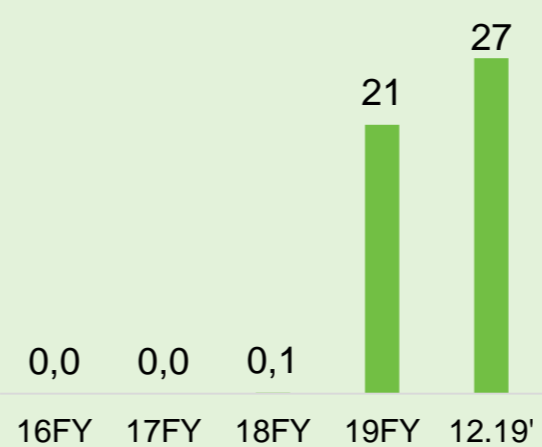
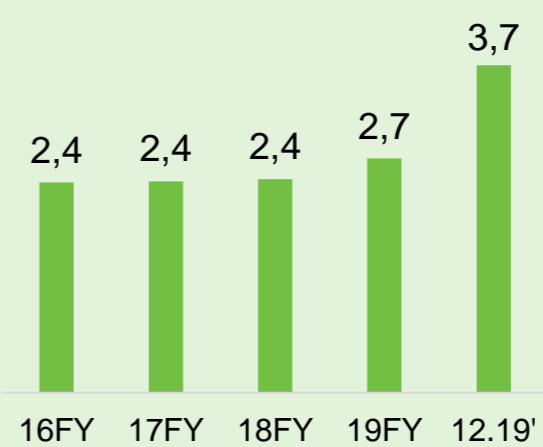
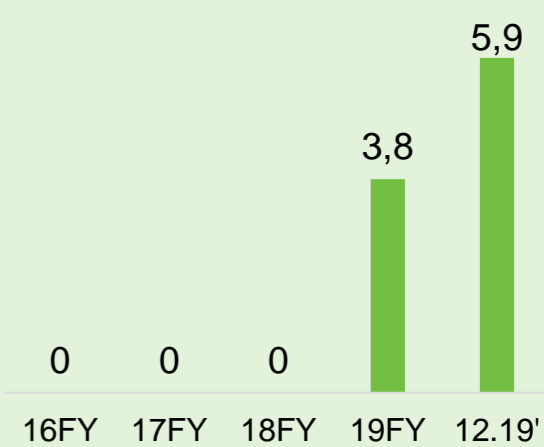
- **\$89 mln** total assets as of 31.12.2019
- **\$8.5 mln** total equity as of 31.12.2019
- **\$29 mln** own trading portfolio as of 31.12.2019
- **\$14 mln** total bank revenue in 9M2020, of which **\$10 mln** is attributed to commission income

INVESTMENT BANKING

Initial phase with high growth potential

- **\$65 mln** volume of deals on equity capital markets (IPO+SPO) since 2014. Three IPOs organized in Kazakhstan and one in Russia
- **\$241 mln** (of which **\$200 mln** in 2019 calendar year) volume of deals on debt capital markets since 2016
- **32** capital market deals since 2014
- Own base of retail and institutional investors

BROKERAGE COMPANIES

	KAZAKHSTAN	RUSSIA	CYPRUS	UKRAINE	UZBEKISTAN
Brokerage services	✓	✓	✓	✓	✓
Asset management	✓	✓			
Margin lending	✓	✓	✓	✓	
Underwriting	✓	✓			✓
Clearing	✓	✓	✓	✓	✓
Membership			Access to US and European exchanges through partners		
Total client accounts (thousands)					

STRATEGY AND GROWTH DRIVERS

	KAZAKHSTAN	RUSSIA	UKRAINE	UZBEKISTAN
Strategy	ACTIVE MONETIZATION OF EXISTING CLIENT BASE	DEVELOPMENT OF CURRENT CLIENTS + EXPANSION OF RETAIL CLIENT BASE	ESTABLISHING PRESENCE IN THE PROSPECTIVE MARKET	AGGRESSIVE CAPTURE OF AN EMERGING MARKET
Goals	<ul style="list-style-type: none"> Increase market share along with active monetization of the current client base Increase in underwriting activity in the domestic capital market Development of insurance business in Kazakhstan in promising segments of car and life insurance 	<ul style="list-style-type: none"> Entering the top five largest brokers in Russia by growing number of clients to 250,000 Growth of banking clients to 20,000-30,000 Expand positions in equity and debt capital markets 	<ul style="list-style-type: none"> Increase client base to 20,000 over the next three years 	<ul style="list-style-type: none"> Increase in client base to 10,000 by 2021 Become a leading underwriter on the domestic capital market
Market position	1st place (46%) by total number of client accounts opened with the Central Securities Depository	9th place by total number of registered clients in the MOEX trading system	Client base consists of 3,000 brokerage accounts and 2,000 depository accounts	Entered the market in February 2018 and already serves over 5,000 clients
Drivers	<ul style="list-style-type: none"> Increase in activity of the existing client base Primary and secondary placements on the Kazakhstan Stock Exchange and Astana International Exchange Monetization of the existing client base and branch network via new products 	<ul style="list-style-type: none"> Taking advantage of rapidly growing interest in stock market investments amongst retail customers – total number of brokerage accounts in Russia increased by 98% in 2019 Synergy with FFIN Bank (indexed products and premium service) Underwriting – focus on bond placements for small and medium companies 	<ul style="list-style-type: none"> Government bonds, branch network expansion and growth of client base Client acquisition via promotion of local investments Strengthening confidence of its best clients by introducing reliable investment ideas on the US market 	<ul style="list-style-type: none"> Underwriting – FF is the driver of the state privatization program with the government support. The aim is to increase customer base and gain reputation on the market Strengthening confidence of its best clients by introducing reliable investment ideas on the US market

