



Disclaimer

Use of Non-GAAP Financial Measures

Some of the financial information and data contained in this presentation, such as Adjusted EBITDA, have not been prepared in accordance with United States generally accepted accounting principles ("GAAP"). MoneyLion management uses these non-GAAP measures for various purposes, including as measures of performance and as a basis for strategic planning and forecasting. MoneyLion believes these non-GAAP measures of financial results provide relevant and useful information to management and investors regarding certain financial and business trends relating to MoneyLion's results of operations. MoneyLion's method of determining these non-GAAP measures may be different from other companies' methods and, therefore, may not be comparable to those used by other companies and MoneyLion does not recommend the sole use of these non-GAAP measures is isolation or as an alternative to financial measures determined in accordance with GAAP. The principal limitation of these non-GAAP financial measures is that they exclude significant expenses and income that are required by GAAP to be recorded in MoneyLion's financial statements. In addition, they are subject to inherent limitations as they reflect the exercise of judgments by management about which expense and income are excluded or included in determining these non-GAAP financial measures. In order to compensate for these limitations, management presents non-GAAP financial measures in connection with GAAP results. You should review MoneyLion's financial statements, which are included in MoneyLion's fillings with the U.S. Securities and Exchange Commission, and not rely on any single financial measure to evaluate MoneyLion's business. Reconciliations of these non-GAAP metrics to the most directly comparable GAAP measure are set forth in the Appendix of this presentation. To the extent that forward-looking non-GAAP financial measures are provided, they are presented on a non-GAAP basis without urreasonable effort.

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The information in this presentation includes "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "estimate," "plan," "project," "forecast," "intend," "will," "expect," "anticipate," "believe," "seek," "target" or other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These forward-looking statements include, but are not limited to, statements regarding, among other things, MoneyLion's financial position, results of operations, cash flows, prospects and growth strategies. These statements are based on various assumptions, whether or not identified in this presentation, and on the current expectations of MoneyLion's management, are subject to a number of risks and uncertainties and are not predictions of actual performance. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of MoneyLion.

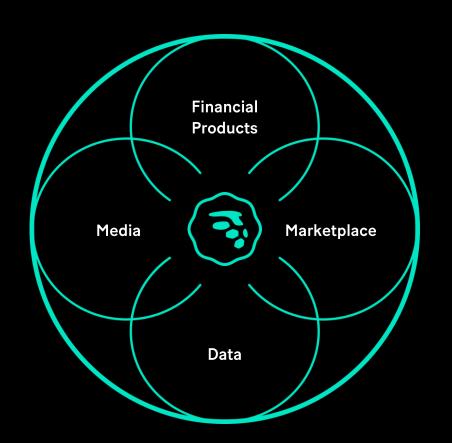
Factors that could cause actual results and outcomes to differ from those reflected in forward-looking statements include, among other things: factors relating to the business, operations and financial performance of MoneyLion, including market conditions and global and economic factors beyond MoneyLion's control; MoneyLion's control; MoneyLion's products and services to them on the MoneyLion platform; MoneyLion's reliance on third-party partners, service providers and vendors, including its ability to comply with applicable requirements of such third parties; demand for and consumer confidence in MoneyLion's products and services, including as a result of any adverse publicity concerning MoneyLion; any inaccurate or fraudulent information provided to MoneyLion by customers or other third parties; MoneyLion's ability to realize strategic objectives and avoid difficulties and risks of any acquisitions, strategic investments, entries into new businesses, joint ventures, divestitures and other transactions; MoneyLion's success in attracting, retaining and motivating its senior management and other key personnel; MoneyLion's ability to renew or replace its existing funding arrangements and raise financing in the future, to comply with restrictive covenants related to its long-term indebtedness and to manage the effects of changes in the cost of capital; MoneyLion's ability to achieve or maintain profitability in the future; intense and increasing competition in the industries in which MoneyLion and its subsidiaries operate; risks related to the proper functioning of MoneyLion's information technology systems and data storage, including as a result of cyberattacks, data security breaches or other similar incidents or disruptions suffered by MoneyLion or third parties upon which it relies; MoneyLion's ability to protect its intellectual property and other proprietary rights and its ability to obtain or maintain intellectual property, proprietary rights and recording and regulations applicable to its business and the

In addition, forward-looking statements reflect MoneyLion's expectations, plans or forecasts of future events and views as of the date of this presentation. MoneyLion anticipates that subsequent events and developments will cause its assessments to change. However, while MoneyLion may elect to update these forward-looking statements at some point in the future, MoneyLion specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing MoneyLion's assessments as of any date subsequent to the date of this presentation. Accordingly, undue reliance should not be placed upon the forward-looking statements.



