

Digital Bank Insights Recap

Unveiling Key Trends and Transformations



C-INNOVATION
EMPOWERING STRATEGY



April 2024



Revolut



 Alicca Bank

 PNC

 Starling Bank

monzo

CHASE 

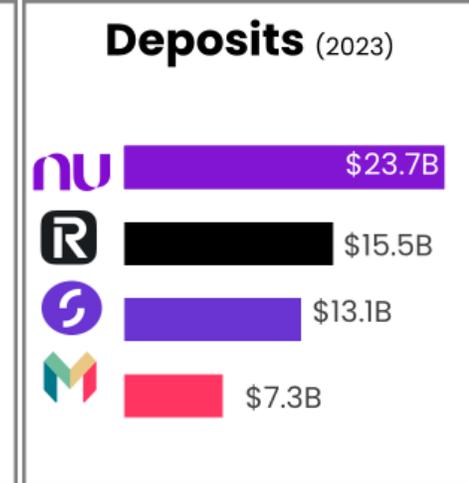
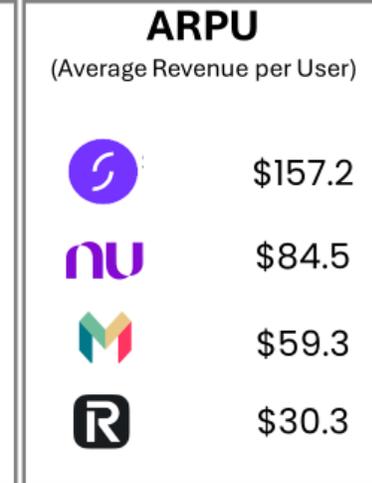
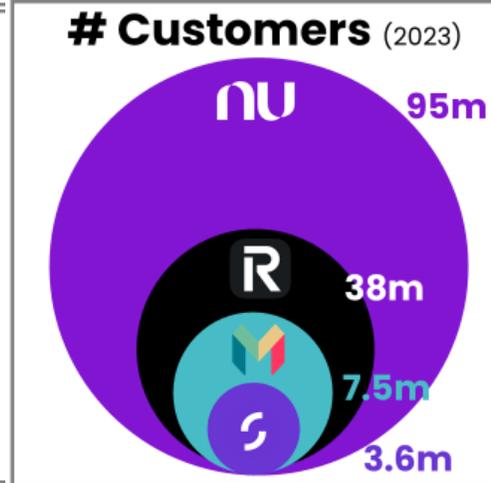
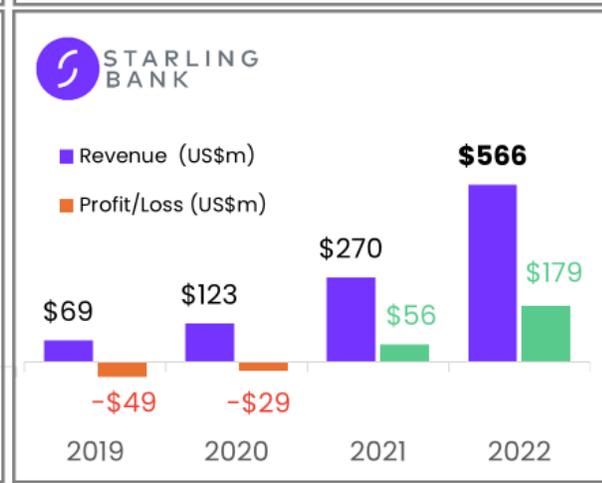
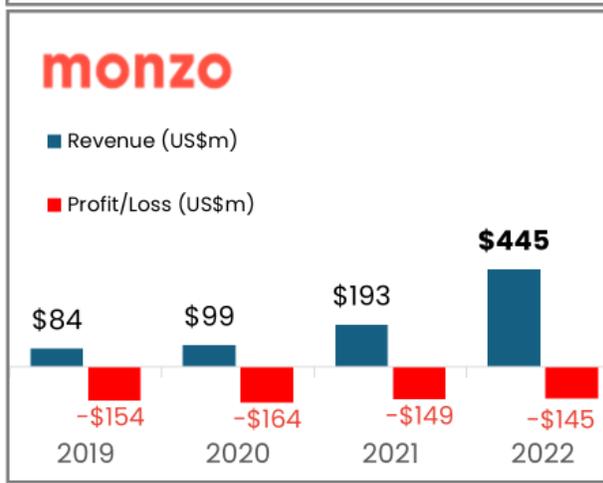
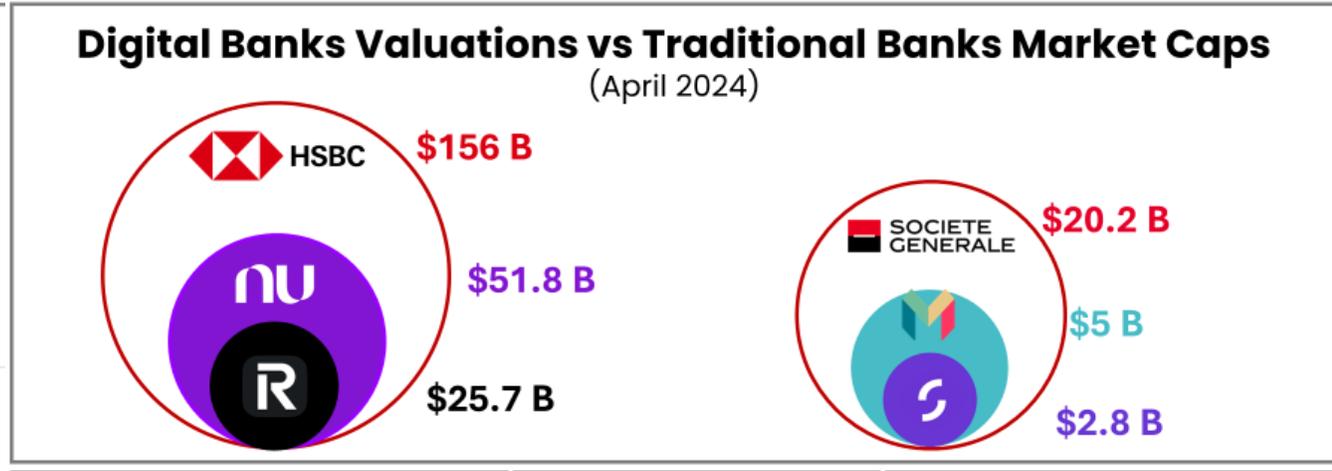
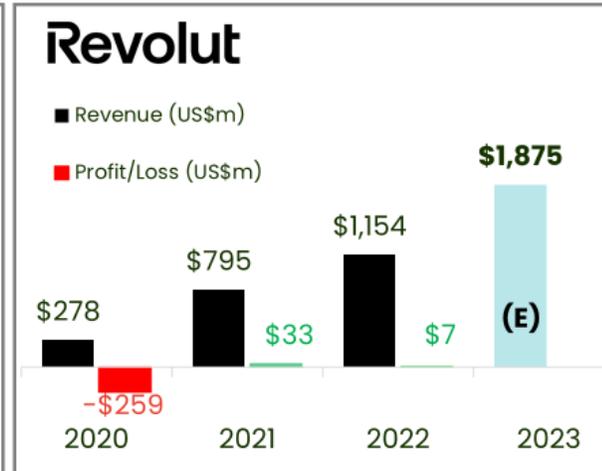
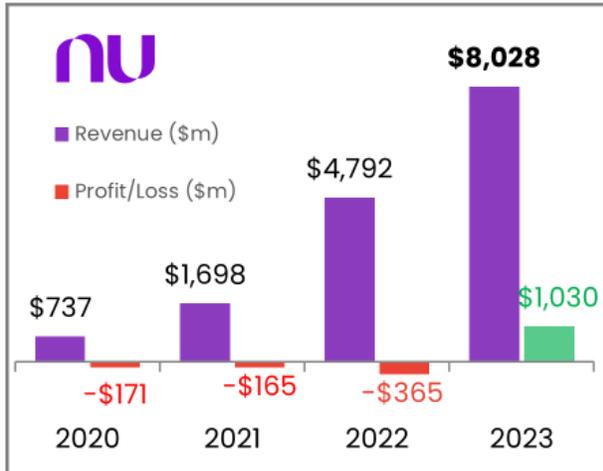
 CRÉDIT AGRICOLE