Expansion of financial services in market analytics, investment banking, underwriting and market making services



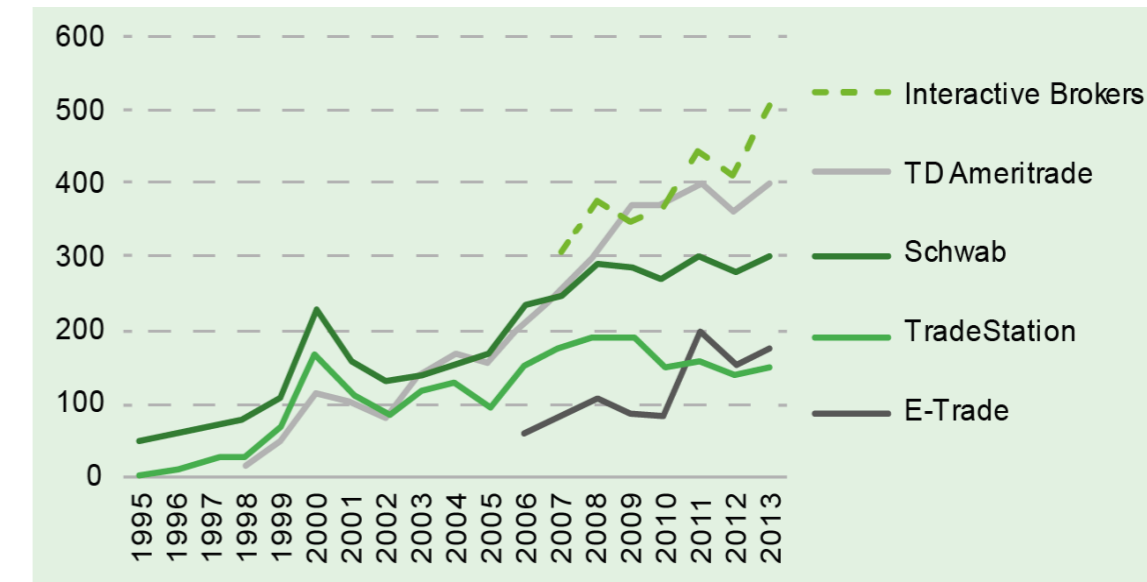
New opportunities for participation in structural deals and placement of securities

MARKET POTENTIAL

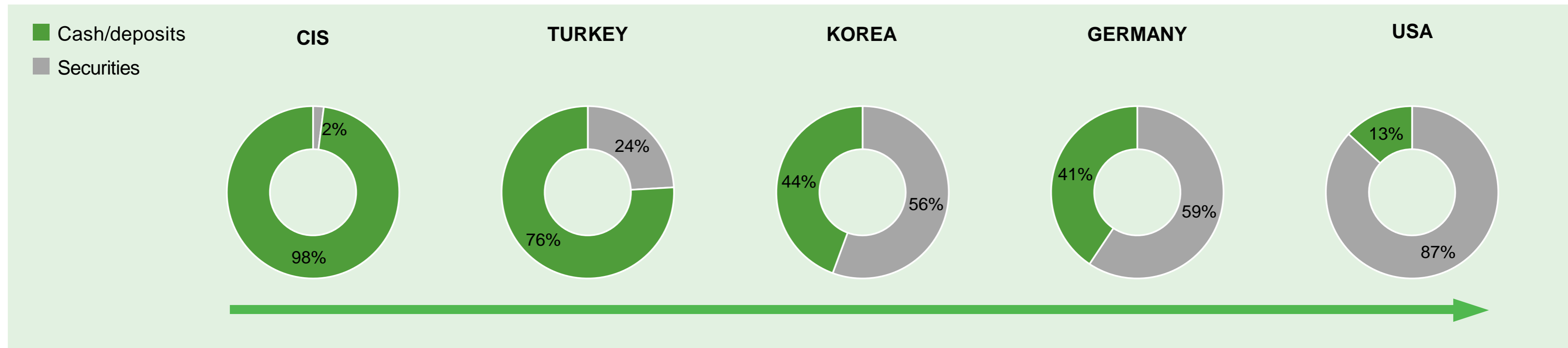
Brokerage expansion in Central Asia and the CIS

