



November 16, 2021

MoneyLion acquires MALKA Media Group



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The information in this press release 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 estimates and forecasts of financial and performance metrics and expectations and timing related to potential benefits, terms and timing of the transaction. These statements are based on various assumptions, whether or not identified in this press release, and on the current expectations of MoneyLion’s management 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. These forward-looking statements are subject to a number of risks and uncertainties, including changes in domestic and foreign business, market, financial, political and legal conditions; failure to realize the anticipated benefits of the proposed business combination; risks relating to the uncertainty of the projected financial information with respect to MoneyLion; future global, regional or local economic and market conditions; the development, effects and enforcement of laws and regulations; MoneyLion’s ability to manage future growth; MoneyLion’s ability to develop new products and solutions, bring them to market in a timely manner, and make enhancements to its platform; the effects of competition on MoneyLion’s future business; or, the outcome of any potential litigation, government and regulatory proceedings, investigations and inquiries. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. There may be additional risks that MoneyLion presently knows or that MoneyLion currently believes are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. In addition, forward-looking statements reflect MoneyLion’s expectations, plans or forecasts of future events and views as of the date of this press release. 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 press release. Accordingly, undue reliance should not be placed upon the forward-looking statements.



MALKA

**A category leader & innovator
in digital media and content**

MALKA

MALKA is leading in the fastest growing digital media sectors



Creator Network



Influencer & Talent



Content & Production



Gaming



Livestreaming



Entertainment

57M

Active content creators

\$1T+

Annual spend on content

2X

Live commerce will double in the next 2 years

2.9B

E-sports & gaming players globally



MALKA is designed for hyper scale across all emerging channels

✓	<i>Content</i>	1M+ Pieces of content in 2021 Digital content volume increased 6x in 2021
✓	<i>Creator Network</i>	40M+ Monthly audience reach 30+ Digital show series
✓	<i>Live</i>	1000+ Livestreams to date 250% Increase in livestream volume in 2021
✓	<i>Talent</i>	30+ Professional athletes
✓	<i>Gaming</i>	100+ Twitch brand launches YTD Brand launches in gaming up 4x in 2021
✓	<i>Entertainment</i>	6 Feature documentaries



Technology Layer
for Secure & Efficient
Workflow

Unique model that unifies content creation, publishing & distribution, under one roof

MoneyLion & MALKA: Strategic Combination Building FinTech 3.0



MALKA



MALKA's network & MoneyLion's financial platform to scale distribution & daily engagement

MALKA's content engine paired with MoneyLion's personalization technology and financial products to **power consumer advice and decision making at scale inside the app and across all digital media**



MALKA's network to drive new audiences to MoneyLion

Creator network to directly connect brand to new audiences and communities at scale, giving MoneyLion the advantage to acquire customers more efficiently



