

OWNERS DAY

7wise

3 April 2025

WELCOME

Kristo Käärmann

Founder / CEO



MONEY WITHOUT BORDERS

**We're building the best way to move and manage
the world's money. Min fees. Max ease. Full speed.**

£3T

Moved
annually
by people

<5%

£14T

Moved
annually
by SMBs

<1%

£15T

Moved
annually
by large enterprises

**£32T OPPORTUNITY FOR
OUR INFRASTRUCTURE**

10% OF  INDIA

10% OF  INDIA

12% OF  PHILIPPINES

10% OF  INDIA

12% OF  PHILIPPINES

**MOST TRANSACTIONS
TO/FROM  BRAZIL**

£170 BILLION



Transfers

MajorBank

Send Money Abroad

You send

£1,000



They receive

\$1,210



Fee:

£0



Transfers

International
2-5%
hidden fee

Cards

 MajorBank

 **\$1000 spent at NYC Hotel**

Bank Exchange Rate:

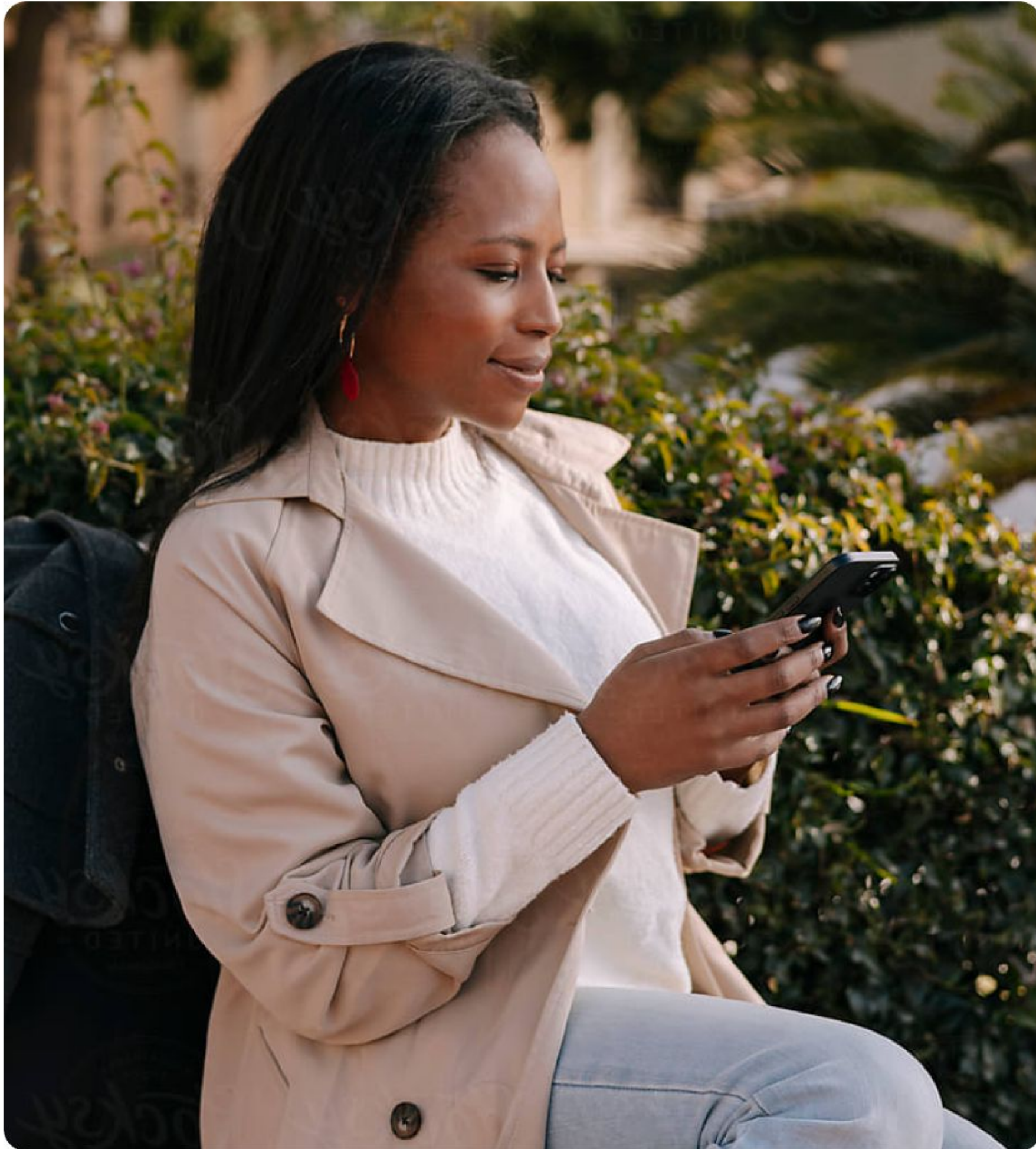
£1.00 GBP = \$1.21 USD



Cards

International

2-5%
hidden fee



Receive



MajorBank



\$1,401 from RK Ltd

Invoice Ref: 3198

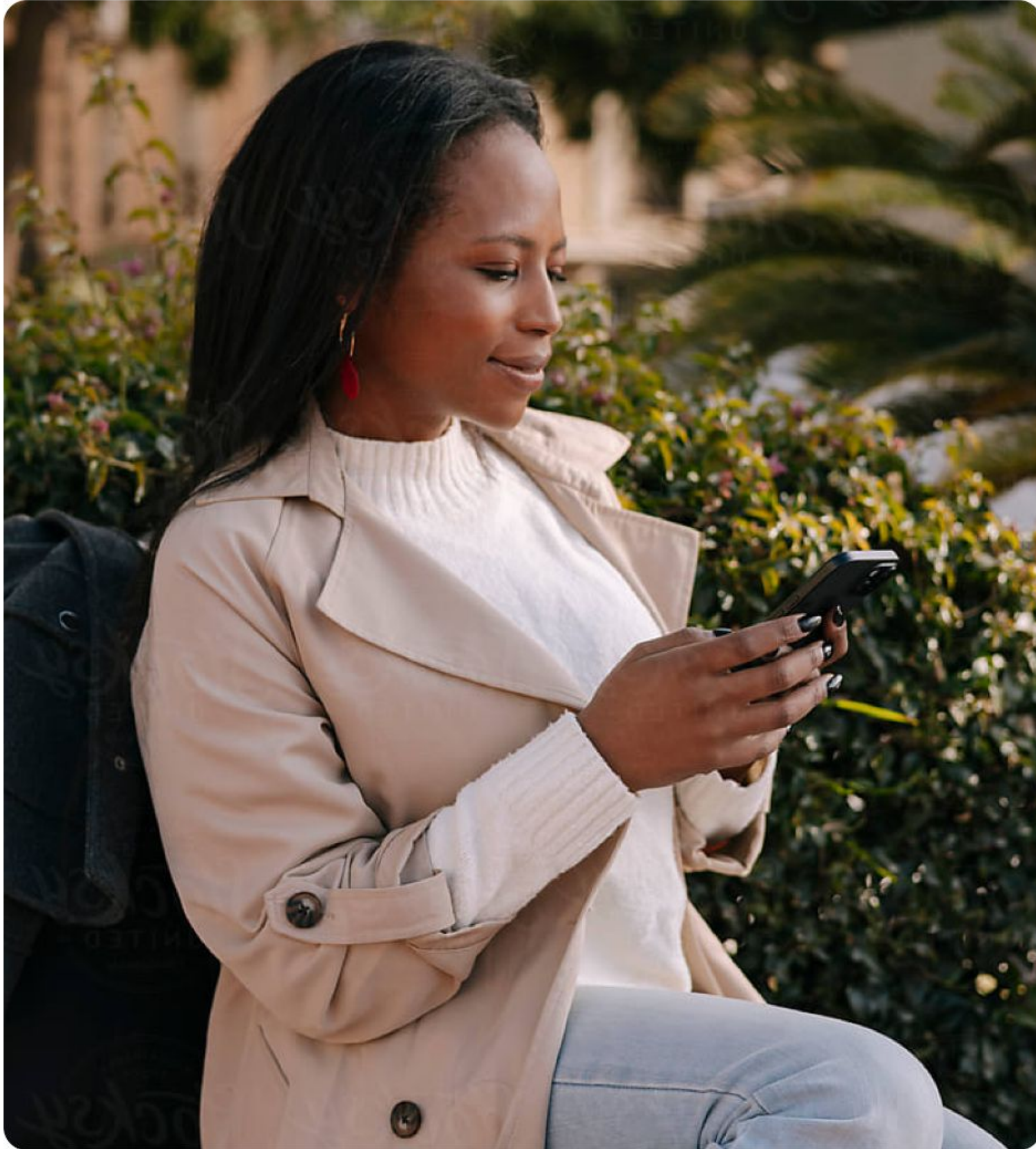


MajorBank



¥3,401 from Syn Music JPN

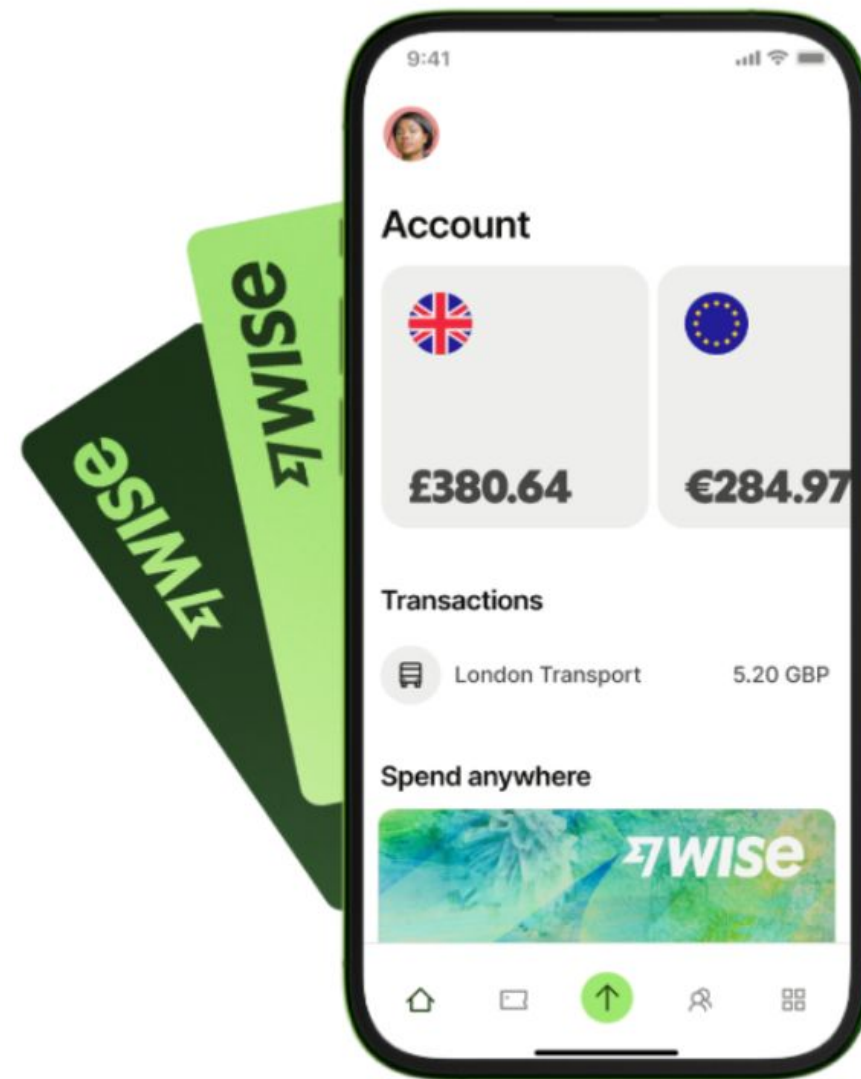
Invoice Ref: 1241



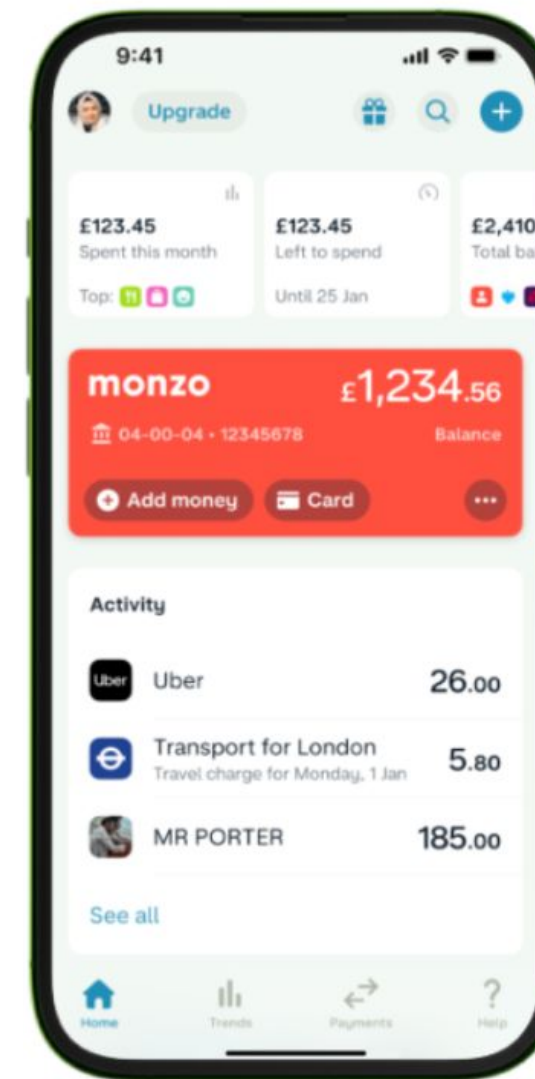
Receive

International

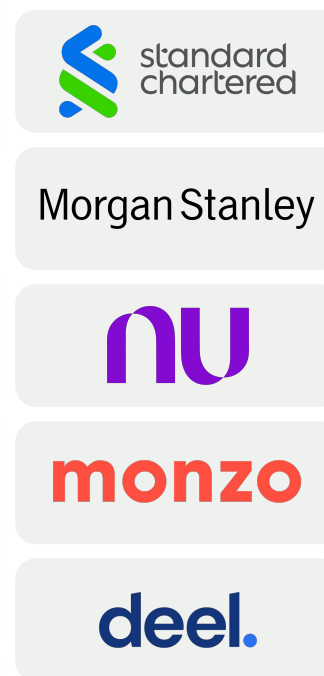
2-5%
hidden fee



Wise Account + Wise Business



Wise Platform



MOVING TRILLIONS

As 'the' network for the world's money

The international account for people and businesses

Wise in a snapshot

We've made huge progress over the first 14 years



Methodically investing in long-term growth

We're just getting started



We have a £32T+ opportunity

We have a clear long-term plan



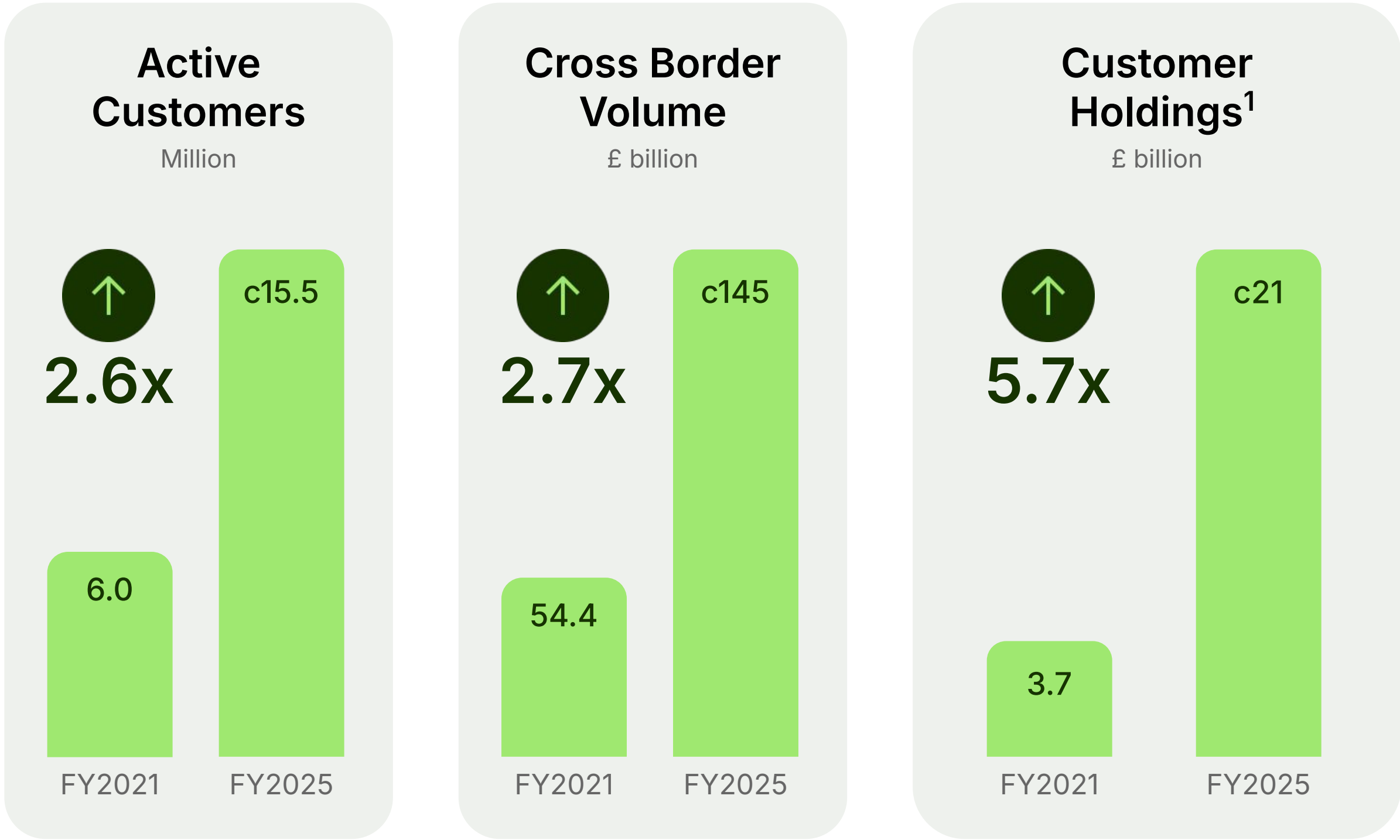
We're building products to move trillions

We have a profitable growth engine



We're creating long-term value for owners

Since listing in 2021 we have made progress on the mission

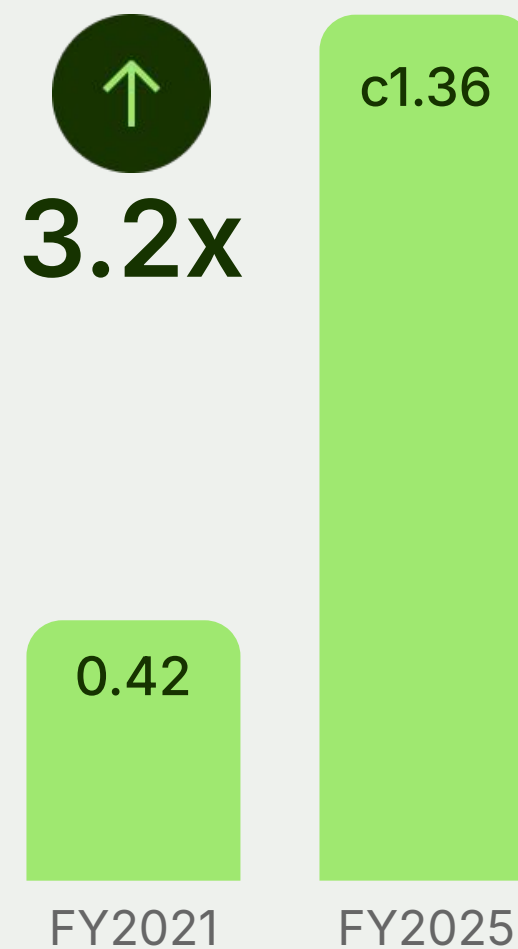


Note(s): Preliminary unaudited results for FY 2025, approximate figures.
¹Customer holdings is the total of the amount of customer balances in the Wise account as well as the amounts invested in the 'Assets' feature. Holdings include Assets Under Custody of c£4bn

Owners have a fundamentally more valuable company

Underlying Income

£ billion



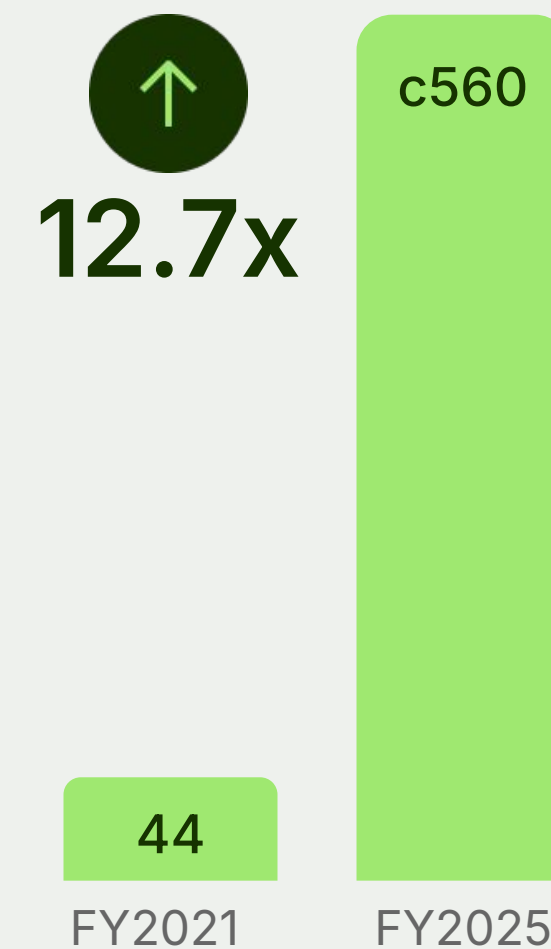
Underlying Profit before tax

£ million



Reported Profit before tax

£ million



Note(s): Preliminary unaudited results for FY 2025, approximate figures.

Our reiterated medium term financial expectations

GROWTH

Continue to expect
15-20% Underlying
Income CAGR over the
medium term and in FY26

PROFITABILITY

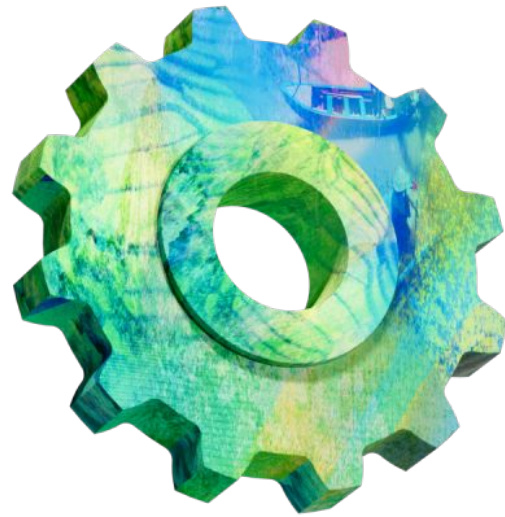
Targeting margins
of 13-16% of Underlying
Income; around the top of
this range for FY26

Reported PBT
expected to be higher
than Underlying PBT

Financial model delivers significant earnings growth, increasing capacity for disciplined investment.

TO MOVE TRILLIONS, WE'RE BUILDING:

**The network
for the
world's money**



Reliable, instant
movement of money to
anywhere at the lowest
possible cost

**Products
customers
evangelise**



with savings they want
to talk about

**Profitable
financial
model**



for long-term
investments to reach
the trillions

More people, business, and increasingly platform partners joining Wise

TODAY'S AGENDA

The network for the world's money



Building our products



Break

Marketing: the Wise way



Scaling Wise Platform



Our financial model



Closing



THE NETWORK FOR THE WORLD'S MONEY

Harsh Sinha

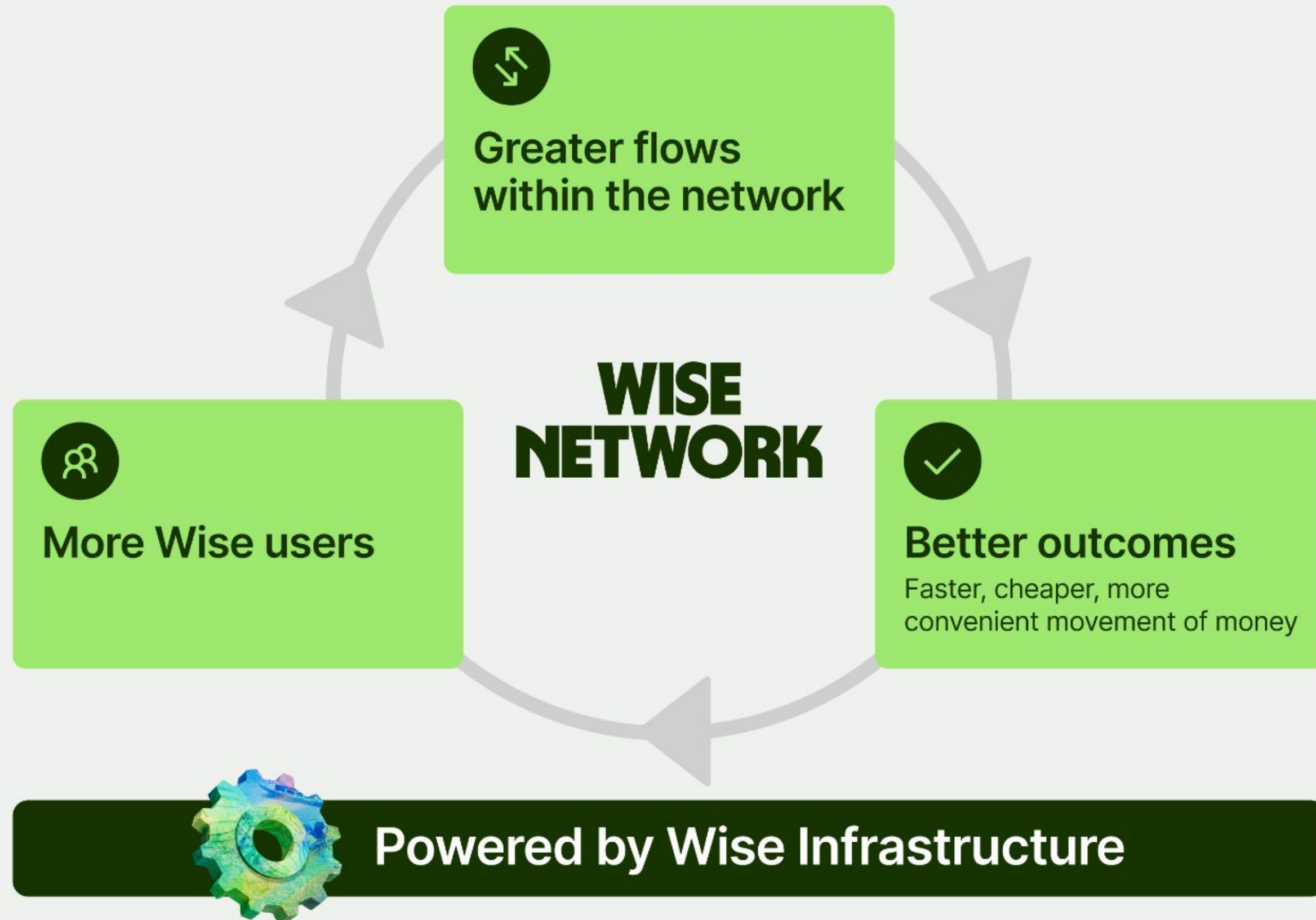
Chief Technology Officer

Diana Avila

Chief Banking and Expansion Officer



We are building a network to move trillions



Our infrastructure enables and powers our mission

LICENCES

Building regulatory adherence to unlock new offerings and drive global expansion

CONNECTIONS

Facilitate the sending and receiving of payments (direct and through banking providers)

TECHNOLOGY

Proprietary technology built over 14 years by more than 850 engineers to interconnect operations and network

OPERATIONS

6K+ people leveraging automation tools to deliver superior customer service and operational excellence