- Potential for growth in the share of population investing in stock market to the level of developed countries
- According to Gallup analytics, in 2009-17 on average 54% of the US adult population has been investing in stocks

US brokers volume, thousand transactions/day

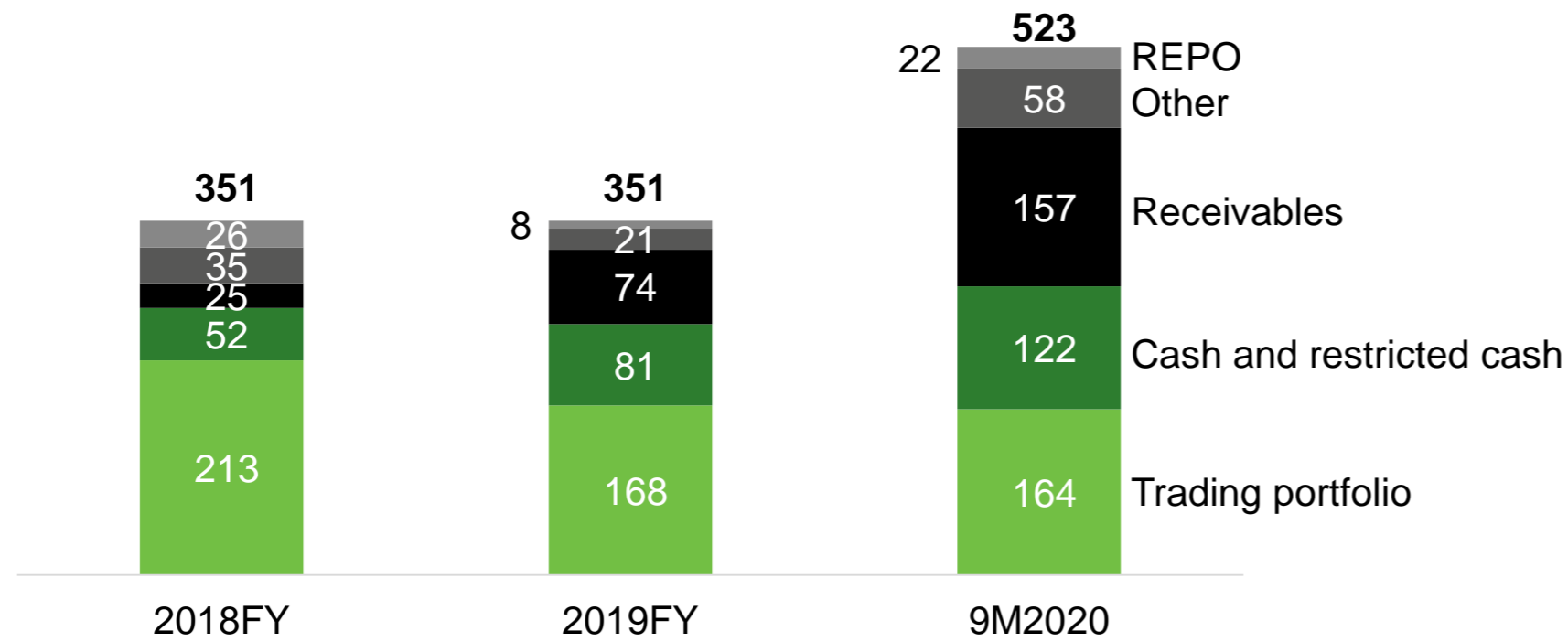


Distribution in household assets between securities and deposits*

