



rise

Everyone

Matters

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Spot the difference - Expats vs Migrants



Financial Services

Bank account, loans, insurance

Investment & Retirement Plan

Will, Pensions, Wealth Manager

Headhunters

Career coaching, Training, Exec Ed.

15% of the labour pool



Financial Services

80% Unbanked

Investment & Retirement Plan

<1% have retirement funds

Recruitment Agents

Once a maid, always a ...

70% of the labour pool



Why I started rise





There are thousands like her . .



750,000

Domestic Helpers

95%

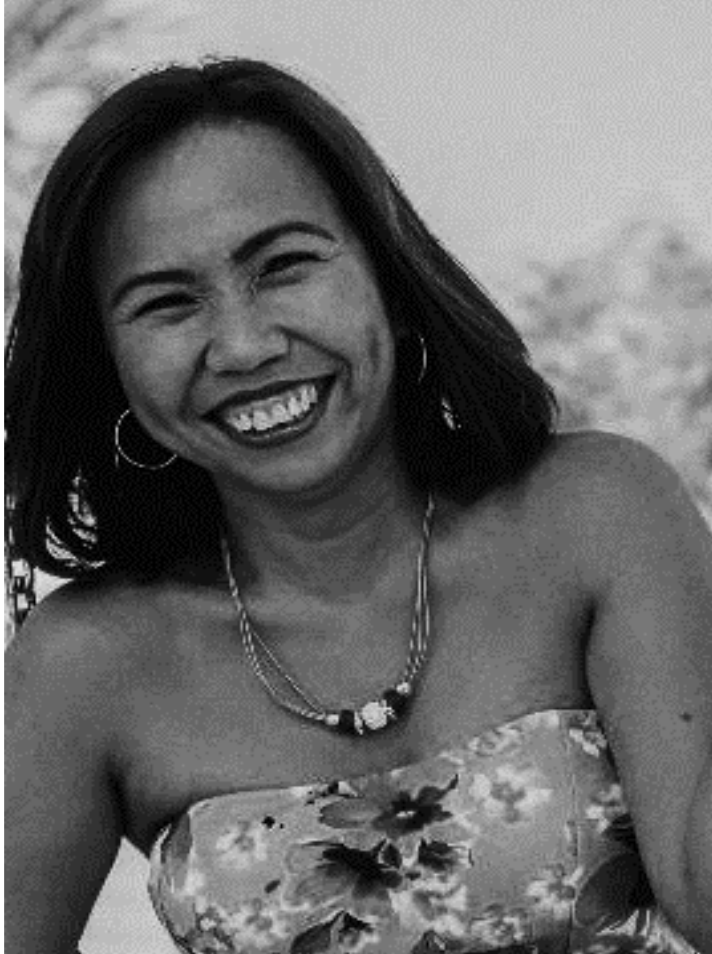
Women

1 in 4

Women in UAE



All with amazing stories to tell ...



MEET MELANIE

- Melanie has been a nanny for 23 years
- She has served 7 different families
- Her starting salary was AED 700
- Today her salary is AED 2700



All with amazing stories to tell ...



MEET ERLINDA

- Erlinda is 64 years old
- She has been a maid for 26 years
- Erlinda is loved by all
- ... and Unbanked



All with amazing stories to tell...