Wise Infrastructure

Simple

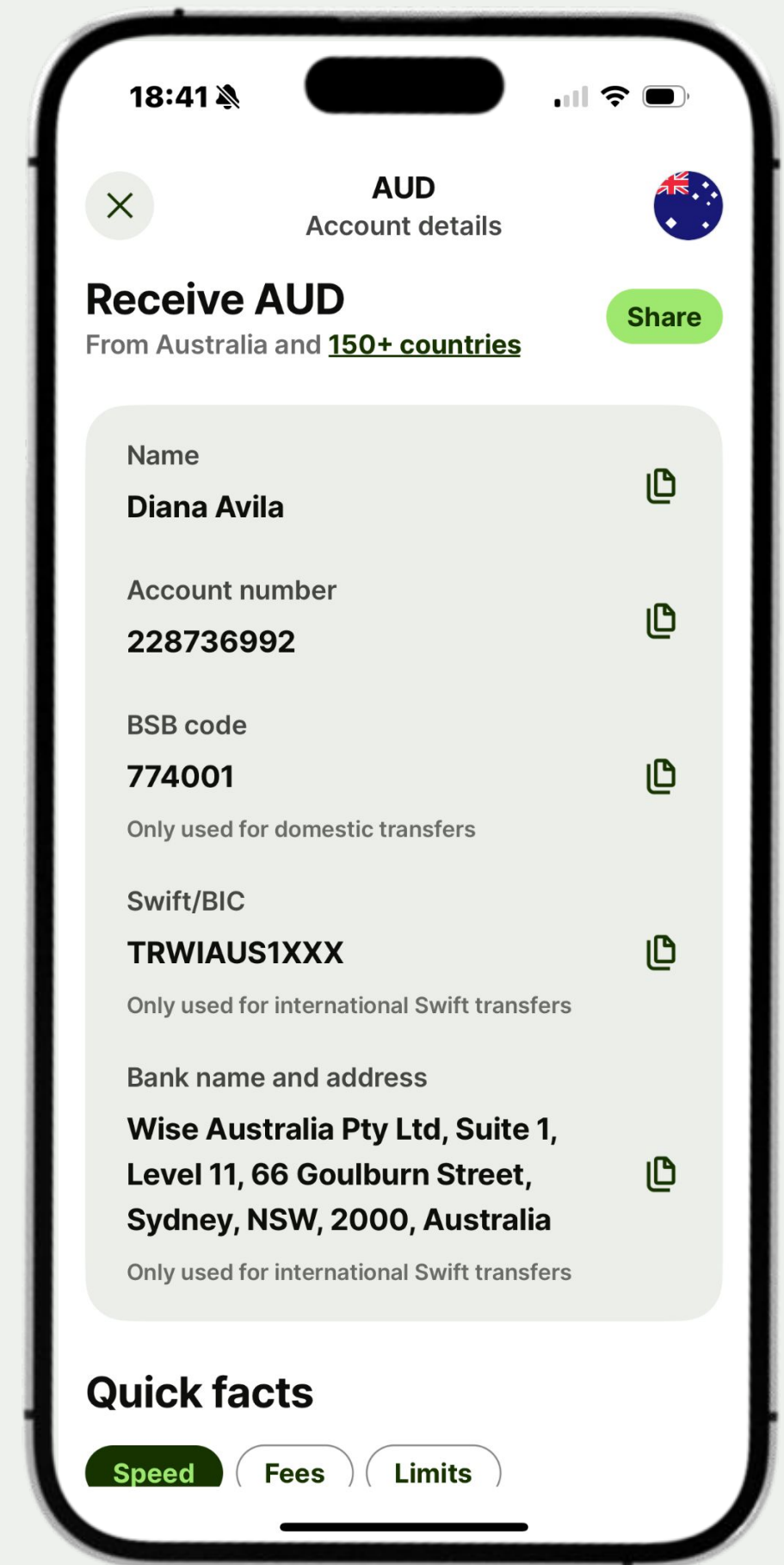
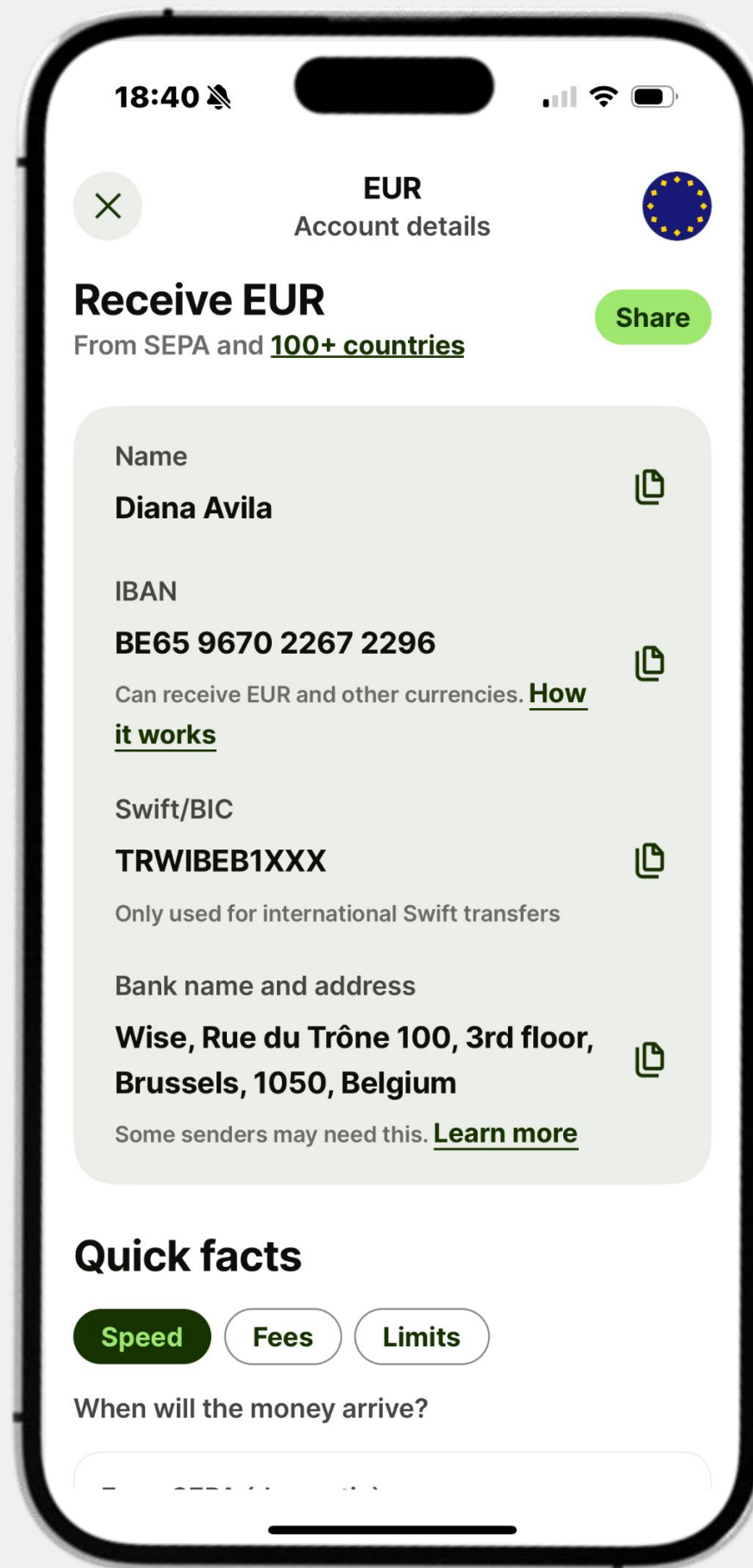
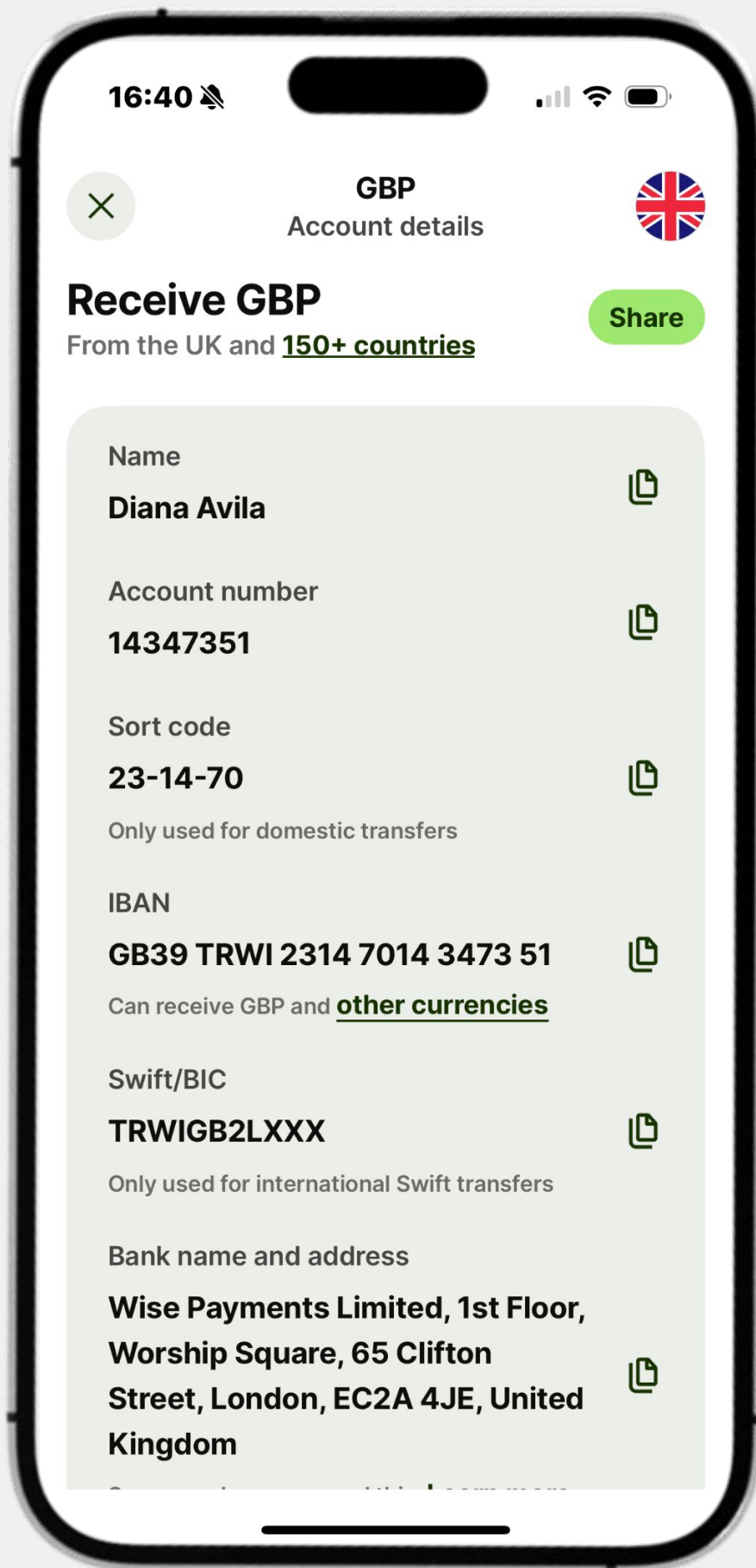
Simplicity is our competitive advantage

Traditional Correspondent Banking



Enabled by Wise Infrastructure





Wise Infrastructure is global and unique

Licenses

70+

Global Licences

Connections

90+

Integrations via
domestic banks

8 (6+2)

Direct
Connections

Technology

850+

Engineers
Globally

Operations

24/7

Operations and
support

20

Service locations
globally

Our strong infrastructure powers the key pillars

HIGH SPEED



- **65%+** instant payments
- **95%** payments completed within 24 hrs

LOW COST



- **56 bps** average transaction price
- Efficiency due to automation of functions and use of AI

RESILIENT



- **2.5m** transactions a day
- **6k+** Wisers focused on cross border payments

SCALABLE



- **99.9%+** uptime
- **24/7** support

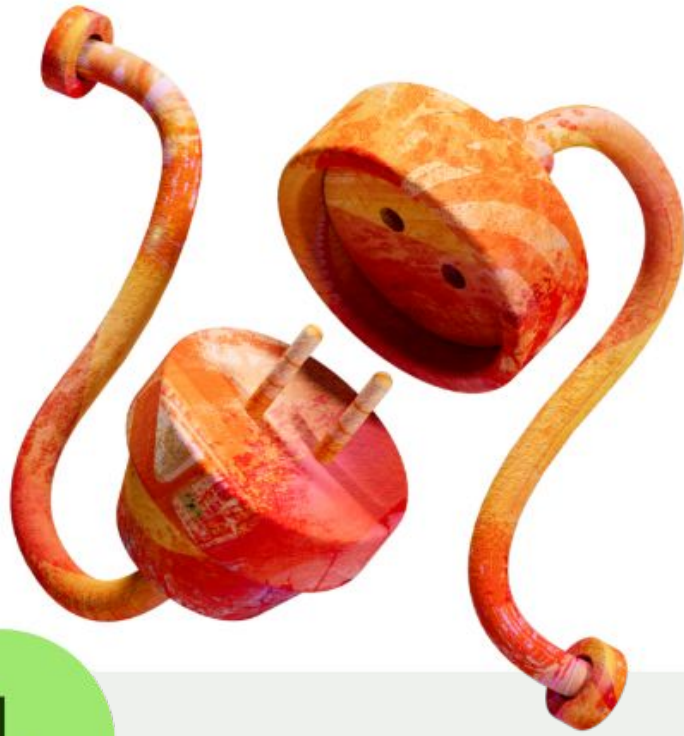


Powered by Wise Infrastructure

£3B

The best infrastructure wins in the long run

**DEEPEST
CONNECTIONS**



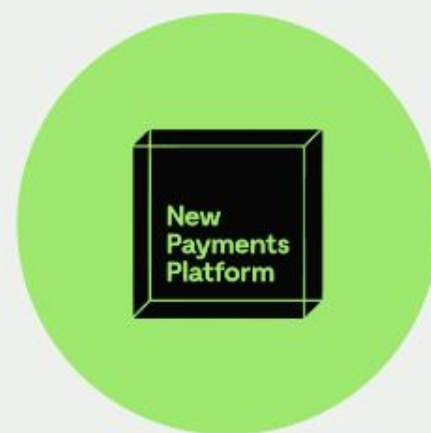
+

**WIDEST
PRESENCE**



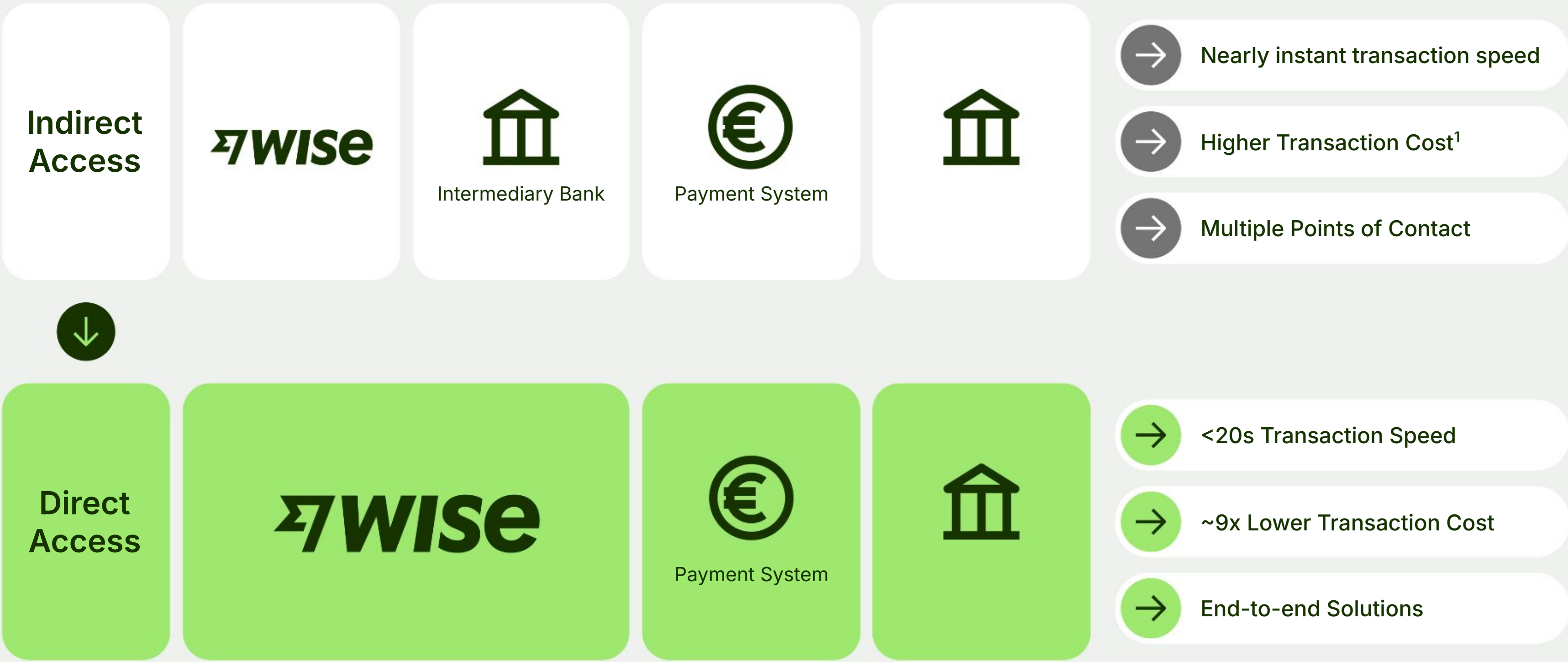
EASILY ACCESSIBLE, DEEP AND BROAD OFFERING

**Most jurisdictions
already have fast
payment rails**





Connections to payment systems to power the world's money



Note:
(1) Average fee defined by the median fee to transact 1,000 base currency across the following routes (GBP>USD).

Our proven expertise to secure direct connections

DEMANDING APPROVAL AND BUILD PROCESS

- Multi-year licence and authorisation process
- Highest operating and technical standards required
- Expertise at building these connections
- Reinforces our competitive moat

FULL END-TO-END CONTROL WITHIN PAYMENT NETWORK

- Remove middleman costs
- Faster transfers for customers
- Reliable experience
- Lower operations cost

Building direct connections around the world

KUMUSTA PHILIPPINES



Connecting to InstaPay in the Philippines
in record time

Enabled **90%** instant transactions

~**8x** reduction in transaction costs

Cementing Wise as the go-to
cross-border solution in the Philippines

Deepening our infrastructure, widening our moat

Six direct connections to domestic payment systems, now including the Philippines.



Substantial benefits



~9x lower bank costs post direct integration



Instant transfers from 24% to 83%



75% reduction in customer contacts

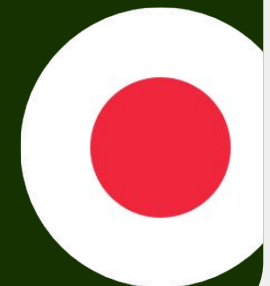
Payments institution license in Brazil

Access to Brazil's payment system



First non-bank approved to join Zengin

Access to Japan's payment system

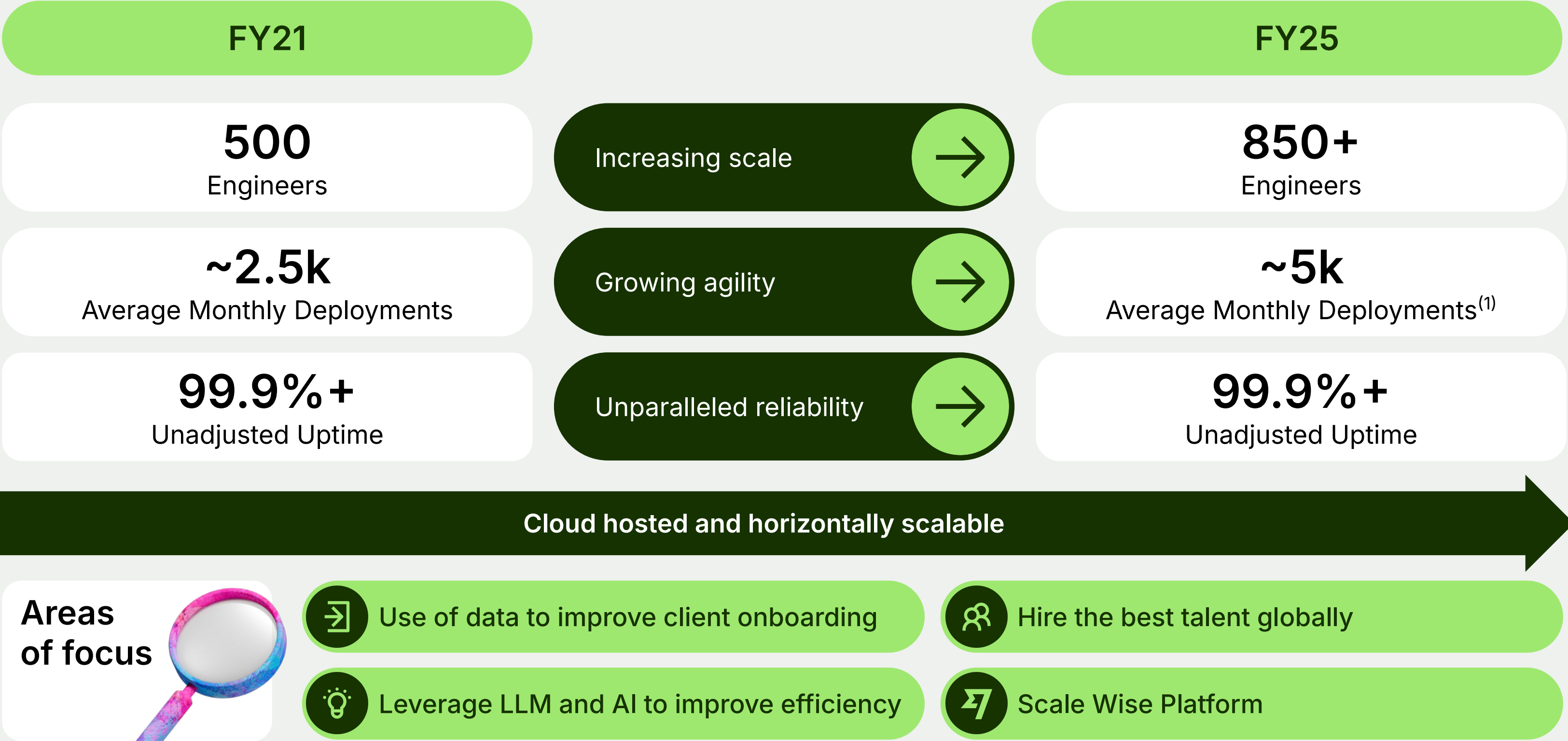


46%

Transactions through direct connections



Our technology has come a long way



Note: (1) Last 6 months.

Global by design with unique localisation expertise

Single Global Wise Technology Stack

Local Inputs



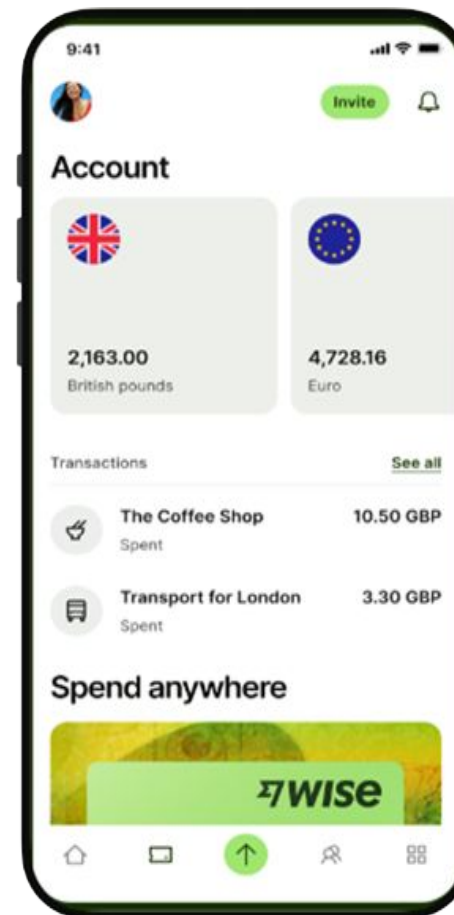
Local employees and market expertise



Localised onboarding



Local entities



Global Outputs



One single global treasury system



Single code base



Global financial crime monitoring

Wise Account

A global product with local customisations

Superior operations enable better customer experiences

Lower
incident rate



Brought down the contact rate per active user to below **7%**

Growing
processing speed



Reached over **65%** of customers in **<1 minute** for live support channel

Increasing
automation



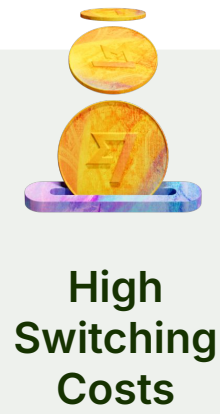
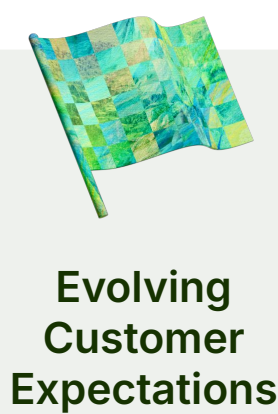
Increasing proportion of automated resolutions to more than **30%**

Our infrastructure enables growth



All future roads lead to the Wise network

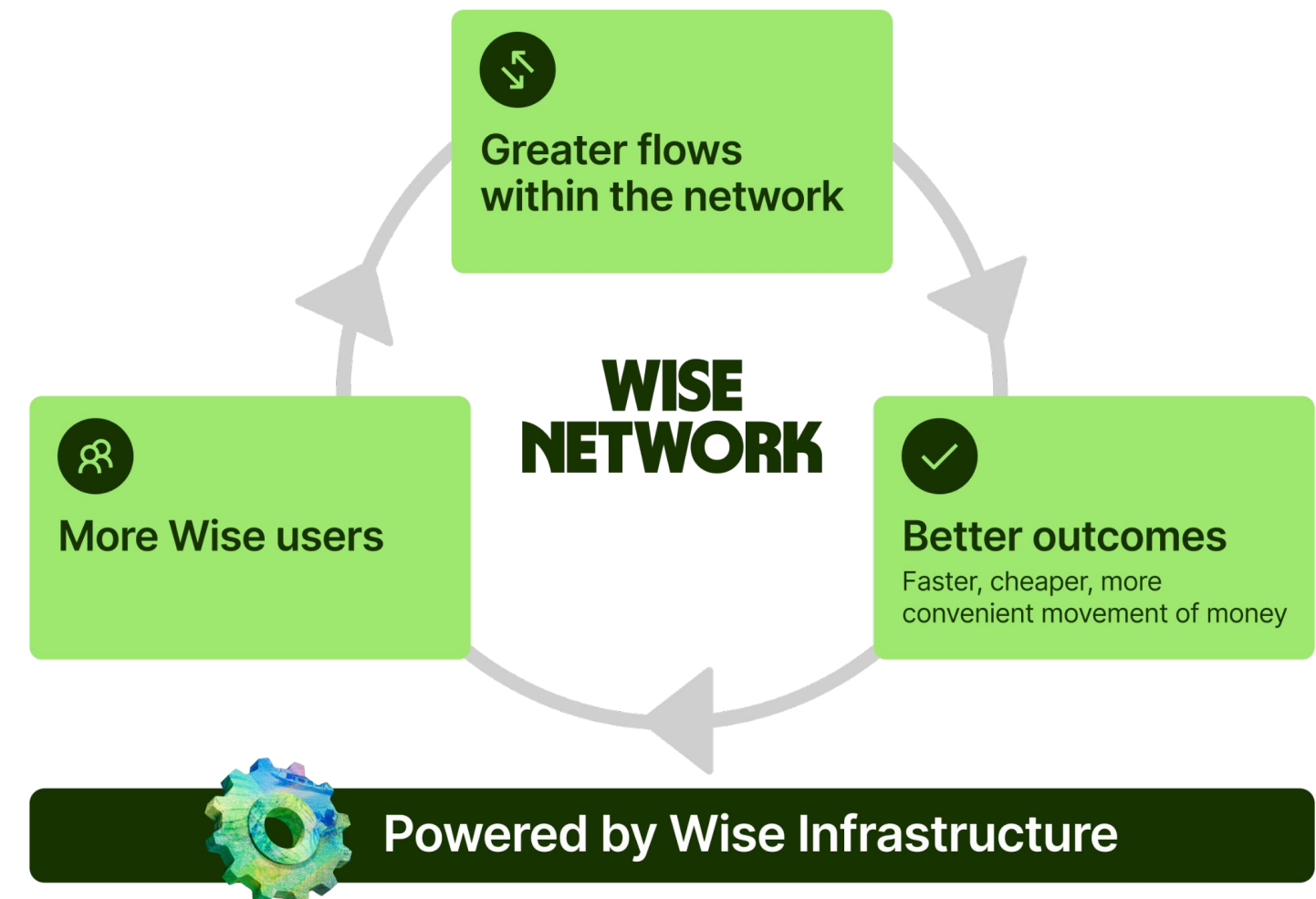
Supporting Industry Trends



Acting as a clearing house for B2B transactions across partners



Accelerating the Wise Network effect



BUILDING OUR PRODUCTS

Nilan Peiris
Chief Product Officer



Enhancing our products

1 The journey to trillions

2 #1 Cross-border experience

3 #1 Account for people and businesses

4 Wise Platform The worlds best correspondent infrastructure

Enhancing our products

1 The journey to trillions

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£3T

Moved
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by people

<5%

£14T

Moved
annually
by SMBs

<1%

£15T

Moved
annually
by large enterprises

**£32T OPPORTUNITY FOR
OUR INFRASTRUCTURE**

And enhancing our product gives us a path to

MOVING TRILLIONS

As 'the' network for the world's money

The international account for people and businesses

The journey to moving trillions

Near term

Medium term

Long term

**The world's best
correspondent infrastructure**
Moving trillions

#1 International account for businesses and people
Moving our first trillion across cross-border and same-currency volumes