 Boursobank
La banque qu'on a envie de recommander.

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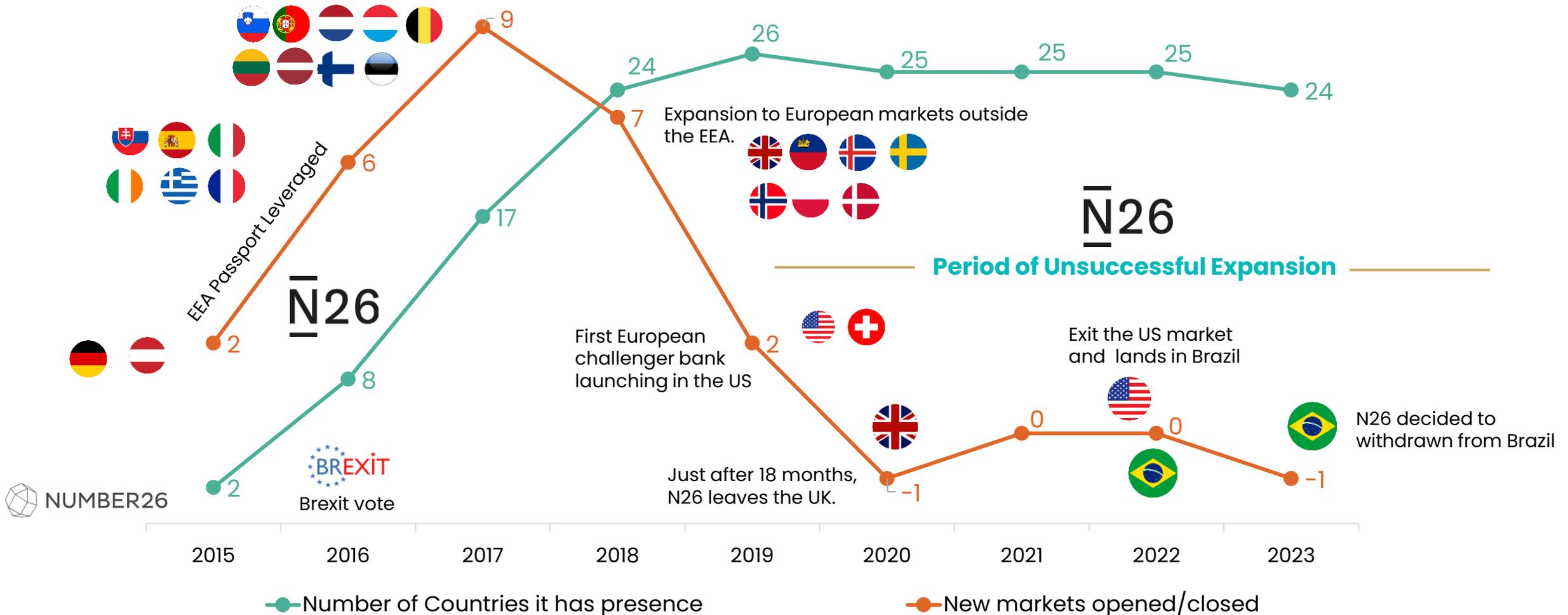
 UniCredit