Our Mission

To give everyone the power to make their best financial decisions





Record Revenue \$423M

24%

year-over-year growth

Record annual revenue

across both Consumer and Enterprise

Diversified revenue model

provides durability and positions us for growth acceleration



Gross Profit Margin Expansion

60% gross profit margin in FY 2023, vs. 57% in FY 2022

63% gross profit margin in Q4 2023, vs. 61% in Q3 2023

Exceeded guidance

of 58–59% for FY 2023

3rd consecutive quarter

of gross profit margin expansion



Record Adj. EBITDA⁽⁷⁾

\$46M

Setting our sights on our first positive GAAP EPS quarter in 2024

11.0% Adj. EBITDA margin in FY 2023

14.6% Adj. EBITDA margin in Q4 2023, up from 12.1% in Q3 2023

Exceeded guidance

of \$39–45M for FY 2023 4th consecutive quarter

of positive Adj. EBITDA



Leading Marketplace Technology

~205M Total Customer Inquiries

in FY 2023, up 78% from ~115M in FY 2022 Expanded distribution capabilities

through new strategic alliance with EY

Continued focus on deepening product verticals

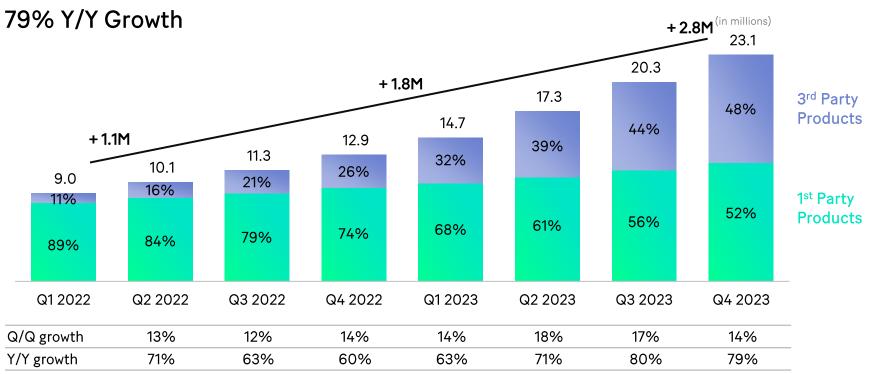
insurance, credit cards, mortgages

7.5M Total Customers (1) Added in FY 2023

+1.9M (in millions) 115% Y/Y Growth 14.0 12.1 + 1.3M 9.9 7.8 +700K 6.5 5.4 4.6 3.9 Q1 2022 Q2 2022 Q3 2022 Q4 2022 Q1 2023 Q2 2023 Q3 2023 Q4 2023 **Total Customers** 0.7 0.8 1.1 1.3 2.1 2.2 1.9 added Q/Q growth 19% 17% 20% 20% 26% 23% 16% Y/Y growth 115% 112% 101% 97% 102% 114% 124%



Expanding Total Products (2) Demonstrates Our Ability to Match People with the Right Products





Our Strong Y/Y KPIs are **Driving Growth and Profitability** Towards the "Rule of 40"

(\$ in millions)	2022	2023	% Change
Consumer	\$219	\$285	30%
Enterprise	122	138	14%
Revenue	\$341	\$423	24%
Gross Profit (6)	\$195	\$252	29%
Gross Profit Margin	57%	60%	2.3 ppt
Adjusted EBITDA (7)	(\$63)	\$46	
Adj. EBITDA Margin	(18.6%)	(11.0%)	30 ppt

"Rule of 40" represents the sum of revenue growth and Adjusted EBITDA margin



The Factor

Full-Featured PFM Suite and Marketplace Made Available Through **New Bundled Membership**



Try it out!





