SIMPLE KYC™

KNOW YOUR CUSTOMER made simple.
The Problem
Turning complex into simple

Hiding assets. Financial terrorism

MONEY LAUNDERER
The Problem
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Hiding assets. Financial terrorism

Regulatory Fines. Sales targets

MONEY LAUNDERER

BUSY BANKER

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The Problem

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Regulatory Fines. Sales targets

Time poor. Onerous paperwork

MONEY LAUNDERER

BUSY BANKER

WORKING FAMILY

SIMPLE KYC

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Commonwealth Bank to pay $700m fine for anti-money laundering, terror financing law breaches.

Spent over $400 million on systems, processes and people relating to AML/CTF compliance. Hired additional financial crime operations, compliance and risk professionals, so as to employ over 300 such professionals. Strengthened its Know Your Customer policies by establishing “a specialist hub providing consistent and high-quality on-boarding of customers.”

Deutsche Bank has uncovered shortcomings in its ability to fully identify clients and the source of their wealth, internal documents seen by Reuters show, more than a year after it was fined nearly $700 million for allowing money laundering.

A gambling firm which failed to conduct important anti-money laundering checks on a customer whose deposits eventually reached £750,000 has been fined £2 million by the Gambling Commission.

UK: £2 MILLION FINE ISSUED FOR POOR ANTI-MONEY LAUNDERING, PROBLEM CHECKS OF SINGLE CUSTOMER

NAB may join CBA in Austrac’s sights over money laundering and counter-terrorism breaches. The bank said it had identified "some specific areas".
Machine read legal documents (such as trust deeds)

Machine learning and OCR capabilities

- **Auto Extract Key Information**
  Auto extract all the key information from a trust document. This could include (but is not limited to) beneficiaries, settlor, appointer, trustee company and legal clauses.

- **Live Review**
  The review process is seriously fast and user friendly. View each piece of collected information at the touch of a button.
100,000 businesses KYC’d

3,000 daily active users

150+ branch branches

80% growth in usage over last 6 months
Customers

ANZ  AMERICAN EXPRESS

Westpac  Morgan Stanley

Other customers include: Foreign Exchange, Private Equity, Vehicle Financing, Mutual Banks + More
Benefits

“Time to on-board new customers has fallen by 50% while sale staff efficiency is up by 20-30%”

- Geoff Begg, Senior VP of American Express

Faster Onboarding  Reduced Cost  Improved Compliance

Increased automation has its benefits!
Simple KYC Superheroes

Meet the founders

Neil Smith
FOUNDER - CTO

Brandon Bates
FOUNDER - LEAD DATA SCIENTIST

Eric Frost
FOUNDER - CEO

We provide:

- Deep regulatory and banking experience
- 15 awesome developers
- Experience fast tracking delivery for large multinationals
Distribution Partners
Enterprise Sales Model

Case Study with a Big 4 Bank

1. **Onboard.**
   - TRIAL BEGINS
   - Public only view

2. **SIMPLEKYC DEMO**
   - One month from demo to trial

3. **DUE DILIGENCE**

4. **LONG TERM CONTRACT**

5. **SECURITY REVIEW**

6. **SUBSCRIPTION REVENUE**

7. **SIMPLEKYC**
   - UPGRADE VERSION 2.0
   - Field sensitive data

8. **KVC Hero.**
   - UPSELL

**TIMELINE**

**KNOW YOUR CUSTOMER made simple.**
Data sources to identify ownership structures

Clients select their preferred data sources. A rules engine does the rest!
The future - international expansion
SIMPLE KYC™  KNOW YOUR CUSTOMER made simple.

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