MEET MIA

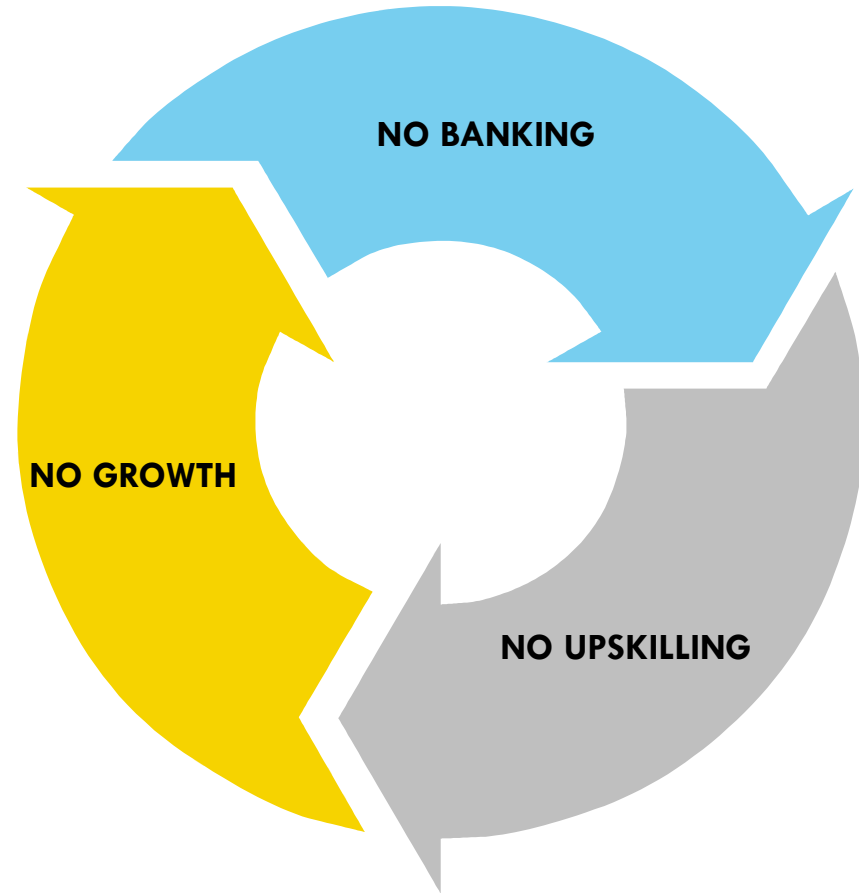
"One day my children needed money for school, and they asked me for some coins..."

I was devastated. I didn't have even a single coin to give them, not even a centavo. With a heavy heart and tears in my eyes, I had to send them to school empty-handed.

This heartbreaking moment is what pushed me to go and work abroad in the hope to provide a better future for my children."



Vicious circle of stagnation



Multiple years, same job

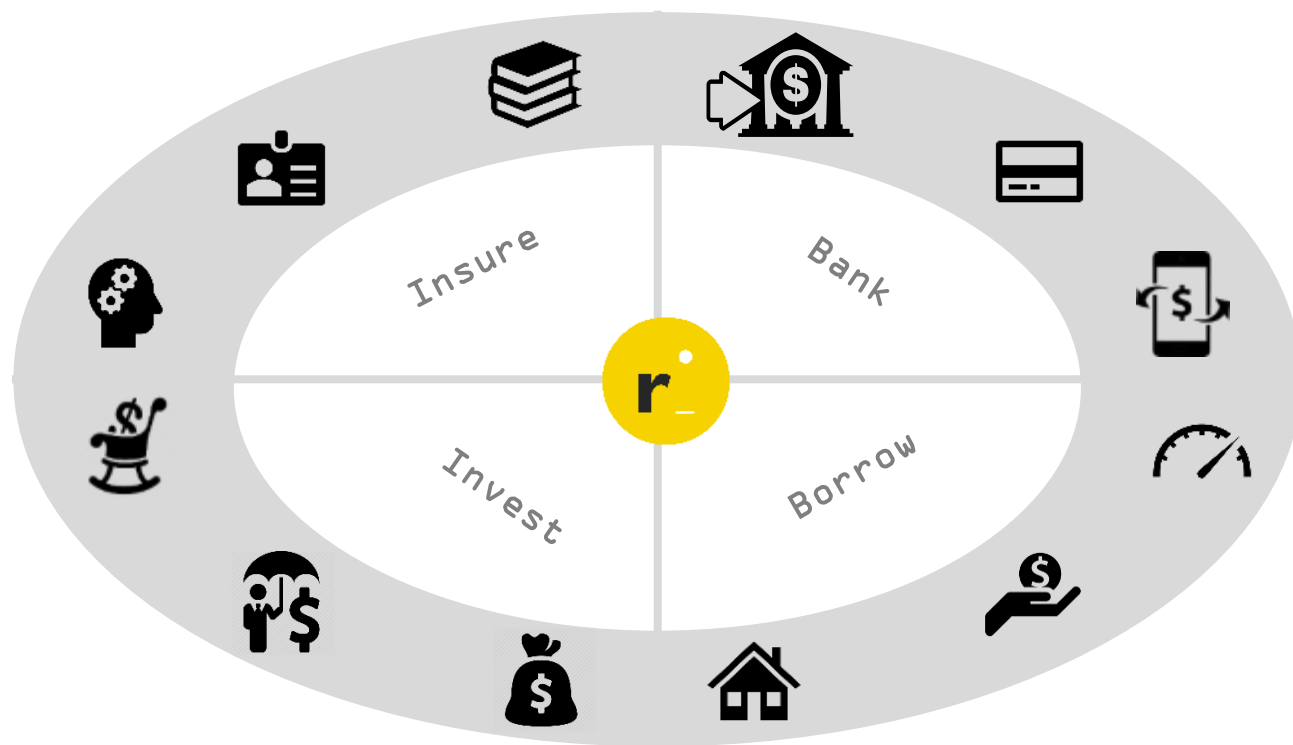
No account, no credit, no investments, no insurance

No upskilling, no development



hence *rise*

rise democratizes access to essential financial services for low income migrants, leveraging tech and partnerships





For the first time, maids are being given a bank account...