Personal Financial Management (PFM)



Al Powered PFM Insights



Banking Direct Deposit Early Paycheck



Rewards

Cash Advance



Money / Adjacent

Credit Monitoring



Investing Steady Income Single Stocks



Round Ups





Peer to Peer

Payments

Marketplace Products & Offers



Loans Personal, Student, Auto,



Credit Cards



Home Get Repairs, Save on Utilities



Auto Rent, Buy / Sell



Travel



Insurance Auto, Life, Home



High Yield Savings



Earn Side Hustles



Education Student Loan Refi



Tax Preparation





Premium Membership Expands TAM and Increases Recurring Revenue

Innovative membership with cashback on financial decisions

Cashback opportunities on 1st and 3rd party products and offers

Priced at \$9.99/mo. for a mass market audience

Encourage membership through exclusive features providing hundreds of dollars of benefits annually

Expand TAM & Increase Recurring Revenue

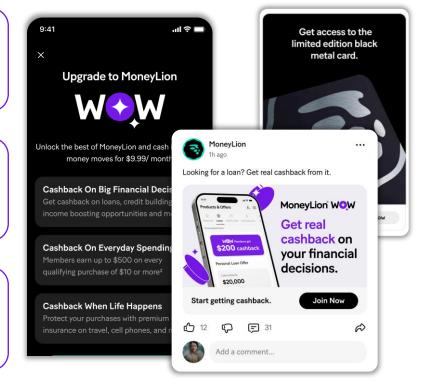
Targeting a new segment and increasing recurring revenue

Increase Product Adoption

Bundled 1st party benefits drives higher ARPU and retention

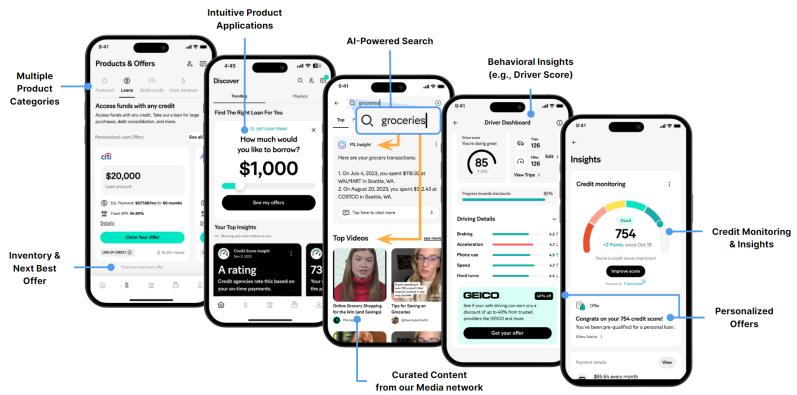
Deepen Engagement

Deepen customer engagement and increase lifetime value





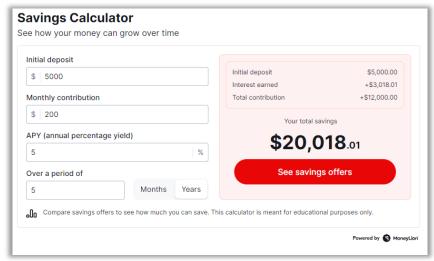
We Have Taken The Most Full-Featured PFM in the Industry...



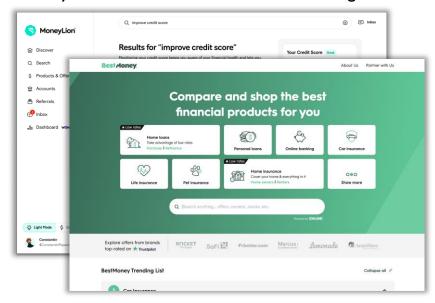


... And Made It Available To Enterprise Partners (5)

Embeddable Widgets and Calculators



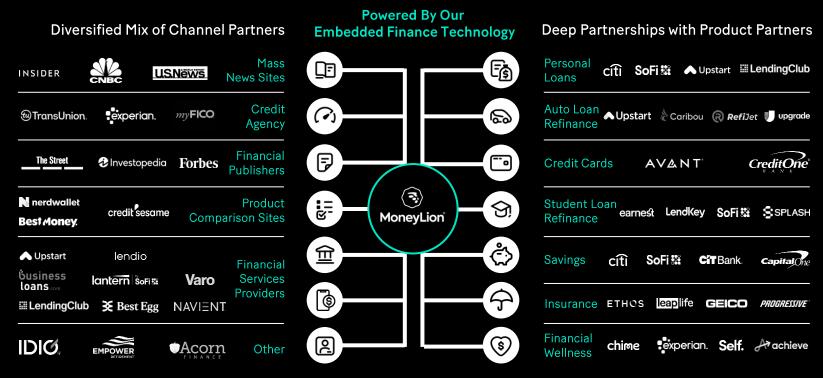
MoneyLion's Generative Al-Driven Search Engine