Fintech Growth and Market Dynamics in 2024: Key Figures of Major Digital Banking Players



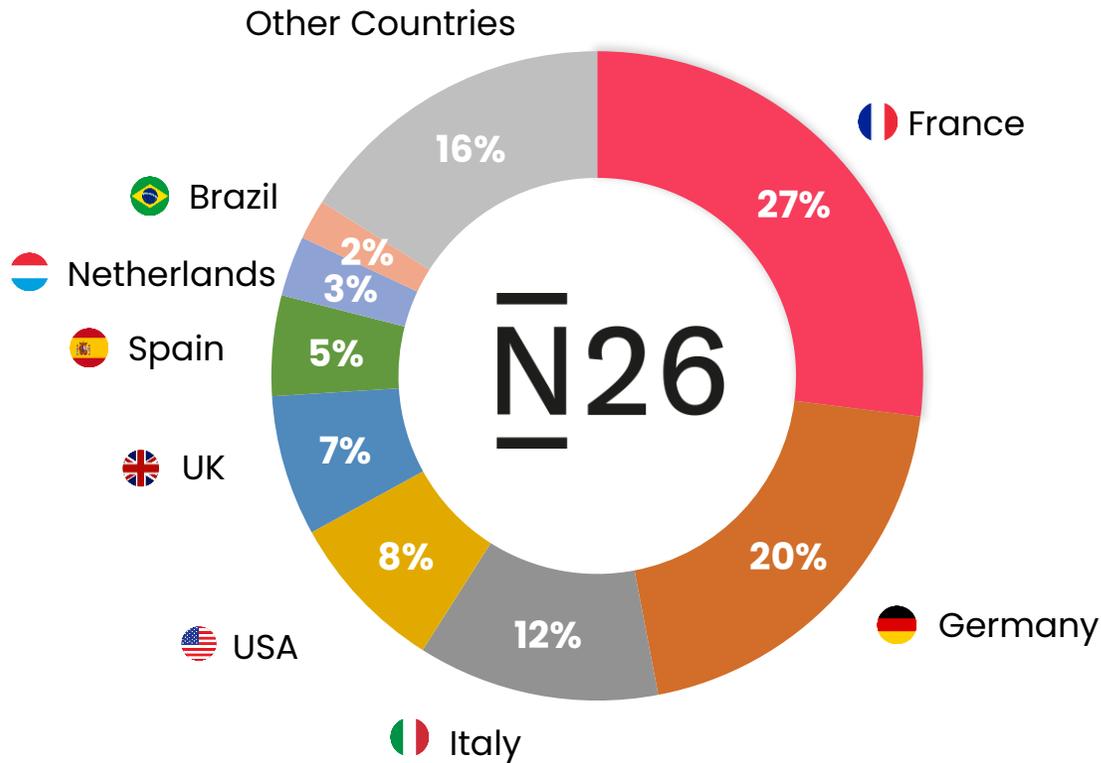
International Expansion | N26 shifts focus to Europe, following rapid exits from US and Brazil, signaling struggles in international expansion since 2019.

