

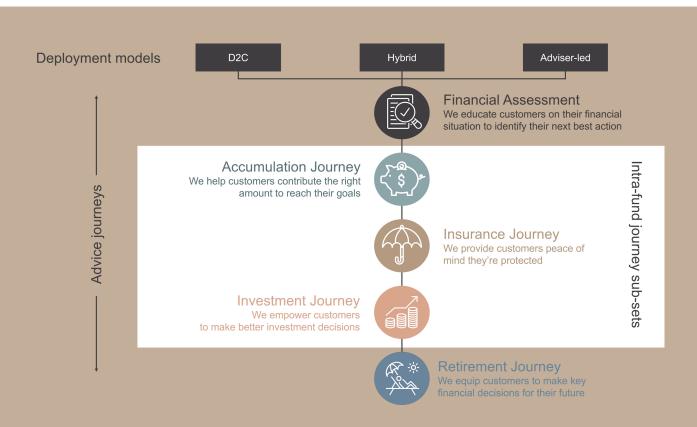
## Who is Ignition?

We are an Australian business and a global leader in digital advice. We work with superannuation funds, banks, wealth managers, and insurers seeking to help more of their customers access financial advice in a fast and scalable way.

We help our clients combine the power of digital intelligence with a human touch to enable smarter, more flexible, and more secure advice delivery for everyone.

## **Our platform**

Our bank-grade, globally data compliant SaaS platform integrates seamlessly into existing systems enabling our clients to deliver a customer-centric experience across a variety of digital advice journeys and deployment models.



## Our proven, highly configurable solution

A complete omni- channel offering,	Flexibility within and between	Full configurability of brand and tone	Configuration to specific
incorporating	journeys, enabling	of voice to reflect	compliance rules
needs analysis,	customers to pivot	client brand	and risk
guidance and	between a D2C,	requirements.	management
advice.	Hybrid or Adviser-		requirements of
	led experience as		the client, enabling
You determine the	their needs or		a comprehensive
advice journeys	preferences		audit and control

# Our customer first technology principles



#### Universal

Our advice journeys are welcoming and accessible, regardless of financial experience. We seamlessly connect members and human support at the right times.



### Friction

We introduce friction where friction is needed. For example, when there is a potentially impactful life choice.



### Human

We put humans at the centre. We start with the member – fitting into their lives and making things easy do to. For advice teams, we add tools and complexity as they need them.



### Iterate, then iterate again

We educate and demonstrate the value of advice regularly, keeping members engaged throughout and nudging them towards their next best action.



#### Resonant

Our best in class UX provides the lowest possible cognitive load for the member, ensuring high engagement and high rates of completion. Outputs are actionable, and speak to what matters most to members.

# Bring your digital advice capability to life with Ignition

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