#1 Cross-border experience

Continued strong growth in cross-border and same-currency volumes

Enhancing our products

1 The journey to trillions

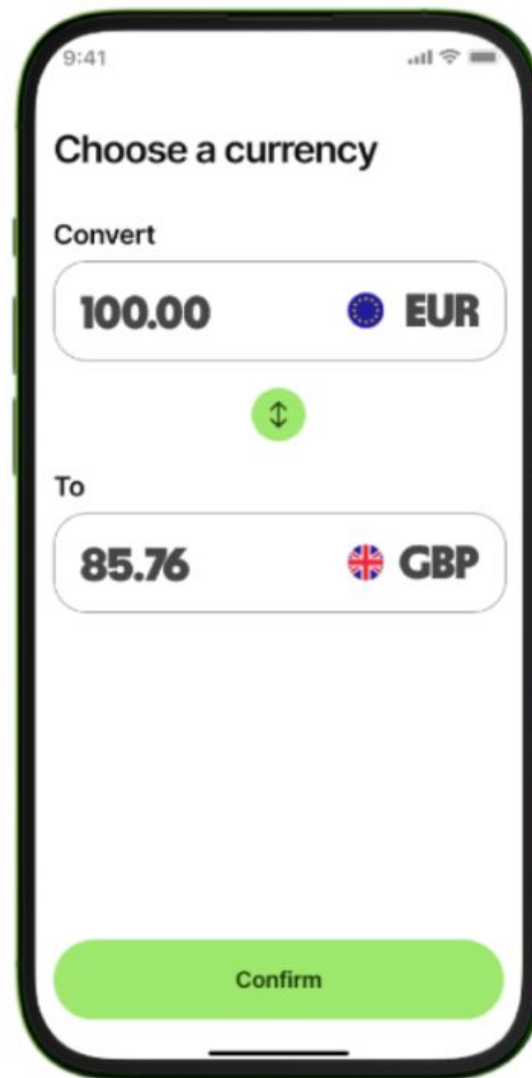
2 #1 Cross-border experience

3 #1 Account for people and businesses

4 Wise Platform The worlds best correspondent infrastructure

#1 Cross-border experience

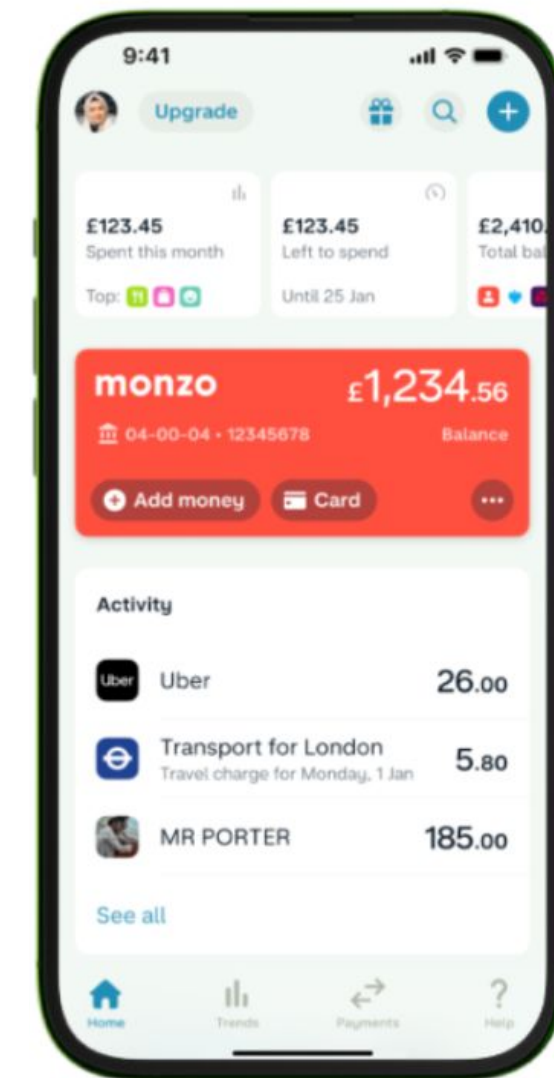
Our products help us address ever larger segments of the market



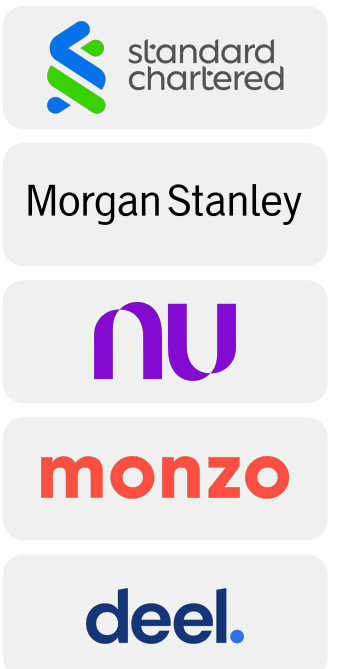
Wise Transfer
Historical



Wise Account + Wise Business
Today

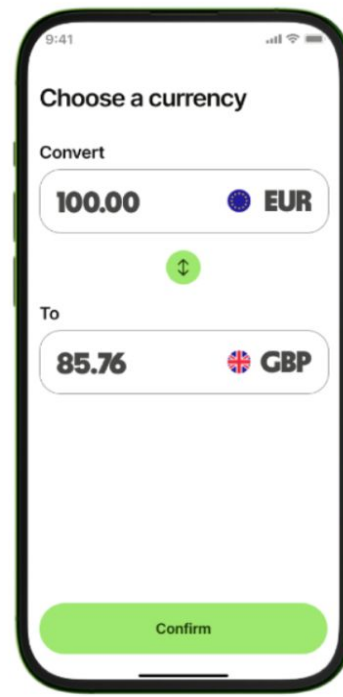


Wise Platform
Future

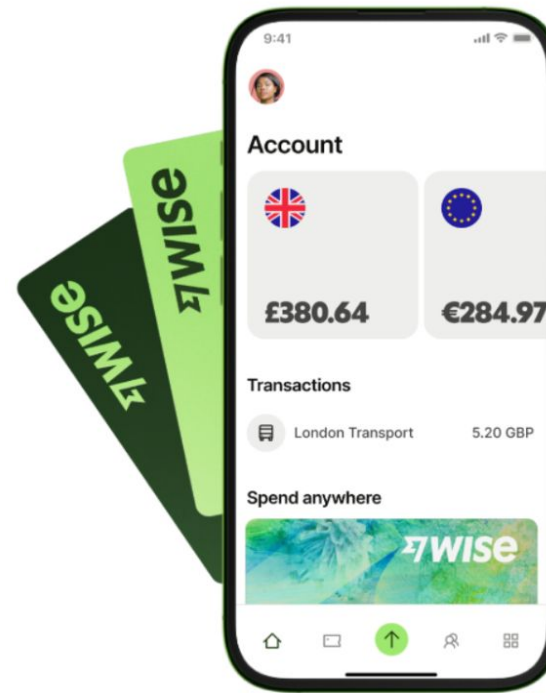


#1 Cross-border experience

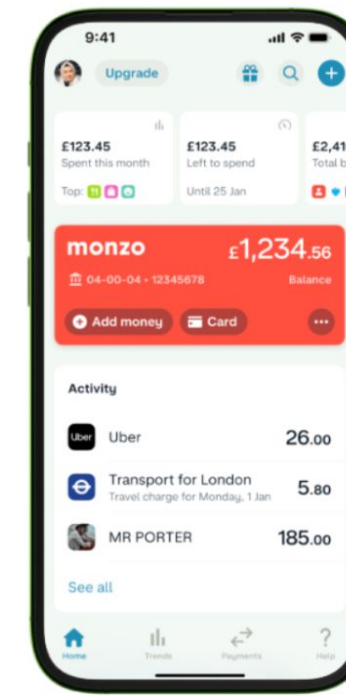
And these products would be nothing without the infrastructure we've spent a decade building



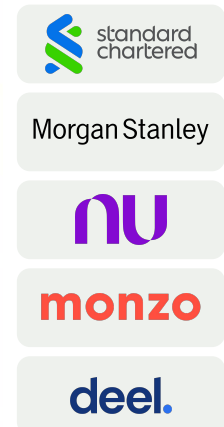
Wise Transfer
Historical



Wise Account + Wise Business
Today



Wise Platform
Future



LICENCES

CONNECTIONS

TECHNOLOGY

OPERATIONS



Wise Infrastructure

Customers have been very consistent over the last 14 years in the challenges with their current cross-border experiences

"It's too expensive"

"It's too slow"

"It's not available"

"It's too hard to use"



We have proven solving these challenges an order of magnitude better than their current provider – driving NPS and word-of-mouth growth

Customers have been very consistent over the last 14 years in the challenges with their current cross-border experiences

"It's too expensive"



**Continued
price investment**



"It's too slow"



**Ever faster
transfer speeds**



"It's not available"



**New
corridors**



"It's too hard to use"



**Better customer
experience and
ease of use**



Our core focus areas to drive cross-border volume growth

Our investments in price support us in growing into the market in the short, medium and longer term

"It's too expensive"



**Continued
price investment**



"It's too slow"



**Ever faster
transfer speeds**



"It's not available"



**New
corridors**



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**Better customer
experience and
ease of use**



Our core focus areas to drive cross-border volume growth

Price deep dive: Last year we had six months of consecutive price reductions, which positively impacted our volume growth

4%

of Q3 25 cross-border
volume driven by recent
price investments

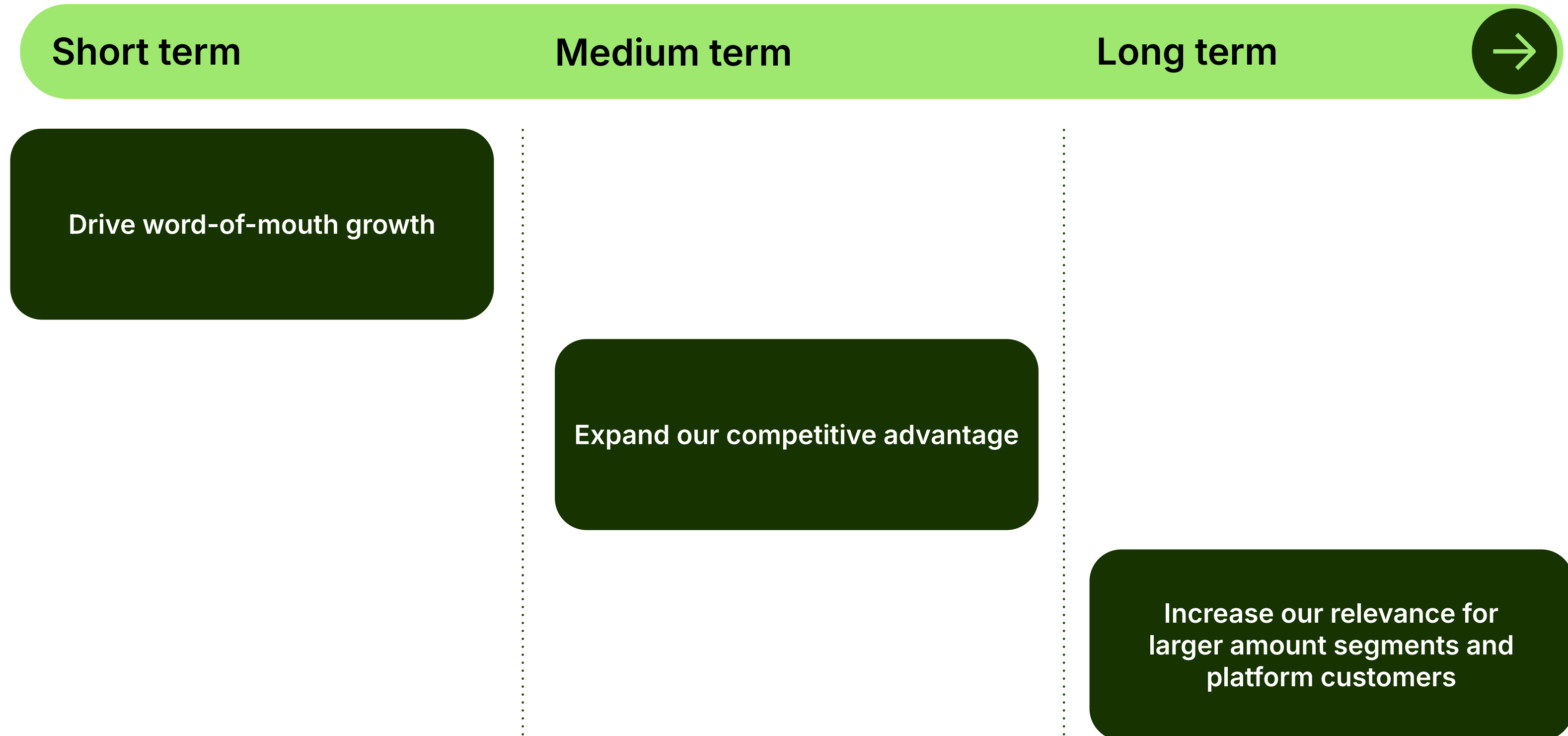
62+ NPS

Price is the primary driver of our
NPS - and hence the principal
driver behind our long-term
word-of-mouth growth

**More customers
moving larger amounts**

As our prices became
"sustainably" more
competitive for
higher amounts

Price deep dive: It's not just short term gains. Price is a strategic long term investment in our growth



We have resolved the challenges that customers face with their cross-border experiences

"It's too expensive"



**Continued
price investment**



"It's too slow"



**Ever faster
transfer speeds**



"It's not available"



**New
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**Better customer
experience and
ease of use**



Our core focus areas to drive cross-border volume growth

#1 Cross-border experience

But it's not just price

Consumers and businesses switch to Wise for our ease of use.
And there is no more convenient way to use Wise than the Wise Account.

"It's too expensive"



Continued
price investment



"It's too slow"



Ever faster
transfer speeds



"It's not available"



New
corridors



"It's too hard to use"



Better customer
experience and
ease of use



Our core focus areas to drive cross-border volume growth

Enhancing our products

1 The journey to trillions

2 #1 Cross-border experience

3 #1 Account for people and businesses

4 Wise Platform The worlds best correspondent infrastructure

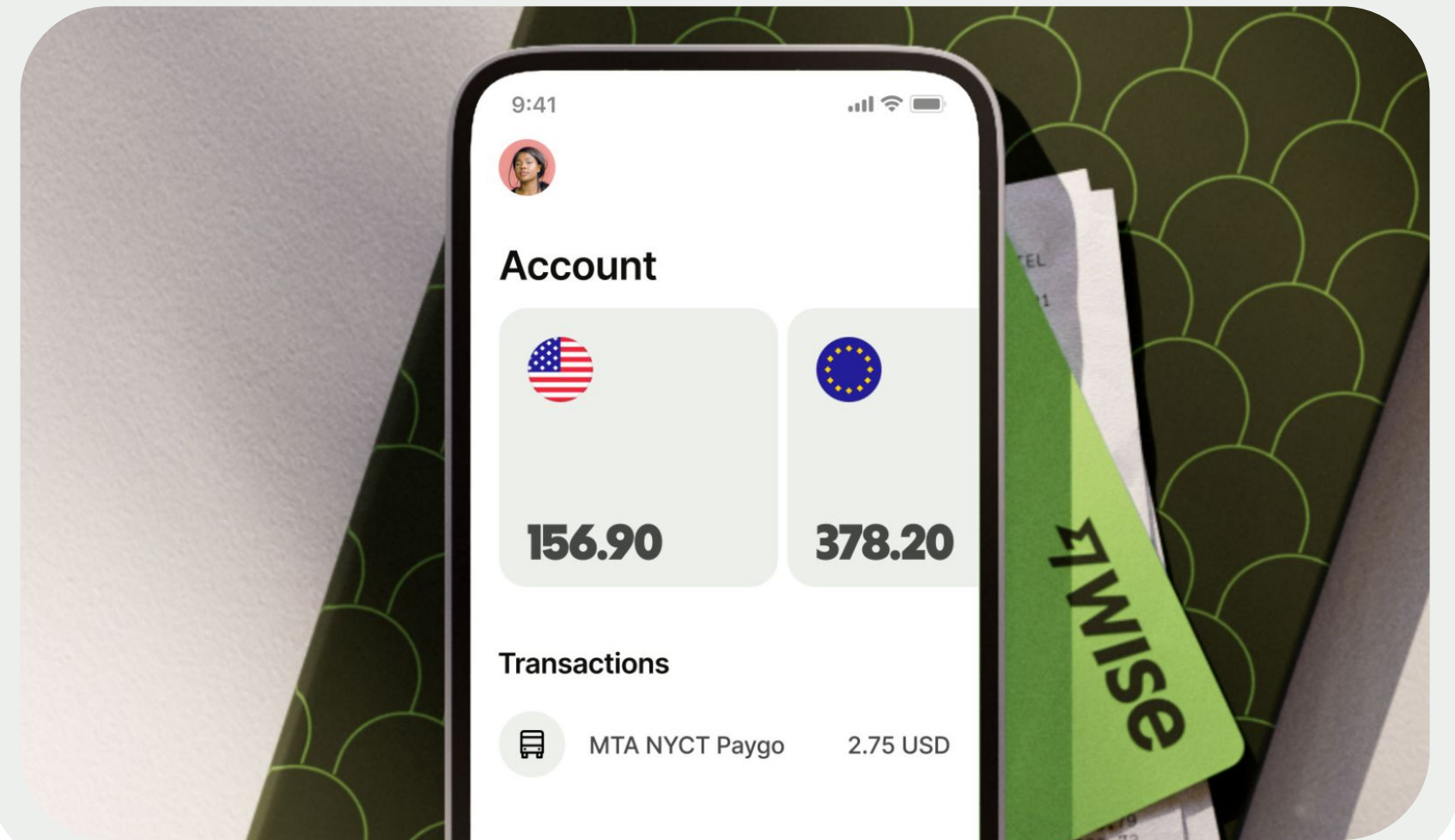
Building the #1 international account for people

The most convenient way to access our Infrastructure is through the Wise Account

... customers increasingly switch to us based on the convenience of using us....



... and there is no more convenient way to move and manage our money than using the Wise Account



**WISE
INTEREST**



**SAVINGS
JARS**



**STOCKS
EVERYWHERE**



**AUTO
CONVERT**



**LOCAL ACCOUNT
DETAILS**



**AUTO
TOP-UPS**



**SHARED SPENDING
ACCOUNTS**



**MULTI-
CURRENCY
SPENDING
CARDS**



**SCHEDULED
PAYMENTS**



**SPENDING ALERTS
AND CONTROLS**



**40
CURRENCIES IN
ONE ACCOUNT**



Building the #1 international account for people

The Wise Account adds more value to customers with large international needs

Single currency users



"I have a much better experience using Wise than my primary bank account."

Holiday makers



"The Wise Account and card makes travelling so easy and saves me a lot of money, I don't need to think about what currency I need until I land."

Digital nomads and remote workers



"The Wise Account allows me to live and work anywhere, without any hassle for my employers or me!"

Expats and immigrants



"I send money back home regularly - Wise is cheap, convenient and safe, giving me great value and peace of mind."

Freelancers



"My customers are global - Wise makes it easier to get paid."

Increasing value to customers

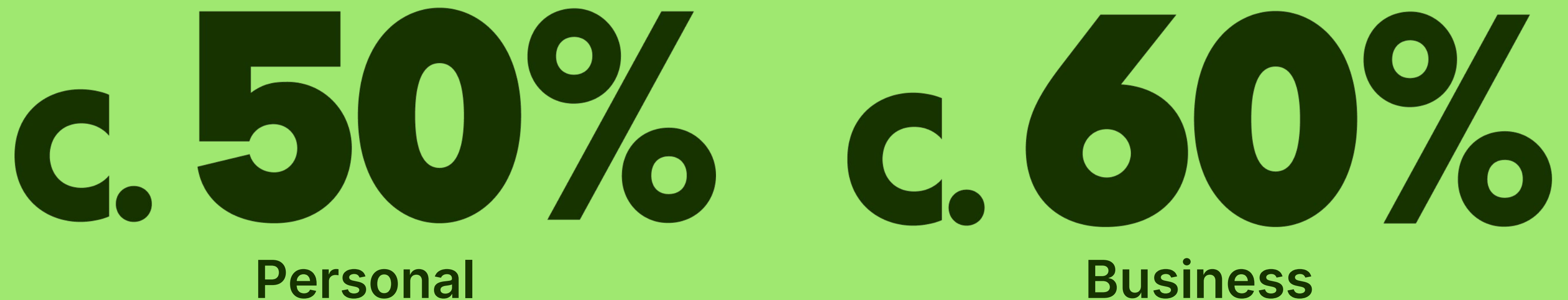


Increasing value to Wise



Building the #1 international account for people

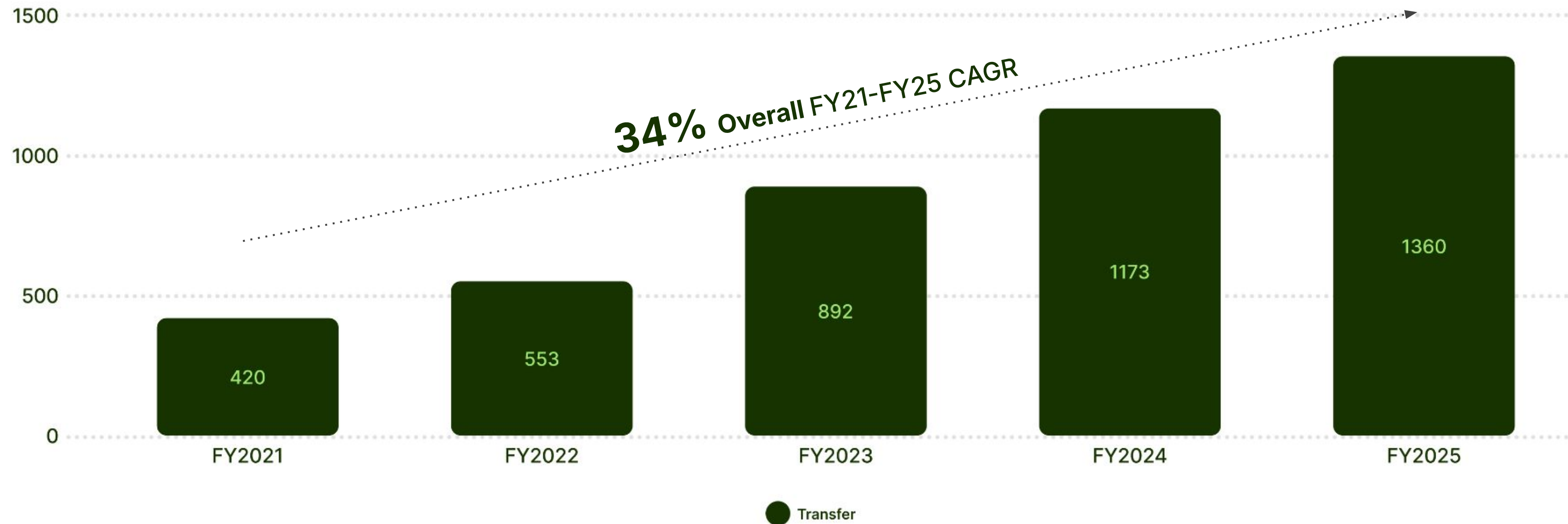
It's no accident, that as we've invested in making the Wise Account more useful for our customers, we've seen tremendous adoption¹



Building the #1 international account for people

Whilst our overall income has been growing at 34%

Underlying Income split (£m)

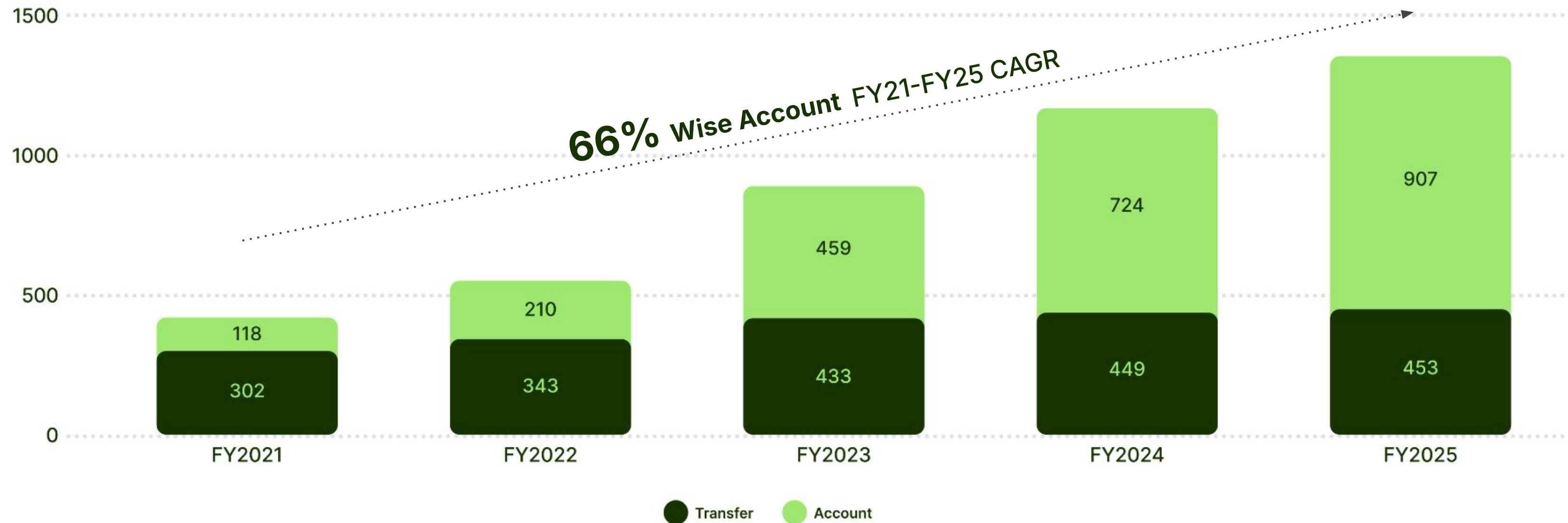


Note(s): Preliminary unaudited results for FY 2025, approximate figures.