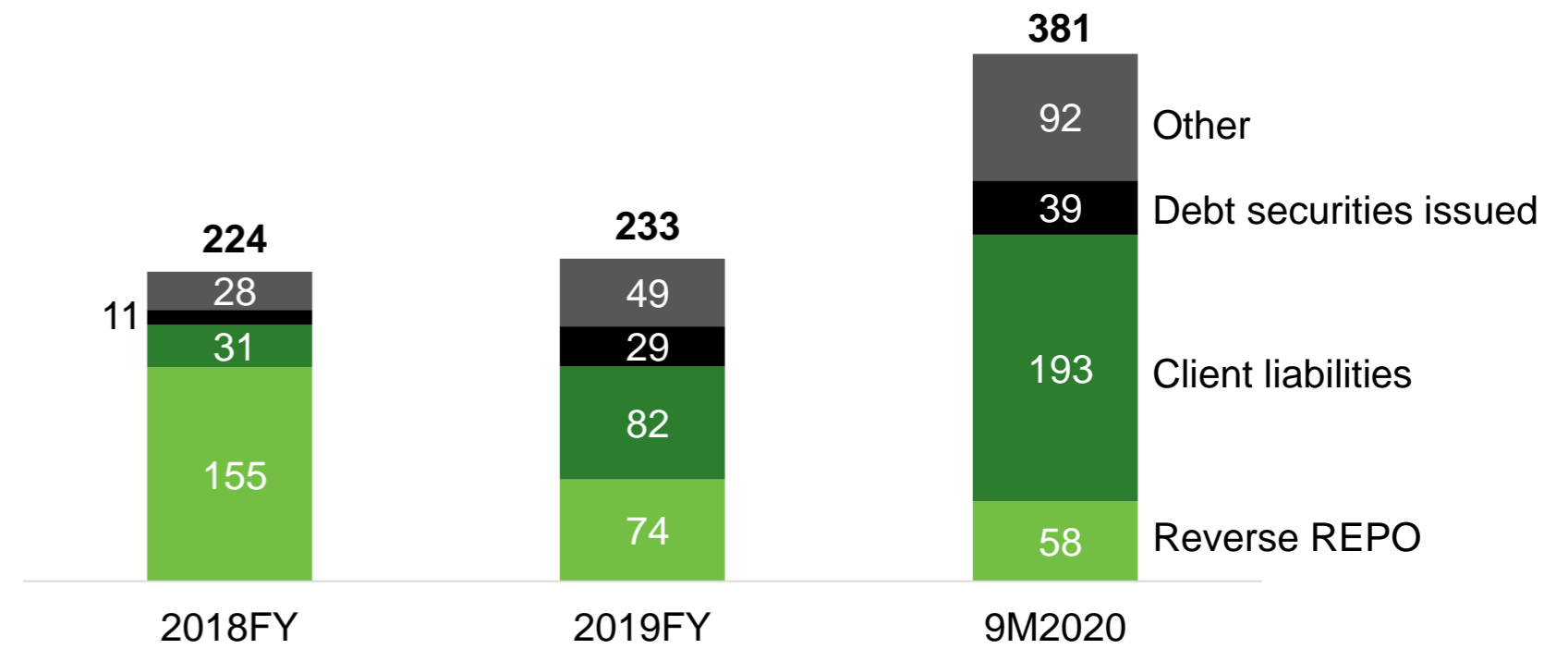


BALANCE SHEET STRUCTURE

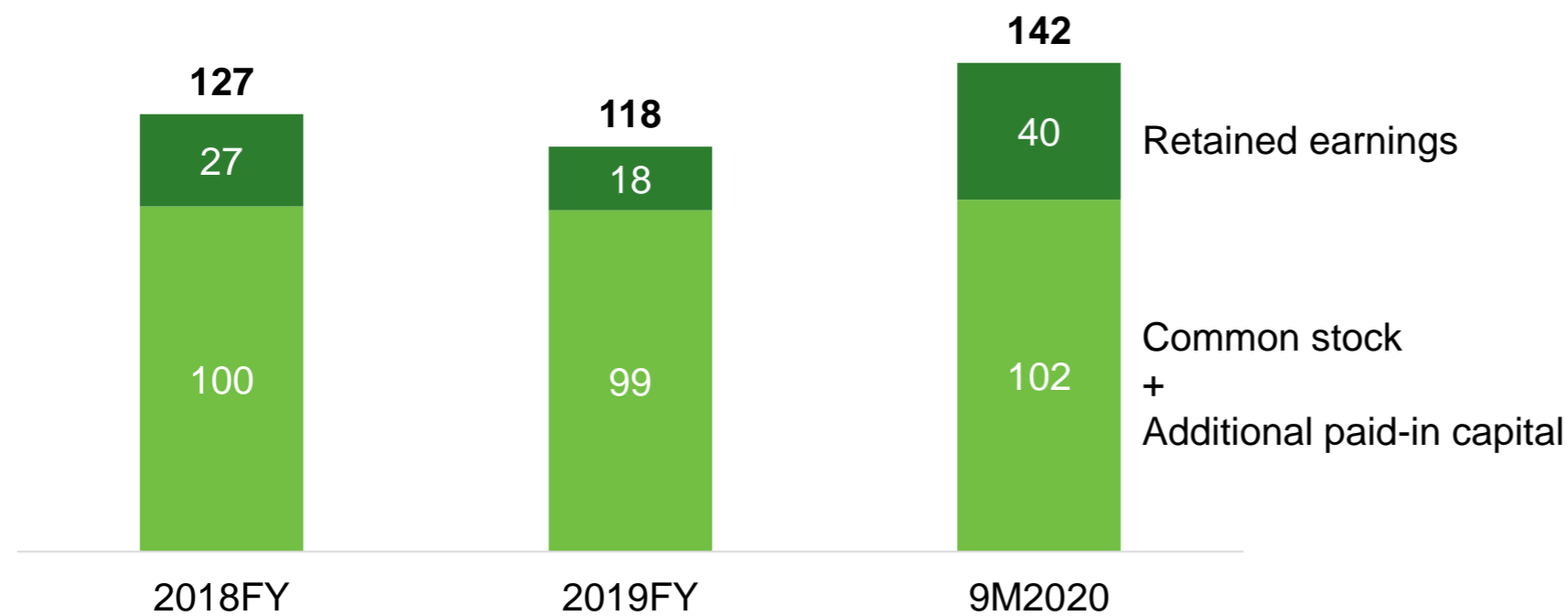
ASSETS, \$ mln



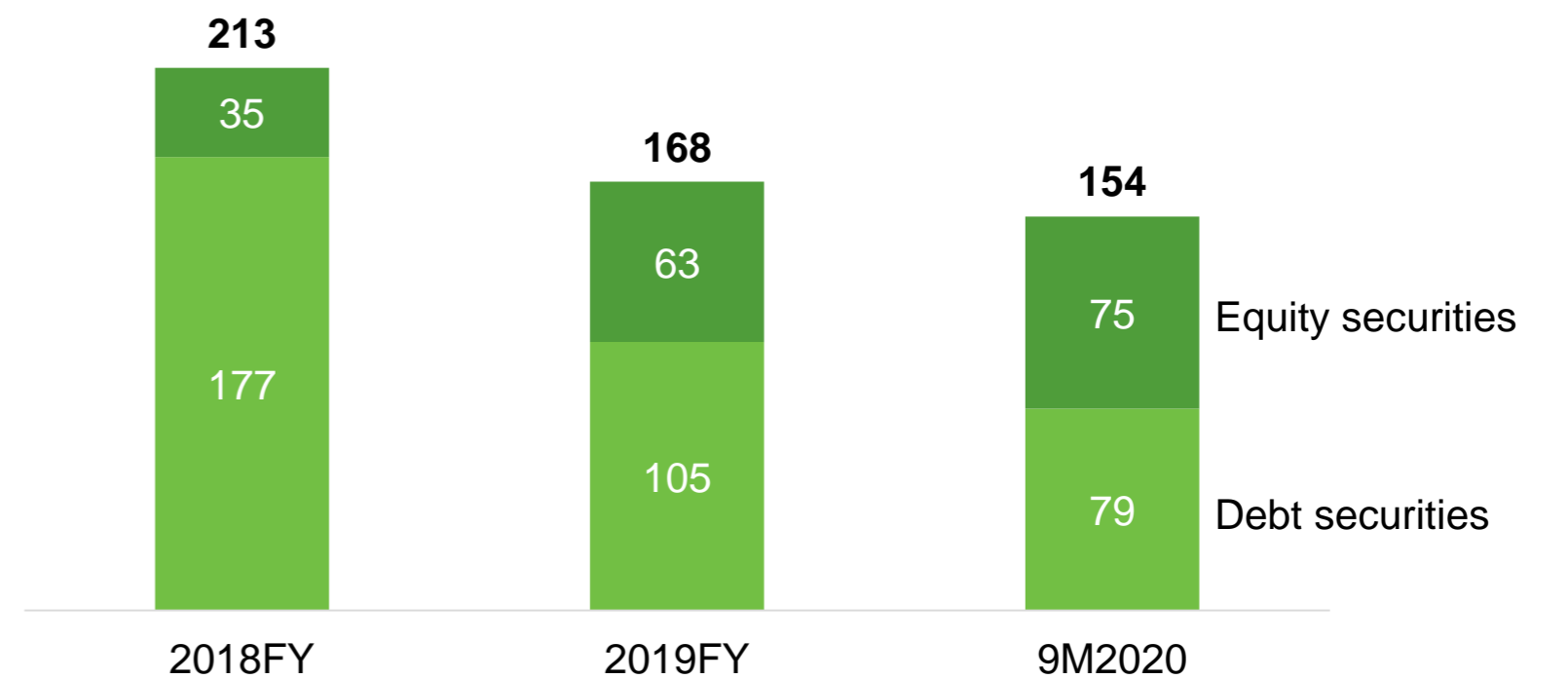
LIABILITIES, \$ mln



EQUITY, \$ mln

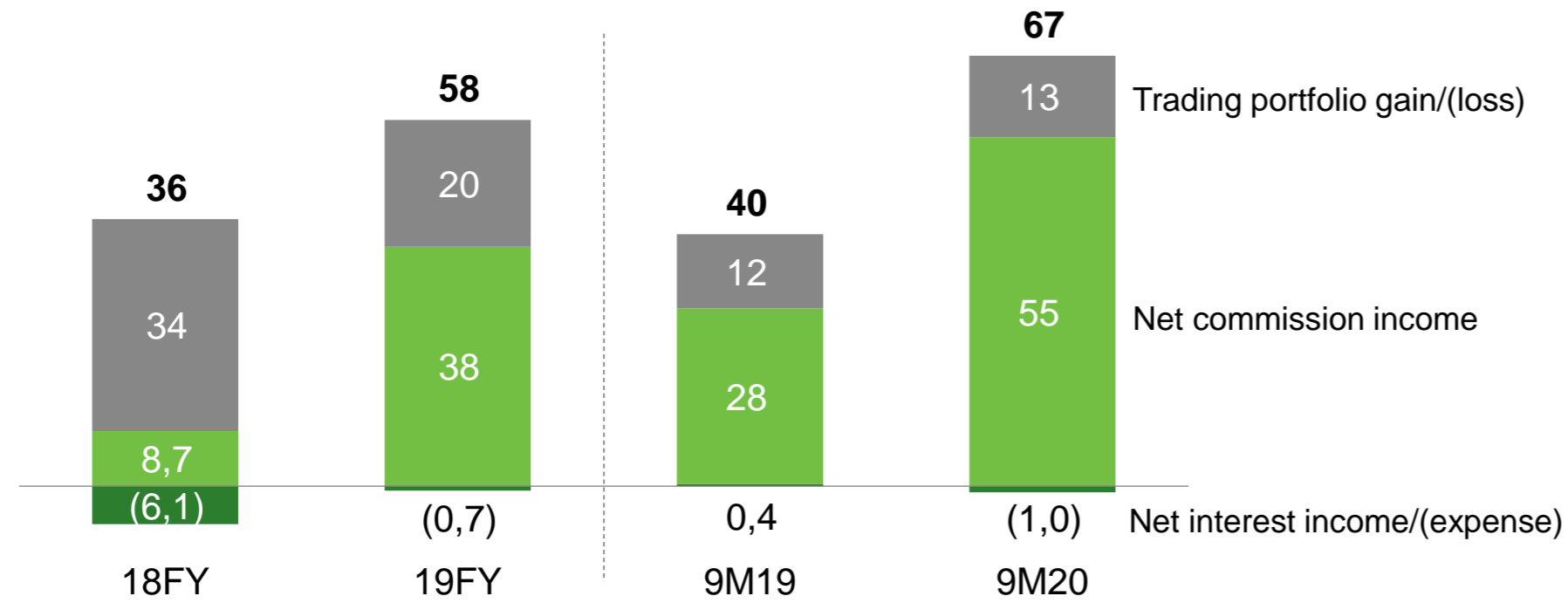


INVESTMENT PORTFOLIO, \$ mln

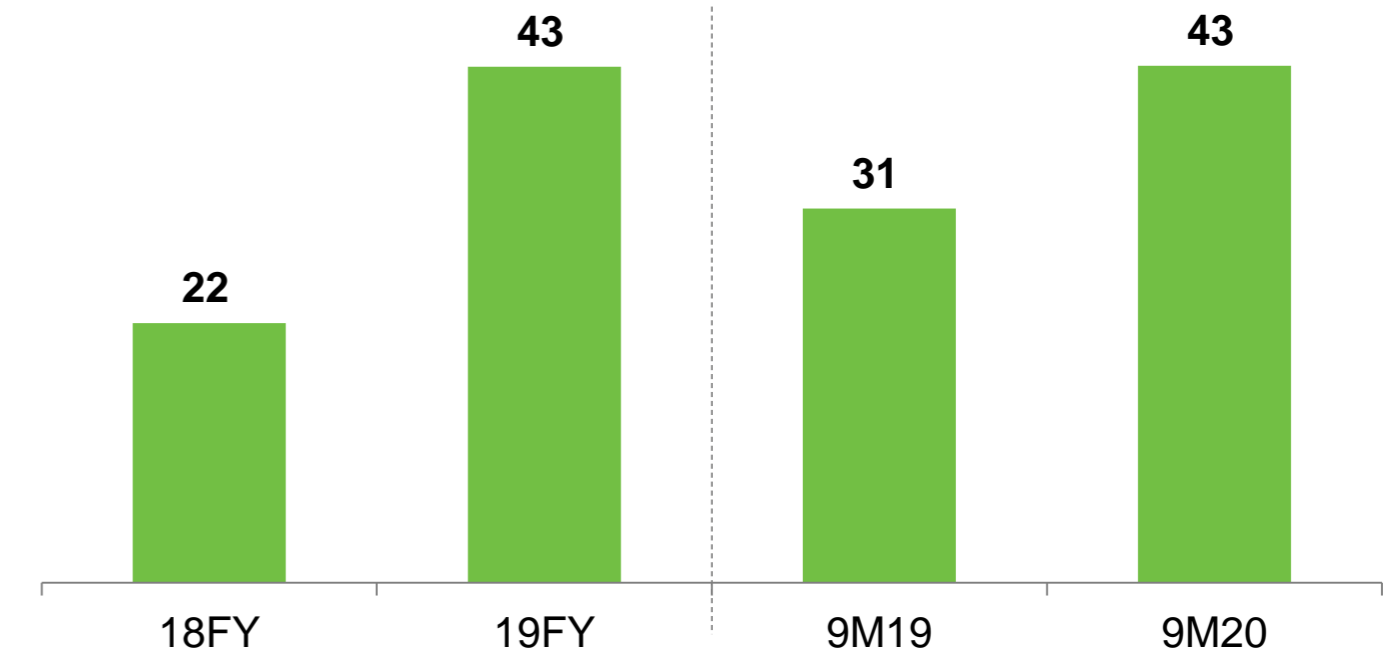


PROFITABILITY

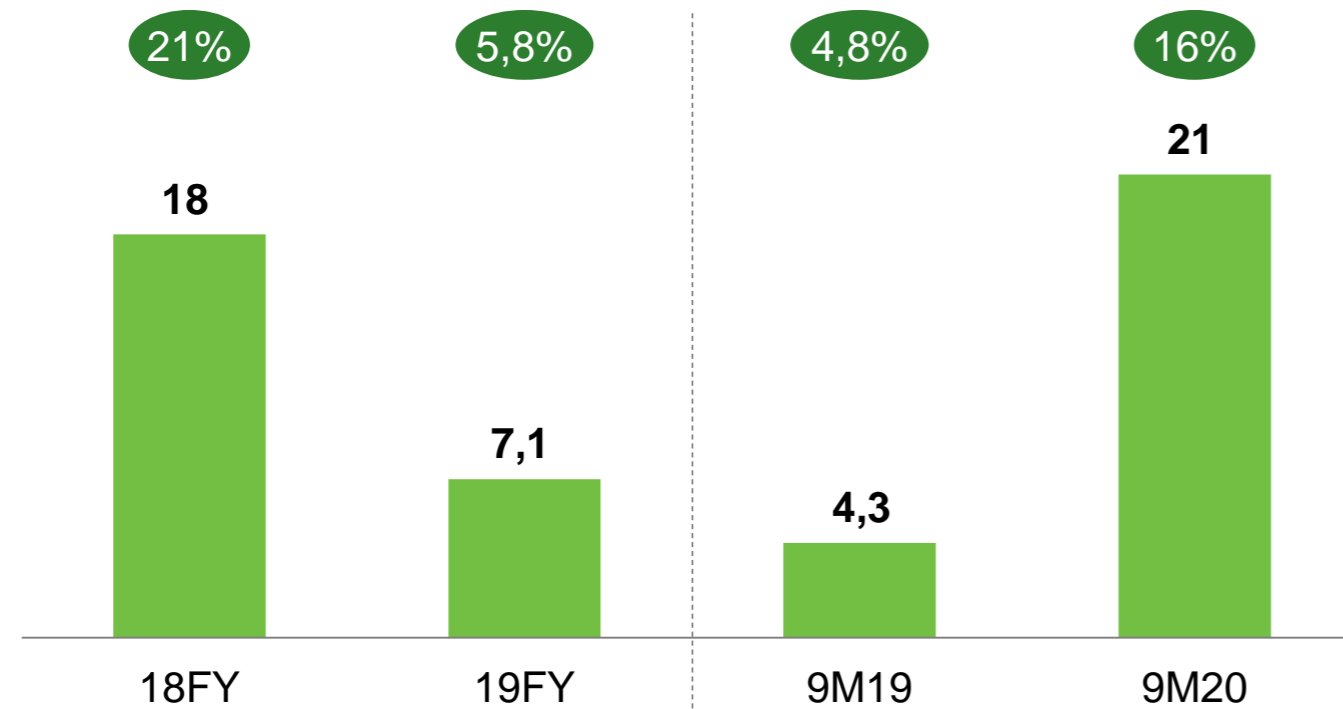
