



Series B Deck

Confidential - do not distribute

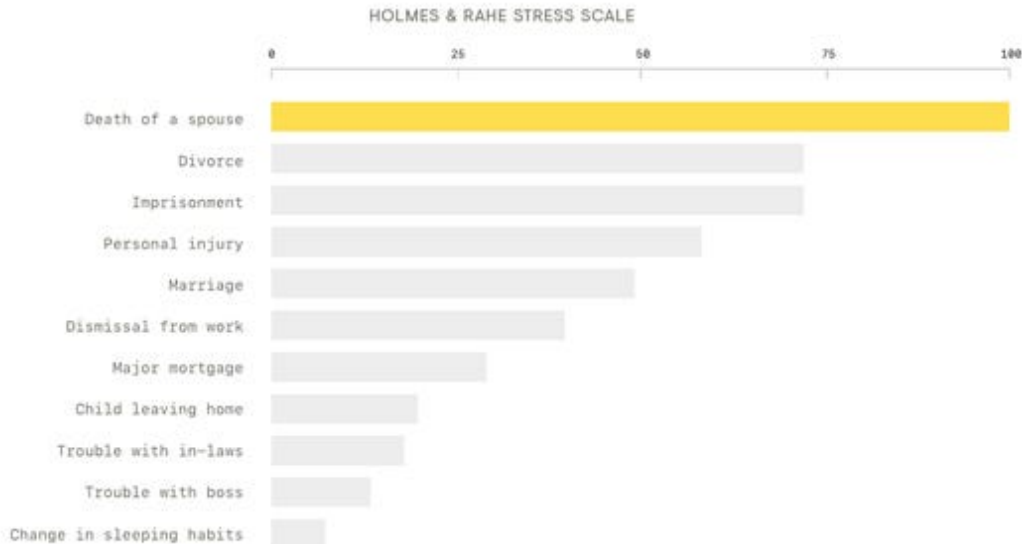
THE PROBLEM

Everyone
you know,
someday,
will die

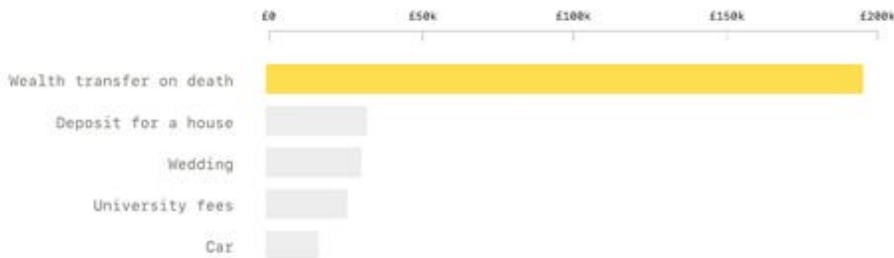
... IT'S A BIG ONE



It's the hardest emotional challenge we face



And the biggest financial event of a lifetime



Over the next 10 years £1 trillion
will be inherited in the UK alone

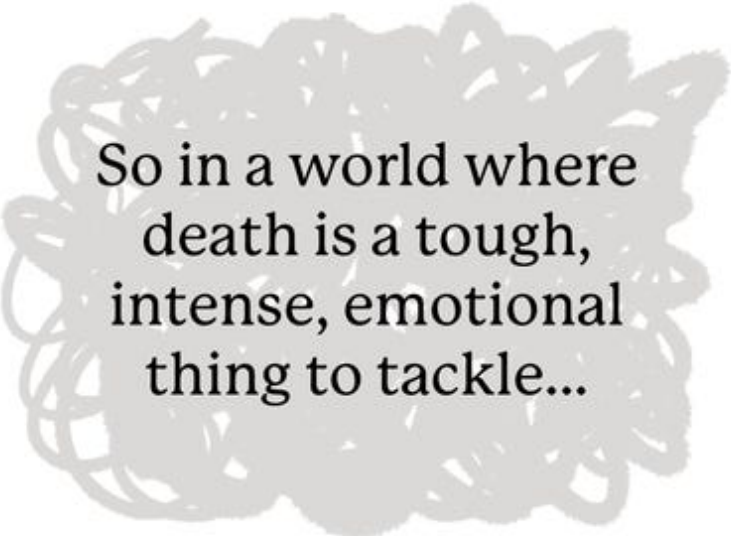
The industry makes the whole
problem even worse



Unwelcoming

Expensive

Confusing



So in a world where
death is a tough,
intense, emotional
thing to tackle...

