



Data Solutions to empower residents and Increase NOI

The Esusu Story

Creating Financial Identity, Stability & Wealth

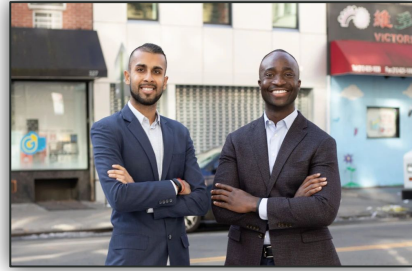
Our Vision is to **Bridge the Racial Wealth Gap** Through the Power of Data

Our Mission is to **Dismantle Barriers to Housing** for Working Families

Our Strategy is to **unlock quality financial products** for low to medium income households.



2018



2020



2021

Serena Williams invests in rent-reporting fintech Esusu

Serena Williams is investing an undisclosed amount in Esusu, a fintech start-up that allows renters to build and improve credit by reporting...

Jul 16, 2021

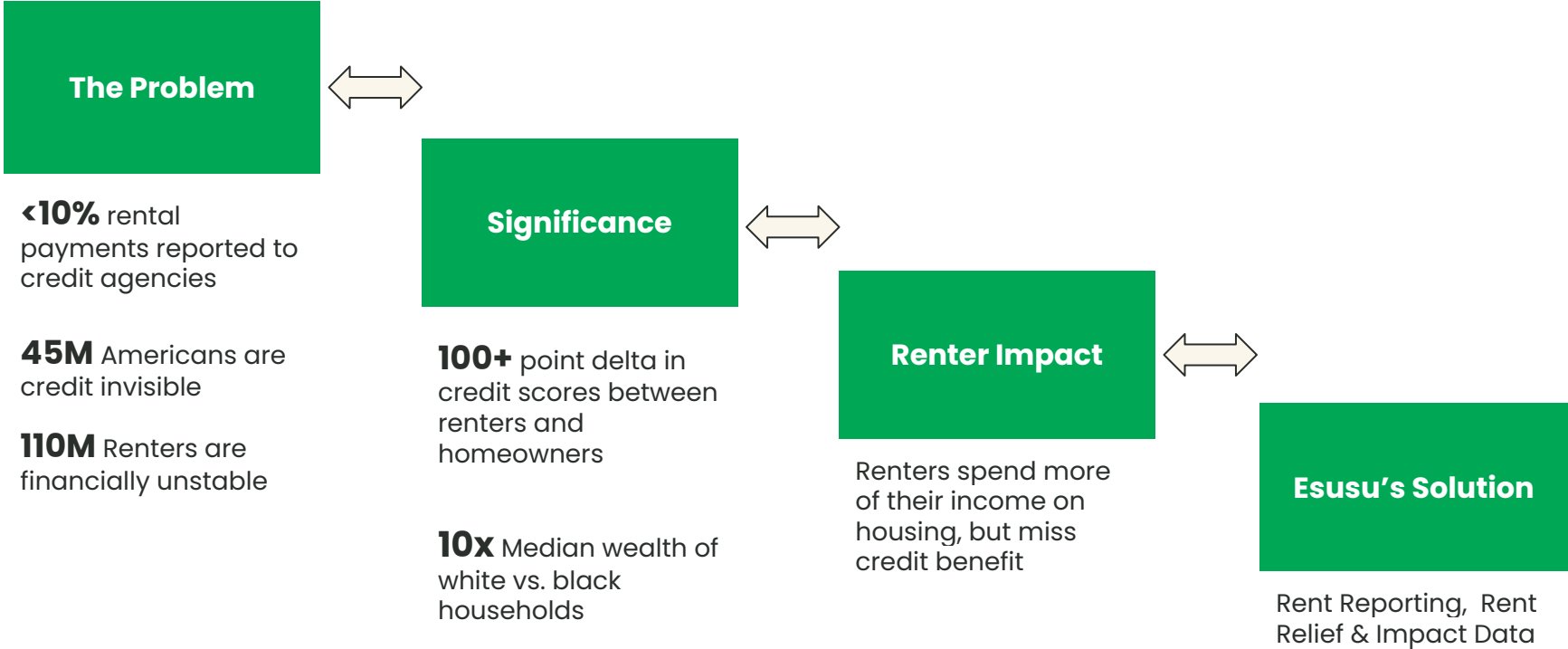
2022

Black-owned fintech startup Esusu hits \$1B unicorn valuation

Esusu partners with landlords to report tenants' on-time payments to credit bureaus. The company secured \$130 million in Series B Funding on...