OPERATING INCOME, \$ mln



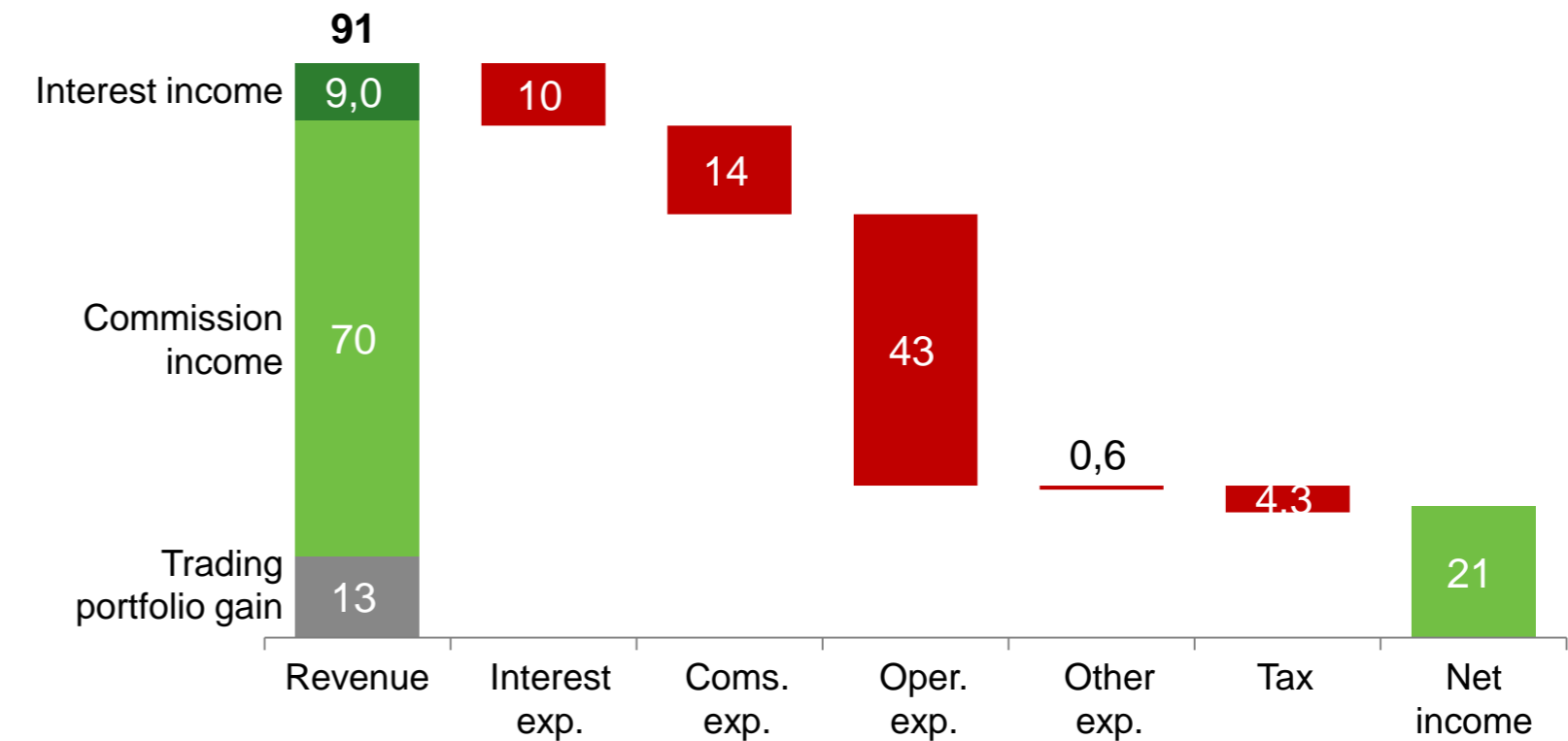
OPERATING EXPENSES, \$ mln



NET INCOME AND RoAE, \$ mln



1H2020 NET INCOME – BRIDGE ANALYSIS, \$ mln



INVESTMENT SUMMARY



LARGEST RETAIL INVESTMENT COMPANY IN CENTRAL ASIA AND THE CIS

- **Kazakhstan:** Largest retail broker with presence in all regions
- **Russia:** Top 9 broker with 34 offices and branches
- Russian and Kazakhstan brokerage units have **credit ratings from Standard & Poor's** (short-term "B" and long-term "B-")
- FRHC's shares are traded on the **Nasdaq Capital Market, KASE and SPB Exchange**
- Central offices in **Kazakhstan, Russia, Ukraine, Uzbekistan and Kyrgyzstan**



STRONG TEAM AND INTERNAL DEVELOPMENT MODEL – THE MOST IMPORTANT ASSETS

- A team of over **500 investment consultants** acting as advisers for retail clients
- **Strong in-house research team** consisting of 13 financial analysts
- **Training center** for clients and employees



PORTFOLIO OF PROPRIETARY TECHNOLOGY SOLUTIONS

- **TraderNet** – an online securities trading platform and social network
- **Banking solutions** – mobile banking, full multicurrency accounts
- **Freedom24** – online stock marketplace for independent retail clients



EFFICIENT BUSINESS MODEL READY FOR SCALING

- **Brokerage business model** designed to accommodate significant client expansion while maintaining targeted profitability
- **Regional expansion** through branches drives growth in client assets