Building the #1 international account for people

Wise Account income has been growing far faster

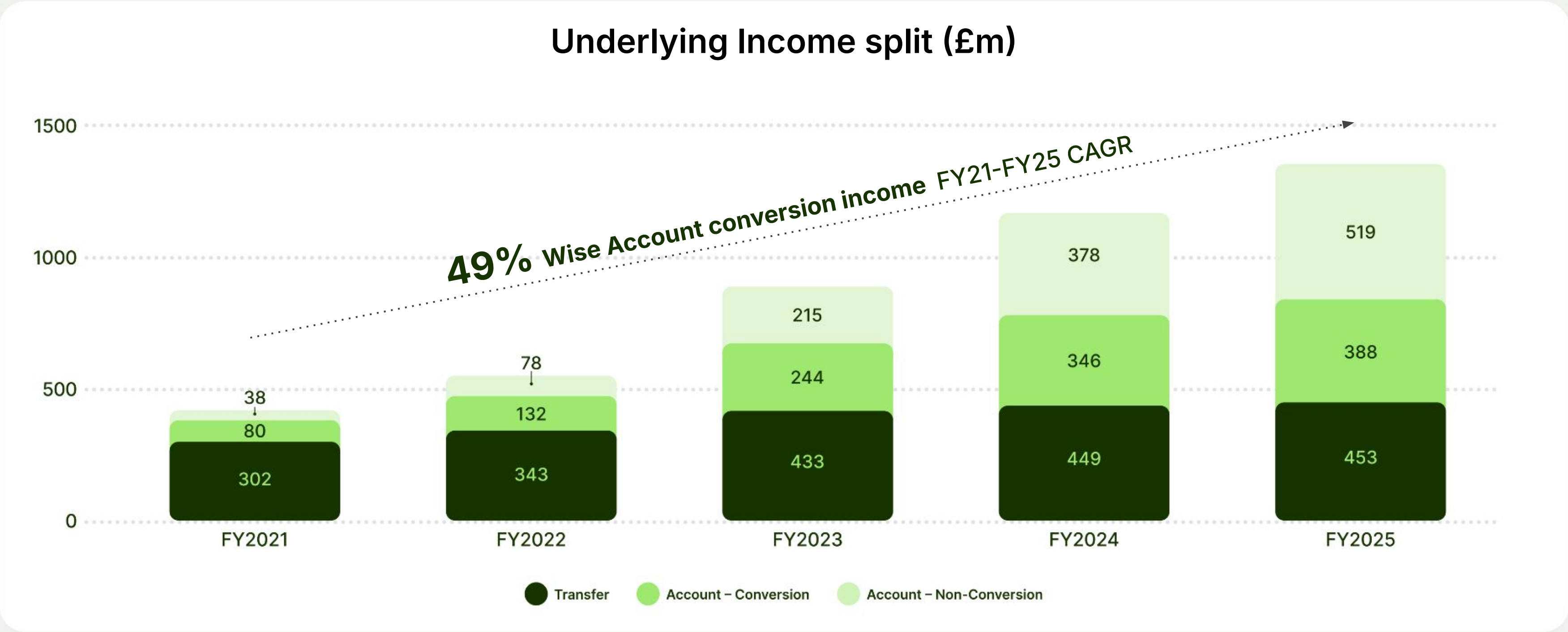
Underlying Income split (£m)



Note(s): Preliminary unaudited results for FY 2025, approximate figures.

Building the #1 international account for people

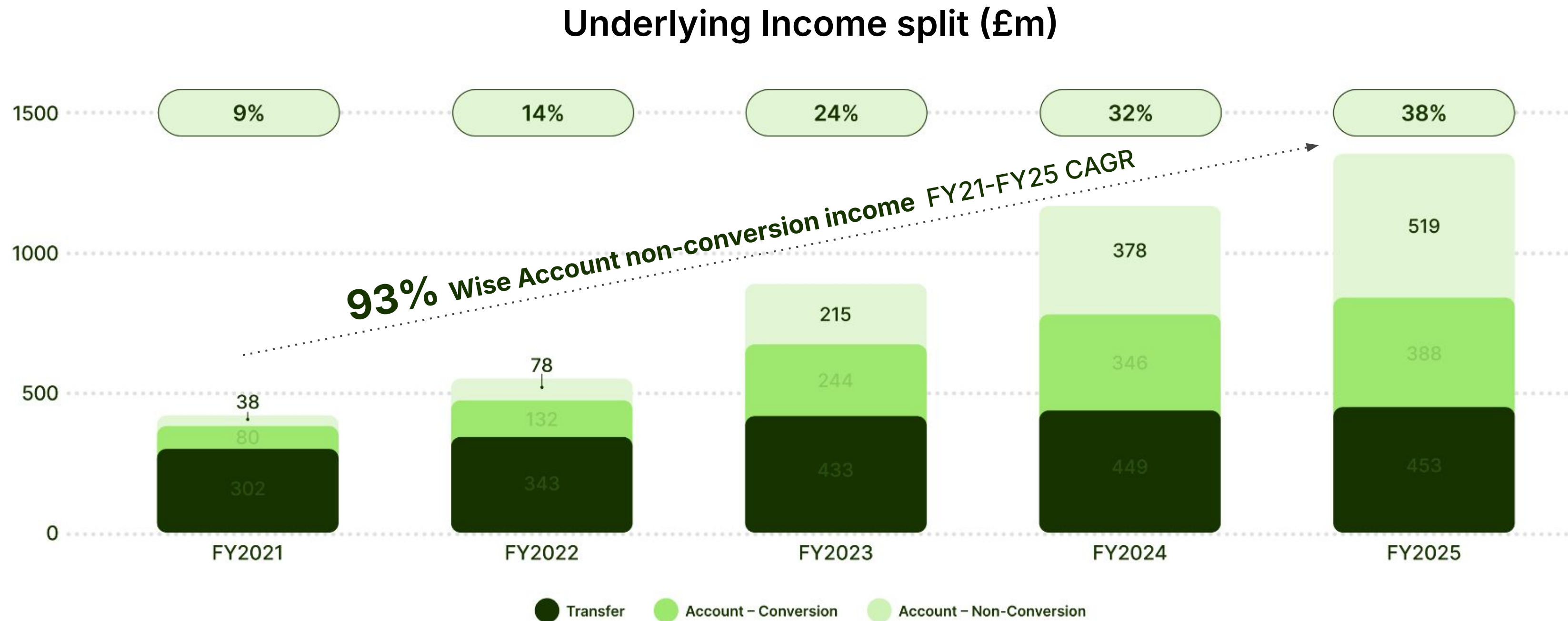
Local account details, balances and debit cards have helped the Wise Account grow conversion income



Note(s): Preliminary unaudited results for FY 2025, approximate figures.

Building the #1 international account for people

But it's not just conversion income. The Wise Account is increasingly a discrete source of account income.

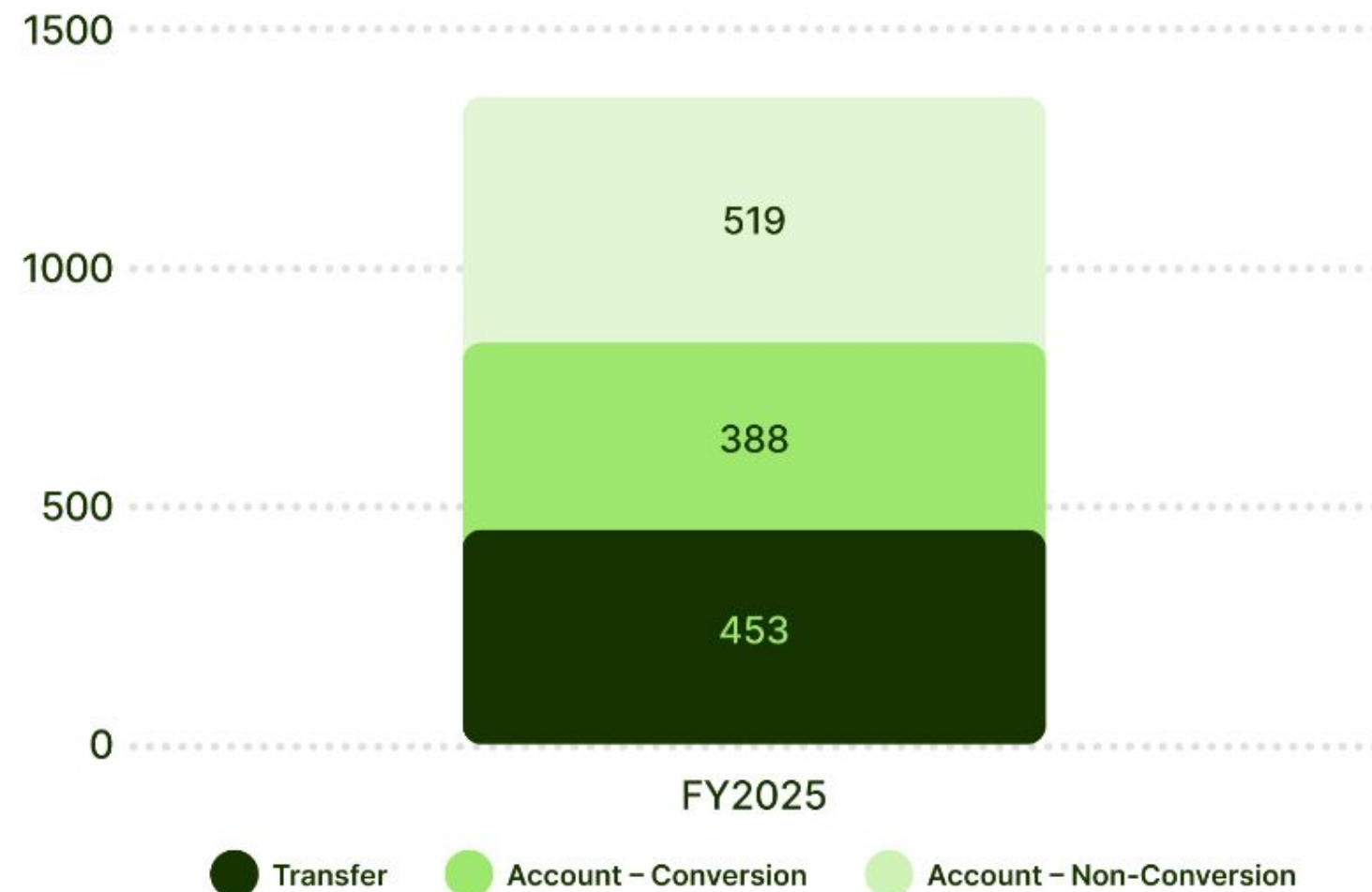


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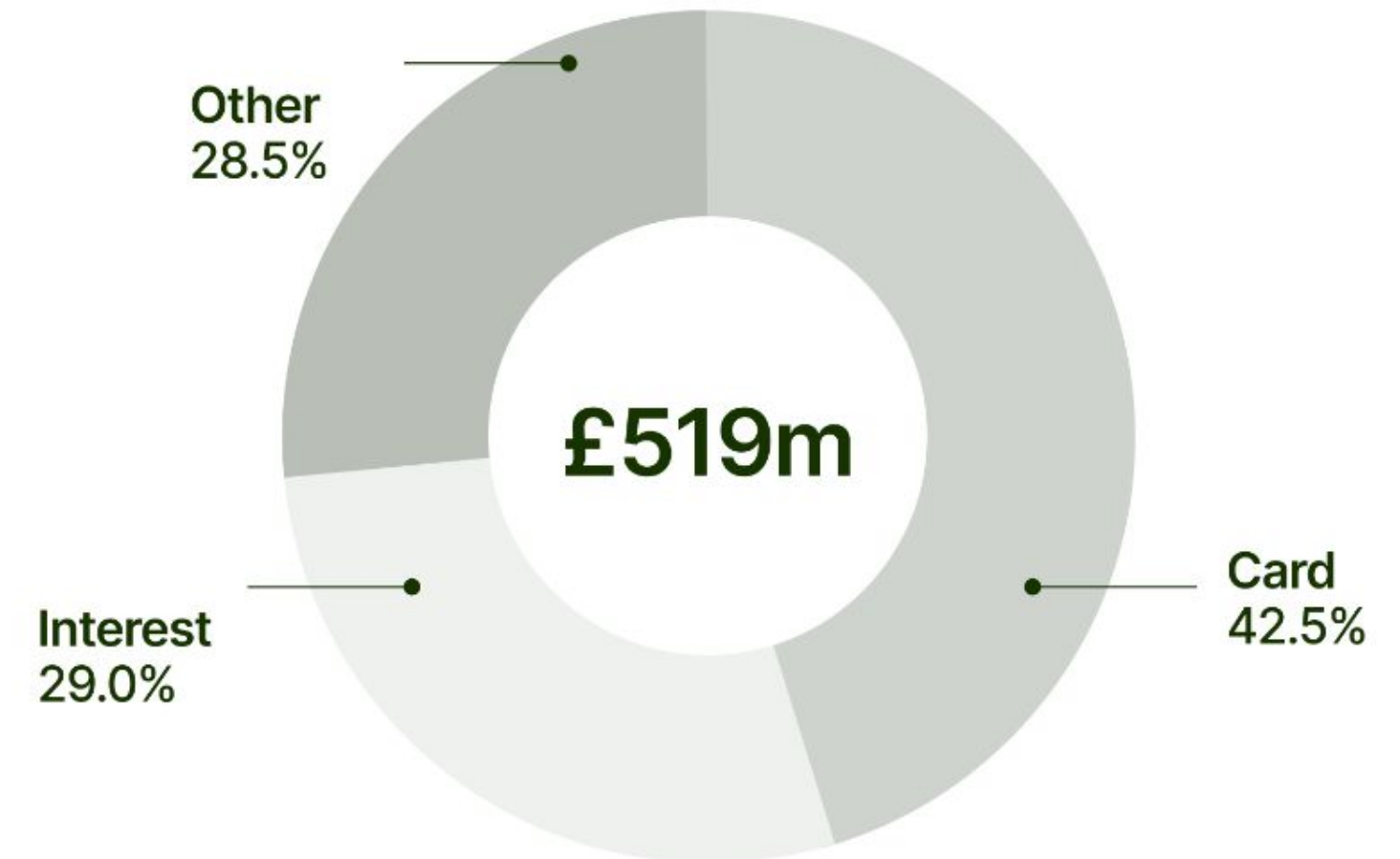
Building the #1 international account for people

As customers hold and spend more with us, they are contributing an ever increasing proportion of our income

Underlying Income split (£m)



Underlying Income split (£m)
Account non-conversion



Wise Account is operating at 40-50% contribution margin today*

Note(s): Preliminary unaudited results for FY 2025, approximate figures.

Our vision for the Wise Account

“Build the world’s best account for managing and moving money, domestic or international”



By solving the barriers to customers spending and holding more with us

We'll continue to invest in making Wise even easier to use for our users and their families and friends

TRUST



Larger holdings



Increased interest income

LOCAL INTEGRATIONS



Better coverage



Increase in new users and transaction types

CONVENIENCE



Higher activity



Increase in frequency

Wise Interest is an example of how we can deliver on trust, local integrations and convenience in a single product



- Wise Interest is an instant access savings product with holdings in government-guaranteed assets
- Supported by our infrastructure (available in 19 countries through our broker-dealer licences)
- Customers trust their money is safe in the underlying product and have instant access to their funds
- We have c£4bn in assets products¹ as of FY25

Available in 

1. Assets under custody of c£4bn as of FY25



**BILL
SPLITTING**

**SHARED
BALANCES**



**WISE
UNDER 18**



**WISE TO WISE
PAYMENTS**

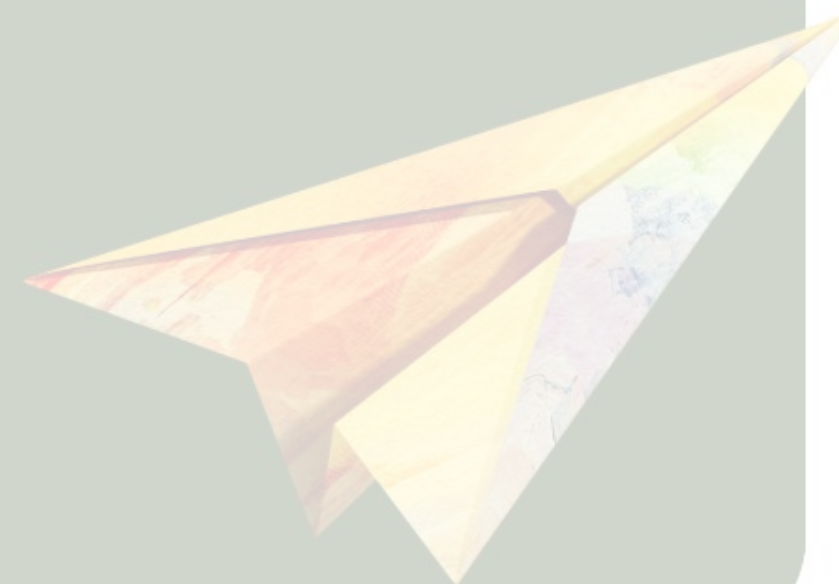
**WISE
INTEREST**



**NEW
ASSETS
FLAVOURS**



**TRAVEL
HUB**



**NEW CARD
DESIGNS**



**SMART
BUDGETING**

**AUTO
TOP-UPS**



**CONTACTS
EVERYWHERE**



**BILL
SPLITTING**

**SHARED
BALANCES**

**WISE
UNDER 18**

**Looking forward, we see strong
opportunities to continue to invest
in our products.**

**Opportunities that will drive returns
through customers holding more and
spending more with us.**

**WISE TO WISE
PAYMENTS**

**NEW CARD
DESIGNS**

**AUTO
TOP-UPS**

**CONTACTS
EVERYWHERE**

“Build the world's best account for managing and moving money internationally”

Near-term focus

**International
people**

Customers spending
and holding more



Trust



Local integrations



Convenience

Enhancing our products

1 The journey to trillions

2 #1 Cross-border experience

3 #1 Account for people and businesses

4 Wise Platform The worlds best correspondent infrastructure

Wise Business today

We launched Wise Business in 2017 for businesses in the UK to pay and get paid, initially focused on micro businesses and sole traders.

Today, Wise Business has:

600K

Active customers

23%

Total revenue

26%

Cross-border volume

Wise Business is available in 79 countries

**Historically we were an alternate
FX account for businesses**



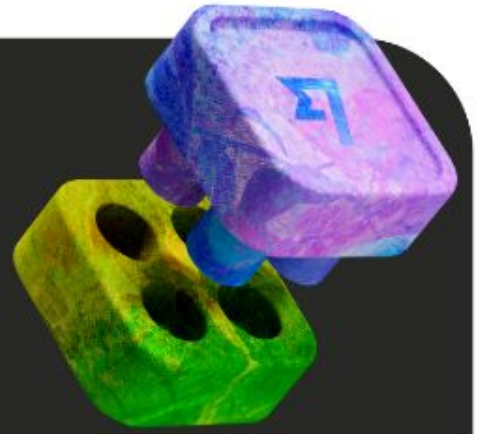
A primary account for business banking...

...that supports small businesses to pay, get paid, manage accounts payable and receivables, earn an interest and simplify accounting

**LOCAL & SWIFT
ACCOUNT DETAILS**



**ADD TEAM AND
ACCOUNTANTS**



**API
PAYMENTS**

**PAYMENT
APPROVALS**



**EARN
INTEREST**



**BATCH
PAYMENTS**



**EMPLOYEE
DEBIT
CARDS**



**MULTI-
CURRENCY
INVOICES**



**MULTIPLE ENTITIES
WITH A SINGLE LOGIN**

**15+ ACCOUNTING
INTEGRATIONS**



**SYNC RECEIPTS
WITH XERO**



Customers like BeeHype, a specialist honey exporter, switched to Wise Business as the cheapest way to pay their suppliers, and get paid in local currency



"Some clients are requesting to pay us in Euros because that's their local currency. Holding Euro account details is therefore really beneficial, allowing us to get paid directly from our customers, without the need for exchange fees."



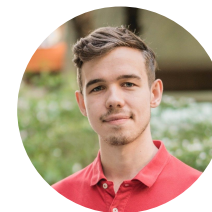
Stela and Mo
BeeHype founders

Pangolia, a pet ecommerce company, uses Wise to get paid from Amazon, pay employees and suppliers in Singapore, Philippines, Mexico and issues Wise cards to employees to control spend



Having signed up to traditional bank account providers and experiencing "high fees, and a slow, very bulky user experience", Simon chose Wise as an alternative.

"I have this spreadsheet I've created that I can upload to Wise. And it's super helpful to pay the whole team at once and it saves so much time."



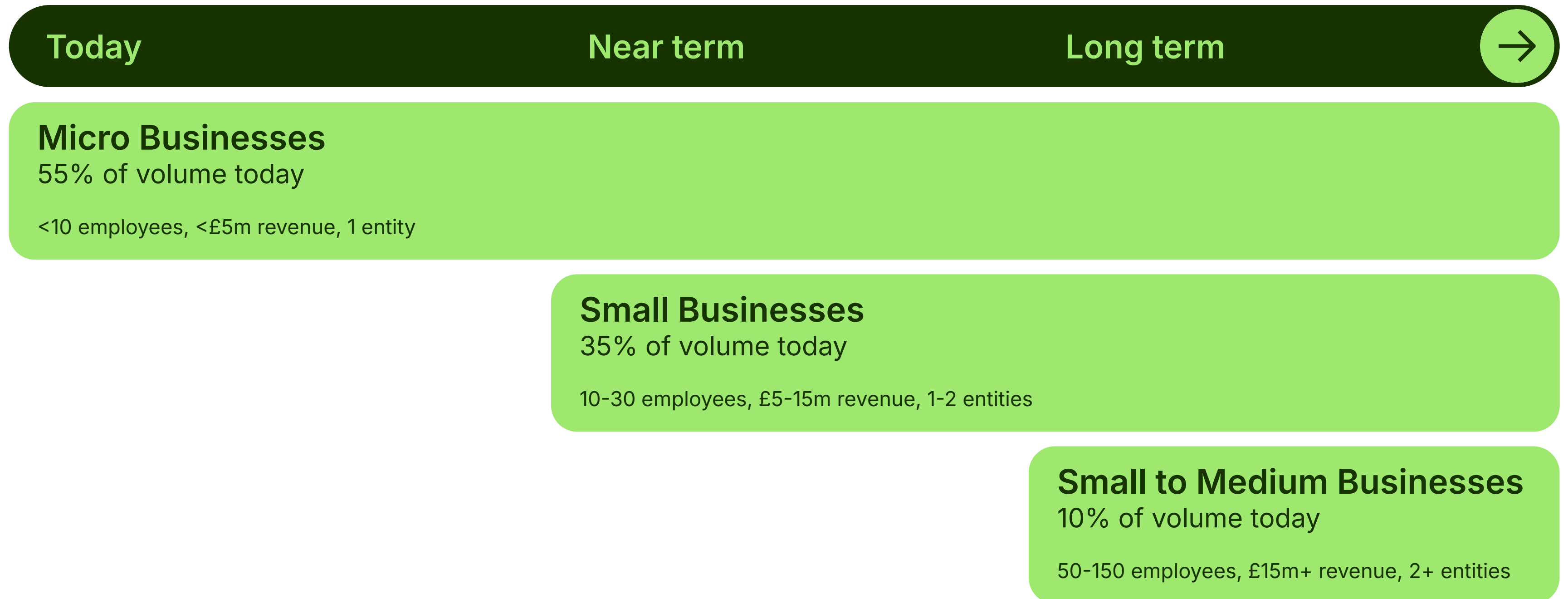
Simon
Pangolia founder

Our strategy is to support
businesses with more of their payments needs

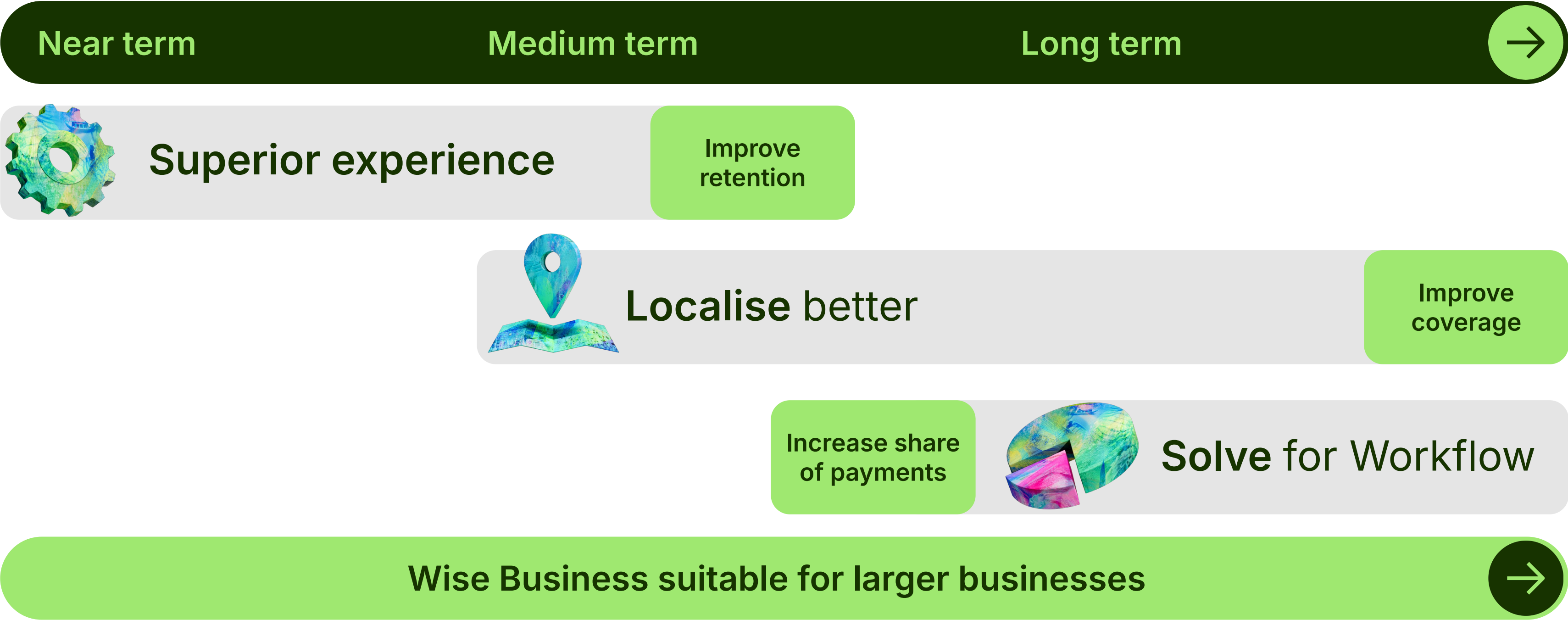
**TOTAL
TRANSACTION
VOLUME**

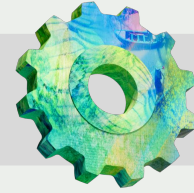
**MONEY
HELD IN
BALANCE**

**Today we are relevant for micro businesses but
as we build out the Wise Business proposition we will
become relevant for larger businesses**



We continue to invest in 3 areas to support ever larger businesses

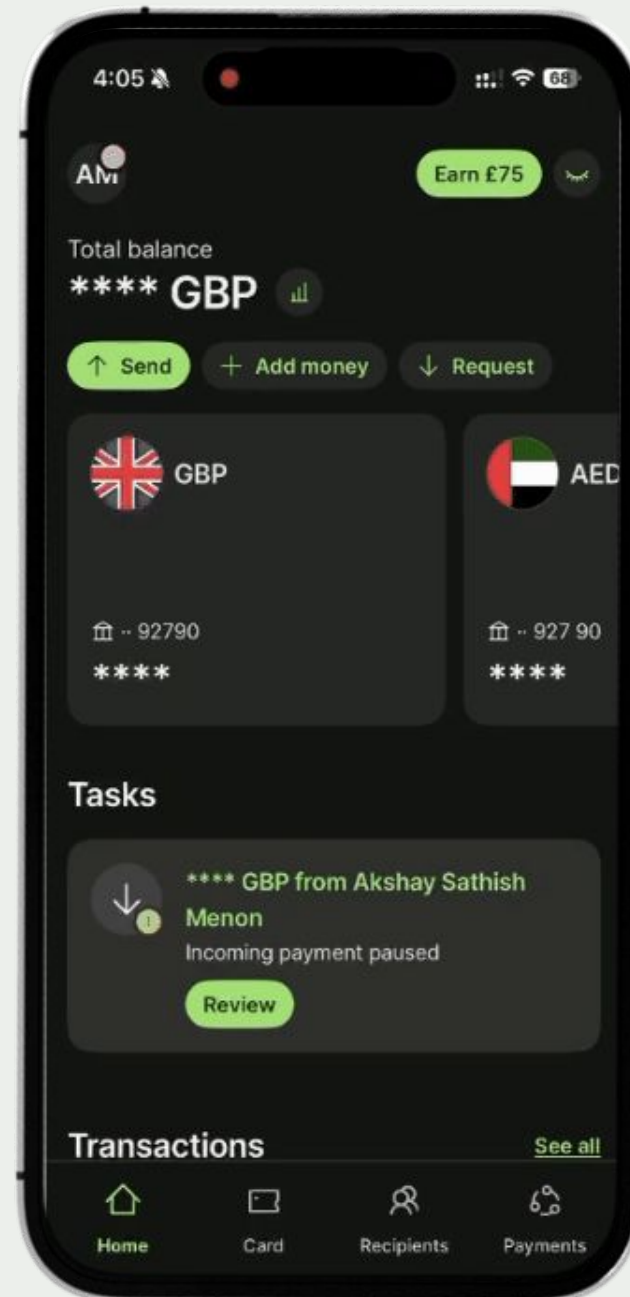




Superior experience

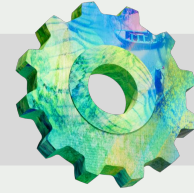
The best support experience is one that doesn't exist

Deep dive into our seamless financial crime controls



We've invested heavily over the last few years in our financial crime and regulatory checks.