Farewill makes death easier

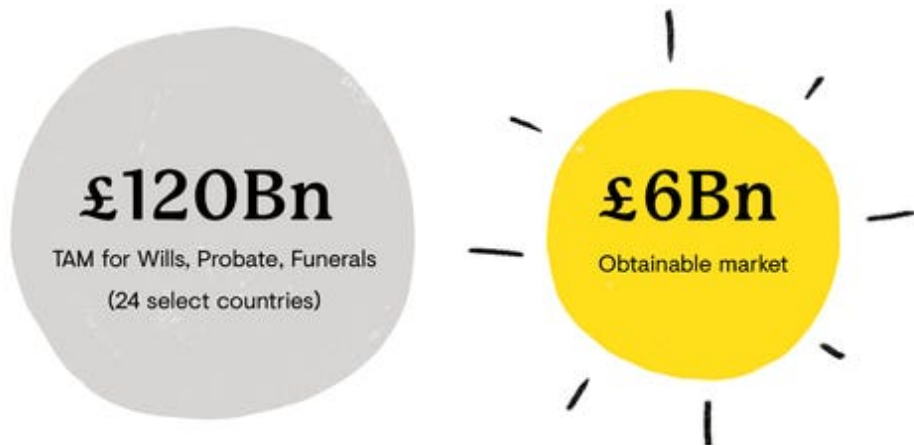


All-in-one

Great experience

Great value

We're taking on a huge industry



Only 2% of the market is online

Creating and leading a whole new category

We're doing for death, what...



Airbnb did for travel



Spotify did for music



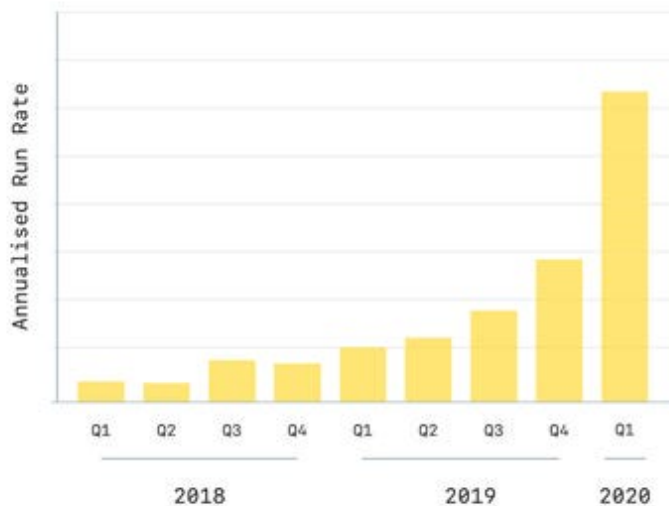
Netflix did for TV





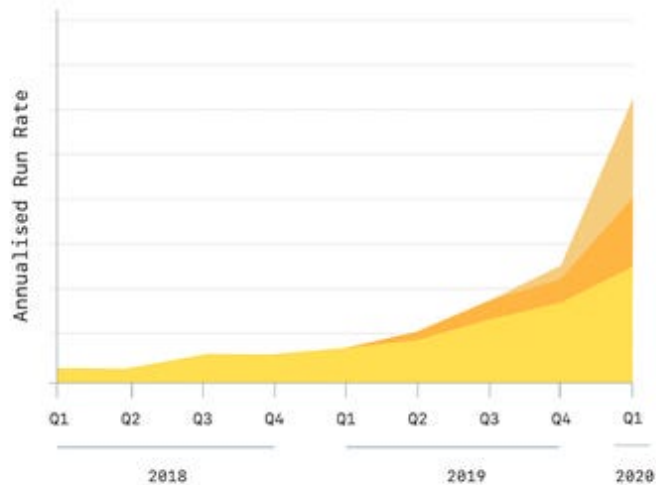
We're scaling **fast**

We've grown 8x in the last year



Our growth rate is accelerating

Getting faster as we launch new products





Our products are
best-in-class

We've focused on the demographic that needs us most

40-65
years old

The 'middle-aged' account for
70% of the entire market:

Making wills for **themselves**,
doing probate and funerals for
their parents.

6

out of 10

Find lawyers
intimidating

7

out of 10

Open to using
online services

9

out of 10

Want a
'non-traditional'
funeral

9

out of 10

Think lawyers
overcharge

Meeting the demand for great value & transparent prices

WILL

Actual customer 1:

- Married couple 41, 45
- 3 children
- Own a home
- First time will writers

.....

Local Solicitor - £480
Farewill - £140

Saving: £340

PROBATE

Actual customer 2:

- Mother passed away
- House and a couple of bank accounts
- Total estate value 290k

.....

