

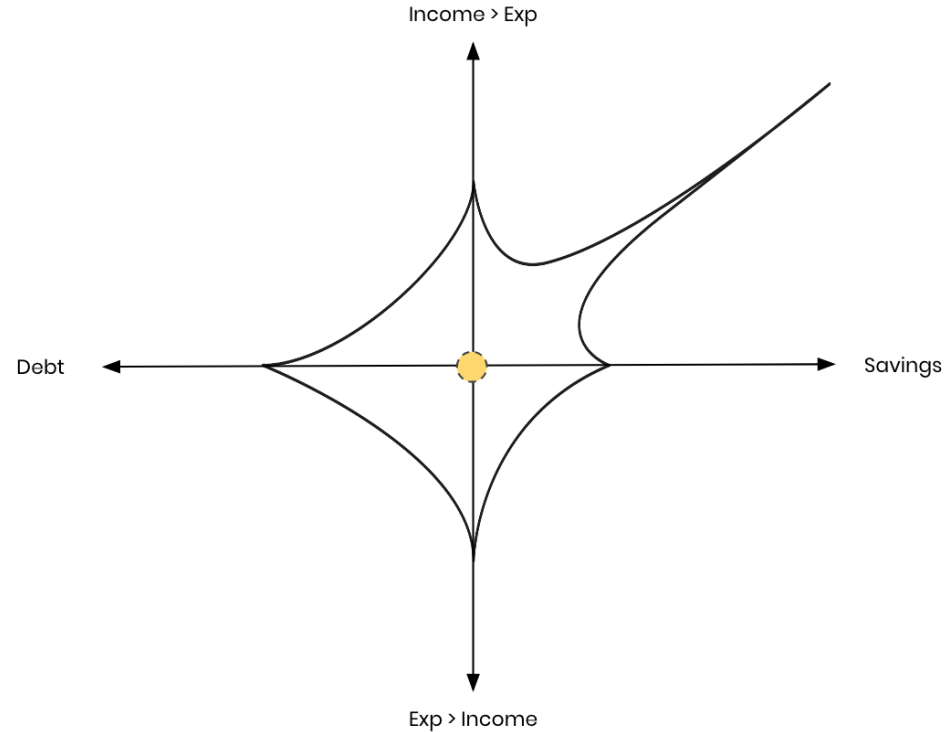




Why?