We've developed sophisticated machine learning models, which combined with our deep regulatory expertise, enable us to help reduce the friction of payments.



Superior experience

The best support experience is one that doesn't exist

Deep dive into our seamless financial crime controls

4:05 68

←
in any way to the region
Zaporizhzhia?

1.0 GBP from Akshay Sathish Menon

⚠ Reference: Zaporizka
Detected by our automatic checks.

For example:

- Family, friends or businesses based in Zaporizhzhia
- Holidays or other travel to Zaporizhzhia
- A government department, embassy or passport office

☐ Yes

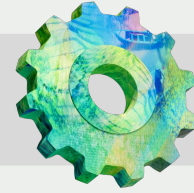
☐ No

☐ I'm not sure

Continue

We've invested heavily over the last few years in our financial crime and regulatory checks.

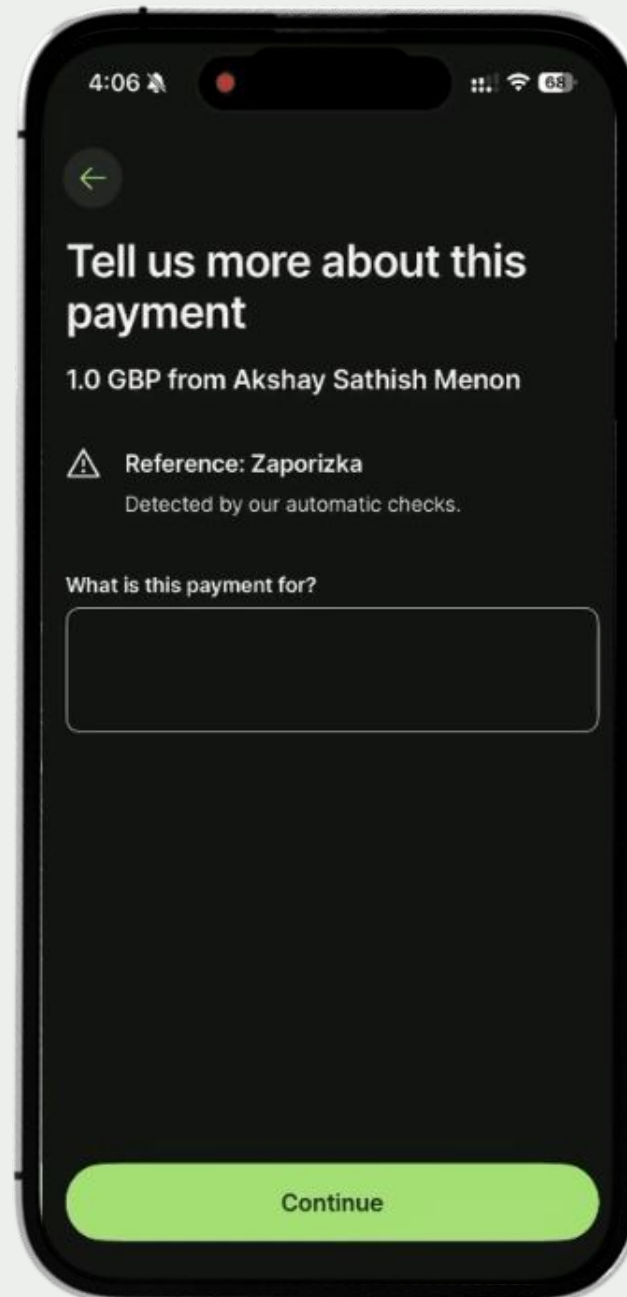
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Superior experience

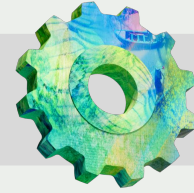
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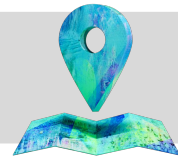
Superior experience

Customer support



Being able to reach a support agent **24/7**, with a **minimal wait time** and **resolve an issue first-time** inspires trust.

We've invested significantly in building capacity in our servicing organisation and are now investing in using that capacity to help customers switch to Wise Business and use more of our features.



Localise better

Localising our product will mean businesses, who can't use us today, become potential new customers

What we're doing

Seamless integrations with local accounting platforms

Support local tax payments

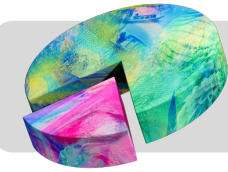
Local IBANs

Local payment methods
(eg: Bizum, iDEAL)



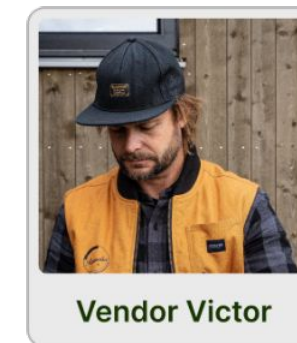
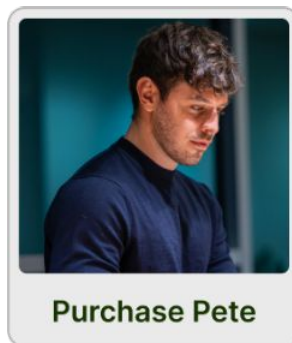
How we're doing it

**With empowered regional teams,
we're uniquely positioned to
localise business banking on a
global scale**

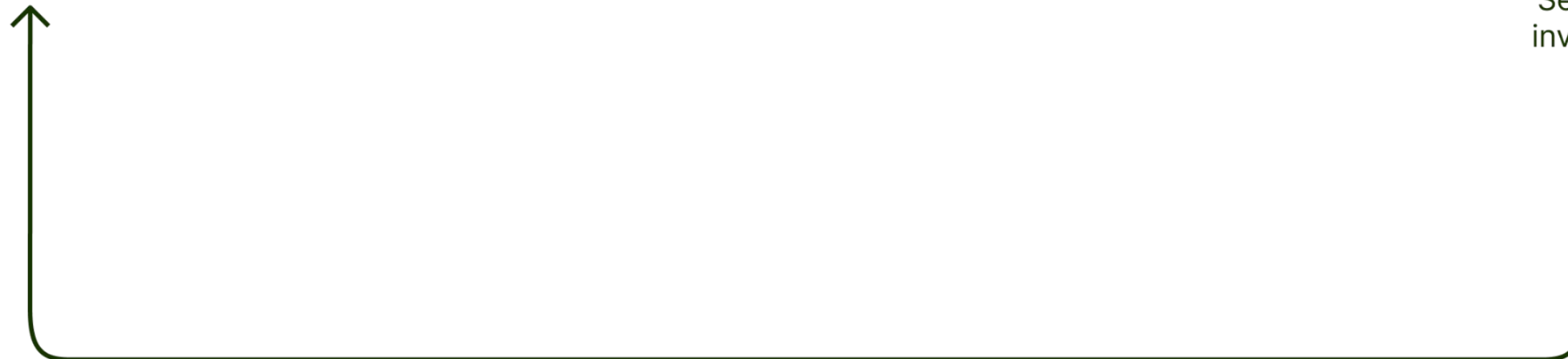


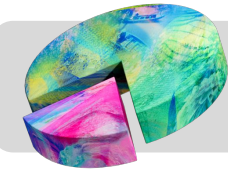
Solve for workflow

In larger businesses, the payment job is often wrapped up within a workflow...



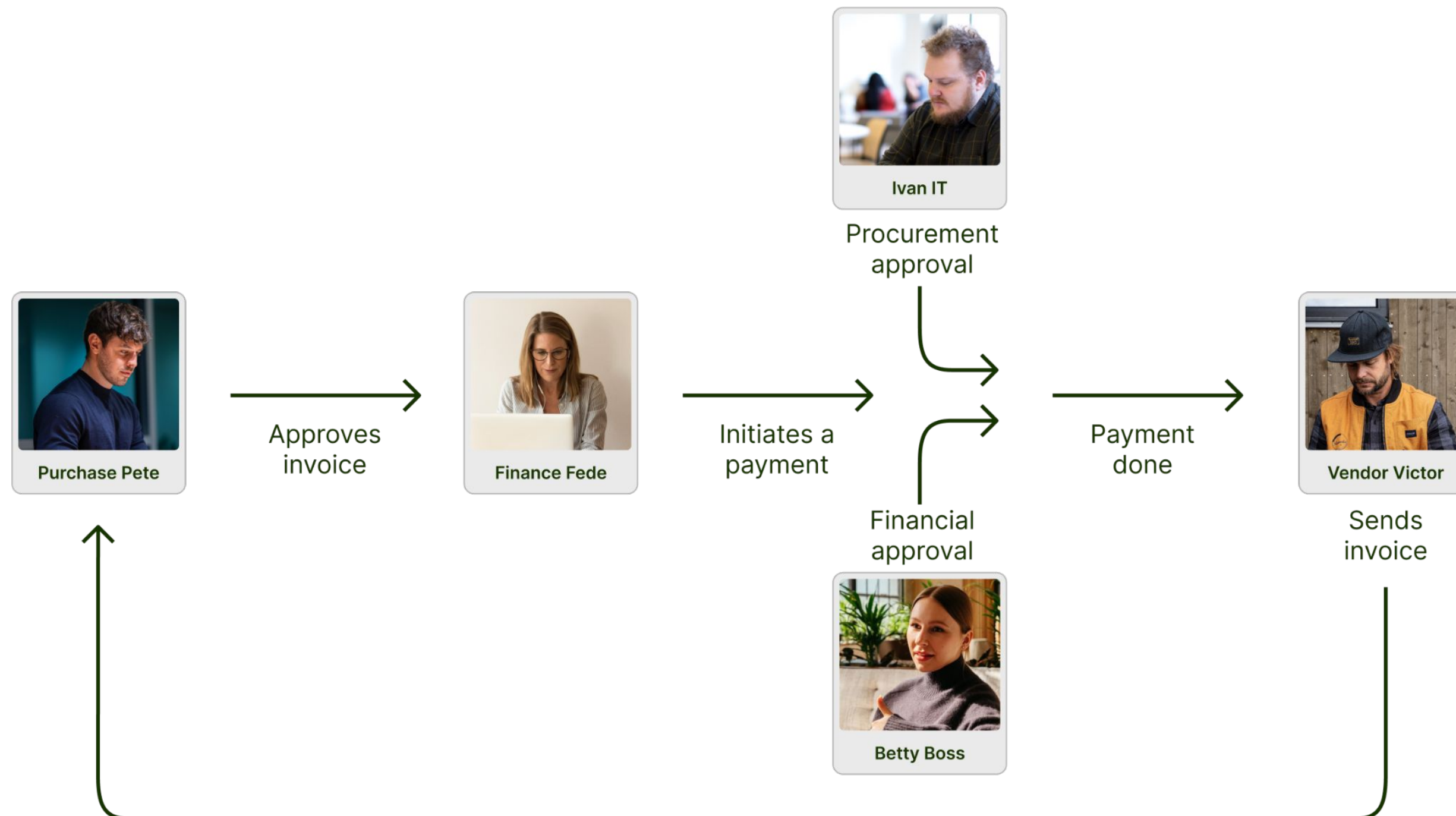
Sends
invoice

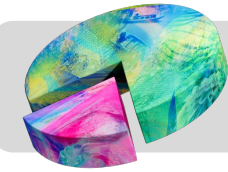




Solve for workflow

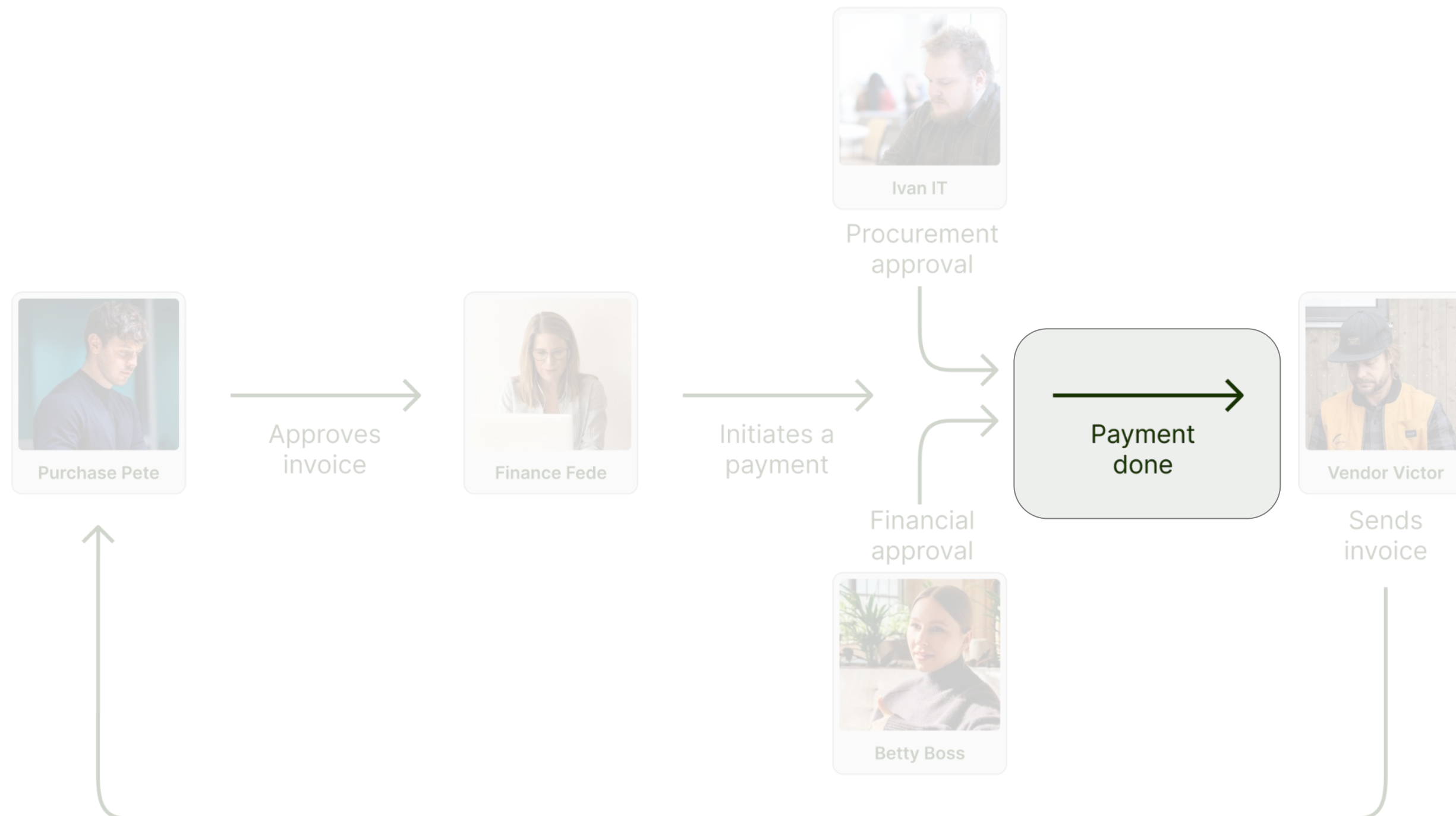
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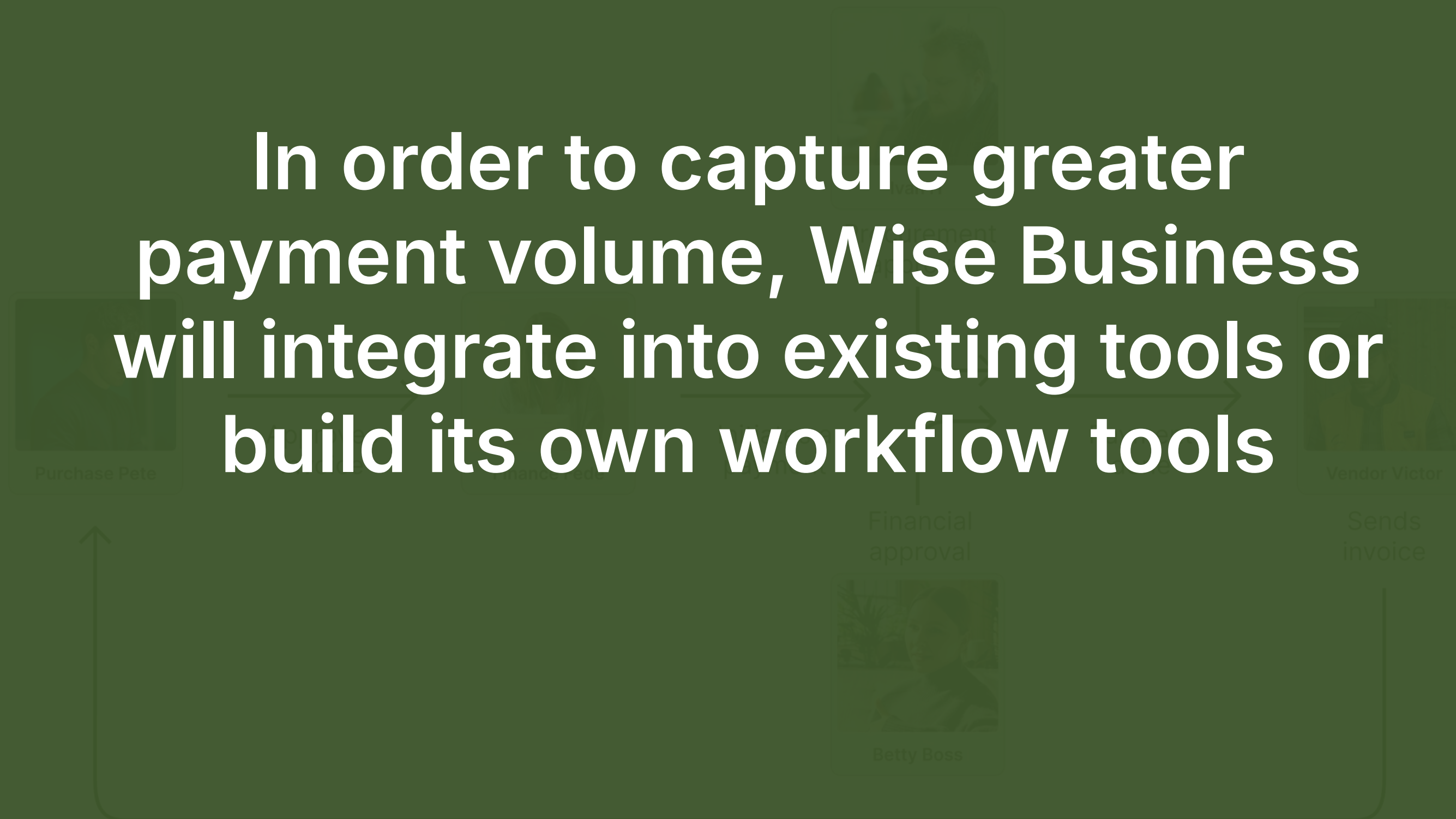
Solve for workflow

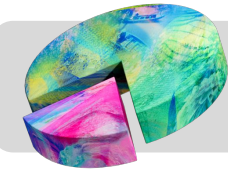
...and the payment is one small part of the flow



...and the payment is one small part of the flow

In order to capture greater payment volume, Wise Business will integrate into existing tools or build its own workflow tools





Solve for workflow

Base features in Wise Business today will become discrete products over the long term

Near term

Medium term

Long term



Base feature in Wise Business

Workflow early features

Workflow product

Multi-currency debit cards

Receipt capture

Expense management

Invoice creation

Bill pay

Send money

Batch pay

Invoice reconciliation
and account sync

Payment links

Card payment acceptance

Checkout by Wise

Greater share of revenue being processed by Wise Business



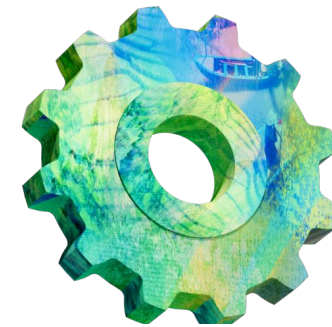
"Build the only account you need to scale your business globally"

Near term focus

Small Businesses

10-30 employees, £5-15m
revenue, 1-2 entities

35% of Wise Business volume



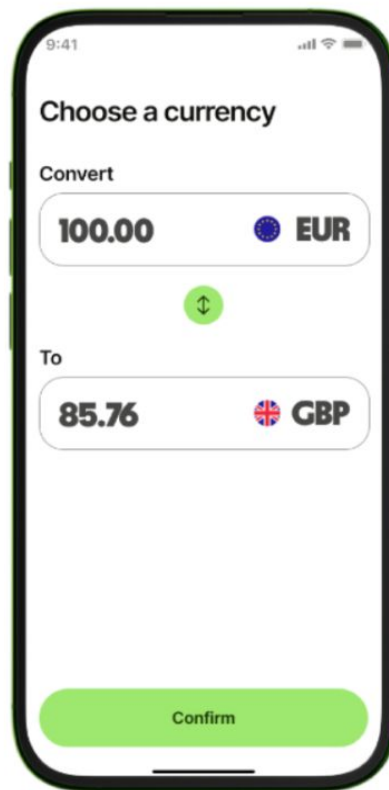
Superior experience



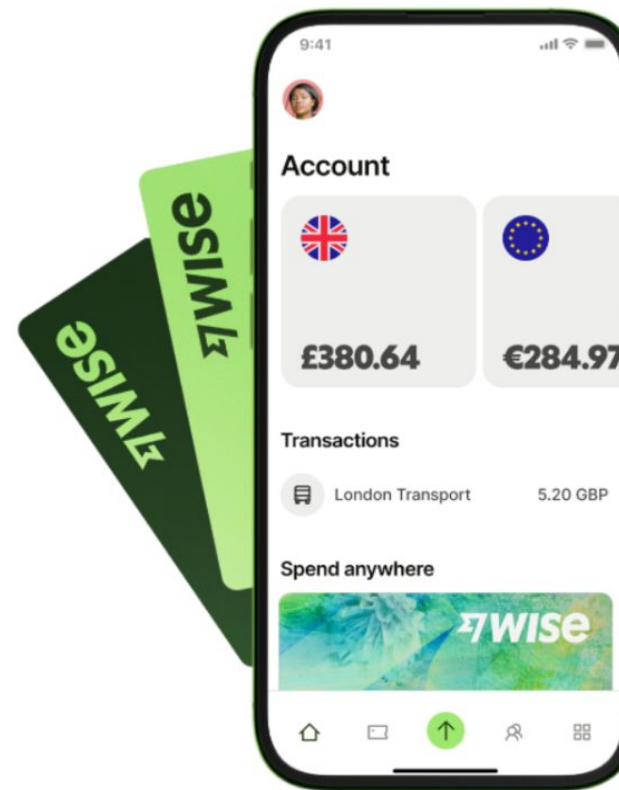
Localise better



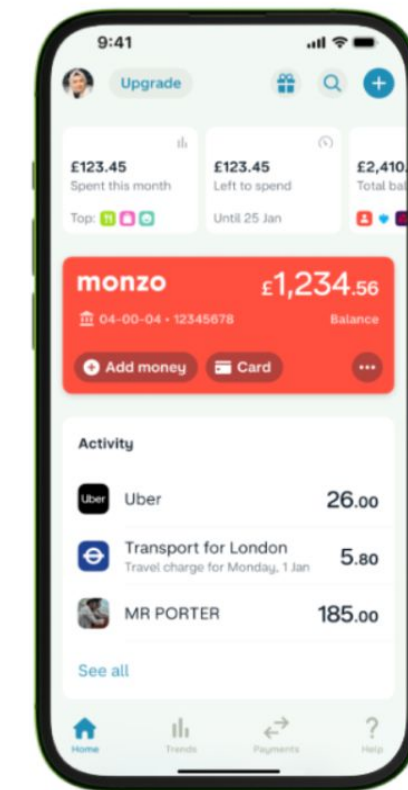
Solve for workflow



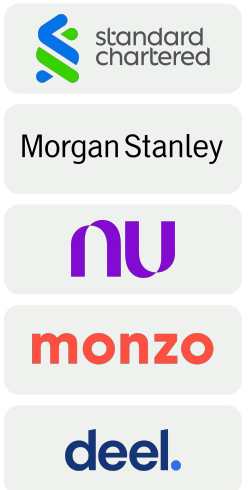
Wise Transfer
Historic



Wise Account + Wise Business
Today



Wise Platform
Future



LICENCES

CONNECTIONS

TECHNOLOGY

OPERATIONS



Wise Infrastructure

BREAK

MARKETING: THE WISE WAY

Cian Weeresinghe
Chief Marketing Officer



Customers love and recommend our products

Superior customer
satisfaction

62+

NPS⁽¹⁾

Personal: 71 average
Business: 54 average

Strong
word-of-mouth

70%+

Word-of-mouth⁽²⁾

New customer growth is virally-led

Low customer
acquisition costs

5x

LTV / CAC⁽³⁾

Sustained virality allows us to
acquire customers at a low cost

Capture a bigger size of the TAM by continuing to invest in marketing



**To proactively
position and sell our
maturing offering and
new use cases**



**Accelerate
word-of-mouth**



**Unlock scaling
across more
regions and segments**

We invest in value-driven marketing

Marketing Targets and Guidelines

20%

Target IRR⁽¹⁾

<15m

Target Payback
Period

Maximise

High Return
Marketing Spend



Marketing Framework Principles

Focus on effective investment

Bottom-up approach to our marketing budget

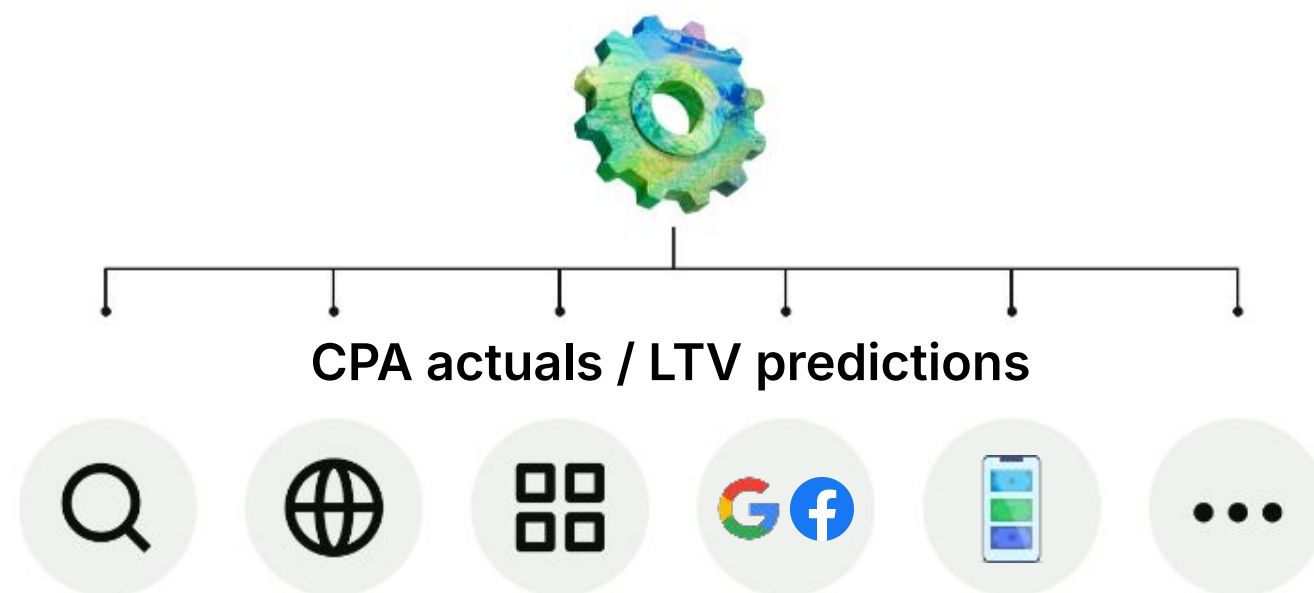
Remain agile and able to shift
spend to better IRR areas