N26 International Expansion Timeline



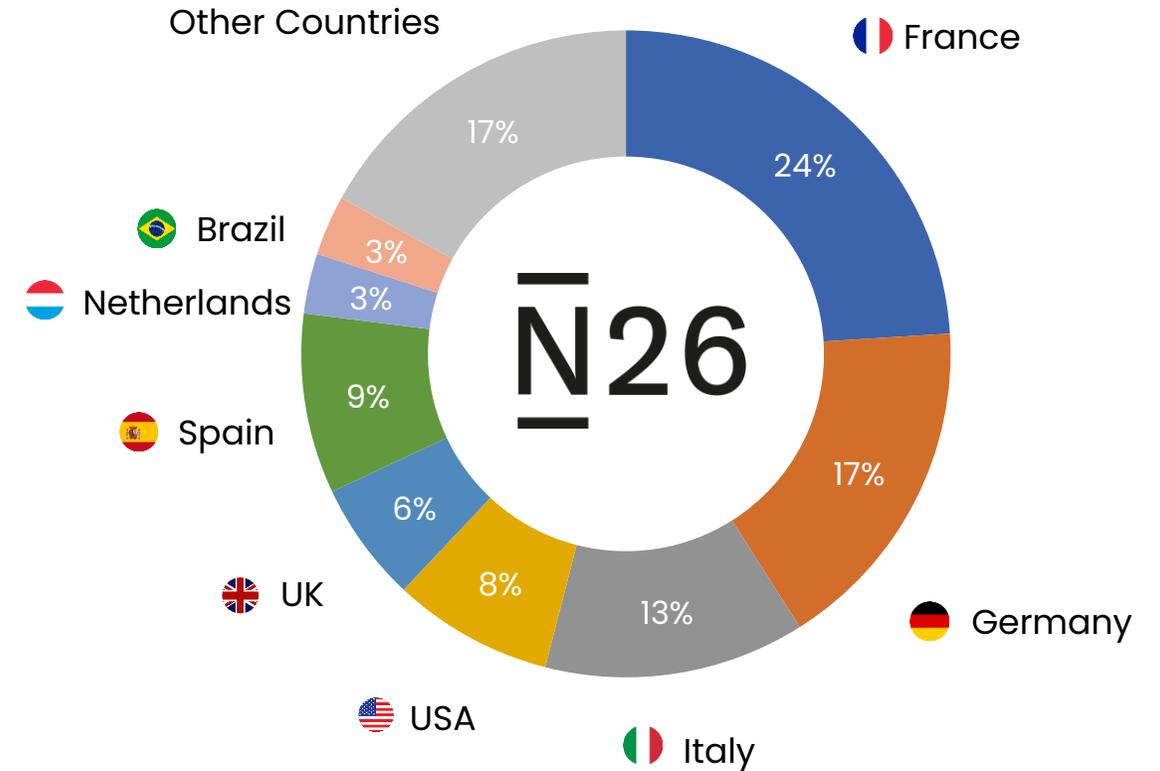
Strategic Growth I N26 maintains its primary markets, with Spain witnessing increased participation, while Germany and France have experienced slight declines. This trend highlights the impact of regulatory limitations on N26's growth trajectory.

Market Share of N26 by Country (2021)



Based on apps downloads. Figures as October 2021.

Market Share of N26 by Country (2023)

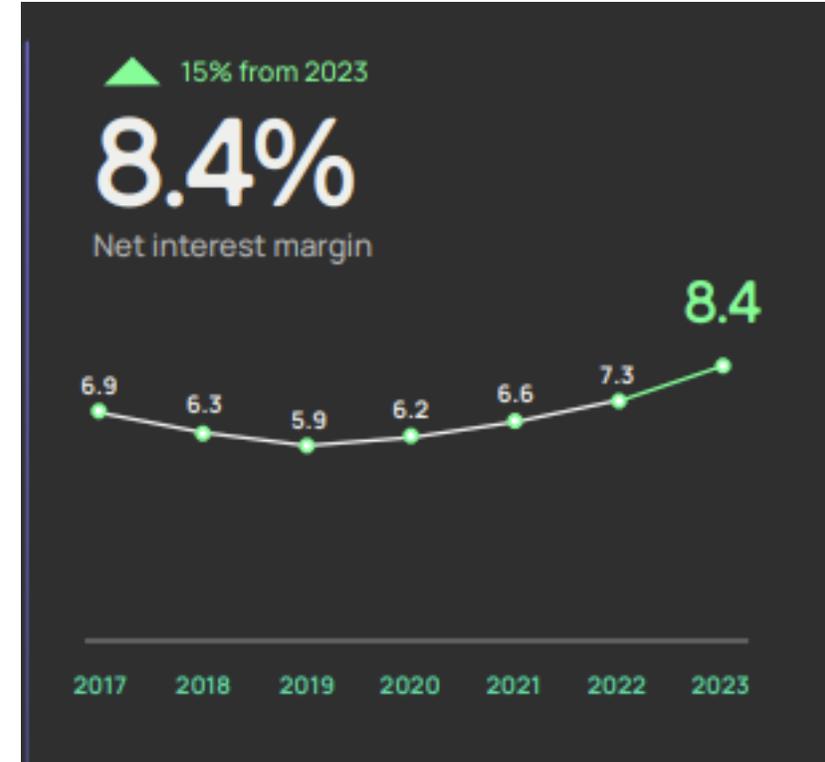


Based on apps downloads. Figures as February 2023.

Stellar Growth and Strong Performance: OakNorth's 2023 Financial Milestones.



