

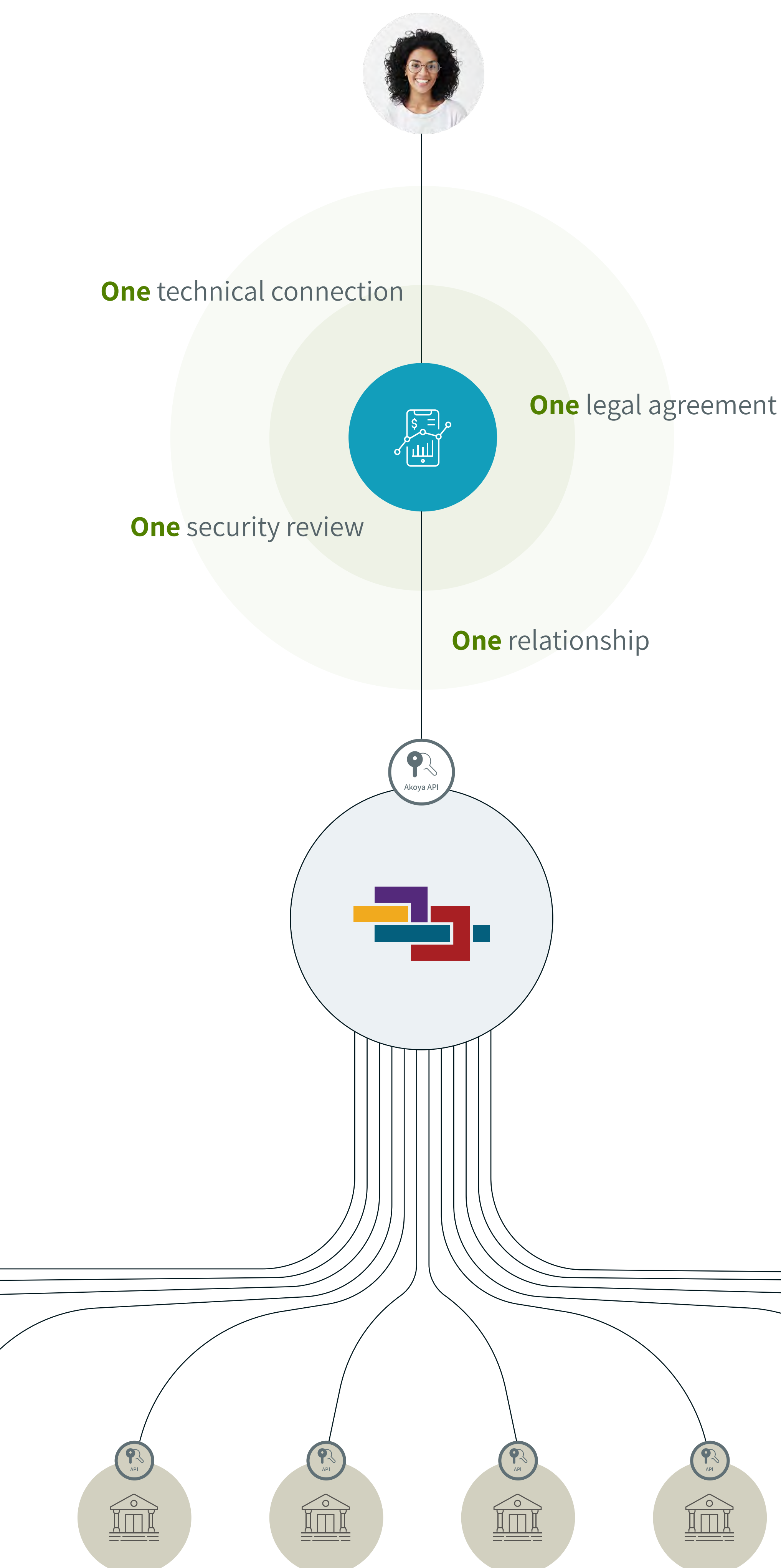


The future of financial data access

The Akoya mission is to create trust among financial institutions, fintechs, and data aggregators to ensure mass participation in Open Finance. Akoya secures the way consumers provide access to their data with increased security, privacy, and control over their information by transitioning data aggregation toward application programming interface (API)-based data access.