Empowered by strong and diversified
channel capabilities

Underpinned by robust analytics-based
decision-making

Relentless focus on payback economics helps us grow

The Decisioning Engine



**Empowering
Existing Channels**

**Rapid Scaling of
New Channels**

Powered by ML and AI

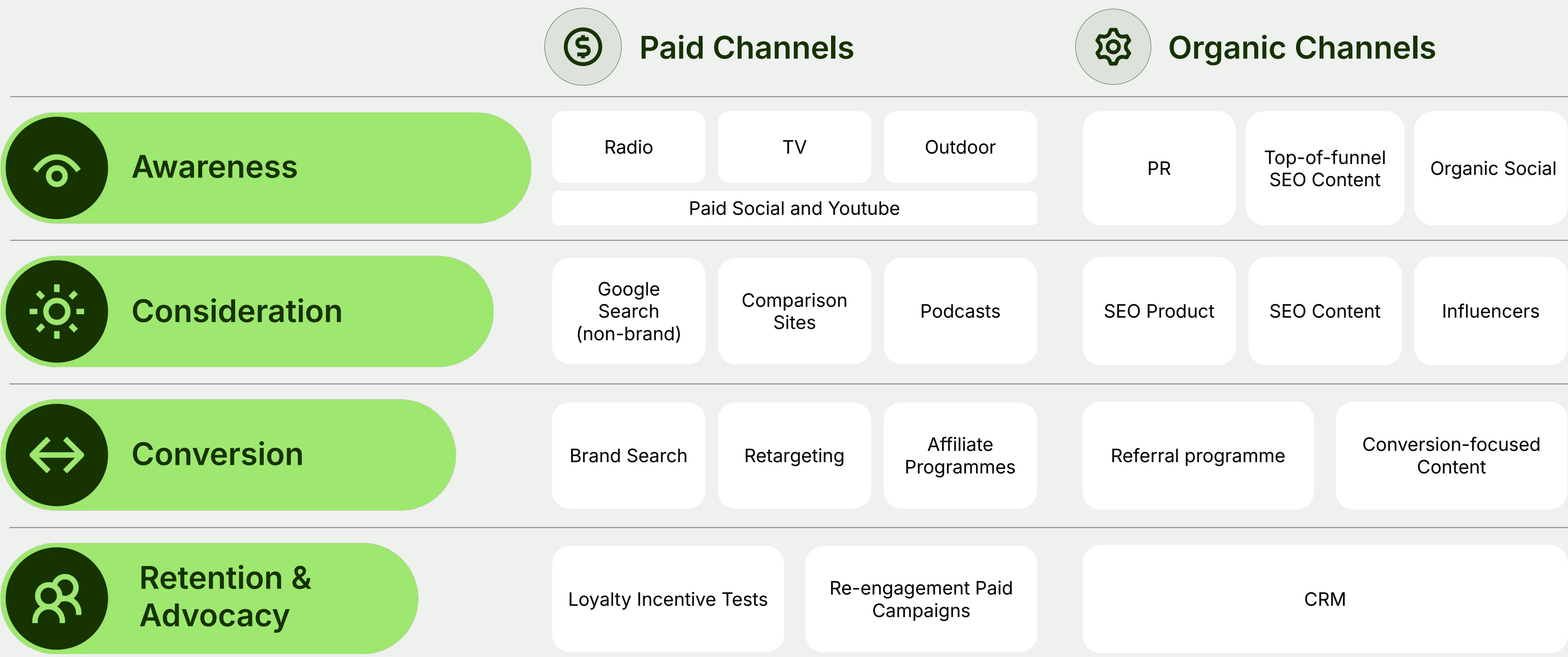
Superior Predictive Analytics - 96%

Proactive Channel Optimisations

Creative & Data Insights

Automation

We have built a highly efficient personal marketing engine

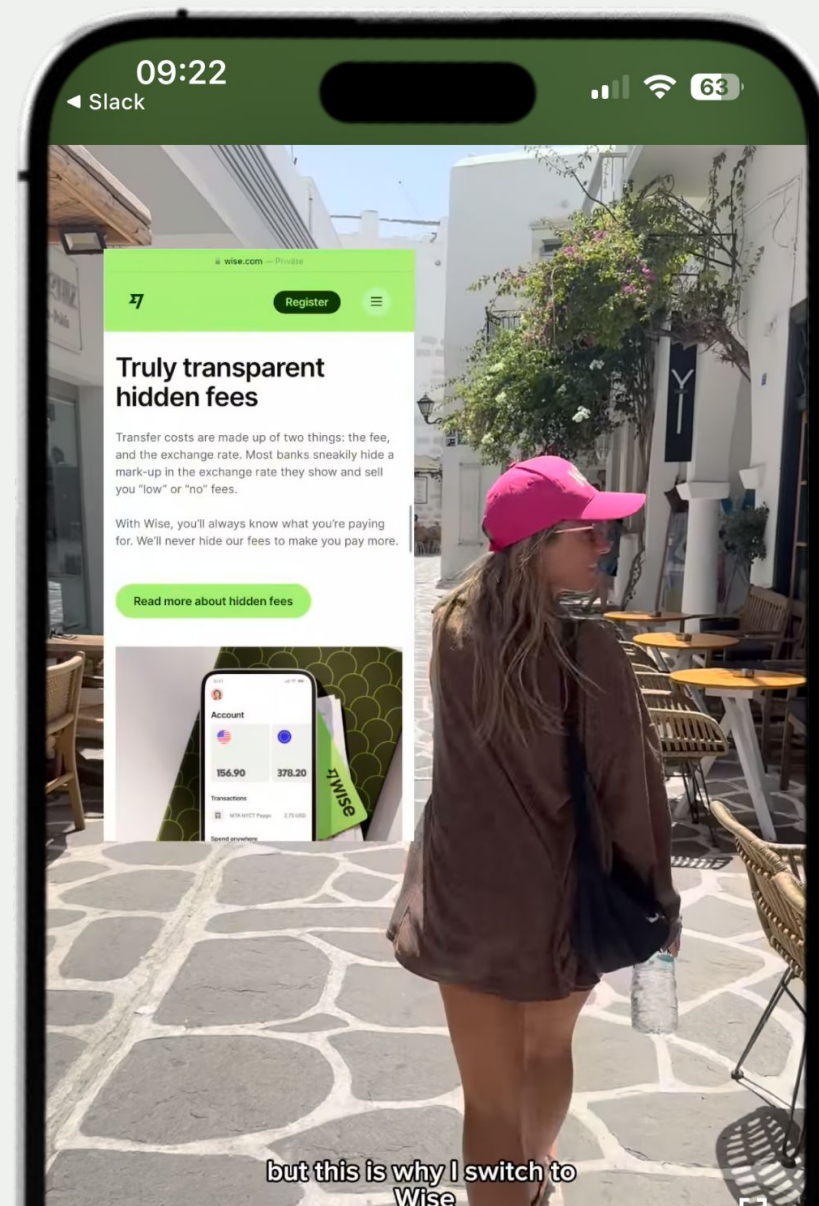


We continue to unlock new marketing channels



Cracking influencer marketing in Brazil and beyond

Building trust and scaling reach in our target audiences



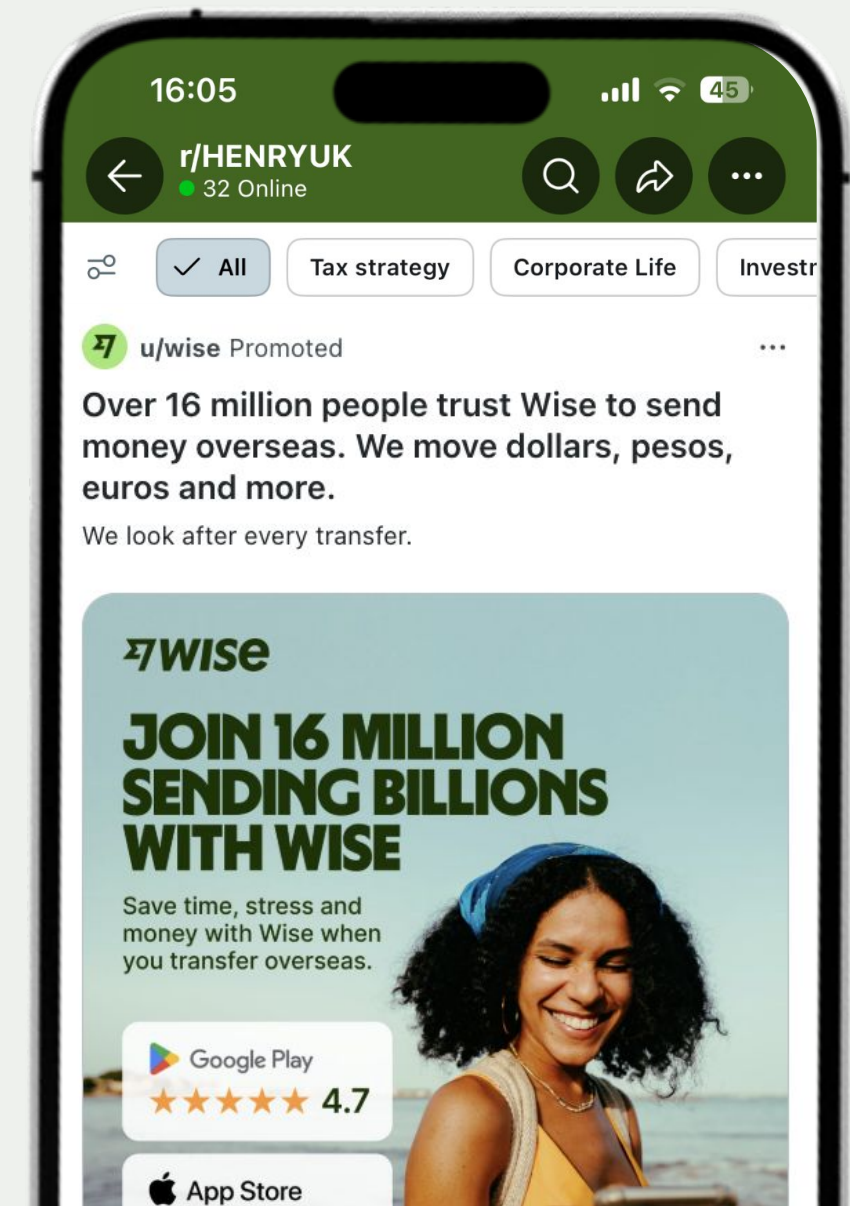
Scaling TikTok campaigns

Unlocking vertical video advertising capability across a broad audience

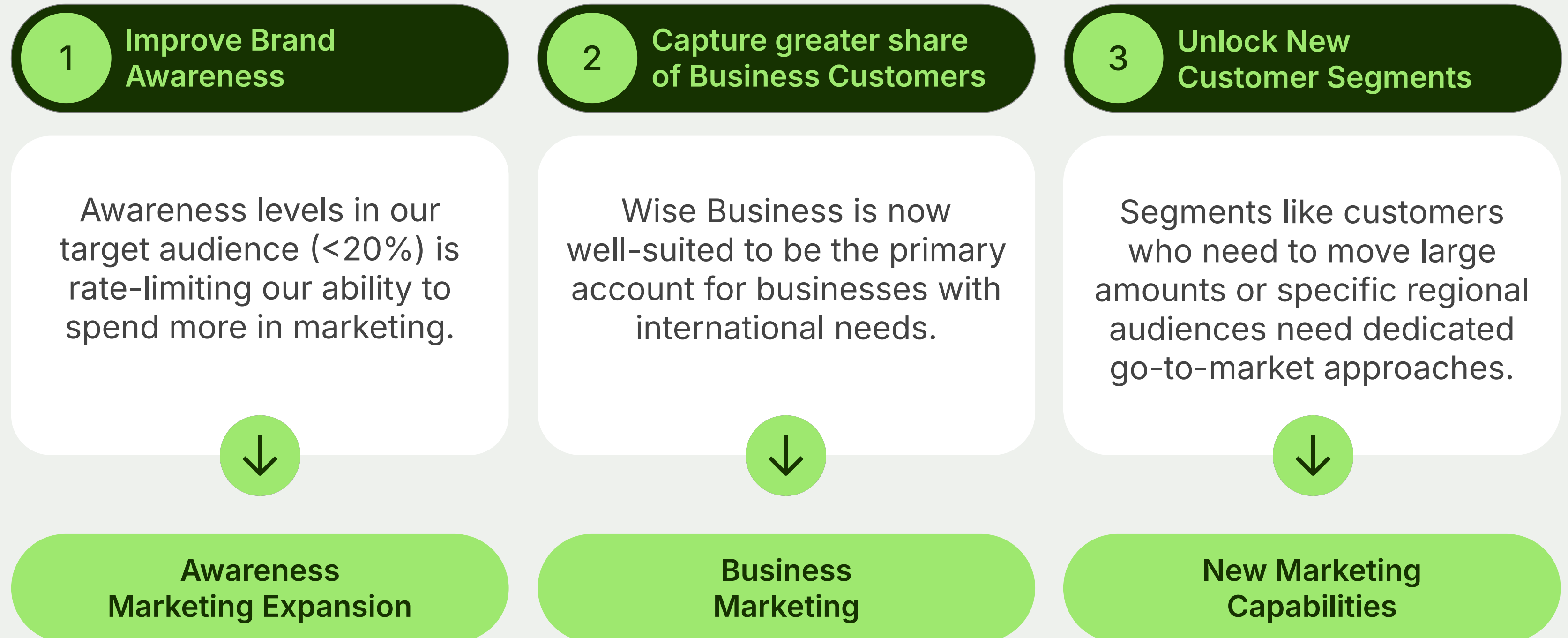


Expansion of Reddit marketing across geographies

Ability to advertise in high-trust expert networks with specific interest targeting

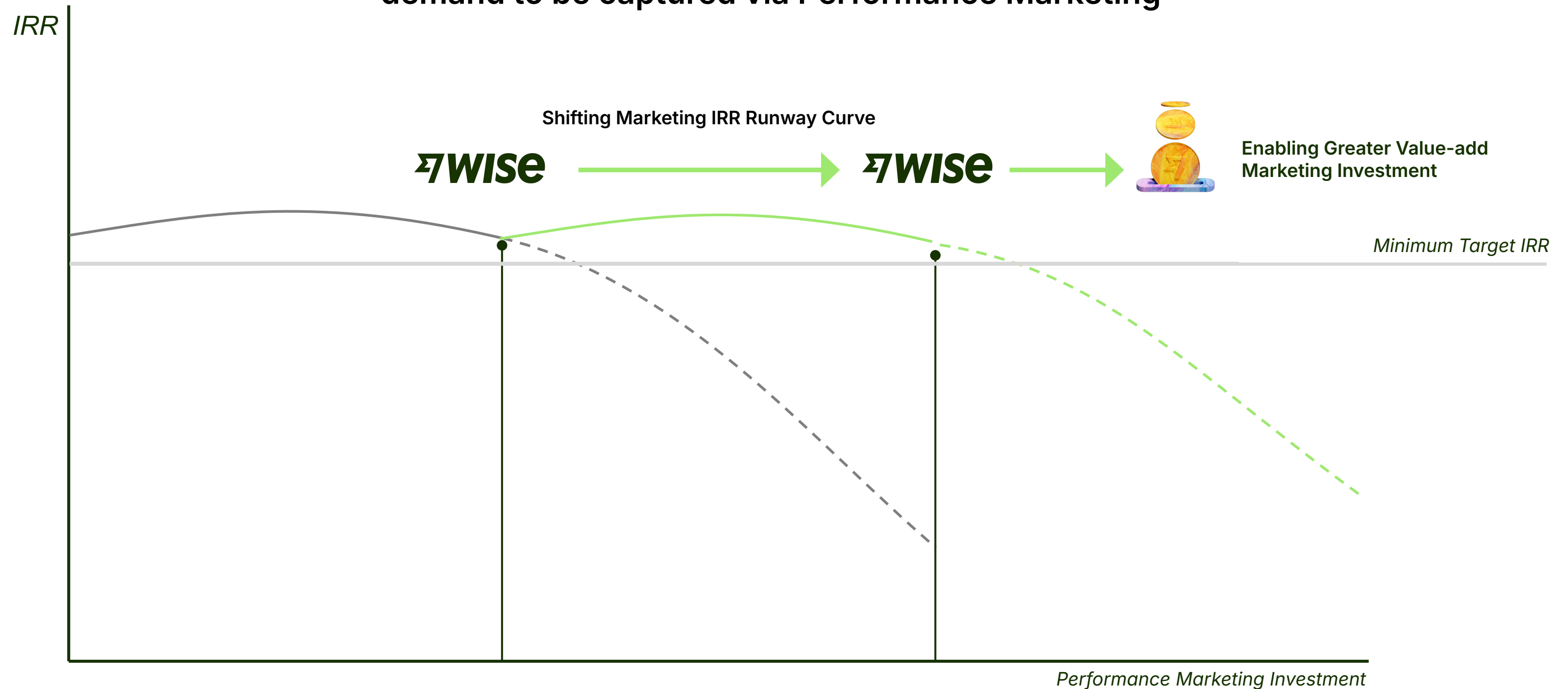


We have 3 focus areas for further growth



We are expanding awareness marketing

Awareness Marketing improves mental availability and generates incremental demand to be captured via Performance Marketing



Awareness marketing case study: Australia



A year-long marketing test reaching over 4m people



Clear measurable lift in new user growth



Awareness increased across the period from 17% to 28%



Confidence in finding an awareness marketing mix fitting our investment model

We are expanding Business marketing

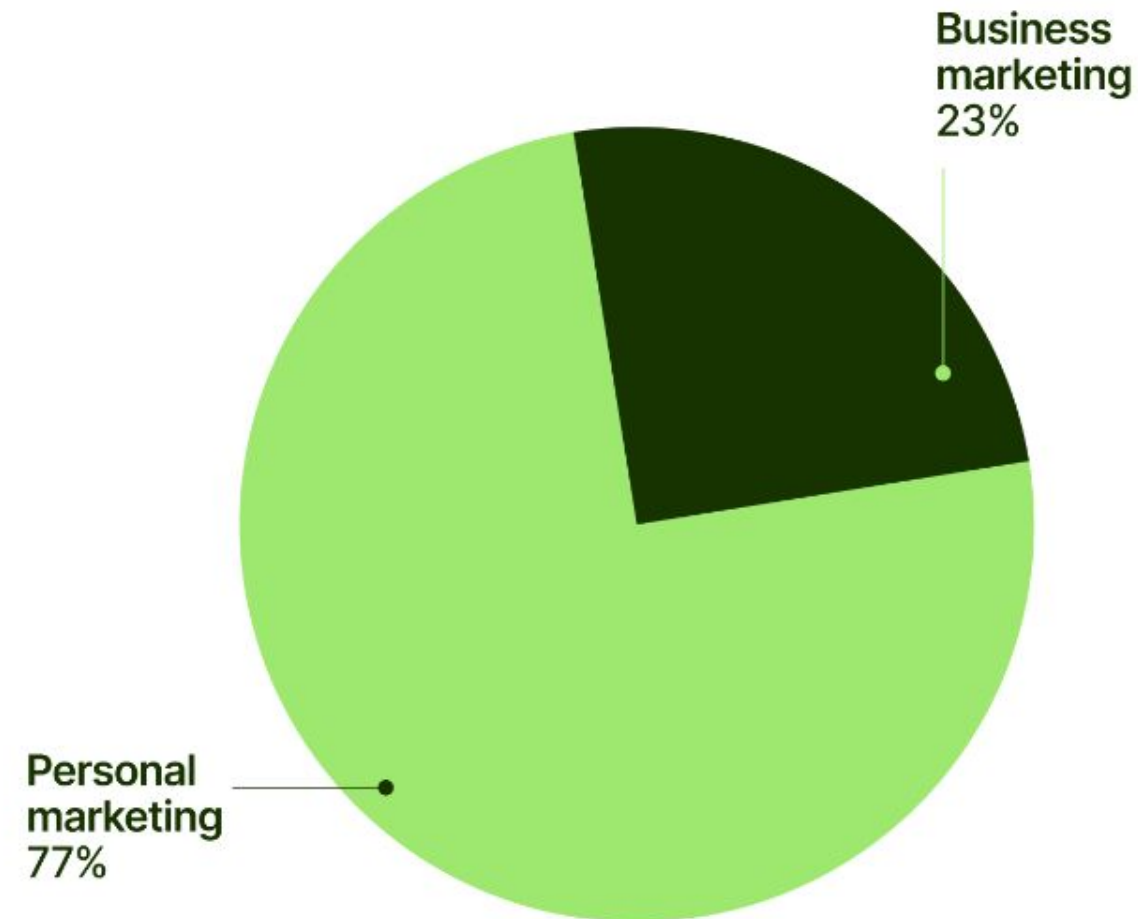
Business Customers are Highly Attractive

High
LTV

High
Transaction
Values

Strong
Product
Stickiness

Business Customer Acquisition is Driven by Personal Marketing



Go to Market Opportunities

Small Businesses

10-30 employees, £5-15m
revenue, 1-2 entities

Partnerships with VCs to target startups

Lead-generation tactics and sales-assist

Awareness campaigns in UK/US



Business marketing campaign: Calm The Chaos



New dedicated activities to specific segments

High-Volume Customer Marketing

Marketing growing 70%+ YoY

Relocation Companies

Real Estate Brokers

Tax Specialists

Migration Agencies

US-listed
HR Teams

Wealth Managers

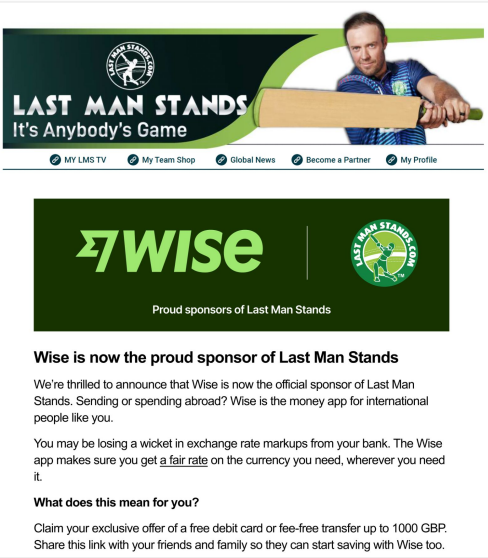
Regional Marketing

Building Regional Marketing Teams to Support on:

New local
marketing
channels

Local
events

Local
campaigns



Why marketing will continue to drive growth

1 Unique approach to building brand

2 Deep customer understanding to unlock our Business segments

3 Designed to win our new customer segments.

Continue to expand value-driven marketing



SCALING WISE PLATFORM

Steve Naudé

Managing Director, Wise Platform



NEXT GENERATION GLOBAL PAYMENTS INFRASTRUCTURE

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```

```
"ref  
{,  
"has  
"sou
```


Our partners choose us to help fix key cross-border pain points

1 Inefficient operations (high operational cost)

2 Poor customer experience (low NPS)

3 Customer churn and client growth challenges

Our partners choose us to help fix key cross-border pain points

1 Inefficient operations (high operational cost)

2 **Poor customer experience (low NPS)**

3 Customer churn and client growth challenges

Our partners choose us to help fix key cross-border pain points

- 1 Inefficient operations (high operational cost)
- 2 Poor customer experience (low NPS)
- 3 **Customer churn and client growth challenges**

POWERING THE WORLD'S MONEY

7wise Platform

We deliver value through our suite of products

SEND MONEY

Globally or locally

Making cross-border payments via our 70+ licenses, 350+ local payments rails offering instant speed and 24/7 support



160+ Countries



50+ Currencies



24/7 Online Support

Multi Currency Accounts

Manage balances in 40+ currencies

Power multi-currency accounts to partners customers - enabling holding, converting and managing funds in over 40 currencies



Hold in 40+ currencies



Convert balances



Local account details

Receive Money

As a receive correspondent

Acting as a global receive correspondent, using Wise infrastructure to receive money globally



Receive in 40+ currencies



Funds settled in desired currency



Via Swift and API

Card Issuing

Empower users to spend globally

Issuing of multi-currency debit cards with Wise API, with configurable card controls



Physical and virtual debit cards



Card Issuing in multiple countries



>4 million cards issued at Wise

We segment the market in three verticals

Large digital banks

monzo nu

N26 EQ Bank

High win rate, scaled with partners
Chosen on tech and ease of implementation and strong brand
Wallet share growth

Online platforms

agoda Brex ramp
InteractiveBrokers SPENDESK

Focusing on scaling in key sub-verticals
Chosen to grow wallet share and drive customer delight
Switching volumes to us

Major banks

standard chartered mandiri
Morgan Stanley itaú

Recent wins with focus on ramp up
Chosen to drive speed of impact and minimise investment costs
Building consensus in matrixed bank structures to win major flows

Driving growth today

Driving future growth



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Building consensus in matrixed bank structures to win major flows