- Account Bank Account in partnership with UAB
- No Minimum Balance No Balance requirements
- No Minimum Salary Available for any salary



...They are being supported in getting insured



Accident &
Disability

Protection in
case of accident
/ disability

Hospicash For
Family

In case of family
medical
emergencies



... and supported to gain affordable credit



2X Monthly
Salary

Loans in Philippines
based on credit
history in UAE



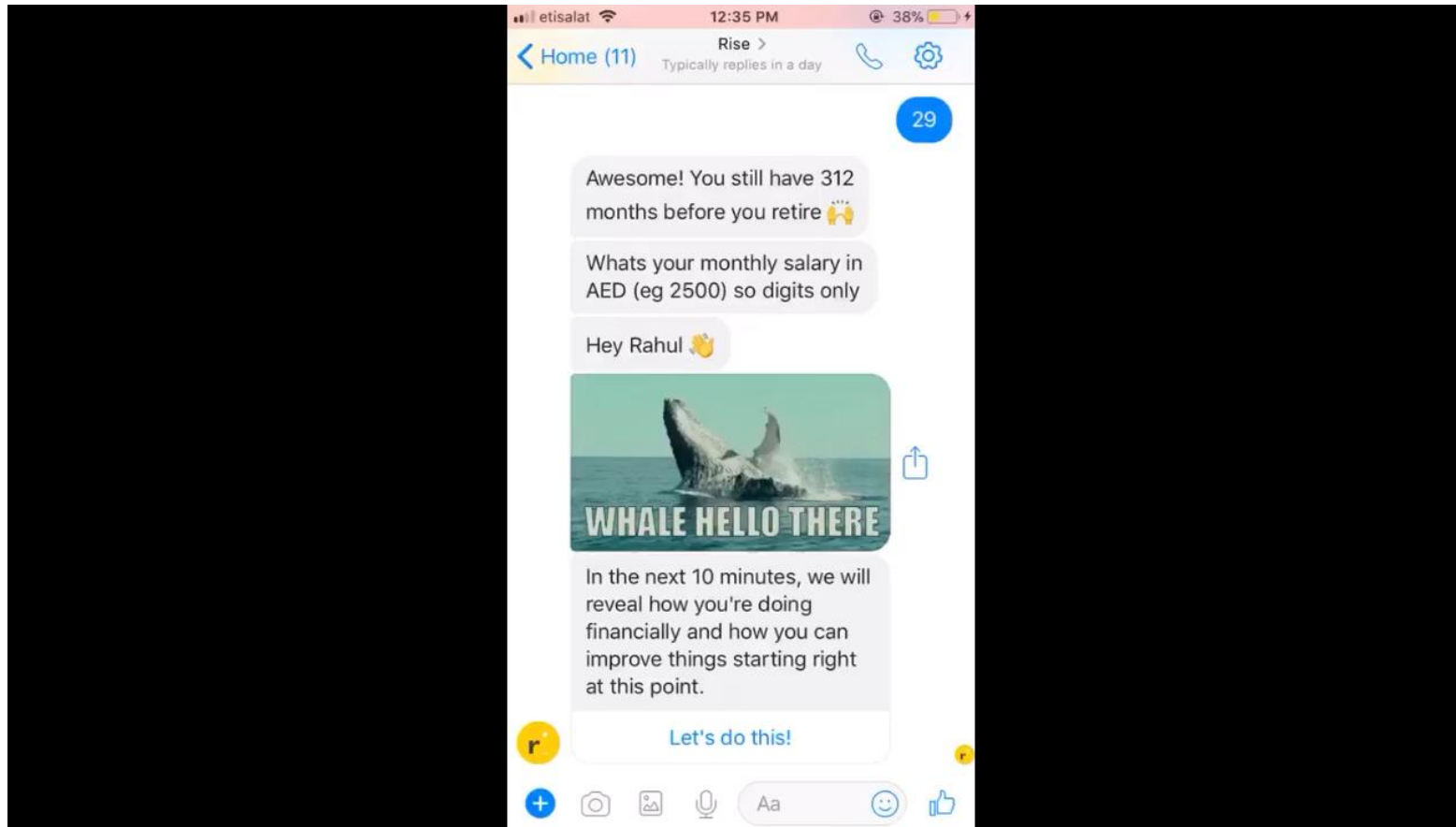
10 Month
Tenure

Affordable payment
plans



... Rise is using AI to put them in control of their financial future

Financial Health Check





Our financial health check is helping us build new products

150K+

Number of health check takers

4.5

Average number of dependents back home