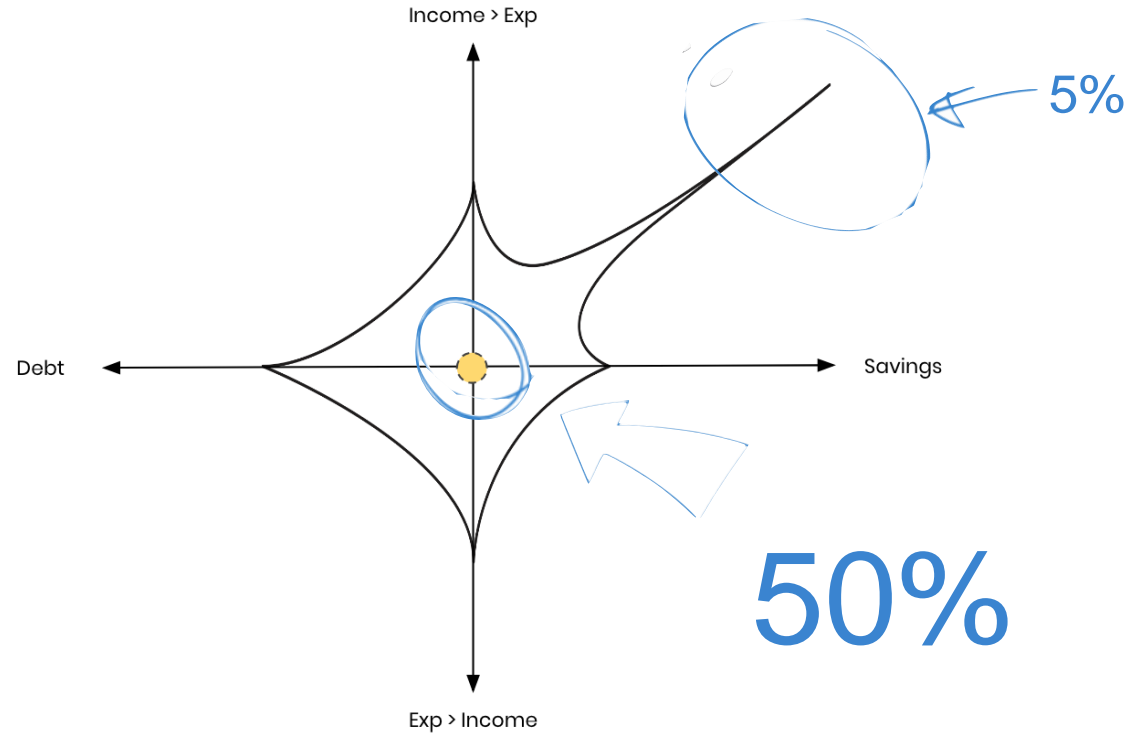


What the NatWest data shows us

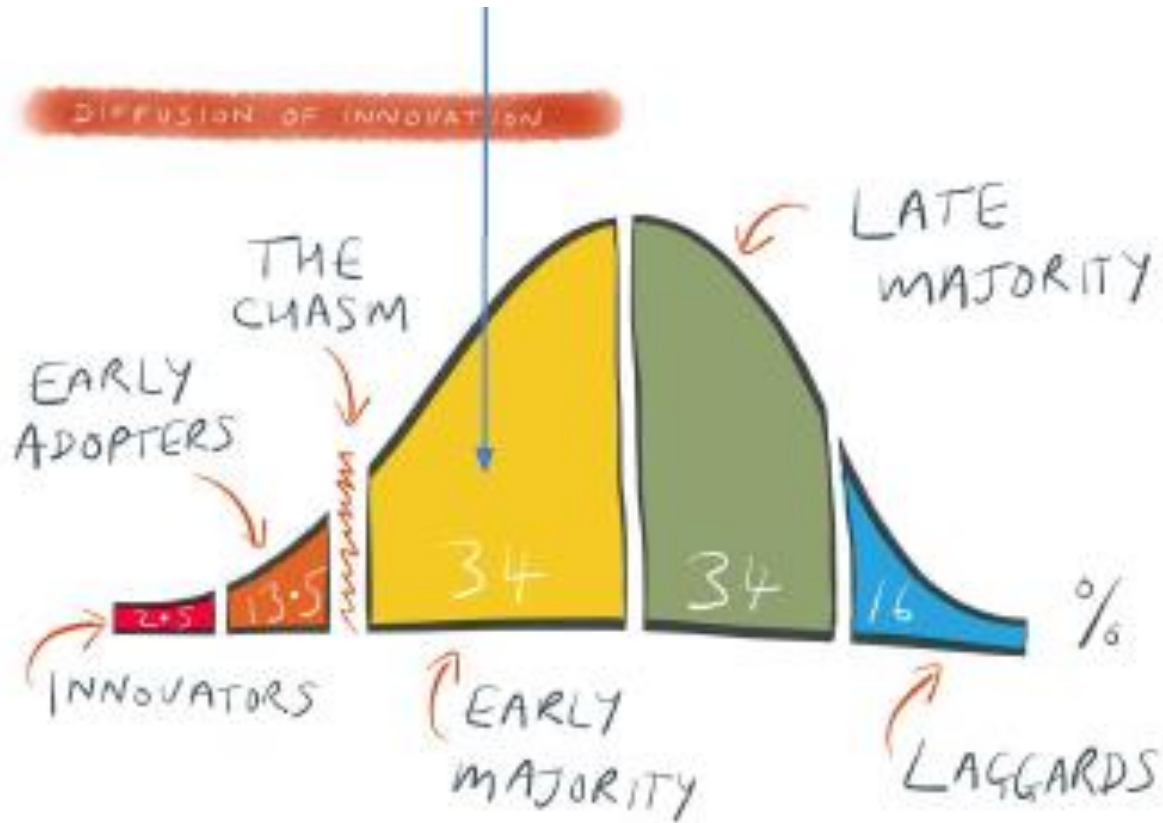


Data from 2.6 million anonymised NatWest customers was analysed in July 2019

What the NatWest data shows us



Market Behaviour





Let's
Do Money Better

Do Money Better: Split. Set. Track.

Split: Open a Bó account for your everyday spending money

Set: Create a Spending Budget and Bó goal in the app

Track: Log in to Bó daily to spend less and save more



SPLIT
SET
TRACK



Emotional benefits



Motivation

Fun

Control

Enemies to overcome

Blindness

Apathy

Impulse



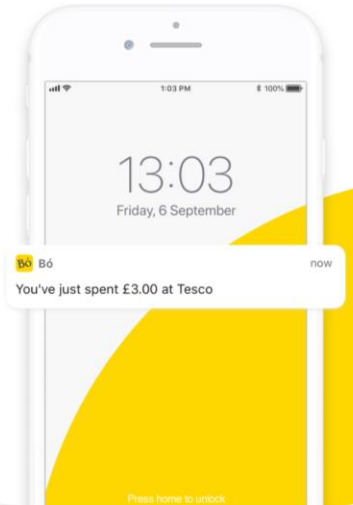
Bó at launch

Spend less and save more

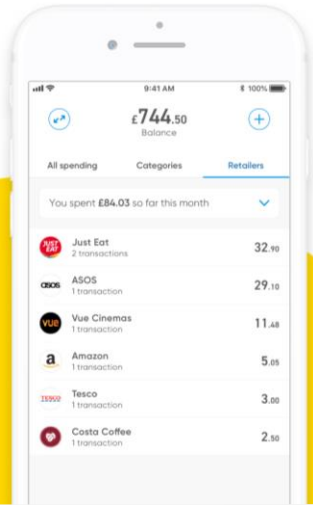


We're part of NatWest

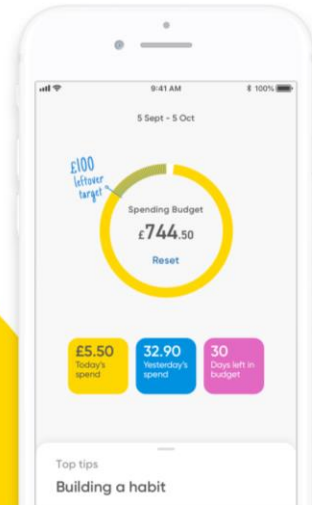
Keep track with instant alerts



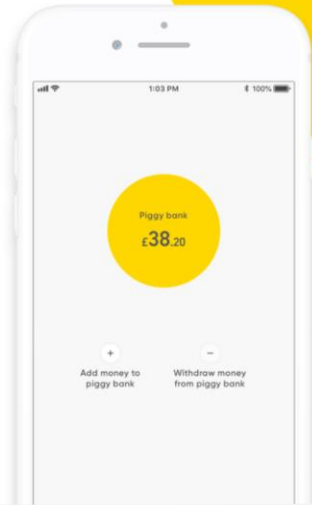
Get to know your habits



Make your money stretch



Start saving little by little



Bo!

Questions?