Marketplace Powered by MoneyLion



Massive Network of 1,100+ Enterprise Partners (5) Drives ~205M Annual Total Customer Inquiries





Network of Enterprise Partners

Embedded marketplace technologies

Recommendation and decisioning engines

Targeting and marketing channel tools and capabilities

Content feed and in-house production

Control Center and reporting

Partner solutions, compliance, and licensing

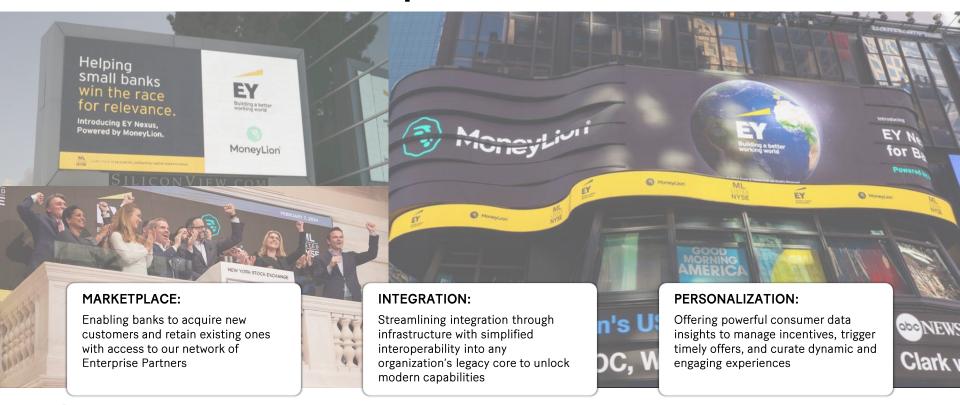


The Ultimate Marketplace Solution

MoneyLion combines the technology, data and Al capabilities, content, and first-party product knowledge to help Enterprise Partners ⁽⁵⁾ best serve their customers



Our Alliance with EY Accelerates Our Distribution to Enterprise Partners (5)





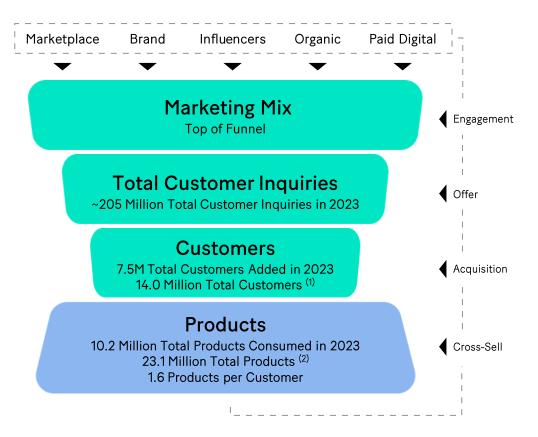
Financial Update



Customer Acquisition and Lifecycle Strategy

Unique top of funnel drove ~205 million Total Customer Inquiries in 2023 (up 78% from ~115 million in 2022) and 7.5 million Total Customers added

Lifecycle marketing engine gives customers more options to drive better outcomes, resulting in 1.6 products per customer





Note: Total Customer Inquiries is composed of Consumer Inquiries, which represents the number of submitted consumer applications for financial products across our marketplace business, MoneyLion app installs and users who have registered via the MoneyLion website. Metrics are as of December 31, 2023, with Total Customers added and incremental Total Products consumed related to 2023. Products per customer calculated as Total Products divided by Total Customers. See "Footnotes" section for detailed footnotes and definitions.

Strong Business Equation

In FY 2023:

7.5M Total Customers (1) added

< \$15 CAC

~ 3 month Payback Period

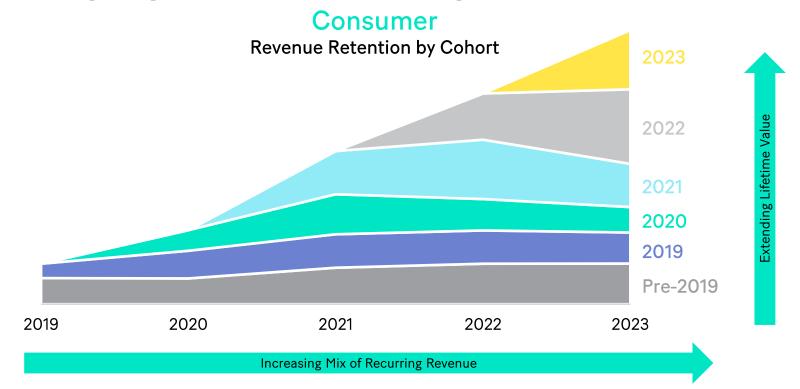
\$41 ARPU

As we expand our TAM, introduce more customers to the platform and trend towards a steady-state mix of 1st and 3rd party products, we expect payback period to remain constant and ARPU to trend lower...