TALENT



GAMING



ENTERTAINMENT

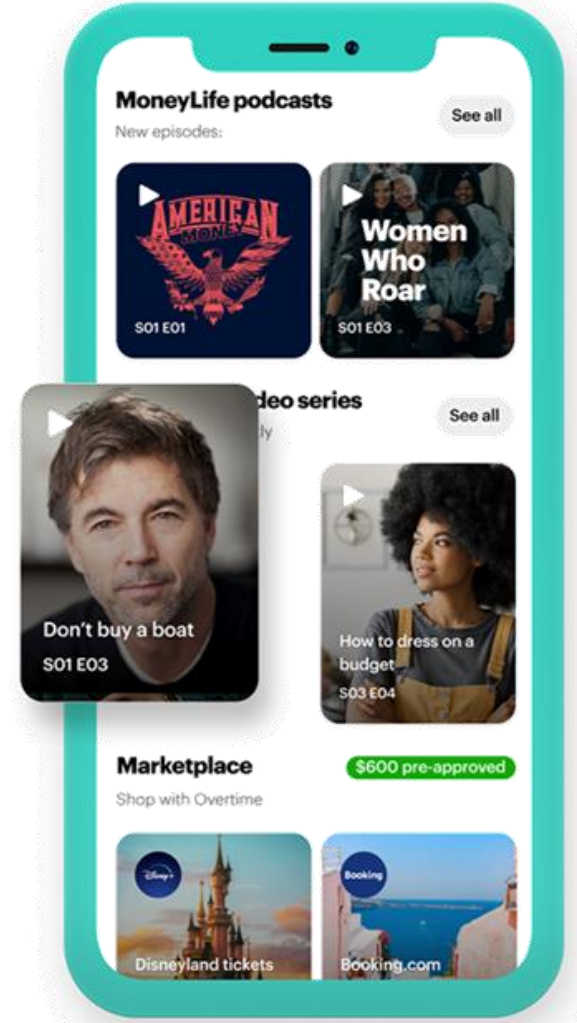
CREATORS



LIVESTREAM

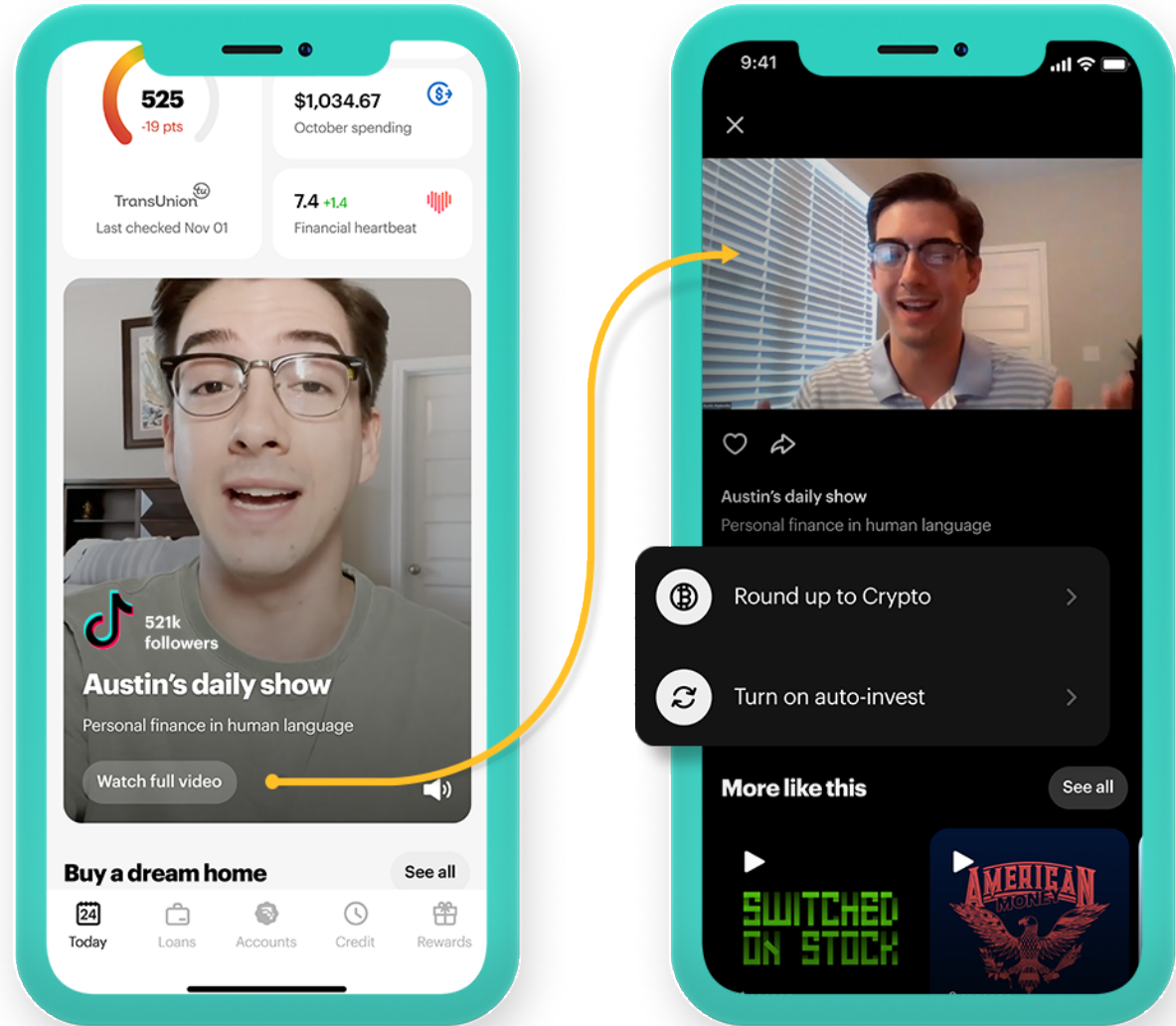


BRAND INTEGRATION



Turning content & culture into commerce

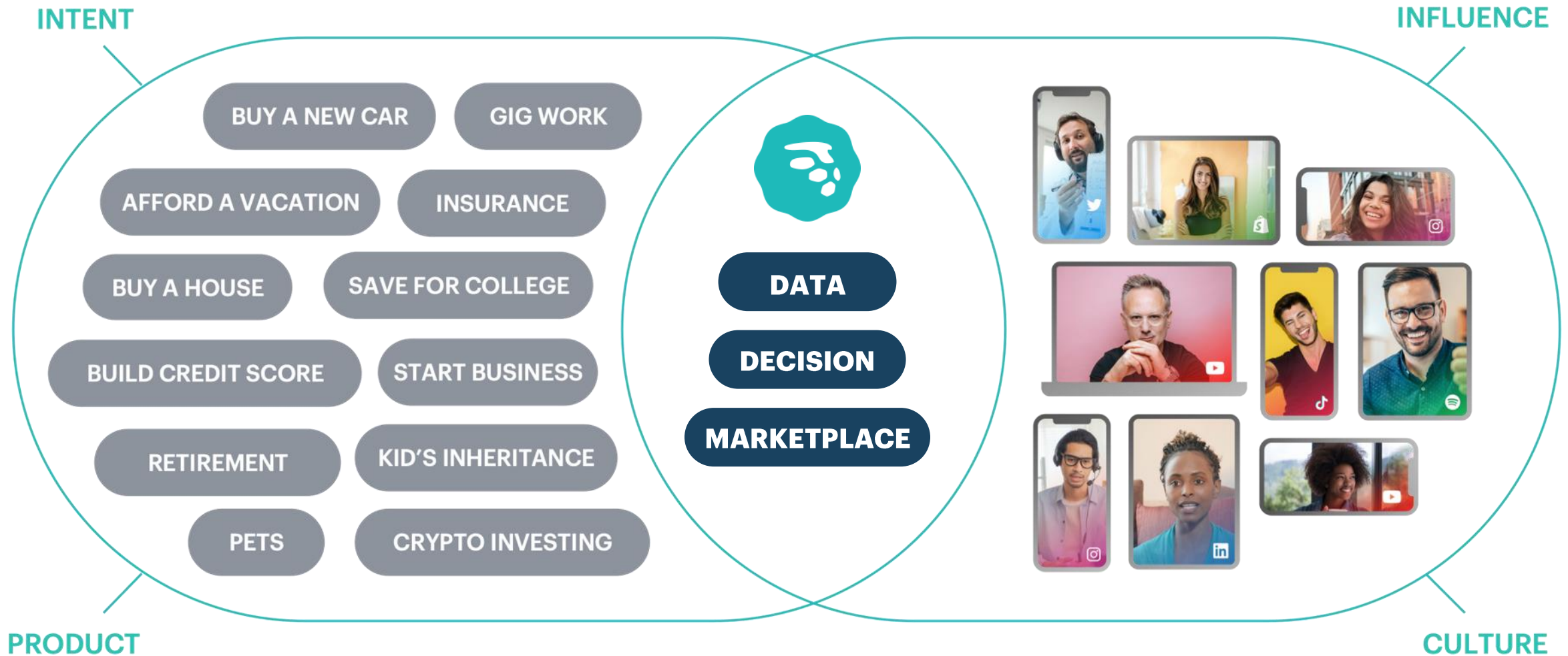
MoneyLion's members will be able to activate financial solutions and purchase products while consuming hyper-personalized content that engages and educates customers, daily



Personalized guidance informs immediate action on first & third-party products



MoneyLion becomes the daily destination for financial decision making





Transaction Details

Consideration	<ul style="list-style-type: none">▪ Closing consideration: \$10 million in cash and \$30 million in restricted MoneyLion Inc. (“ML”) common stock, at a share price of \$9.00▪ Additional consideration: up to an additional \$35 million in restricted ML common stock if MALKA Media Group LLC’s (“MALKA”) revenue and EBITDA exceeds certain targets in 2021 and 2022▪ Total purchase price of approximately \$75 million, assuming full achievement of the earnouts, subject to share price floors, make-whole provisions and customary purchase price adjustments
Financials	<ul style="list-style-type: none">▪ 2021E revenue of \$25+ million*▪ Anticipated to be accretive and cash flow positive in 2022
Management & governance	<ul style="list-style-type: none">▪ MALKA will operate as an indirect, wholly-owned subsidiary of MoneyLion Inc.▪ MALKA founder and CEO Louis Krubich and co-founder and President Jeff Frommer will lead the day-to-day operations, alongside partners Pat Capra and Dan Fried

**Malka’s 2021 revenue projection is based on unaudited financial information*