

Real estate investing simplified



equitymultiple.com New York NY

Highlights

- 1 📈 100% YoY revenue growth in 2021
- 2 🔥 \$132M+ in transaction volume in 2021
- 3 📊 December '21 results: \$1.78M revenue; \$1M net profit
- 4 🏠 Backed by Founder of Knight Trading (\$5B+ market cap)
- 5 💰 \$16M+ previously raised
- 6 📈 50% growth in spend per customer over 3 years
- 7 🏆 Inc. listed our company in their 5000 Fastest-Growing Private Companies in America 2021

Our Team



Charles Clinton CEO

Former Simpson Thacher real estate attorney representing Blackstone, KKR and Carlyle on \$10B+ of transactions

Commercial real estate investing has long been the domain of institutional investors and wealthy families. EquityMultiple was founded on the premise that everyone should have access to high quality commercial real estate investments to help reach their financial goals



Marius Sjulsen Chief Investment Officer

Over 20 years experience in real estate, acquisitions, and private equity, building out several CRE investing platforms.



Peter Shankar Chief Technology Officer

Previously led the buildout of the online loan action platform at Mission Capital (now a part of Marcus&Millichap)



Soren Godbersen Chief Growth Officer

Previously an owner of multimillion dollar performance marketing budgets for national brands like Nordstrom and Office Depot.



Eyan Mitchell Managing Director, Investor Relations

+ years with Basis Investment Group, GreenOak Real Estate, Morgan Stanley and Starwood Capital.



Dan Melaugh EVP, Real Estate

Previously an investment and asset management professional at iStar (NYSE: STAR) and Safehold (NYSE: SAFE) in structured finance, development, net lease and ground lease businesses.



Henry Kwong Managing Director, Asset Management

LEAD INVESTOR



Christian Mundigo

Equity Multiple allows me to diversify my real estate portfolio in a deliberate fashion. I've been the lead investor/financial partner in a series of projects whose combined construction cost was over \$175mm. EM's 'funnel' is wide: they review dozens of deals for each one that they present to their clients. Equity Multiple then actively remains involved with those projects until they pay out - thus both the investor and EM are aligned to the project outcomes. EM's investor management is robust, each deal is tracked, documented and the investor is kept in the loop on the project's progress. Given today market uncertainties, EM's process provides safe harbor to invest in Commercial Real Estate. Amongst the deals EM presents, I choose those that fit my investment objectives best: sometimes mixed use, other times a secured loan, a storage facility, residential re-positioning, all with sponsor's whose track records are viable. This let me build a portfolio that is robust and aligned to my needs. The EM team are dedicated professionals who actively manage all their deals. EM presents projects to investors in a professional manner. They are committed, dedicated, thoughtful and responsive. Equity Multiple is driven to become the best platform that it can be to address investor (and real estate sponsor) needs. In result, I pursued investing directly in Equity Multiple - because EM's team and founders are building a company that will professionally manage assets for their investor clients, provide capital for their Sponsor clients and build a leading platform in the process.

Invested \$5,000 this round & \$500,000 previously



20+ years in real estate and asset management at Clarion Partners, Cerberus Capital, ING and Deutsche Bank.



Michael Stern SVP, Finance and Operations

15+ years in corporate finance, including investment banking at Credit Suisse, hedge funds Narrative Capital and DWD Partners, and heading finance and operations at Habitat Logistics and FIRST.

Pitch

Accessible and transparent real estate investing at scale

We are building the **Betterment** of real estate investing

Helping investors meet their financial goals through real estate

Investment (GMV) run rate¹ \$456M	Revenue run rate² \$21M+	Year-over-year revenue growth 102%+
Total real estate value \$3.5B+	Total customer payments³ \$208M+	Total registered investors 38K+

1. VALUE OF INVESTMENT MANAGED ASSETS UNDER ADMINISTRATION. 2. REVENUE FROM INVESTMENT MANAGEMENT FEES. 3. TOTAL CUSTOMER PAYMENTS INCLUDING PAYMENTS FROM INVESTORS TO ACQUIRE REAL ESTATE ASSETS.