... this tradeoff optimizes sustainable long-term revenue growth

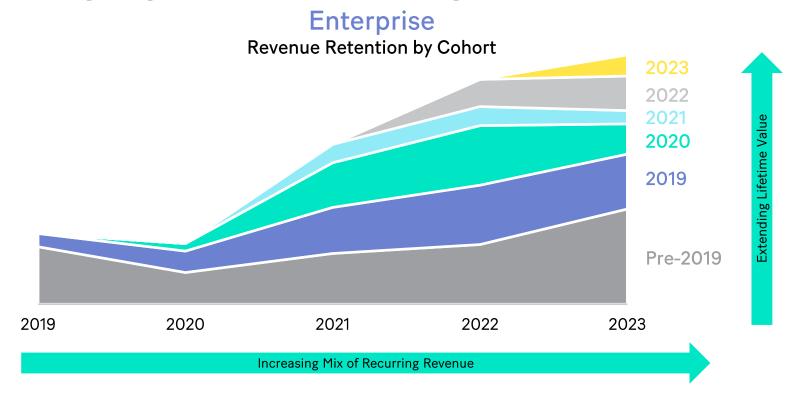


Consumer Lifetime Performance of Every Cohort Driving Significant Recurring Revenue





Enterprise Lifetime Performance of Every Cohort Driving Significant Recurring Revenue





Continued Strength in Consumer Originations

30% Y/Y Growth and 14% Q/Q Growth

Total Originations (3)

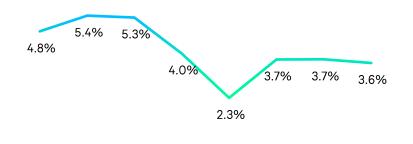
(in millions)



Q/Q growth	8%	2%	11%	2%	9%	3%	14%
Y/Y growth	85%	63%	28%	24%	25%	26%	30%

Provision Expense as a % of Originations (4)

We are continuously implementing changes to optimize credit performance



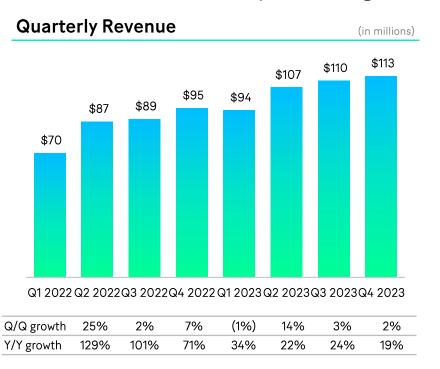
Q1 2022 Q2 2022 Q3 2022 Q4 2022 Q1 2023 Q2 2023 Q3 2023 Q4 2023

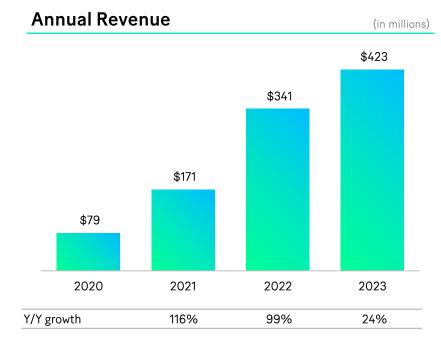
FY 2023 Provision Expense as a % of Originations: 3.4%