Jan 31, 2022

The housing crisis contributes to the racial wealth gap in America



Esusu offers three solutions that empowers residents and increases NOI

	Rent Reporting	Rent Relief	ESG Reporting
Renters	Help renters build credit by reporting on-time rental payments to credit bureaus	Provides a lifeline to renters facing financial hardship, preventing eviction	Emphasizes operators' commitments to renter wellbeing
Owners & Operators	Drive on-time rental payments, keeping cash flows healthy	Reduce delinquencies, prevent eviction costs, and retain renters	Meet reporting requirements and maximize investment potential



1. TransUnion, "Rent Reporting Will Motivate Seven in 10 Renters to Make More On-Time Payments, 2019

Rent Reporting

Serves as software conduit connecting rental payments with the credit bureaus

- Auto-enrollment, do-no-harm model and 24 month look-back maximizes impact
- Renters incentivized by rent reporting amenity to sign leases, pay on-time & renew leases
- Automated data ingestion from rental payment software



2^{out}
of 3

Residents prefer apartments with rent reporting¹

70%

Renters say they are more likely to pay on time¹

100%

Credit invisible renters become scorable after 12 months

SEAMLESS INTEGRATION



1. TransUnion, "Rent Reporting Will Motivate Seven in 10 Renters to Make More On-Time Payments, 2019"

Rent Relief

Proactively addressing homelessness through client partnerships and a dedicated 501(C)3 organization

- Funding received through:
 - Philanthropy (family and corporate foundations and HNW individuals)
 - Esusu Founders' commitment
 - Renters pay-it-forward plan
- Renters apply for 0% interest rent relief. Esusu pays property directly, leading to fewer delinquencies & evictions
- Applicants must live in a property using Esusu, and be less than 90 days delinquent on rent



\$3,000

Avg. cost of
eviction to an
owner/operator

3 mo.

Up to 3 months
covered

\$1,649

Avg. rent relief
distributed

PARTNERS



Michael & Susan Dell
FOUNDATION



¹SEARCH, [2021 Impact Report](#)

ESG Reporting

Providing meaningful social metrics that also prove accretive value

- Owners/Operators face increasing ESG pressure, but lack accretive and scalable “S” solutions
- Esusu provides ESG and investor-ready reports with robust data
- ESG impact unlocks investment opportunities and enhances brand and reputation
- Esusu contracts can be counted toward vendor diversity efforts



Esusu + [CLIENT] Impact Report

Placeholder text with full overview of work to date can go here. Placeholder text with full overview of work to date can go here. Text should not exceed two lines.

Date from: [DATE] to [DATE]

[CLIENT]'s rent reporting portfolio summary

Below is an overview of enrollment and resident impact since [CLIENT] began working with Esusu.

XXX Units reporting rent	XXX Credit scores established since enrollment
XXX Residents reporting rent	XXX Average resident credit score
XX% Percentage of scores improved since enrollment	XXX Average resident credit score improvement since enrollment

Change in the percentage of residents in each credit score tier

Add explanatory text here. Text should not exceed one line.

Before Esusu, you had [XXX] residents without a credit score. What does that mean?

Imagine that Jacqui, one of your residents, needs \$1,000 for a family emergency.

- She earns an annual income of \$40,500
- No matter how she gets the loan, she will repay that debt using 15% of monthly income (\$500/month)

Before Esusu:

- Jacqui had no credit score and had to get a payday loan.
- A common \$15 per \$100 borrowed for a two-week loan equals an APR of 400%.

After Esusu:

- Jacqui now has a newly established credit score and puts the charge on her credit card.

Before Esusu

No score

Even with the **cheapest payday loan**, Jacqui will pay a total of **\$1,848**, spending **\$643 in interest** and fees.

After Esusu

626

Even with the **most expensive credit card rates**, Jacqui will pay a total of **\$1,539**, spending **\$39 in interest**.

Esusu has helped [XXX] of your residents establish credit scores. If they need a loan like Jacqui, you've helped them each save \$304.

[CLIENT]'s rent relief portfolio summary

Our rent relief program is an application-based program meant to support residents through times of hardship. If residents are approved through the application process, their loans are paid directly to the property managers to help them avoid eviction.

\$XXXX in Esusu Rent Relief deployed to properties

XXX number of units receiving rent relief funds

XX number of applications received

Total eviction costs can range between **\$2,500 and \$8,000** per case (incorporating lost rent, vacancy, legal fees, repairs, turnover, leasing and other costs), depending on location and circumstances. *Winn, 2021*

ANNUAL ESG REPORT 2021

Case Study 3 ESUSU

How has this?

Family Assisted
Trust Fund
Microloan
25

Total Value
Placement
\$38,550

Esusu reports positive resident payment history to all three major US credit bureaus. The amount reported on the report is based on the resident's payment history to all three major US credit bureaus. Residents may choose to opt out of reporting. Esusu will report payment history to all three major US credit bureaus for the resident's payment history to all three major US credit bureaus. Residents may choose to opt out of reporting. Esusu will report payment history to all three major US credit bureaus.