Local Solicitor - £5,800
Farewill - £750

Saving: £5,050

FUNERAL

Actual customer 3:

- Uncle passed away
- No clear funeral wishes
- High st branch (west london) quote for full funeral service

.....

Dignity - £9,300
Farewill - £1,150

Saving: £8,150

...And redefining outstanding
experience in our market

NPS SCORE



Across all products

TRUSTPILOT



Based on 6,000+ reviews



AWARDS



Will Writing Firm of the Year (National)

Young Practitioner of the Year
(Karan Soni - Farewill)

Best Use of Technology



Nikki Cunliffe-Lang

2 reviews



Jan 16, 2020

Could not wish for kinder hands to be guided by

I never knew there were companies out there as professional and caring during our sad times like Farewill. The whole process from start to finish was flawless. They made me feel like I were the only one accessing their service and held my hand all the way through my sad time. I was a little dubious when they advertised how they deliver the ashes back to you, but I couldn't have wished for anything better. The Gent who delivered my Dad back to me arrived in a very professional private ambulance, calling me twice with updates on the time of his arrival. He was very kind and respectful... just like everyone I spoke with at Farewill. As morbid as it is to talk about planning our own funerals, I would certainly use Farewill for my own. Thank you so much.

Useful Share



Michael Ross

5 reviews



Verified

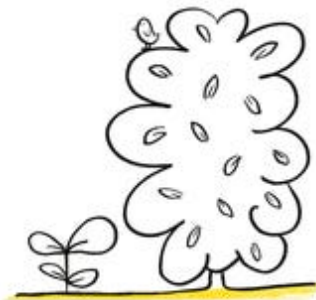
Jan 7, 2020

After a lifetime of business

After a lifetime of business, in which I turned over in excess of £300 million, I have had countless dealings with companies handling my legal matters. I have never come across a company as efficient and competent as Farewill Probate. From the first telephone conversation to the final completion the service has been most excellent and is highly recommended. Thank you for everything Yasemin.

Useful Share





We have strong
fundamentals
for growth

Two independent channels



National D2C marketing

SEO, PPC, TV, Radio, Social, Print,
Inserts, PR

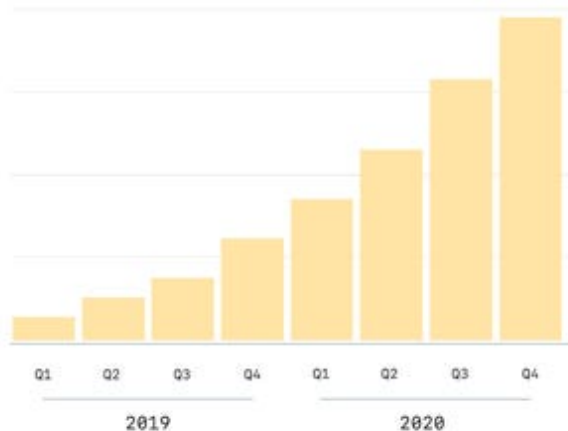


Strategic partnerships

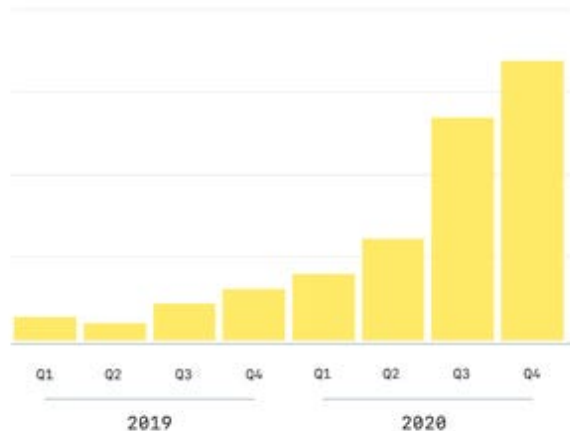
Over £260m pledged for charity
through our wills

Driving predictable and scalable growth

D2C Revenue



Partnerships Revenue





We have a brilliant,
mission-led team
& culture

With uniquely strong foundations for scale



Recommend
to a Friend



Approve
of CEO

Highest Employer Metrics

Rocketlist's Top 20
high growth companies to work for

UNINTENTIONAL CHURN

0%

Great retention

MAJORITY WOMEN

56:44

Diverse & Inclusive Team

36:64 BAME:White
6/11 Women on Leadership Team



Old friends as co-founders

Dan - CEO
Tom - CPTO
(Still friends)

And experienced, growth focused leaders



Constance Mattle
COO

Constance has been with Farewill since the beginning - previously leading partnerships & operations, and launching our probate business.