Unfortunately, consumers who use modern fintech apps are often required to trade security for convenience.

- **Data capture** - Data aggregation providers that power these services conduct risky practices, such as screen scraping, that allow them to copy and store consumer login information and financial data without the consumer really knowing or realizing it.
- **Security risks** - According to the Financial Data Exchange (FDX), 65 to 85 million U.S. and Canadian consumers have shared their online banking credentials with data aggregators to scrape their financial information for one or more fintech apps.
- **Consumer caution** - A recent survey from Deloitte Insights found that 64% of consumers say that privacy is always a central concern whenever they interact with their financial services institution and 83% want the opportunity to opt out of sharing certain types of information.



APIs provide a solution, but individual integrations are costly.

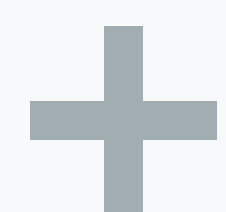
The solution to all the previous challenges is moving to APIs. That's easier said than done. There are thousands of financial institutions, fintechs, and data aggregators out there that need data and vetting, contracting, and maintaining relationships with each of them is expensive.

Transform data aggregation with one integration.

By bringing standards to the market, Akoya offers a single access point to multiple API connections for all players involved in Open Finance.

Akoya is a facilitator

- Removes login credentials from data aggregation by implementing tokenized access.
- Facilitates a consent flow where consumers authenticate, select accounts, and permission data directly with their financial institution.
- Ensures consumers have control by giving them the ability to monitor and disable access.



Akoya is a network

- Does not store any data accessed or shared on its network.
- Maintains a pass-through model for complete privacy for all participants. Unlike any data aggregator, at no point does Akoya know who the consumer is or what data they are sharing.



Akoya is different

Akoya serves as a data-access utility similar to a trusted delivery service. Akoya delivers the package (data) between a financial institution and a fintech app. Akoya does not open the package, does not make a copy of what is inside, analyze it, or store it for future use. Akoya simply gets the package safely from point A to point B.



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The network backed by major financial institutions



Akoya was born out of Fidelity Investments in 2018 as an industry solution to screen scraping. In February 2020, 11 major North American banks invested in the vision to revolutionize financial data access—joining Fidelity Investments as owners of Akoya. Each investor holds a seat on the Akoya Board of Directors.

Account coverage



Akoya anticipates covering a significant share of various account types by the end of 2021. The company is currently onboarding many of its owners as well as other providers which may boost these expected percentages higher as the year progresses.

*Demand Deposit Accounts based on FDIC Deposit Market Share report, Dec. 31, 2020.
**Nilson Report on top US Visa and Mastercard issuers in 2020, Feb. 2021.
***U.S. only. All estimates based on Akoya proprietary research.

Use cases and associated data clusters

Akoya will offer fintechs and data aggregators various data clusters that enable several use cases within Open Finance. Data passed through Akoya follows the FDX API standard.

	Account information	Balance & transactions	Payment enablement	Ownership	Investment holdings	Statements	Tax
Personal financial management	●	●					
Investing/wealth management	●	●			●		
Money movement	●	●	●				
Lending	●	●		●		●	
Tax	●						●

*Data availability and scope of coverage is dependent on each providers API offering.

Our Leadership



Stuart Rubinstein, CEO

With over 30 years of financial services experience, Stuart was President of Fidelity Wealth Technologies prior to Akoya.



Wilson D’Souza, CTO

Wilson D’Souza has extensive experience in network architecture, software development, and product development in a variety of industries including finance, academia, and consumer products for over 20 years.



Joe Branca, CFO

Joe has worked in executive roles in multiple technology and healthcare companies over 20 years and has focused on implementing the financial controls, operational processes, and system integrations to scale company revenue.



Miriam Frieden, General Counsel

Miriam Frieden has over 25 years of experience in banking, technology, transactional and regulatory legal practices with roles at MasterCard, Citibank, JPMorgan Chase, and Salesforce.