Key Highlights 2023 Financial Report



Moved towards a Fresh 'Enclosed Growth' Identity **2023**

OakNorth's technology has entered global markets, especially the US, driving its growth and shaping global banking practices.

ON Credit Intelligence Regional Expansion



United Kingdom



Netherlands



Japan



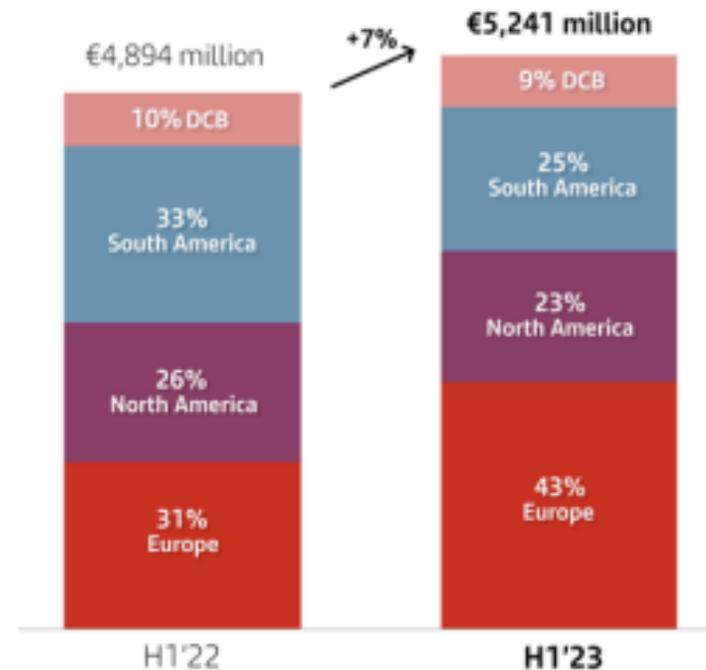
Digital Consumer Bank, Featuring Openbank, Contributes a Significant 9% to Santander's Group Profit reaching €521m in 2023.

Santander's Profit and Contribution to group Profit by Market (2023)

Regions and Global Businesses

EUR million	H1'23	H1'23 vs H1'22
Markets		
	Attributable profit	
Europe	2,536	+40%
North America	1,346	-19%
South America	1,458	-23%
Digital Consumer Bank (DCB)	521	-7%
Global businesses		
Corporate & Investment Banking	1,876	+28%
Wealth Management & Insurance	819	+70%
	Total income	
PagoNxt	521	+27%

Contribution to Group Profit by Market



Digital Consumer Bank (DCB)