Know more

Resident Rent Reporting Participation
89%

Credit Scores Established
329

Resident Rent Reporting Participation
20 POINTS

Credit Scores Improvement
62%

Esusu administers a microloan charity that can provide rent assistance in a time of need with one step. Esusu reports positive resident payment history to all three major US credit bureaus. Residents may choose to opt out of reporting. Esusu will report payment history to all three major US credit bureaus.

Esusu Credit Score Distribution

Goldman Sachs

SUSTAINABILITY REPORT 2021

Power of Data

Data can help to provide critical information to not only identify financing and knowledge gaps in order of further investment but also to empower companies and their customers to make informed decisions and act on new insights.

Esusu, a leading financial technology company reports on-time rental payments data to credit bureaus on behalf of landlords with the aim of making renter access an meaningful credit-building opportunity. Our partnership began in 2019, when we launched a pilot rent-reporting program implemented by Esusu and the Credit Builders Alliance (CBA). Reporting new rent reporting can improve credit scores. In 2021, we expanded our partnership, extending Esusu's rent reporting data opportunity to thousands of residents in Goldman Sachs properties nationwide.

"Credit is the building block of financial stability, opportunity, and resilience in this country. Esusu and Goldman Sachs are working together to help renters access the same credit-building benefits the homeowners have utilized for generations. The partnership that exists between Esusu and Goldman Sachs is a model for how financial institutions can groundbreak for all because we can make access to the Goldman Sachs real estate investment portfolio and to essential housing supports while advocating for our shared commitment to removing systemic housing inequalities that negatively impact the financial well-being of under-represented communities."

ABBEY WILMING AND SAMIR GIDEL
Co-Founders, Esusu



Calculating the value of Esusu

Finding ROI while decreasing bad debt

Company A

A large, national owner/operator of workforce housing across the U.S.



\$1,536

Avg. monthly rent

80 units

Total units facing eviction

\$75,534,336

Avg. monthly rent

\$77,500

Investment in Esusu

4,098 units

Avg. monthly rent

\$154,800

Rent relief funds received

The ROI of rent relief

Rent relief received: \$154,800

Contract cost: \$77,500

= 199.74% ROI

Reducing bad debt

\$1.5M

Industry average
bad debt (2% GPR)



\$1.34M

Bad debt w/ rent relief
(2% GPR - \$154,800)



**10.7% decrease
in bad debt**

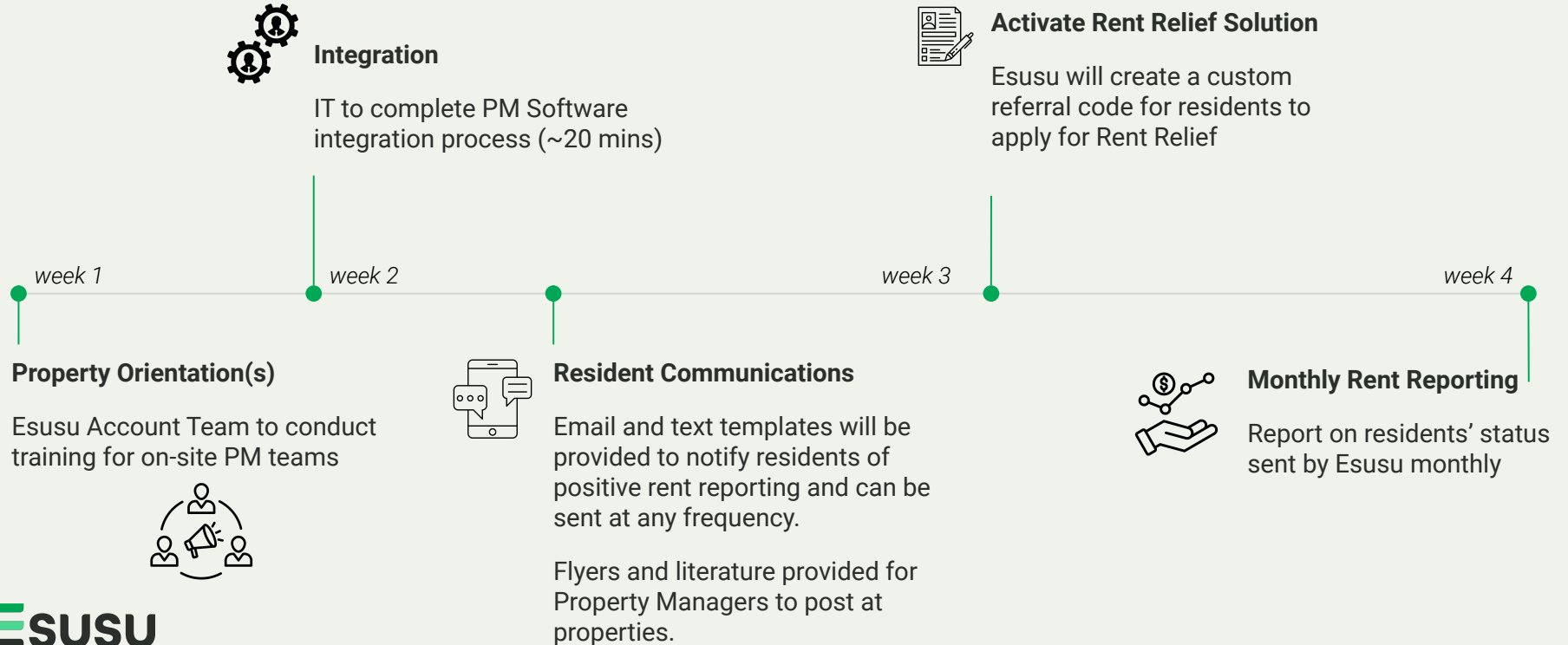
Esusu partners have a reach of over 3M units across all 50 states