Record Year of Revenue

\$423M of Revenue, Representing 24% Y/Y Growth

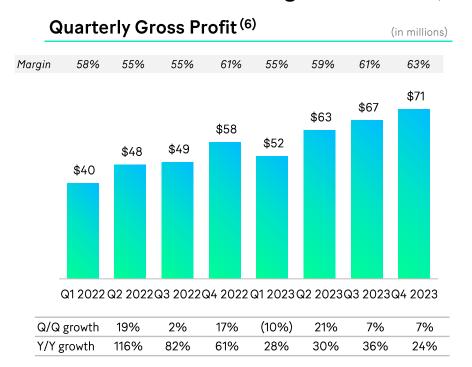


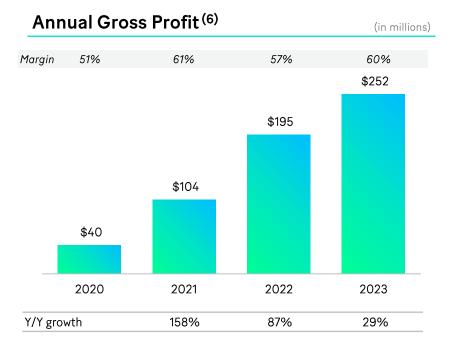




Gross Profit Margin Expansion

60% Gross Profit Margin in FY 2023, vs. 57% in FY 2022







PATH TO **Profitability**

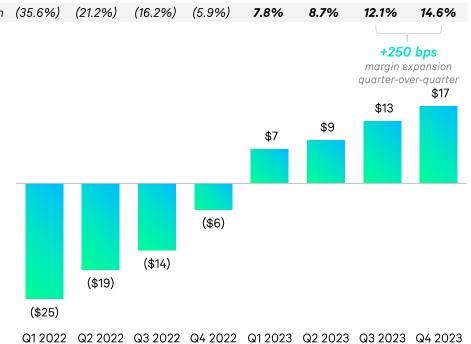
Quarterly Adj. EBITDA (7)

(in millions)

Fourth consecutive quarter of positive Adjusted EBITDA and continued margin expansion

Ended Q4 with \$92M of cash vs. \$94M in Q3, after paying down \$10M of senior debt. Paid down \$25M of senior debt in 2023, no senior debt principal payments due until 2026

Setting our sights on our first positive GAAP EPS quarter in 2024





FY 2023 Guidance vs. Results

Gross Profit Margin and Adj. EBITDA exceeded guidance

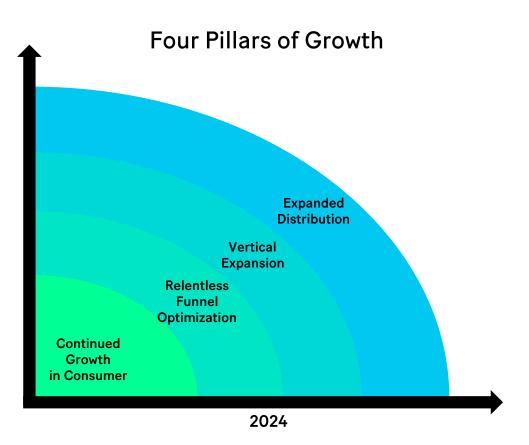
	2022	202	23	24%		
(in millions)	Actual	Guidance	Actual	Y/Y Revenue Growth		
Revenue	\$341	\$420 - 425	\$423			
Y/Y Revenue Growth	99%	23 – 25%	24%	60% Gross Profit Margin		
Gross Profit Margin (6)	57%	58 - 59%	60%	, and the second		
Adjusted EBITDA (7)	(\$63)	\$39 - 45	\$46	~30 ppt		
Adj. EBITDA Margin	(18.6%)	9.2 – 10.5%	11.0%	Y/Y Adj. EBITDA margin improvement		



Note: Adjusted EBITDA is a non-GAAP measure. See the Appendix for a reconciliation of this measure to its most directly comparable GAAP measure. Forward-looking non-GAAP measures are presented on a non-GAAP basis without reconciliations, due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliation, which could be material based on historical adjustments. Accordingly, a reconciliation is not available without unreasonable effort. See "Footnotes" section for detailed footnotes and definitions.

Note: Growth and improvement metrics for guidance based on mid-point.

Positioned For 2024 Growth Acceleration



Macro Reversion Represents Additional Upside



Q1 2024 Guidance

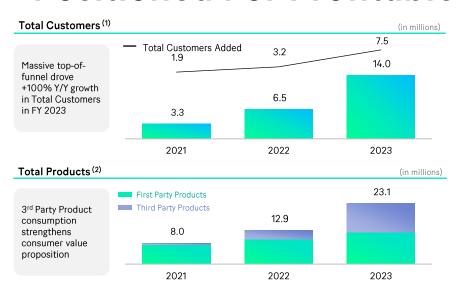
	Q4 2	023	Q1 2024	
(in millions)	Implied Guidance	Actual	Guidance	
Revenue	\$110 - 115	\$113	\$115 – 118	24% Y/Y Revenue Growth
Y/Y Revenue Growth	16 – 21%	19%	23 – 26%	
Adjusted EBITDA ⁽⁷⁾	\$9 - 15	\$17	\$15 – 18	6 ppt Y/Y Adj. EBITDA Margin
Adj. EBITDA Margin	8.2 – 13.0%	14.6%	13.0 – 15.3%	Improvement