€521m Profit

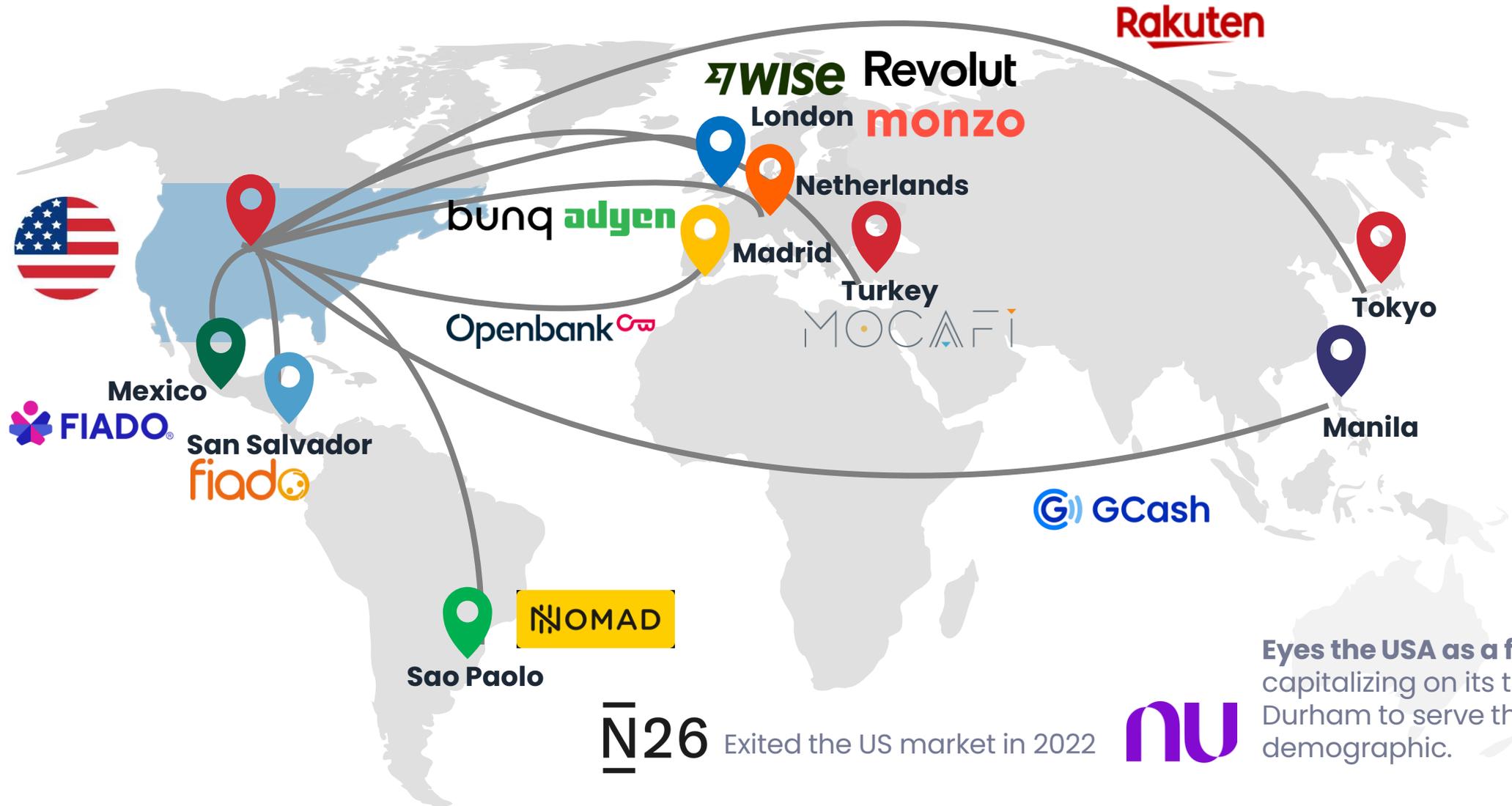
Openbank

Santander
Consumer

9% Contribution to Santander's Group Profit.

Note: Santander's Digital Consumer Bank (DCB) includes Santander Consumer Finance (SCF) and Openbank figures.
Source: Santander's Financial Results 2023.

Global Fintechs Forge New Frontiers: Digital and Neobanks' Strategic Expansion into the US Market.



Note: The brands listed are active in the US through partnerships, hold a US banking license, are in the process of obtaining one, or have announced plans to enter the US market soon. This list is not exhaustive.

Nubank started with digital credit cards, expanded into digital banking by 2017, and now serves over 90 million customers in Brazil, Mexico, and Colombia, becoming a leading global digital bank.



2013
\$2M Seed
 1st investment of Sequoia Capital and Kaszek Ventures

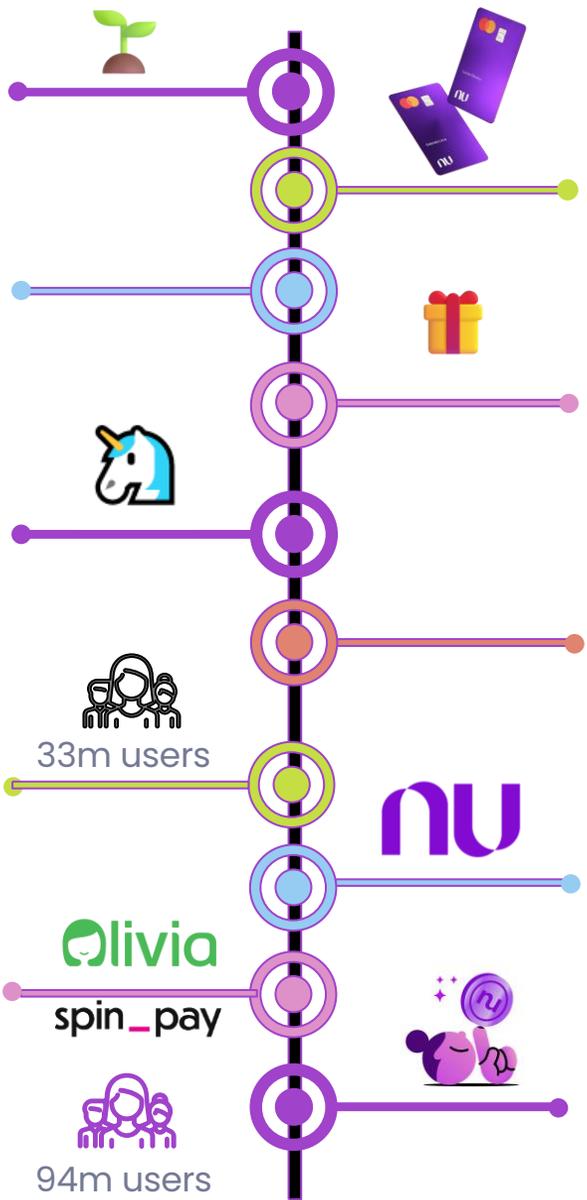
2015
\$30M Series B

2018
 Reaches Unicorn status
 Prepaid card
 Banking license



2020
Largest neo-bank by userbase
 Surpasses Chime and Revolut
Launches Investments & Insurance
Enters in Mexico & Colombia

2022
Launches Nucrypto
Acquires AI financial assistant Olivia and payments platform Spin Pay



2014
Launches Credit Card 🚀
 First financial product

2017
 • **Launches Nubank Rewards**
 • **Bank Account**

2019
 • **Added 14m new users**
 • **Launches Business Accounts**
 • **Loan offering**

2021
 • **New visual identity**
 • **IPO – Valued the company at US\$45 billion**

2023
Launches Nucoin

Strategic Moves : Playbook for Global Growth and Niche Targeting

Market Expansion

Globalizing the Superapp

Market Consolidation

Strategically **targeting high-end users** with upscale, premium offerings

monzo

US and European expansion



Accelerates efforts to capture the **SME** segment

Investments a central component of its Product Portfolio.