Driving growth today

Driving future growth



Recent announcements in key geographies



Providing
multi-currency
accounts
and international
debit cards

Announced April 2024



Powering remittances
out of Asia and
Middle East

Announced November 2024

Morgan Stanley

Enabling fast and
low cost
cross-border
payments
for corporates

Announced December 2024



Helping drive
profitable growth
with efficient
cross-border
payments

Announced March 2025



Reclaiming market share

MD

Matthew joseph devine

AUD - Bank - 246563516

Mata Uang

AUD Australian Dollar

Nominal yang Diterima

AUD

10

Kurs

AUD 1 = IDR 10.298,0

Hasil Konversi

IDR 102.980⁰⁰

Biaya Komisi

IDR 13.095¹⁶

Biaya Transaksi

Promo

IDR 0⁰⁰

IDR 75.000⁰⁰

Total Biaya

IDR 13.095¹⁶

20%

Month-on-month growth

126

A global network of partners

North America

EQ Bank

Brex

G Pay

Stanford
FEDERAL CREDIT UNION

Morgan Stanley

ramp

Andrews
FEDERAL CREDIT UNION

GLOBALIZATION
PARTNERS

Interactive
Brokers

nu

itaú

Travelex

Confidence

Latin America

monzo

ABBAYCROSS

Allica Bank

Thought
Machine

Qonto

SWAN

ActivoBank
simplifica

Europe & Middle East

bunq

temenos

N26

Wio

IndusInd Bank

Joil
SAB

standard
chartered

moomoo

TIGER
BROKERS

aspire

agoda

Shinhan Bank

GMO AIOZORA NET BANK

mox

ZA Bank

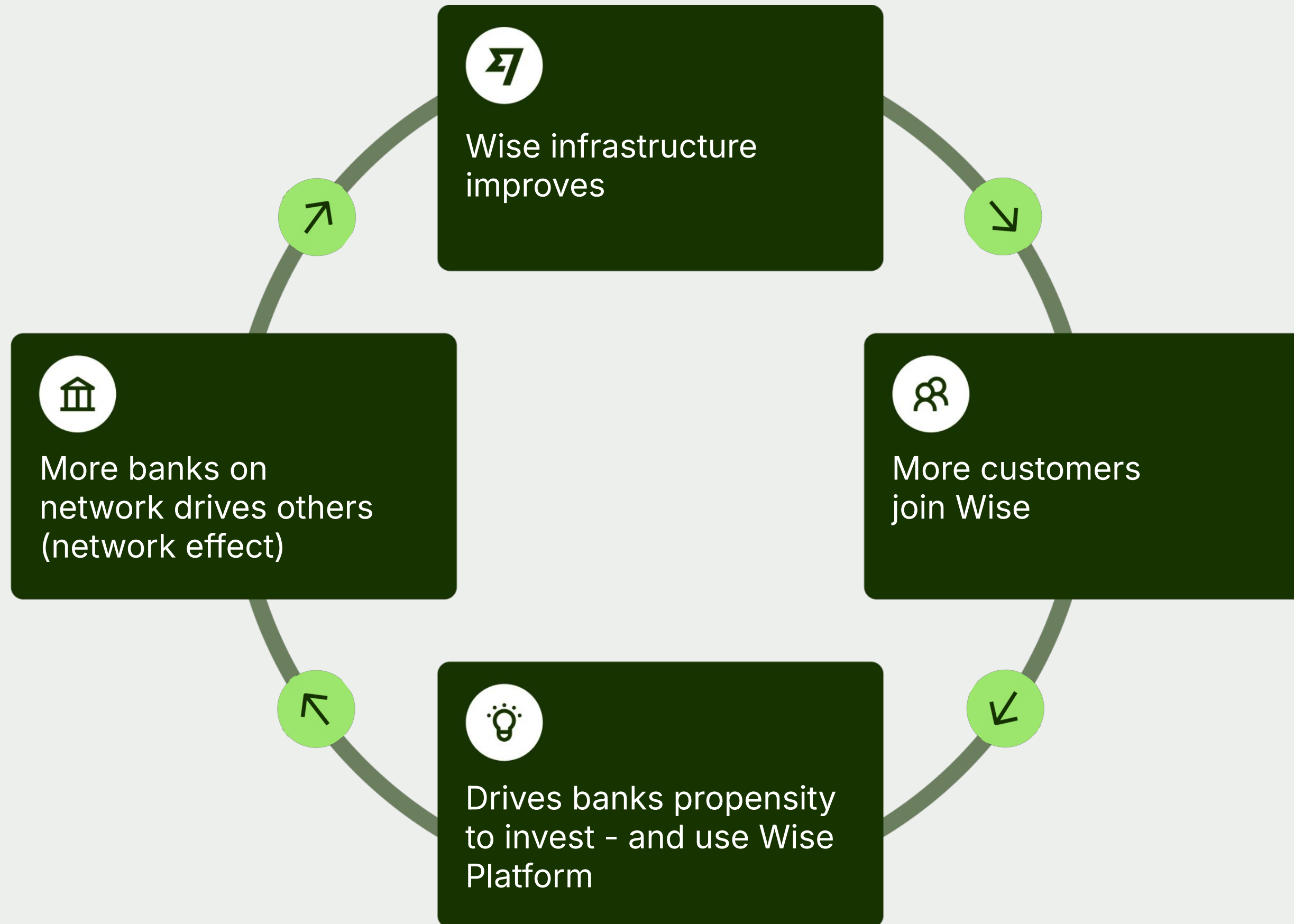
Asia Pacific

proSpend
formerly expensamanager

BUILDING THE NEXT GENERATION

of global payments infrastructure

...becoming a trusted backbone for partners,
driving ~10% of Wise FX volume medium term



We are building a solid pipeline and strong awareness

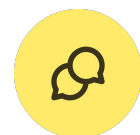


Wise flagship conferences

Across 3 regions
Singapore, London, San Francisco



Attended by 500+ global leaders
each year across target accounts



Invite only round tables

Global innovation panels - across key
cities globally



Private events with decision makers
from major banks and platforms



Industry events

Participation and sponsorship of SIBOS,
Money 2020, BAFT Forum and regional
events



Speaking events to meet and network
with key major banks and platforms

Building a network of decision makers for consistent opportunity flow

We are doubling our sales, delivery and marketing teams this year

Double our go-to-market teams to build and convert pipeline across verticals

Sales & Marketing

Delivery & Implementation

Product & Engineering



Powered by Wise Infrastructure

LICENCES



CONNECTIONS



TECHNOLOGY



OPERATIONS



Wise Infrastructure

**HIGH
SPEED**



**LOW
COST**



RESILIENT



SCALABLE



OUR FINANCIAL MODEL

Emmanuel Thomassin
Chief Finance Officer



FY 2025 was another strong year of delivery

15.5M

Active customers

↑ Up 21%

£21B

Customer holdings

↑ Up 30%

£145B

Cross-border volume

↑ Up 22%

£1.36B

Underlying income

↑ Up 16%

20%

Underlying profit before tax margin

↓ Down 1pp

Note(s): Preliminary unaudited results for FY 2025, approximate figures.

1. Customer holdings is the total of the amount of customer balances in the Wise account as well as the amounts invested in the 'Assets' feature. Holdings include Assets Under Custody of c£4bn

Achieving our vision will increasingly generate strong shareholder value

Key financial principles

Maintain a controlled, disciplined and returns-led approach to investment

Invest in our infrastructure to sustainably reduce the cost of doing business

Where we sustainably reduce costs, assess ability to pass these savings to our customers and deepen our price advantage

High growth, but always profitable with strong focus on our margin targets

Expected long-term outcomes

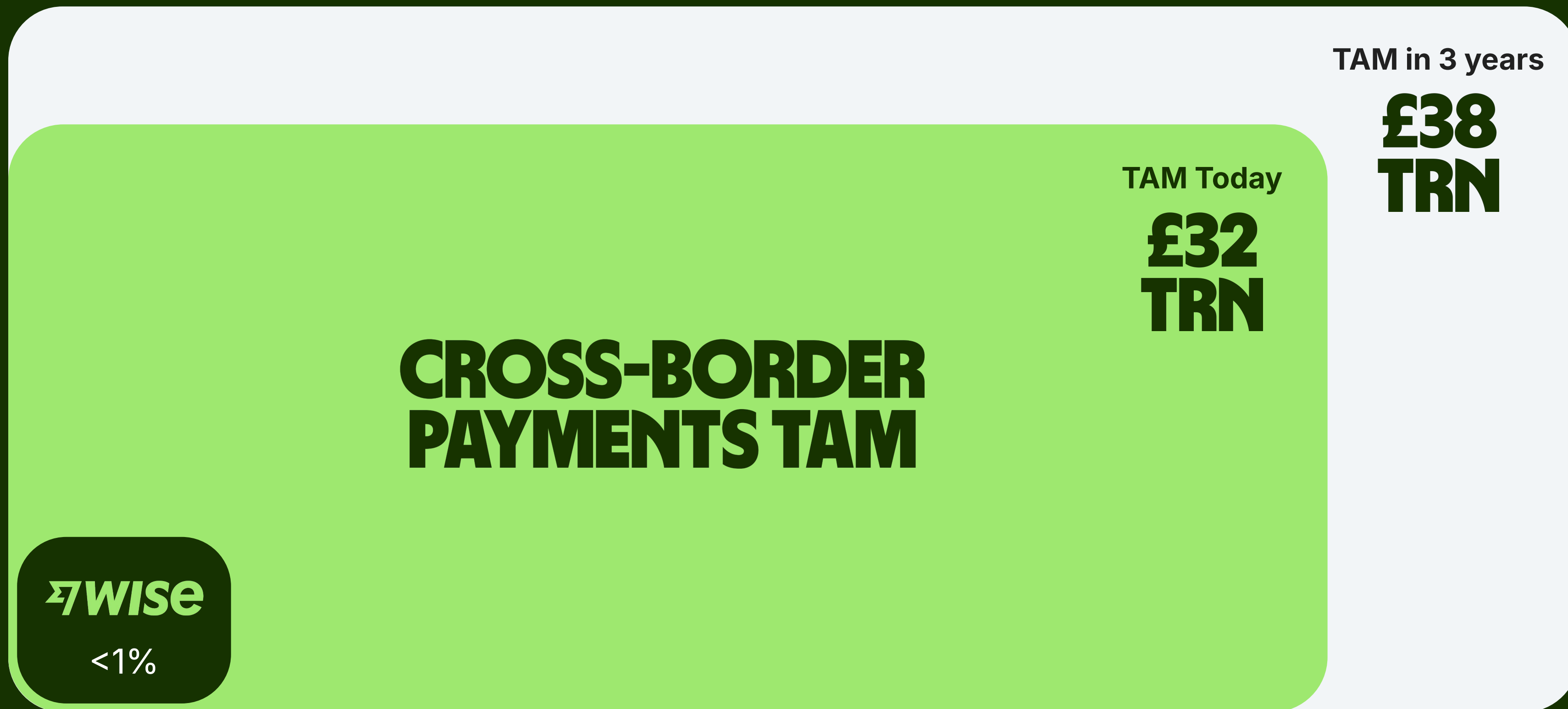
Huge long-term potential for sustained active customer growth

Over time, more valuable and higher-margin customers

Significant capacity to invest in the business, whilst maintaining margins

Significant earnings growth and free cash flow

The opportunity is huge...



We have a long-term track record of financial delivery



Note(s): Preliminary unaudited results for FY 2025, approximate figures.
1. Customer holdings is the total of the amount of customer balances in the Wise account as well as the amounts invested in the 'Assets' feature. Holdings include Assets Under Custody of c£4bn

Customers love our products and that drives our growth

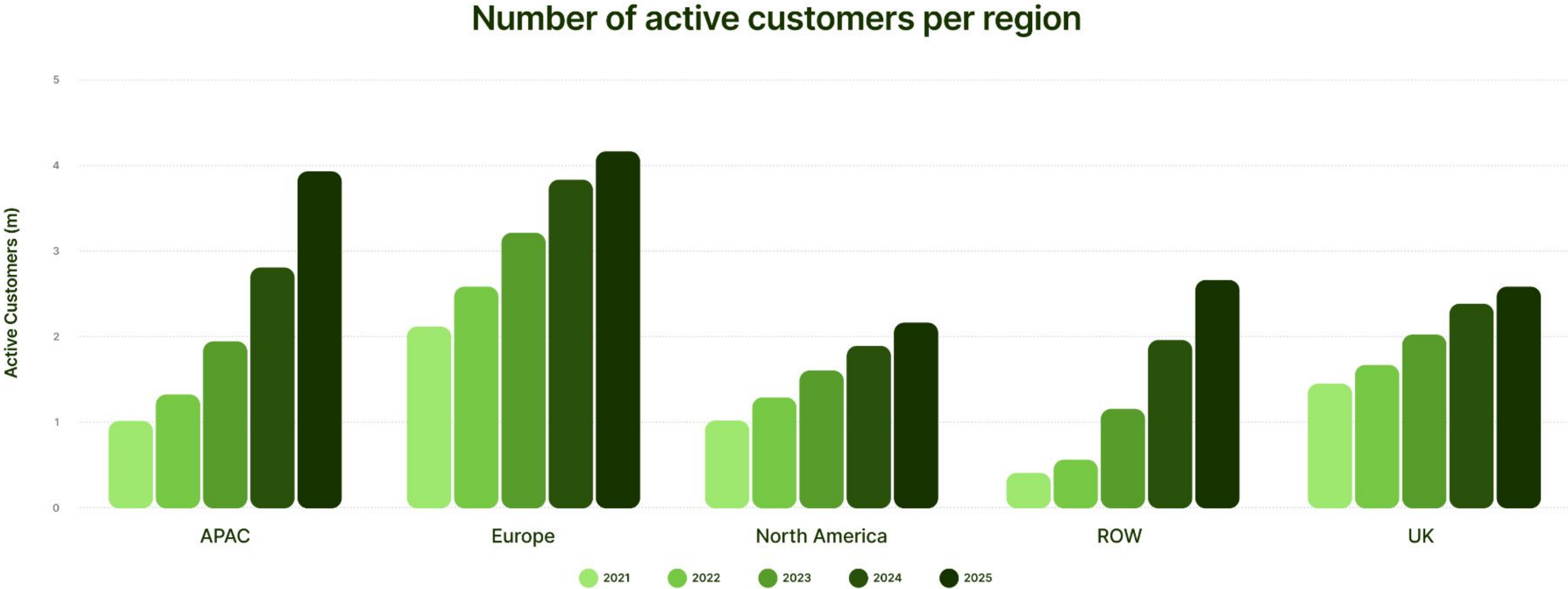
62+

Overall Net
Promoter Score

70%+

Customers joining
from word-of-mouth
referrals

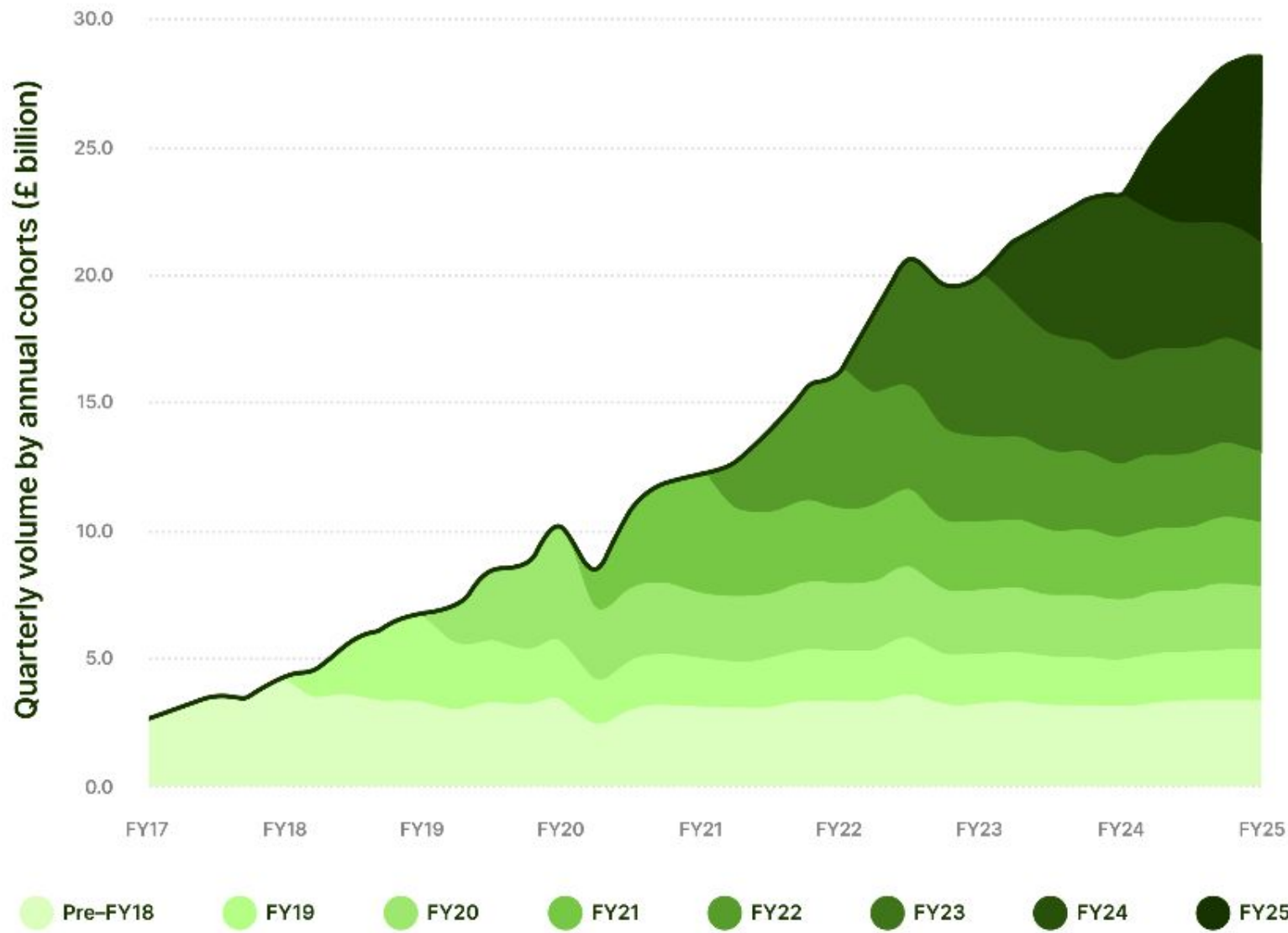
Strong and consistent customer growth across all markets



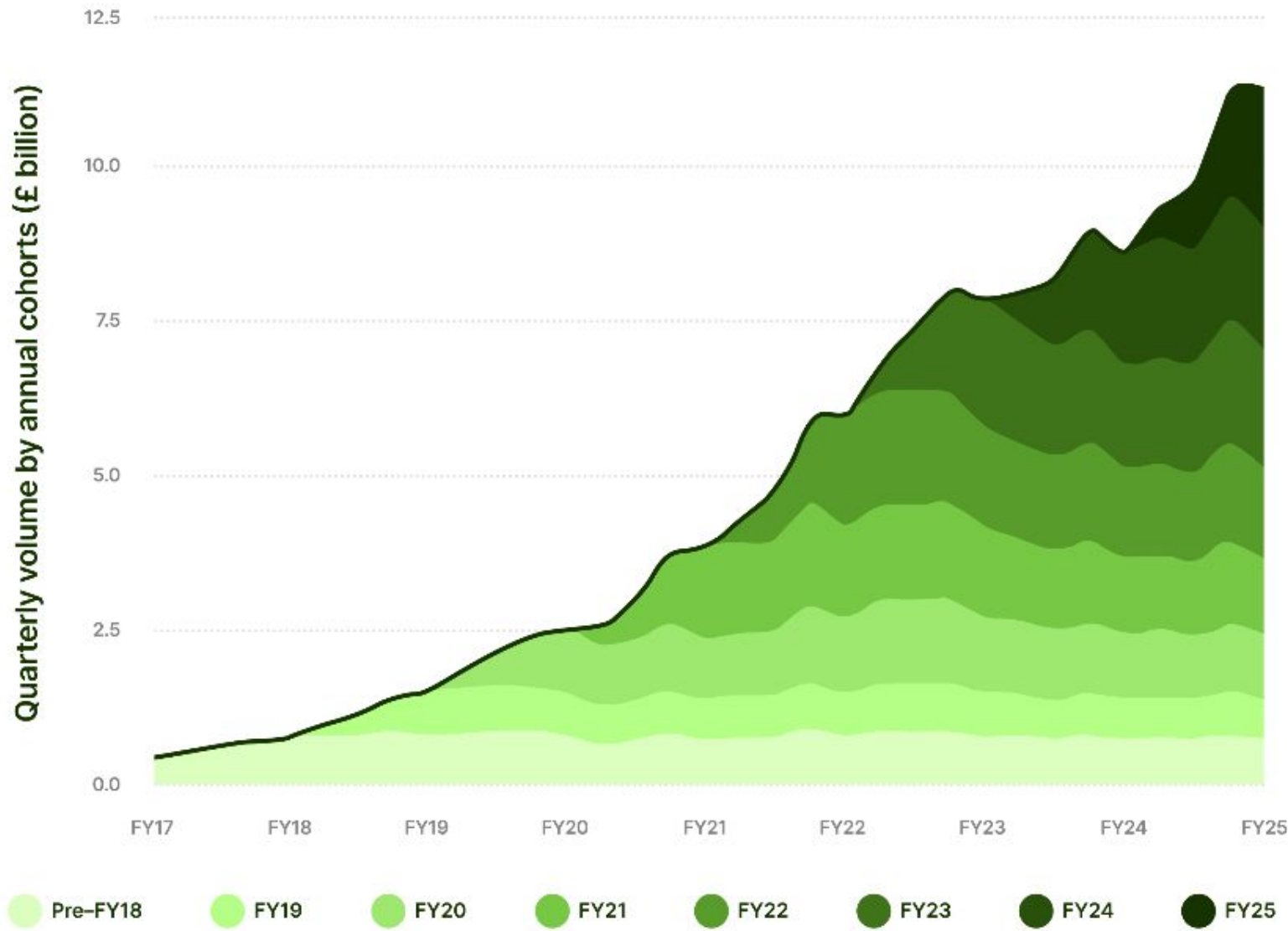
Note(s): Preliminary unaudited results for FY 2025, approximate figures.

Our customers continue to stay with us for many years

Personal — Volume

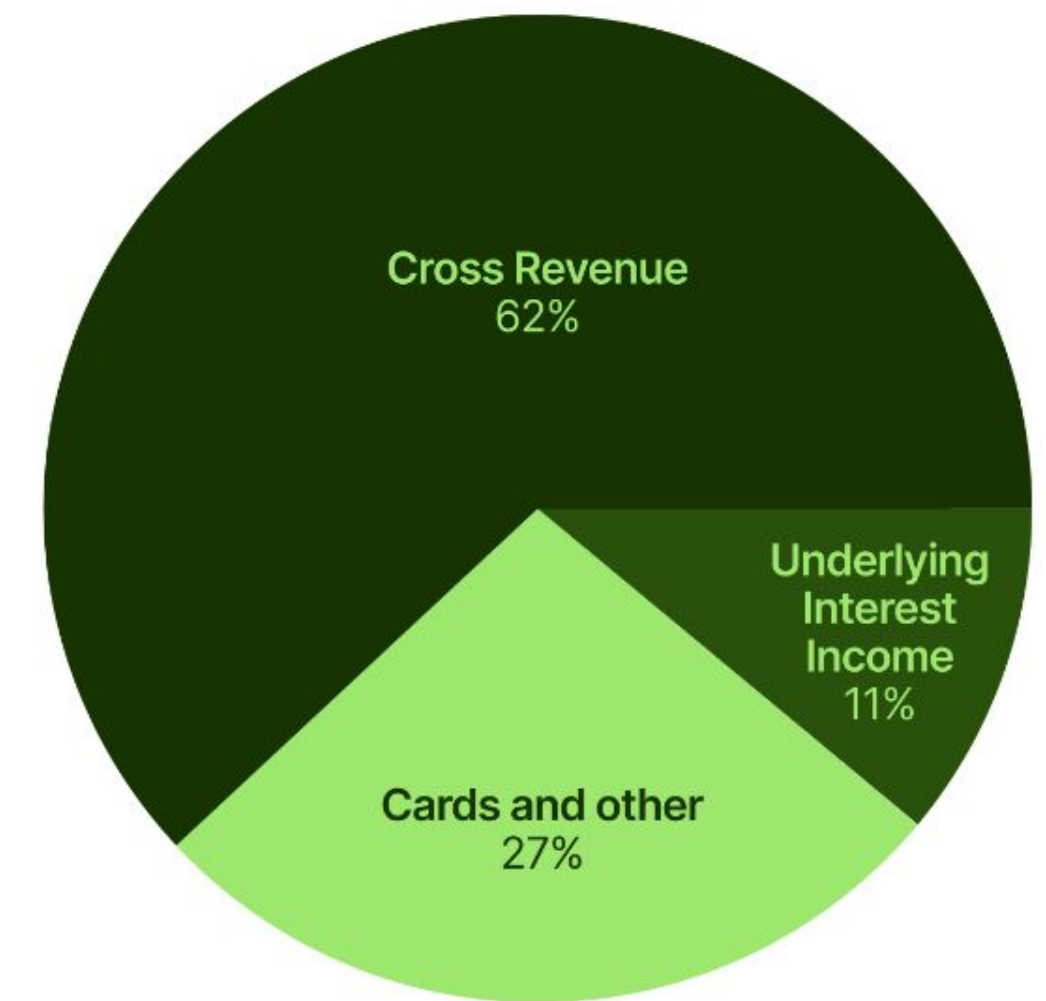
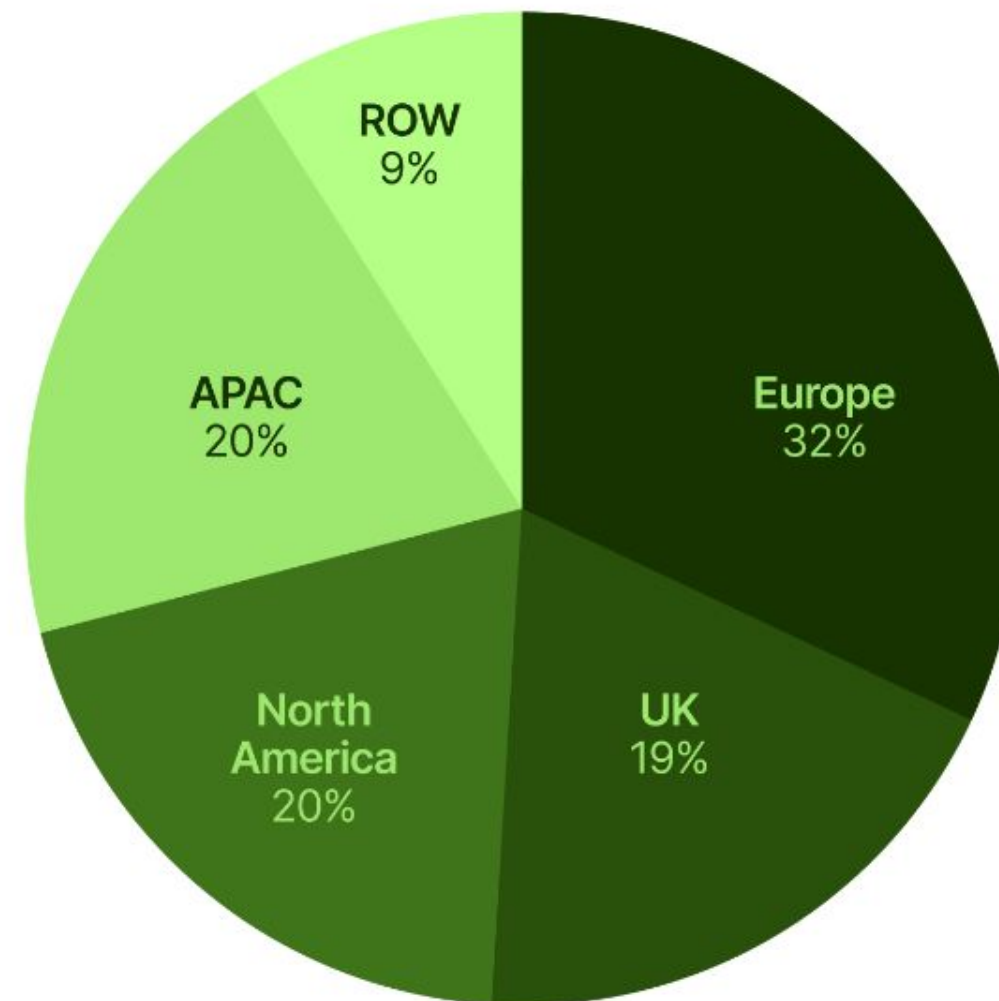
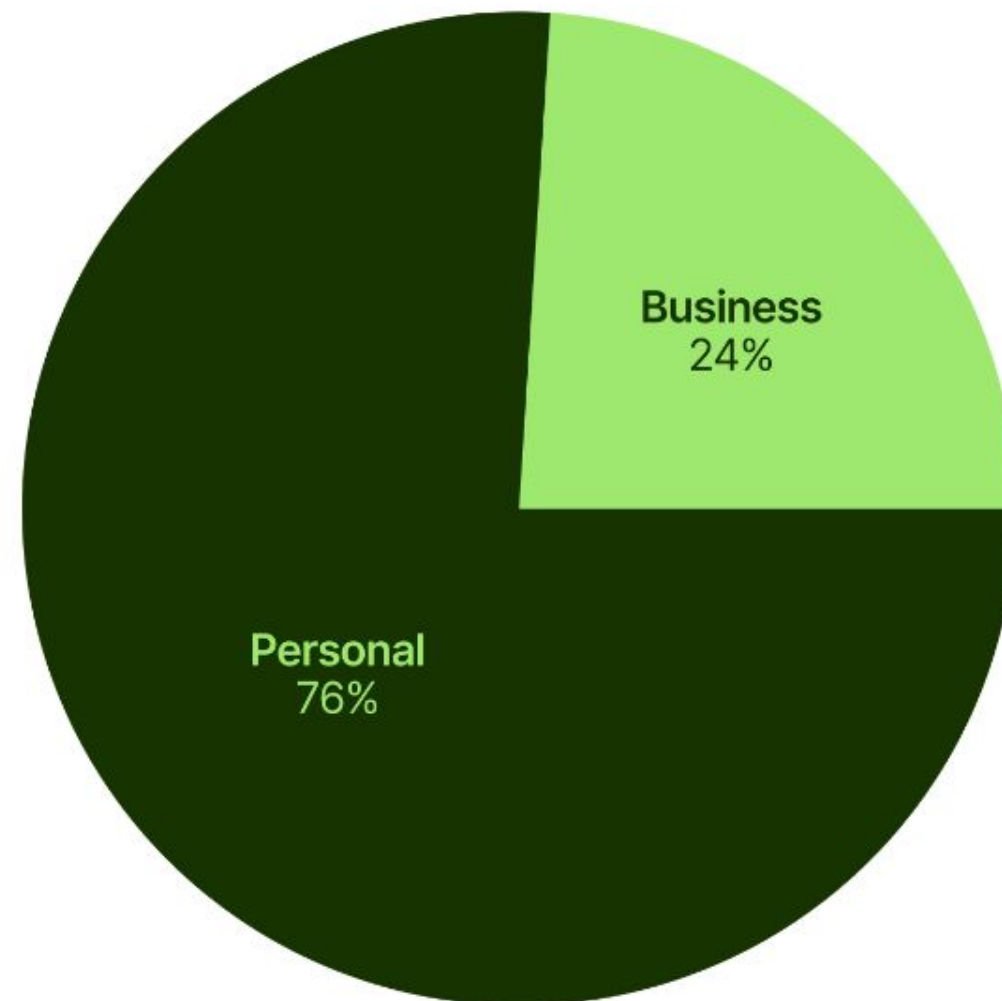