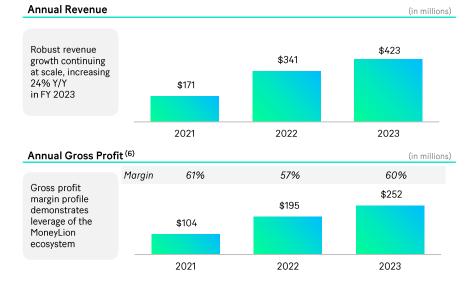


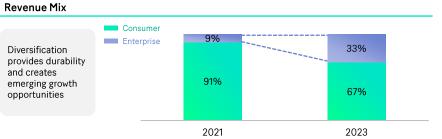
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Note: Growth and improvement metrics for guidance based on mid-point.

Positioned For Profitable Growth











Thank You



Appendix



Financial Summary

Driving profitable growth across our business

	FY 2022				FY 2023					
(in millions)	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	FY 2022	FY 2023
Revenue by Type										
Consumer	\$49.0	\$53.3	\$54.5	\$62.3	\$65.4	\$69.6	\$71.1	\$79.1	\$219.0	\$285.1
Enterprise	20.8	34.1	34.3	32.7	28.3	37.0	39.2	33.9	121.8	138.3
Revenue	\$69.7	\$87.3	\$88.7	\$94.9	\$93.7	\$106.5	\$110.3	\$113.0	\$340.7	\$423.4
Gross Profit (6)	\$40.3	\$48.1	\$49.1	\$57.5	\$51.7	\$62.6	\$66.7	\$71.4	\$195.1	\$252.3
Gross Profit Margin	58%	55%	55%	61%	55%	59%	61%	63%	57%	60%
Adjusted EBITDA (7)	(\$24.8)	(\$18.5)	(\$14.3)	(\$5.6)	\$7.3	\$9.2	\$13.4	\$16.5	(\$63.3)	\$46.4
Total Originations (3)	\$408	\$439	\$446	\$496	\$506	\$550	\$564	\$644	\$1,788	\$2,264
Provision Expense as a % of Originations ⁽⁴⁾	4.8%	5.4%	5.3%	4.0%	2.3%	3.7%	3.7%	3.6%	4.8%	3.4%
Weighted Average Common Shares Outstanding*	7.7	7.9	8.2	8.5	8.7	9.2	10.2	10.3	8.1	9.6



Note: Adjusted EBITDA is a non-GAAP measure. See the Appendix for a reconciliation of this measure to its most directly comparable GAAP measure. See "Footnotes" section for detailed footnotes and definitions.

^{*} Prior periods have been adjusted to reflect the 1-for-30 reverse stock split of MoneyLion's Class A common stock that became effective April 24, 2023.

Reconciliation to Non-GAAP Financials:

Adjusted EBITDA (7)

	FY 2022				FY 2023					
(\$ millions)	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	FY 2022	FY 2023
Net income (loss) (GAAP)	(\$10.0)	(\$23.1)	(\$21.0)	(\$135.0)	(\$9.2)	(\$27.7)	(\$4.1)	(\$4.2)	(\$189.1)	(\$45.2)
Add back:										
Interest expense related to corporate debt	1.4	2.7	2.9	3.2	3.6	3.5	3.2	2.8	10.1	13.0
Income tax expense (benefit)	(28.4)	0.0	0.1	2.7	(0.0)	(0.3)	0.4	(1.2)	(25.6)	(1.1)
Depreciation and amortization expense	3.4	6.0	6.2	6.1	6.2	6.1	6.1	6.4	21.7	24.8
Change in fair value of warrants	(3.9)	(3.0)	(0.4)	(0.6)	0.1	(0.2)	0.1	0.4	(7.9)	0.5
Change in fair value of contingent consideration from M&A	4.7	(8.5)	(10.2)	(27.2)	(0.2)	(6.4)	_	_	(41.3)	(6.6)
Goodwill impairment loss	_	-	_	136.8	_	26.7	_	_	136.8	26.7
Stock-based compensation	3.3	5.2	5.1	6.0	5.7	5.2	5.7	6.2	19.6	22.9
Other expenses	4.8	2.0	3.1	2.5	1.2	2.2	2.0	6.0	12.4	11.4
Adjusted EBITDA (non-GAAP)	(\$24.8)	(\$18.5)	(\$14.3)	(\$5.6)	\$7.3	\$9.2	\$13.4	\$16.5	(\$63.3)	\$46.4
Adjusted EBITDA Margin	(35.6%)	(21.2%)	(16.2%)	(5.9%)	7.8%	8.7%	12.1%	14.6%	(18.6%)	11.0%