40%

Respondents worried / very worried about their financial future

81%

Very concerned about impact of sudden job loss on their family's future

65%

Unable to afford a single large expenditure of 20% of their income

30%

Workers have debt – likely informal with 10% having more than 2 loans



It's not only about finance ...



UAE's Largest Resource for Maid Hiring
~75K members, 62k engagements/ month, ~15 K hiring's in 2018



Annual Awards to recognize best Nanny in UAE

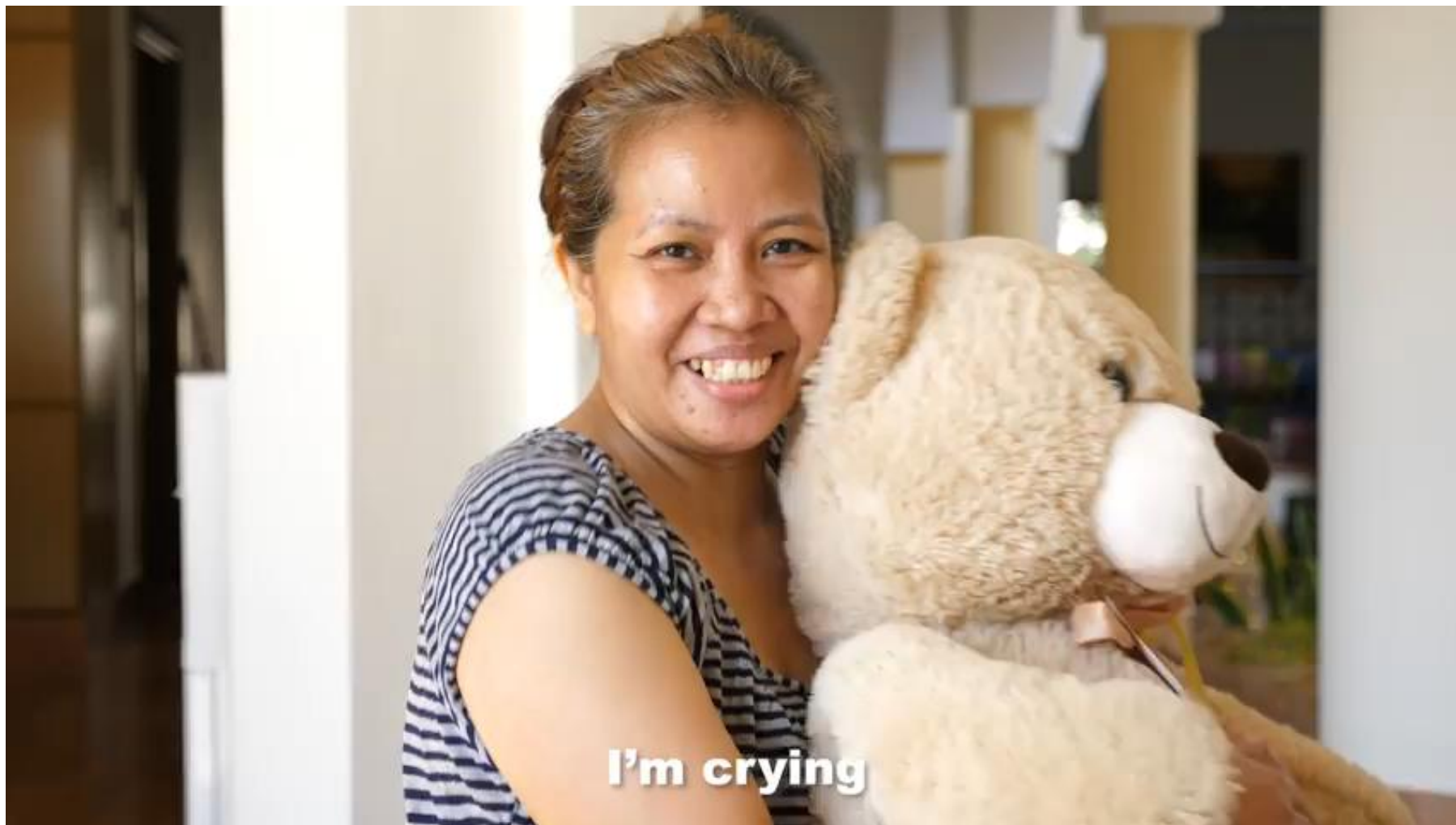
2,000 Nominations in 2018, Largest FB live event in ME
~14K viewers



30+ Upskilling courses
Created by global experts on the topic



... its about our heroes



Thanks Khalid Al Ameri! ¹⁵



We are making a difference ...