Marketing Spend key for Customer growth

- Foreign Market Regulations
- Established competition
- Expanding Brand Recognition Beyond the UK

Revolut

Building a **Global Superapp**

Strategic Ambitions



UK & US



Targeting Affluents with Luxury Lifestyles and Passive Income.

Push for **Lifestyle Services and lending**



Addressing **Compliance and service integration.**

nu

Dominance in **LatAm**



Brazil



Mexico



Colombia



Jupiter

Expanding Global Influence



Influence

Tailoring Services for the **wealthy**



NuConsignado

Region's:

- Preference for cash
- Slow digital adoption
- High default rates

Company Overview

Allica Bank offers banking products and services, including asset financing and commercial mortgages, to established SMEs through its proprietary banking platform available on the web and mobile and dedicated relationship managers.



2017
Launched



\$422m
Total Funding Raised



\$697m
Valuation 2022



2000+
Business Current Account



385+
Employees



2 Countries



£19.2m
Profit after tax FY 2023

Products offered:



Personal and business Savings, Business Loans, Asset finance, commercial mortgages



Automated decision-in-principle software for commercial mortgages

Allica Bank

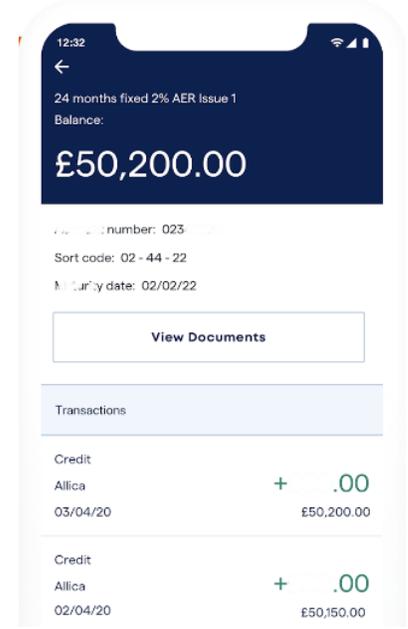
Main tools and features for SME Lending, Personal and Business Savings with a human touch through Relationship Managers

Software

- Automated decision-in-principle for mortgages

Business Savings

- Business Rewards Account
 - Savings Pot
 - Cashback
- Fixed Term
- Easy Access
- Notice



Personal Savings

- Fixed Term
- Manage money
- Personalise saving goals
- Track interest earnings

Business Loans

- Commercial Investment Mortgage
- Commercial Owner-Occupied Mortgage
- Underserved Sector-Care homes for elderly and Children
- Healthcare lending
- Children Learning Disability services
- Green Finance
- Transportation
- Equipment – Manufacturing, Production, Agricultural, etc. plant and machinery