Democratized investing is **exploding**

COVID-19 massively accelerated the democratization of investing

<p>More first-time investors</p> <p>HNRA self-directed investor survey found that >58% of respondents said they now use retirement accounts to invest in 2020.</p>	<p>More accounts</p> <p>Individual investors opened more than 10M brokerage accounts in 2020, with an additional 2.5M new accounts opened in the first half of 2021.</p>	<p>72% More usage</p> <p>72% surge in usage of iStock after the start of the pandemic according to a secular trend.</p>
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... But access to alternatives remains limited

Portfolio: Institutional vs. Individual

Asset Class	Institutional	Individual
Equities	32%	84%
Bonds	11%	30%
Alternatives	57%	6%

Why do institutions allocate ~10x more to alternatives than individual investors?

- Regulations historically restricted access
- Lack of transparency
- Capital intensive business

EquityMultiple **simplifies** real estate investing

We help our customers build wealth through seamless access to diverse real estate investment products

<p>Intuitive Online Platform</p> <p>Fully digital experience across onboarding, investment review and application, with no middle-partying supported by world-class customer service.</p>	<p>Pre-Vetted Investments</p> <p>EquityMultiple accepts >10% of investment requests, so weeding the application process for customers.</p>	<p>Diverse Investment Products</p> <p>Our customers are seeking diversification from their stocks and bonds. We help them diversify into real estate and other real estate.</p>
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Investors build customized real estate portfolios to meet their goals



Diverse products let investors build custom portfolios

TODAY EquityMultiple offers diversification across risk, return, term and single asset / pooled investments
TOMORROW Investment automation and AI-driven personalization will make portfolio building even easier



Today's turbulent market creates unique opportunity for growth

Stock & Crypto Volatility Drive Investors to Alternatives

- Even the S&P 500 and crypto markets have experienced significant increased volatility in 2022.
- Many investors are turning to alternative investments.

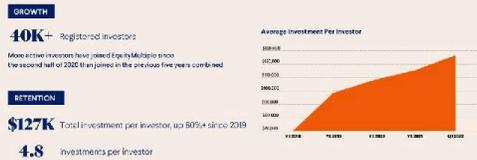
Raising Interest Rates Help Expand Product Offerings

- Raising interest rates creates volatility in fixed-rate real estate lending and decreases property values.
- New lending products and collateral financing provides timely capital to investors.

Raising Inflation Can Benefit Property Owners

- Real growth is closely correlated with inflation, providing increased real estate property value.
- In inflationary environments real estate has outperformed S&P.

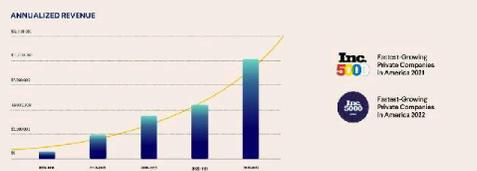
Our Investor Community is growing and investing more



Our Q4 2021 transaction volume pace was 4X our 2020 total



Our revenue grew 100%+ in 2021 and hit \$10M+ in last year



We benefit from diversified revenue streams

Our Business Model

We make money when investments on our platform close, from servicing investments throughout their life and from profits from successful investments.



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We have a history of translating capital raises into growth

2018 Seed



\$2.075M Raised
2018 YoY Revenue Growth: 174%
2018 Net Operating Loss: -\$1.13M

2020 Series A



\$4.825M Raised
2021 YoY Revenue Growth: 100%
2021 Net Operating Loss: -\$820K

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We are investing in customer acquisition to drive long term value

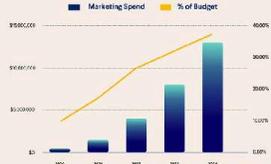
We drive incredible long term customer value relative to acquisition cost.

\$13.5K* (LTV) = **9.5X**
\$1.4K (CAC)

We make back our cost to acquire a new customer in **under 3 months***

*TVL calculated on 1000 customers for 12 months and averaged out the cost to acquire a customer and then divided by the customer's lifetime value. Excludes one-time fees and other costs.