Select Balance Sheet Items as of 12/31/2023

(\$ in millions)	MoneyLion Inc. Consolidated Less Balances Held at VIEs* (Non-GAAP)	Held in SPVs*	MoneyLion Inc. Consolidated
Assets			
Cash	92.2	_	92.2
Restricted cash	2.2	0.1	2.3
Consumer receivables, net of expected loss reserve	3 41.6	131.3	172.8
Enterprise receivables	16.0	_	16.0
Property and equipment, net	1.9	_	1.9
Intangible assets, net	176.5	_	176.5
Goodwill	_	_	_
Receivable from payment processor	2 37.4	-	37.4
Other assets	16.2	_	16.2
Total other assets	53.6	_	53.6
Total assets	383.8	131.4	515.3
Liabilities			
Secured loans	64.3	4 -	5 64.3
Accounts payable and accrued liabilities	52.4	-	52.4
Warrant liability	0.8	-	0.8
Other debt	-	125.4	125.4
Other liabilities	15.1	_	15.1
Total liabilities	132.6	125.4	258.0

- SPV Credit Facilities balance sheet.
 Consolidated into MoneyLion Inc. Balance Sheet for GAAP accounting purposes
- 2. Receivable from payment processor, which effectively represents cash in transit
- Consumer receivables held directly by MoneyLion and includes fees and subscription receivables
- 4. Represents loan and Instacash receivables pledged by wholly-owned SPV borrowers to finance additional receivables, where the main recourse third-party lenders have is principal cash collected and future collections, up to the Other debt balance and related interest
- 5. Secured loans represent MoneyLion's long-term senior debt



Footnotes

- (1) Total Customers is the cumulative number of customers that have opened at least one account, including banking, membership subscription, secured personal loan, Instacash advance, managed investment account, cryptocurrency account and customers that are monetized through our marketplace and affiliate products. Total Customers also include customers that have submitted for, received or clicked on at least one marketplace loan offer.
- (2) Total Products is the total number of products that our Total Customers have opened, including banking, membership subscription, secured personal loan, Instacash advance, managed investment account, cryptocurrency account and monetized marketplace and affiliate products, as well as customers who signed up for our financial tracking services (with either credit tracking enabled or external linked accounts), whether or not the customer is still registered for the product. Total Products also include marketplace loan offers that our Total Customers have submitted for, received or clicked on through our marketplace. If a customer has funded multiple secured personal loans or Instacash advances or opened multiple products through our marketplace, it is only counted once for each product type.
- (3) Total Originations is the dollar volume of the secured personal loans originated and Instacash advances funded within the stated period. All originations were originated directly by MoneyLion.
- (4) Provision Expense as a % of Originations is defined as provision for loss on finance receivables for the period divided by Total Originations for the period.
- (5) Enterprise Partners is composed of Product Partners and Channel Partners. Product Partners are the providers of the financial and non-financial products and services that we offer in our marketplaces, including financial institutions, financial service providers and other affiliate partners. Channel Partners are organizations that allow us to reach a wide base of consumers, including but not limited to news sites, content publishers, product comparison sites and financial institutions.
- (6) For a calculation of Gross Profit, see the "Management's Discussion and Analysis of Financial Condition and Results of Operations" section of our Annual Report on Form 10-K for the fiscal year ended December 31, 2023, filed with the U.S. Securities and Exchange Commission.
- (7) Adjusted EBITDA is a non-GAAP measure and is defined as net income (loss) plus interest expense related to corporate debt, income tax expense (benefit), depreciation and amortization expense, change in fair value of warrant liability, change in fair value of contingent consideration from mergers and acquisitions, goodwill impairment loss, stock-based compensation and certain other expenses that management does not consider in measuring performance.