Business Finance Products

- Commercial Mortgage
- Asset Finance
- Growth Finance

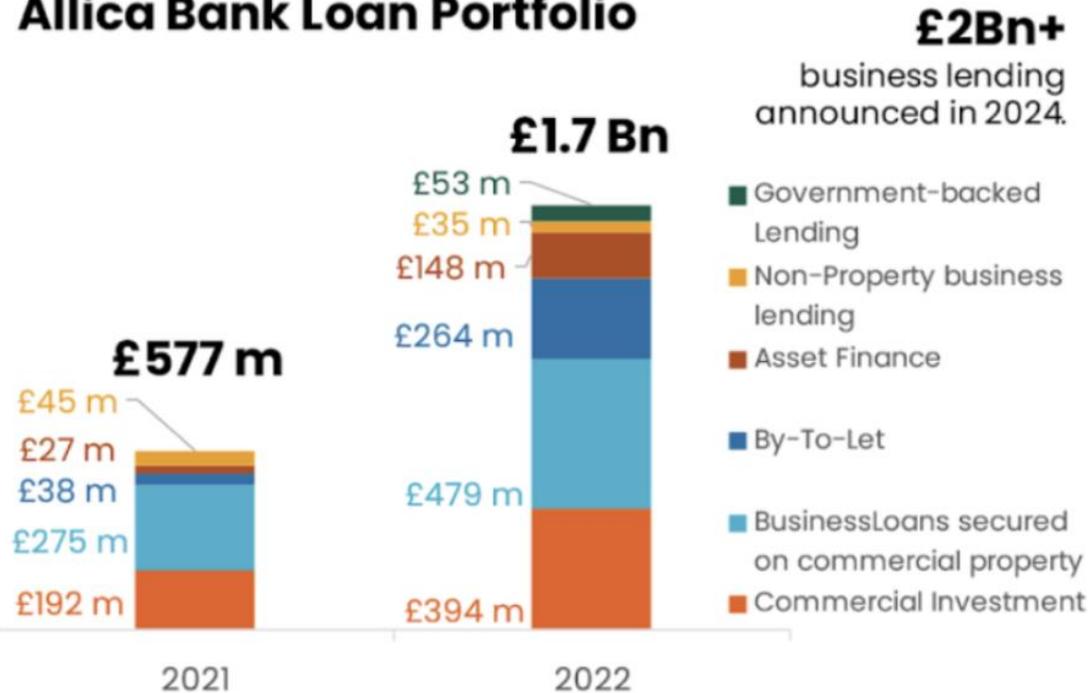


Source : [Allica Bank](#) and news sources. 2024

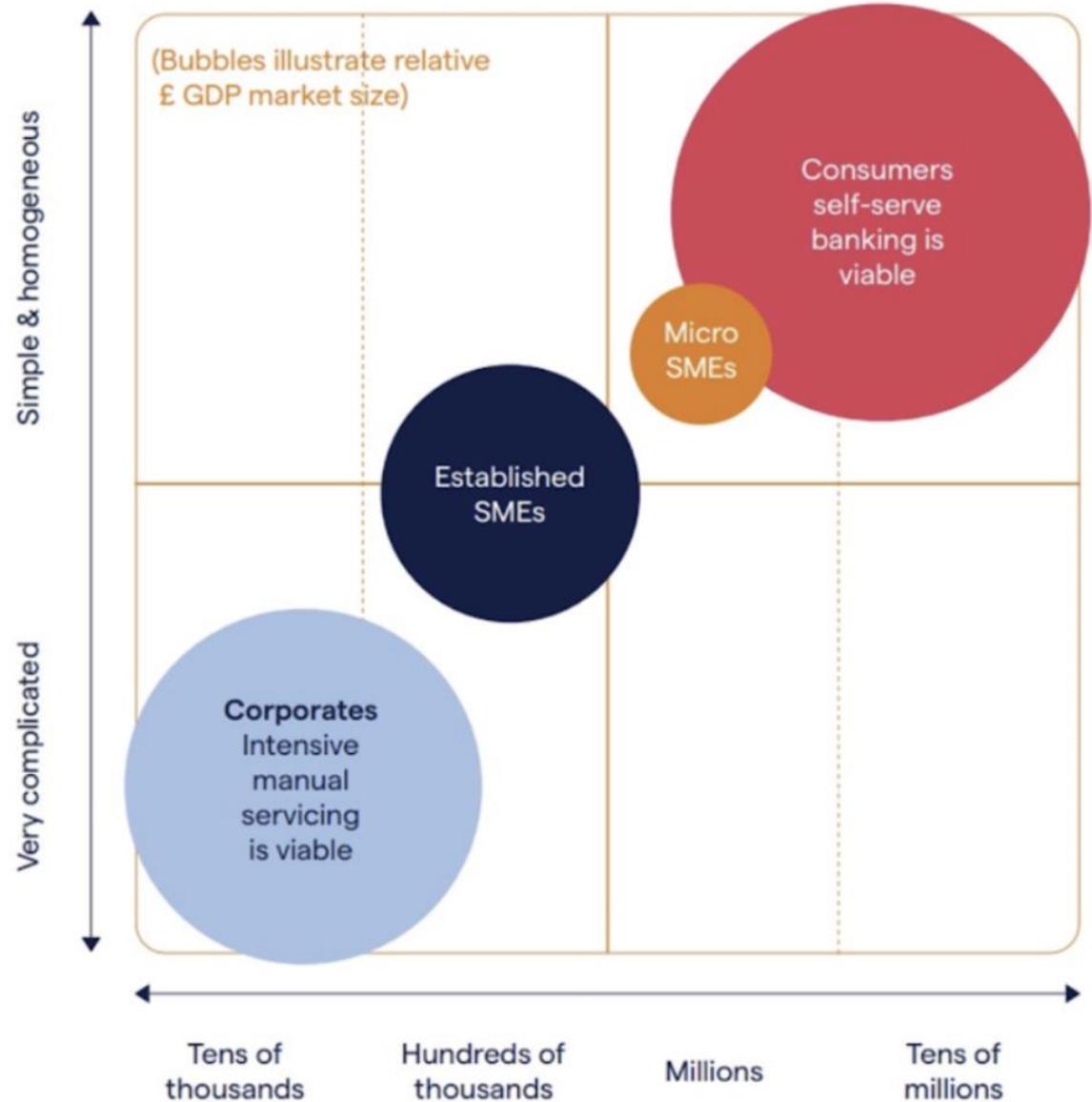
Alica Bank

- Alica Bank is dedicated to aiding established SMEs, a crucial yet underserved segment in the UK by traditional banks with outdated systems.
- Incumbent banks often deem SMEs too complex and costly to serve, leading to high fees and impersonal service.
- Alica Bank seeks to address this by offering tailored banking services to meet the unique needs of these SMEs.

Alica Bank Loan Portfolio



Market Focus Strategy



Stay tuned for more!



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This study was carried out by C-Innovation. Do not hesitate to follow us via LinkedIn to keep you informed of the latest FinTech developments.