We plan to grow marketing spend significantly both in total dollars and as a percentage of budget



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Key goals for 2023 and beyond



4X Investor Community

- Utilize regulation 506(c) to advertise investments more broadly
- Expand marketing channels and partnerships
- International distribution channels
- Grow sales and investor support teams



\$1 Billion Invested by 2024

- Increase average transaction size 4X by 2024
- Invest in programmatic partnerships with strong sponsors and backers
- Grow originators and investor relations



Launch New Products

- Offer first non-accredited investor product
- Foundations Portfolio launched Q2'22
- Expand diversified products
- Introduce auto investing and tools to make it even easier to invest

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Our Vision is to make alternative investments a part of every investor's portfolio

Real estate is just the beginning...

Join us in making alternative investing as simple and accessible as the stock market

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Our platform connects them



Investor can track and monitor their portfolio anytime, anywhere

- Technology that makes the review with what investors know of it
- 82% of investors rate an account and trust without the sales
- Integrated payments, reporting, and compliance



Technology approach to operations and data from investment buying to current and monitoring for investor marketing and sales

- 1% in targeted back and front office
- 80,000 operations processed across 145V in the cloud it and data lake
- Customization and configuration supports diverse and data science work-up

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Case Study: Hartford Industrial

The Ingredients of Successful CRE Investment

EM's Asset Management Team worked with our sponsor partner to achieve key milestones thanks to a sound business plan, active management, and an effective leasing strategy

- 1 The 150,000 sq. ft. industrial property was purchased at a 36% discount to replacement cost
- 2 Retrieved 143,773 sq. ft. lease and expanded 22,899 sq. ft. of new space, signed long-term leases to 70% at higher rents with anchor tenant, accounting 57% of total rentable sq. ft.
- 3 Covered 137% of the market to market vacancy to long term leases at higher rents
- 4 Overall occupancy rate increased from 89% to 95%
- 5 Overall investor satisfaction from operating cash flows averaged 5.0/5

In June 2022, we exited our Hartford, CT - Last Mile Industrial Facility investment via a buyout from the sponsor

Result:
55.8% net IRR
2.03x net multiple
 Over 18-month investment period



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Our approach stands out

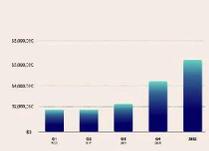
Productizing the real estate investment experience - standardizing and simplifying access for investors

	INVESTMENT OPTIONS			SUPPORT FEATURES		PRODUCT FEATURES		
	Savings Alternative	Direct Investment	Fund Investment	Middle Market CRE Focus	Warehouse Funding	Savings Account	Automated Investing	Non-Accredited Offerings
EQUITYMULTIPLE	✓	✓	✓	✓	✓	3000 Fund Focus	20/20 Fundship	2722 Fundship
Yieldstreet	✓	✓	✓	✓	✓	✓	✓	✓
FUNDRISE	✓	✓	✓	✓	✓	✓	✓	✓
CADRE	✓	✓	✓	✓	✓	✓	✓	✓
PeerStreet	✓	✓	✓	✓	✓	✓	✓	✓
CROWDSTREET	✓	✓	✓	✓	✓	✓	✓	✓

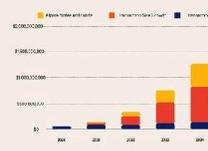
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Larger transaction for efficient growth

2021 larger transaction initiatives produce immediate results - average transaction size increased 2X QoQ in Q4



Total platform volume will be fueled primarily by increase in transaction size and new products



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The above slide contains forward projections which cannot be guaranteed.



Our team

Founders



Oliver Clinton
 CEO
 15+ years experience in real estate investment and technology



Michael Gibson
 Chairman and CEO
 15+ years experience in real estate investment and technology

Board, Notable Investors & Advisors

Ken Pasternak - Founder and CEO of pioneer FinTech firm Knight Trading (\$5B+ market cap) & K&B Group (\$1B+ real estate funds; Former NASDAQ BoD)

Stephen Emery - Partner and BoD of Supercoop (consumer skincare brand acquired by Blackstone)

David Tobin - Founder of Mission Capital (real estate capital markets firm acquired by Marcus & Millichap)

Christian Manolgo - Former BNP Paribas Senior Executive overseeing 1K employee and \$1B revenue division; Former Merck BoD

Howard Katz - President of two FinTech focused SPACs (FinServ I & II); Founder and CEO of Lily Capital Mgmt (alternative investment manager); MD at RBS and Lehman Brothers

Jordan Ray - SMD at Marcus & Millichap and

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Thank you!