David Biggs
CFO

David has over ten years experience as a technology CFO with extensive experience in scaling, fundraising and exits.



Angela Bradbury
Chief of Staff

Angela is an ex-McKinsey consultant, launched Homejoy in Europe and ran her own business profitably for 4 years.



Catherine Cull
Head of Acquisition

Catherine has over 10 years experience leading performance marketing teams - previously Mahabis & Gamesys.



Natasha Pawade
Head of Partnerships

Natasha has spent the last 10 years in sales and partnerships across VC backed start-ups including Hibob, Taboola and Groupon.



Jem Elliot
Head of Brand & Comms

Jem is a former BBC journalist and has led brand and communications programmes at Google, McKinsey, Uber, and most recently Babylon Health.



Sam
Head of Probate

Sam has held senior roles at high growth tech businesses after starting his career with Strategy&, including Head of International Expansion at carwow.



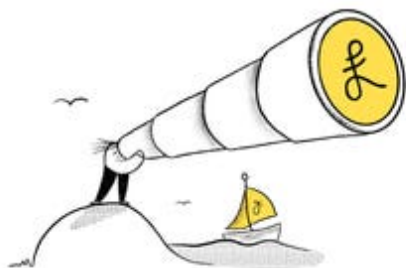
Matt Morgan
Head of Cremations

Matt has held growth roles in a number of startups, including Tulip which he co-founded and scaled to be the #2 cremation service in the US.



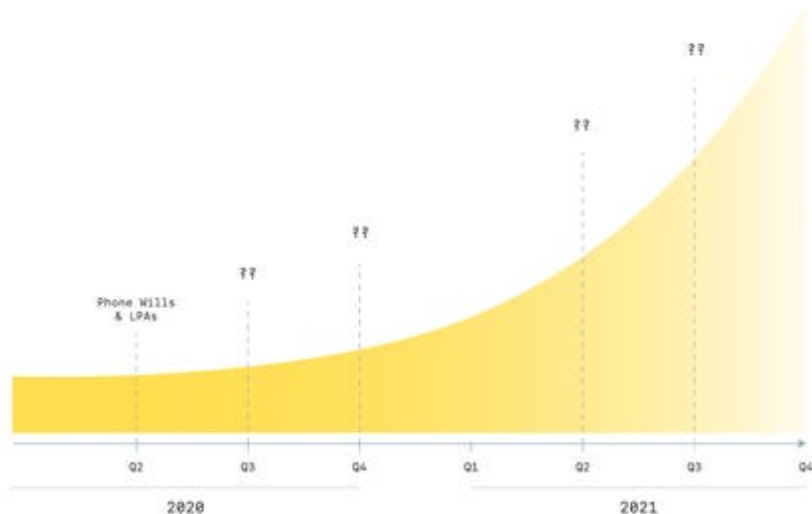
Lorraine Robinson
Head of Legal

Lorraine has spent the last 14 years in legal services, including 10 years in volume legal services at a Top 100 law firm.

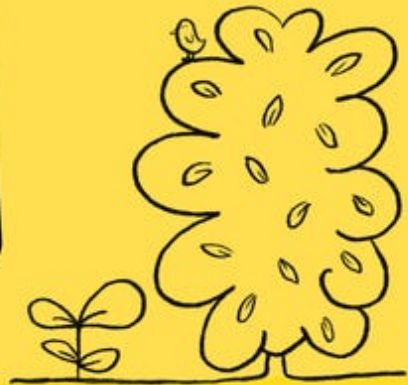


We're raising £20m to
own the UK market
(and beyond...)

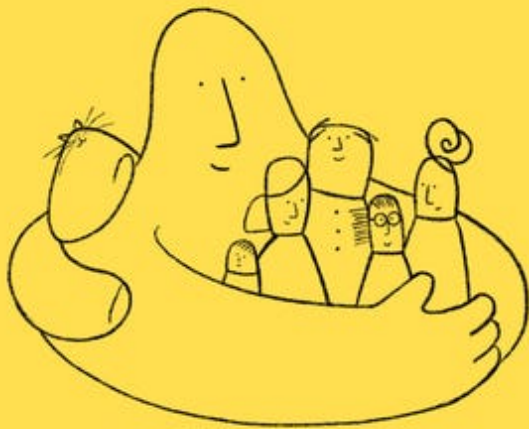
Delivering on our product vision



To change the way the world deals with death



Head over to
farewill.com/careers
to find out more about our long term vision!



Thanks for reading