

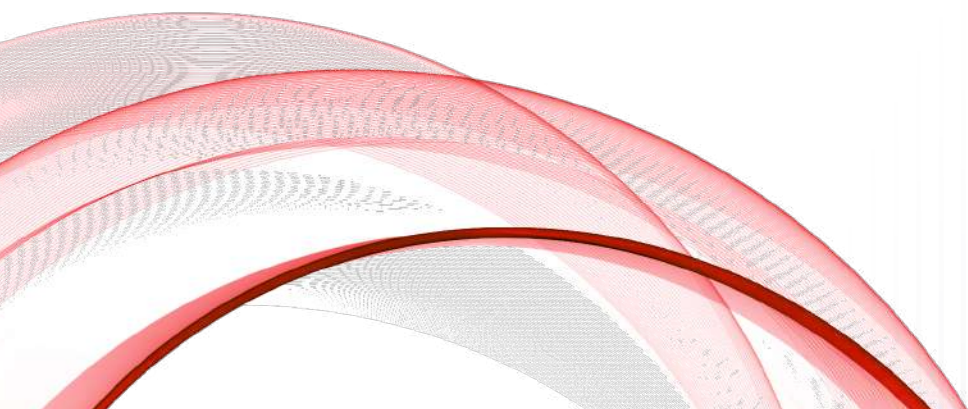


# COMPANY PROFILE

**2023**

**VISION**

Pioneering fintech group driving  
creative disruption on a global scale







**MISSION**

To build the Investor Nation

**GOALS**

- ▶ Disrupt and innovate
- ▶ Create digital marketplace
- ▶ Be sustainable

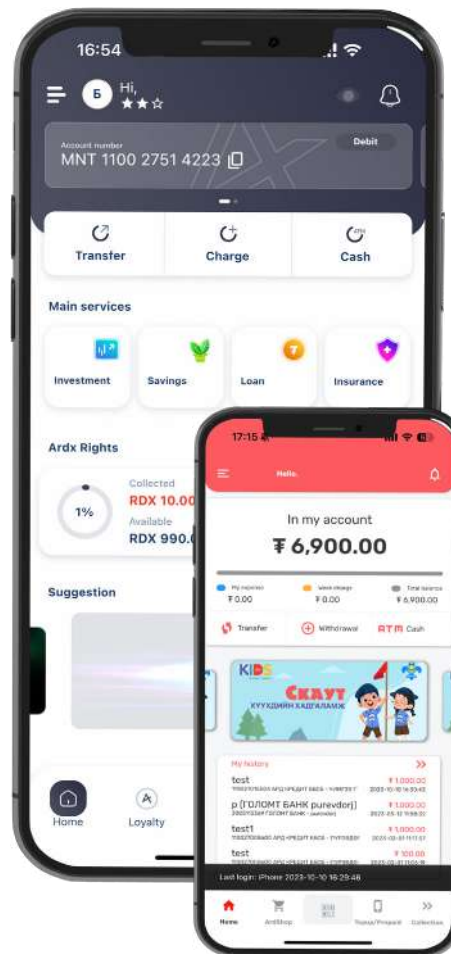
2005	2013	2018	2023	
 <p>Employee investment trust by XacBank</p>	 <p>Rebranded into Ard Financial Group</p>	 <p>Investor Nation movement</p>	 <p>Full-scale digital banking</p>	
1	10	15	<b>40</b>	INVESTMENT PORTFOLIO - COMPANIES
MNT12 million	MNT28 billion	MNT52 billion	<b>MNT90 billion</b>	CAPITAL / VALUATION OF THE GROUP
10	370	2,864	<b>+110K</b>	SHAREHOLDERS
MNT10	MNT1,000	MNT3,000	<b>MNT3,150*</b>	SHARE PRICE

\*ARD FINANCIAL GROUP SHARES WERE SPLIT INTO 1.57 DUE TO REVERSE TAKEOVER (RTO)

