



Zuper™

Own Today. Thrive Tomorrow.

Profit meets purpose for millennials

93% of HNW millennials believe that a company's social and environmental impact is key to their investing decisions, **up from 74%** two years ago.

68% are looking for clean energy investments

Companies aligning their financial goals with environmental or social causes are likely to have a lasting advantage over their competitors in attracting capital from value-conscious Millennials

Millennials stand to benefit from the largest intergenerational wealth transfer in history, by 2052, with an estimated value of **\$41 trillion in the US alone**

HENRY's (Over \$80k), 25-38, 1,100,000 in Australia

Tech proficient, adopting new ways of doing things, smart, educated. Most likely to have a slightly higher balance and open to knowledge.

Green	Tech	Wellness	Frugal
<p>This audience group care about the future of the world and do everything they can to help. They are not environmentalists though.</p> <p>200,000</p>	<p>This audience not only uses tech, but would know who the tech companies are. They are educated and would be aware of the tech domination.</p> <p>500,000</p>	<p>Half of them would be a gym member, more than likely taking part in communal runs and events. They would eat well and aspire to healthy lifestyles.</p> <p>500,000</p>	<p>Around 10% of this cohort would be ultra frugal. Not spending on anything they think is not needed.</p> <p>110,000</p>
<p>Targeting: Social connections to green issues. Memberships of groups. Visiting green websites. Social commentary on cultural news around green. Hashtag usage.</p>	<p>Targeting: Installed apps. Page likes of tech brands. Reading tech news through social. Visiting tech/consumer tech sites. Visited spaceship.</p>	<p>Targeting: Gym membership. Following health & wellness co. Vising h&w sites. Logging runs. Hashtag usage.</p>	<p>Targeting: Budget app usage. Following consumer financial news.</p>
<p>PR/Content Green fund Why Green is a good choice. Green stories from ETF co.</p>	<p>PR/Content A tech fund designed by tech. Why tech is good for investing. Bot and AI.</p>	<p>PR/Content A fund that drives h&w. Australian health issues. Why health is a good investment.</p>	<p>PR Naked option. Low fee, low insurance. Compounding.</p>

Value Proposition

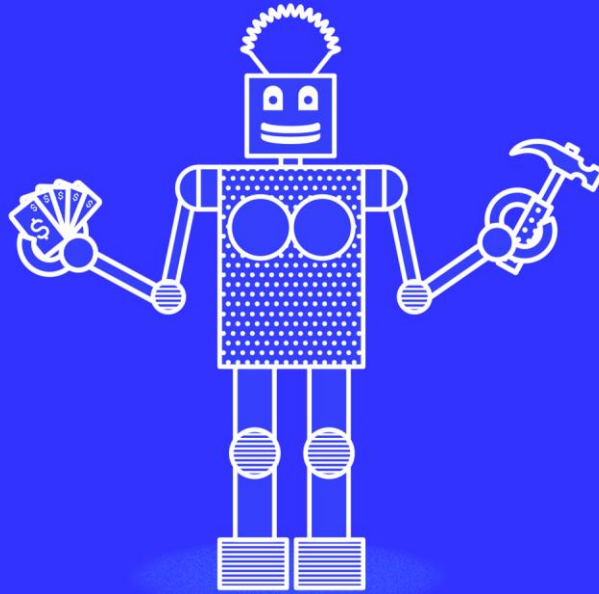
Simple investment options that reflect Australians values and passions.
AI powered chatbot that optimises contributions and wealth creation.



ZUPER GREEN



ZUPER TECH



ZUPER BASIC



ZUPER HEALTH