B2B partners represent a range of owners, operators, lenders, and GSEs and support many property types including affordable housing, market rate, student, SFR and more!



Esusu Implementation Process

Workflow



Business Case Study

Related Companies: *Esusu activated in 53,000+ units*

10,604

Number of Related residents who established a credit score

72%

Related residents that saw a credit score improvement

28_{pts}

Average Related resident credit score improvement.

\$750k

In Esusu Rent Relief deployed to Related properties

Over the past year, we have seen what Esusu's rent reporting platform can do for Related Affordable residents to help improve their financial health.

We are thrilled to further our partnership with this forward-thinking company to better serve all Related Affordable residents.

Jeffrey I. Brodsky,
Vice Chairman of Related Companies



Thank you

ESUSU

Appendix

What is the significance of newly established credit scores?

Imagine that Jacqui, one of your residents, needs \$1,000 for a family emergency:

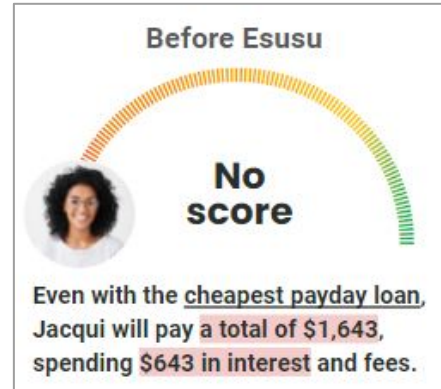
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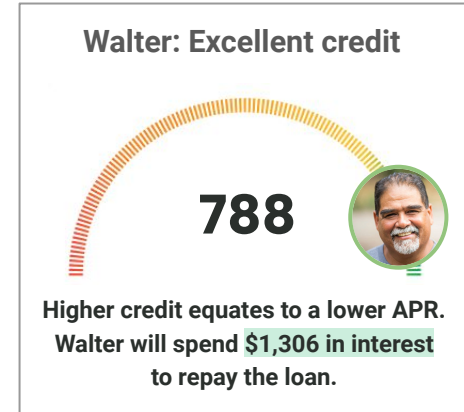
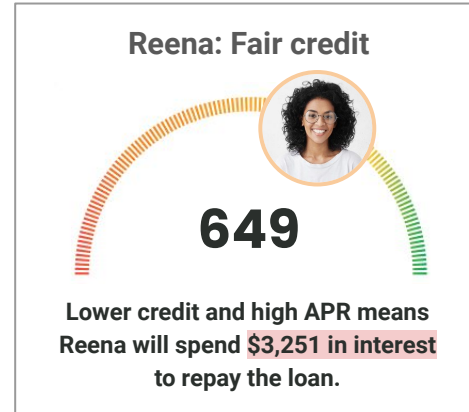


By helping residents establish a credit score, if they need a loan like Jacqui, you've helped them each save \$604.

How can a higher credit score impact your residents' lives and budgets?

Imagine two residents, each with a \$18,000 car loan to pay off:

- Reena has a lower credit score of 649. Her APR for the loan is 11.119%
- Walter has a higher credit score of 788. His APR for the loan is 4.603%
- Both residents will make similar payments, though Reena will be paying slightly more per month:
 - Reena pays \$590/month
 - Walter pays \$536/month



**A higher credit score can mean more money in your residents' pockets.
A higher credit score saved Walter \$1,945 in interest.**