Dela Peña Lenlen recommends Rise.

December 31, 2018 at 2:14 PM · 🌐



I recommend rise to all my friends to save their hard earned money for their future of their family 😊 Thank u so much RISE ❤️ GODBLESS



Cane Sugar recommends Rise.

December 14, 2018 at 11:50 AM · 🌐



we can get ATM and there hearts is for helping nanny's..they are the only company who gives us important to the community here in UAE,thank you so much rise .



Ennaoj Maulion recommends Rise.

December 13, 2018 at 11:50 AM · 🌐



Let us Grow with Rise..



Anataga Inaii recommends Rise.

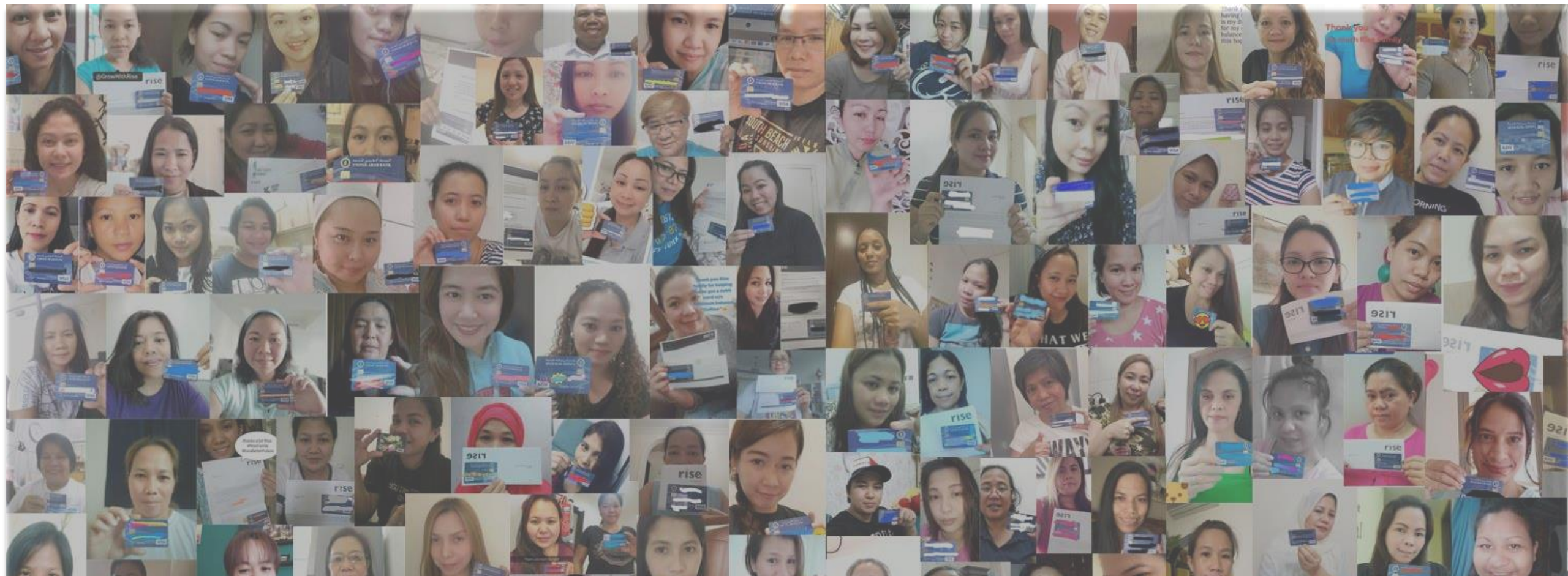
December 5, 2018 · 🌐



life is easier with rise!!



... and we have a few customers



AED 500 Mn. Banked

at rise - Everyone
Matters

We believe migrants
have the same dreams,
potential and
challenges as the rest
of us.

We are rise and we are
here to help them grow.

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rise