Business — Volume

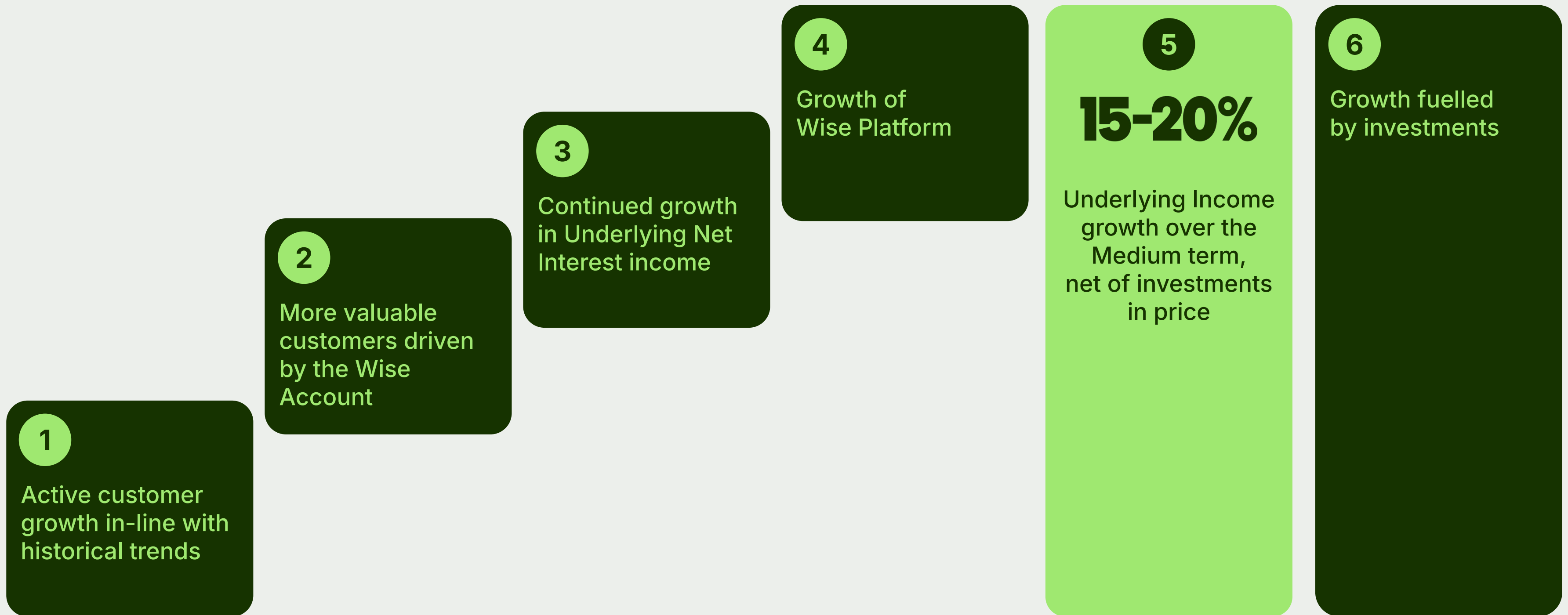


Our business is highly diversified

Underlying income mix, FY25

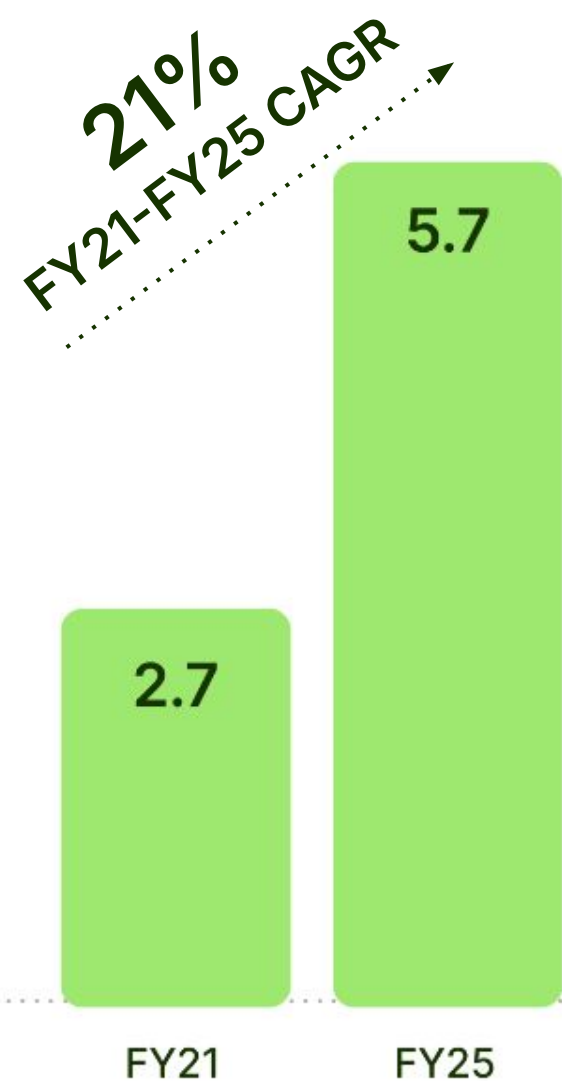


The building blocks of our growth over the medium term

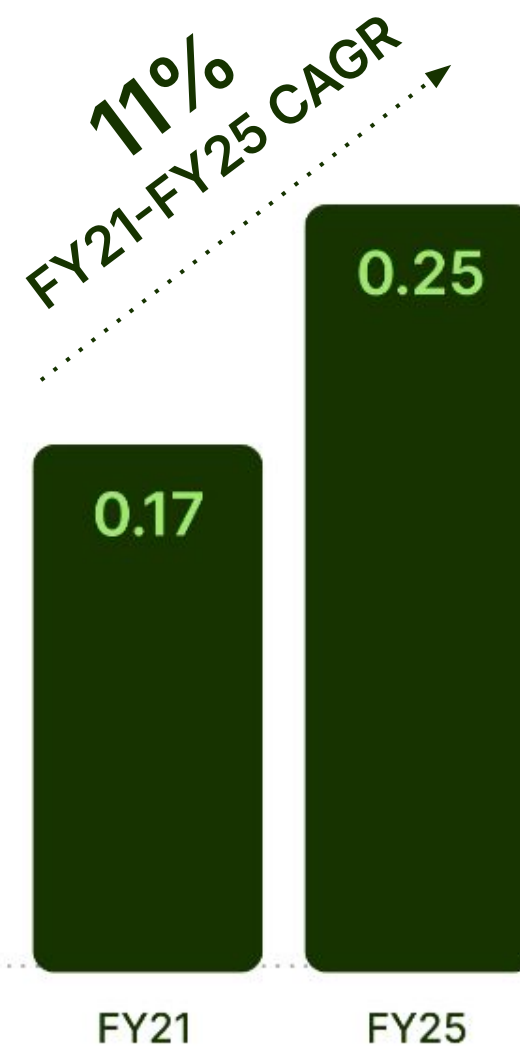


More customers and high levels of retention will continue to drive further growth

Personal
New Customers (m)



Business
New Customers (m)



Enhanced products

Lower prices

Brand building

Investments in
infrastructure

Wise Account adoption drives diversified income growth

Personal
Card Volume (£b)

83%
FY21-FY25 CAGR

1.8

FY21

19.7

FY25

Business
Card Volume (£b)

55%
FY21-FY25 CAGR

0.5

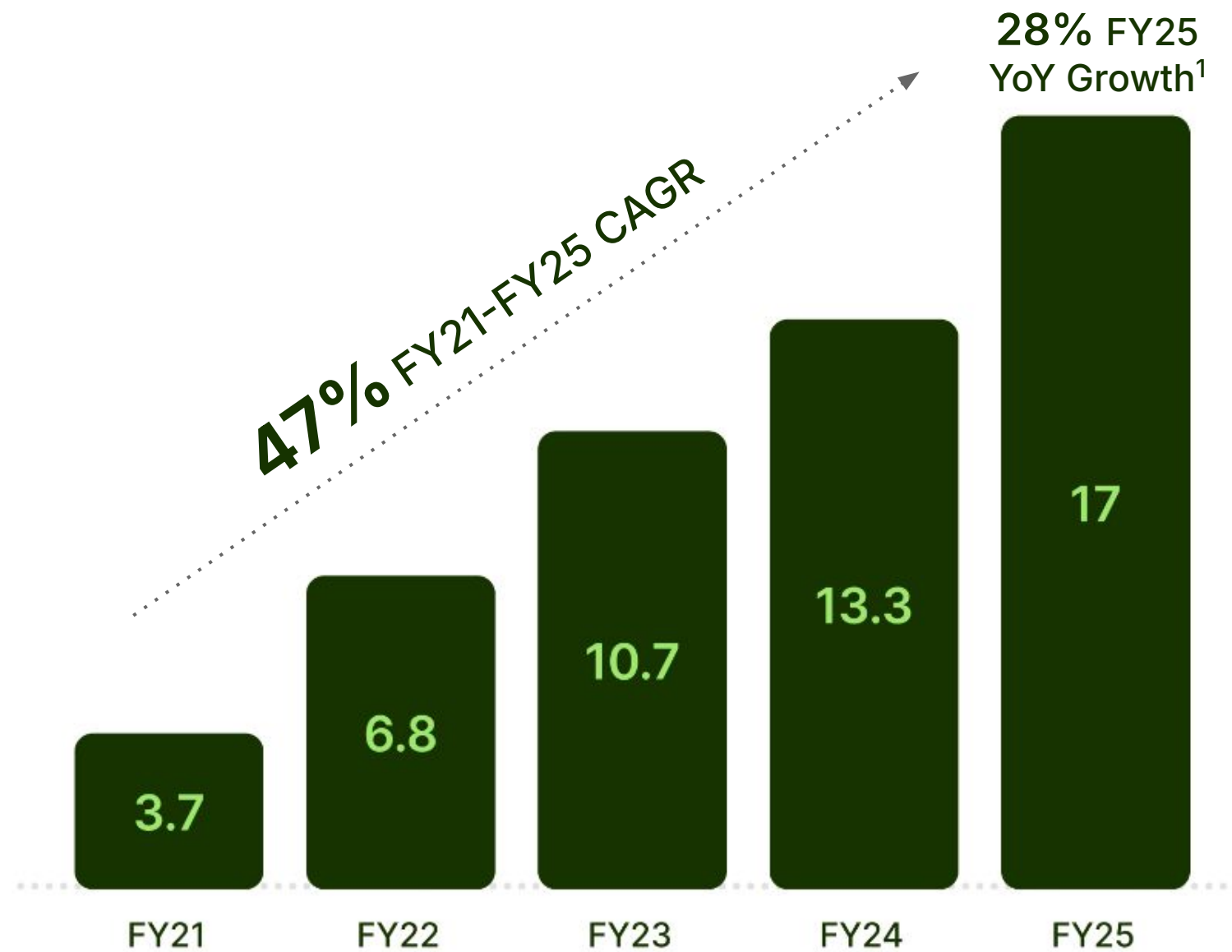
FY21

2.9

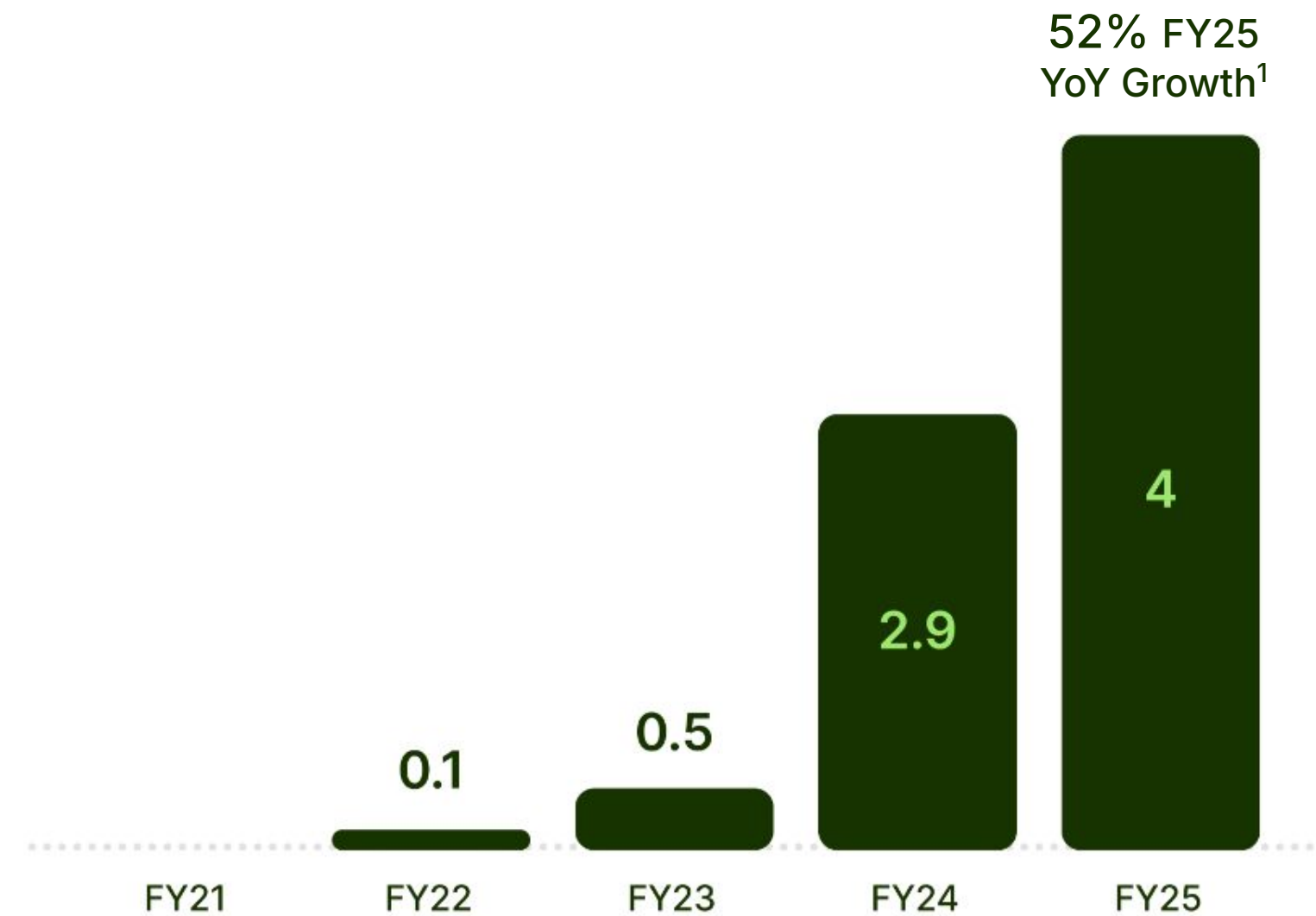
FY25¹

Sustainable growth in customer balances leading to continued growth in Wise Account income

Customer balances (£b)



Assets under custody² (£b)



Wise account fees and interest growing towards 45% of underlying income over the medium term

Wise Platform has grown significantly in recent years and will be a major driver of long-term volume growth

Current

c. 4%

Medium Term

c. 10%

Long Term

50%+

Our price investments are highly sustainable and fuel further growth

Short term

Medium term

Long term



Drive word-of-mouth growth

Expand our competitive advantage

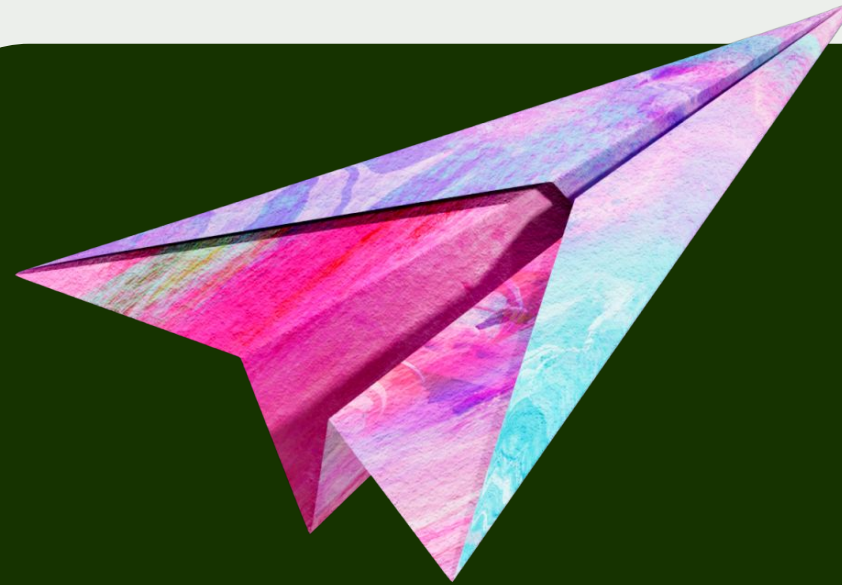
Increase our relevance for
larger-amount segments and
platform customers

Growth fuelled by investment

Doubling the annual investment made in running and growing Wise over the medium term by



**Tripling the investment
in marketing**



**Growing the team to
drive growth**



**Supporting x2
customer base**

Our investments fuel growth and efficiency, which create further capacity for more investment

1

Target 13-16%
Underlying
PBT margin

2

Margin improvement
due to operational
efficiency and scaling

3

Reinvestment of the
incremental margin in
products, infrastructure
and lower prices

4

Reinvestment brings
Underlying PBT
margin back towards
13-16%

Our reiterated medium term financial expectations

GROWTH

Continue to expect
15-20% Underlying
Income CAGR over the
medium term and in FY26

Driven by customer
growth from
investments
including investments
in lowering prices

PROFITABILITY

Targeting margins
of 13-16% of Underlying
Income; around the top of
this range for FY26

Reported PBT
expected to be higher
than Underlying PBT

Our financial model delivers significant earnings growth, strong capacity for disciplined investment, and, over the long term, increasingly strong margins

High free cash flow with limited capitalisation
from tech spend

**100% FCF
CONVERSION**

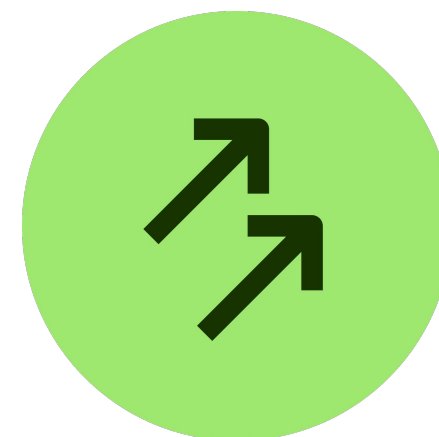
FY25

Our updated capital allocation framework



Strong levels of capital and cash

c.£0.9bn FY25 regulatory capital¹, well in excess of required levels
c.£1.3bn FY25 net cash position
Working capital to benefit from BBB, stable credit rating from S&P and Fitch



Return of capital

Announcing intention to expand programme of EBT share purchases to acquire shares for historical SBC grants representing c.25m shares / c.2.5% of issued capital

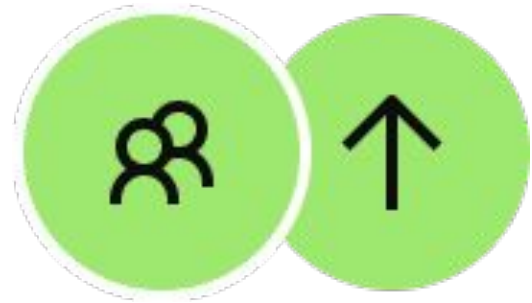


Selective bolt-on M&A

Focus on organic growth
Expected to be very limited over the medium term
Continue to screen for licence opportunities

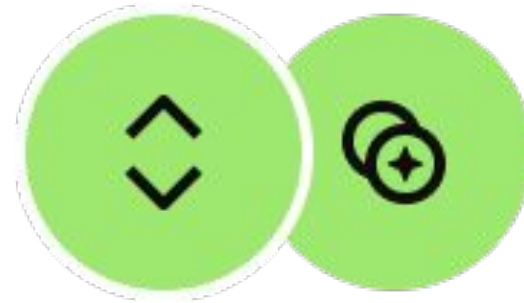
1. Regulatory capital, excludes current year profits

Summary takeaways



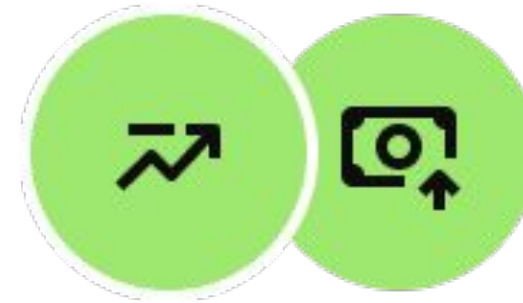
Customer Growth

We have huge long-term potential for sustained active customer growth



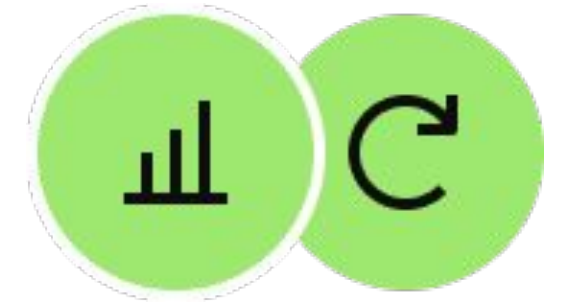
An Evolving Business

Our business is evolving and diversifying, bringing higher-value customers



Profitable Model

Our highly profitable business model provides significant capacity to invest for growth and meet our margin commitments



Strong Cash Flow

We generate significant levels of earnings and cash to support our growth and return to shareholders

Balanced investment plan, including infrastructure, product and marketing investments, alongside price reductions

Reiteration of medium-term Underlying Income and Underlying PBT margin guidance

Intention to expand programme of EBT share purchases to acquire shares for historical SBC grants representing c.25m shares / c.2.5% of issued capital

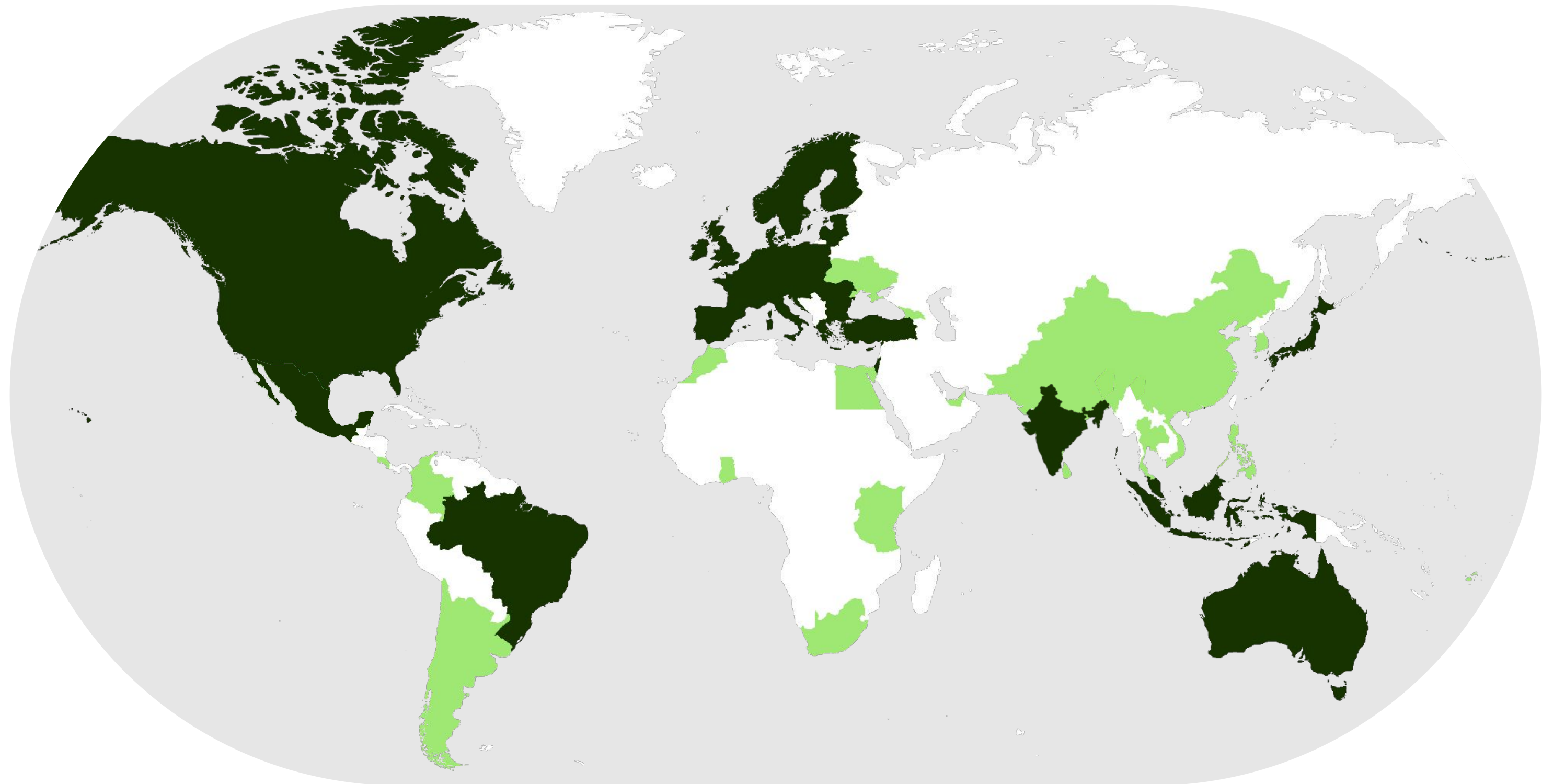
CLOSING

Kristo Käärmann

Founder / CEO



Already global, and scaling



● **Two way** We send money to and from ● **One way** We send money to

Wise in a snapshot

We've made huge progress over the first 14 years



Methodically investing in long-term growth

We're just getting started



We have a £32T opportunity

We have a clear long-term plan



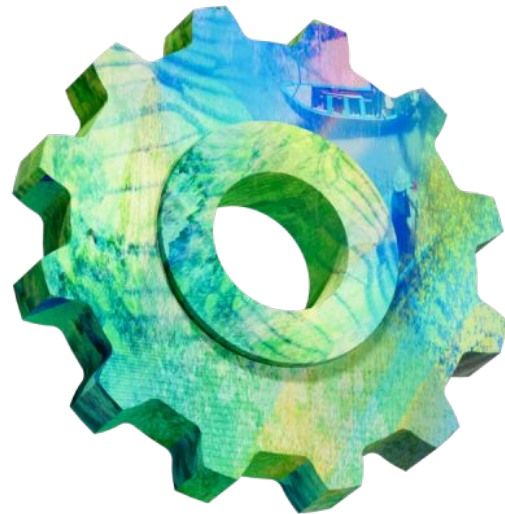
We're building products to move trillions

We have a profitable growth engine



We're creating long-term value for owners

The network for the world's money



Reliable, instant
movement of money to
anywhere at the lowest
possible cost

Products customers evangelise



with savings they want
to talk about

Profitable financial model



for long term
Investments to reach
the trillions

The network for the world's money



MOVING TRILLIONS

As 'the' network for the world's money

The international account for people and businesses



7wise

Q&A

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