**500X GROWTH  
SINCE INCEPTION**



## Our services



Digital currency licence from the Central bank of Mongolia



## PAYMENT SOLUTION

QR Payment  
Point-of-sale solution  
Messenger transfer  
Buy now Pay later

## LIFESTYLE

Ecommerce, tickets  
Bills and payment  
Financial education  
Lotto

## TECHNOLOGY

Blockchain integration  
National KYC integration  
Gamification

## LOYALTY

ArdCoin  
RDX

**+1,600,000**

Users/bank accounts

**+48,000**

Merchants

**+400**



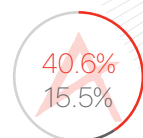
Nationwide branches

## Banking

36%

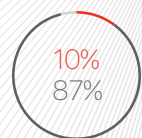
### Non-bank

**ARD** CREDIT NBFI



### Credit union

**ARD** ASSETS SCC



### Leasing

**ARD** LEASING COMPANY

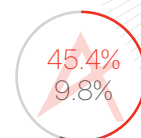


## Insurance

21%

### General insurance

**ARD** INSURANCE SINCE 1994



### Pension fund

**ARD** PENSION ACCOUNT



### Life insurance

**ARD** LIFE INSURANCE

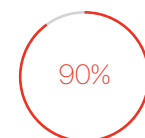


## Investment banking

11%

### Broker-dealer

**ARD** SECURITIES COMPANY



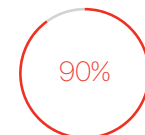
### Real estate

**ARD** PROPERTIES COMPANY



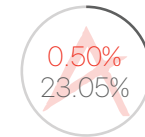
### Asset management

**ARD** MANAGEMENT COMPANY



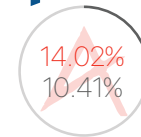
### Closed-end fund

**NATIONAL PRIVATIZATION FUND**



### Open-ended fund

**INVESTOR NATION FUND**

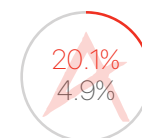


## Other

12%

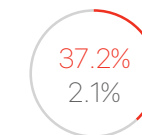
### Postal services

**POSTAL**



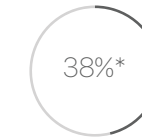
### Media group

**TENGERLEAGUE** MEDIA GROUP



### Securities exchange

**UBX** Ulaanbaatar Securities Exchange

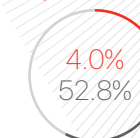


## Ventures

20%

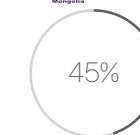
### Blockchain

**CRYPTO NATION**



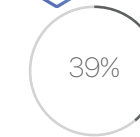
### Software development

**GrapeCity** Mongolia



### Payment platform

**M-O-S-T** PAYMENTS



- Ard Financial Group ownership
- Affiliated entities ownership
- ★ Publicly listed on the MSE

\*Fully diluted

## Banking

**100%** digital



Online loan  
**24/7**



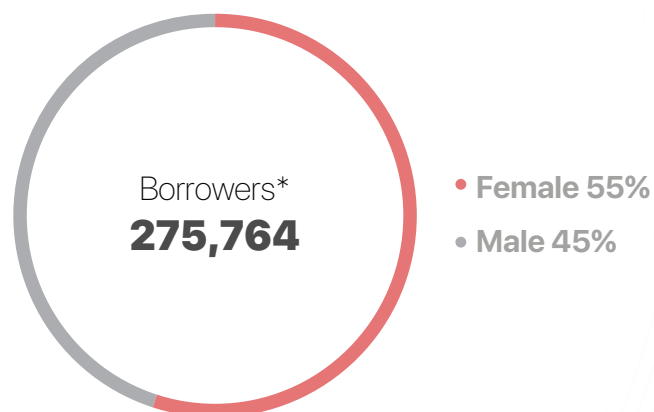
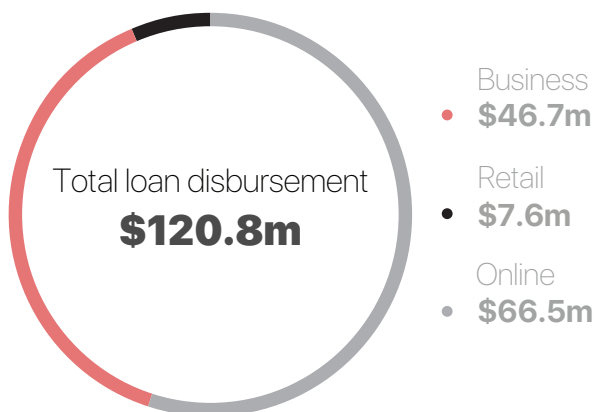
5 minutes  
**MNT5 million**



AI  
**Credit scoring**



Save on every  
**Transaction**



▲ 49.1%  
Total assets  
**\$28.5m**

▲ 45.2%  
Loan portfolio  
**\$21.0m**

▲ 53.7%  
Funding  
**\$17.5m**

▲ 28.2%  
Net profit  
**\$0.4m**



## Insurance

**100%** digital



Online insurance  
**24/7**



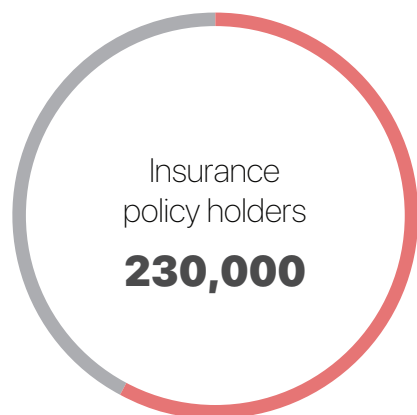
Get insured in  
**5 minutes**



Simple  
**Claims**



Automated  
**Savings**



▲ 38.9%  
Total assets  
**\$21.8m**

▲ 38.1%  
Total reserves  
**\$5.3m**

▲ 4.6x  
Pension fund  
**\$9.2m**

▲ 5.0%  
Total profit  
**\$4.3m**

## Investment

**100%** digital



Trading  
**24/7**



Automated  
**Investing**



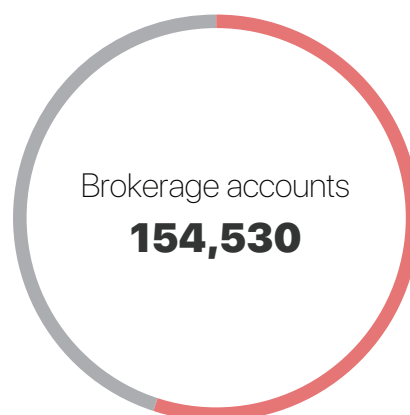
Portfolio  
**Diversification**



Smart asset  
**Management**



- App trading \$2.15m
- Other trading \$7.25m



- Female 55%
- Male 45%

▲ 259.1%  
Total assets  
**\$7.8m**

▲ 117.4%  
Total equity  
**\$3.5m**

▲ 78.6%  
Total profit  
**\$0.6m**

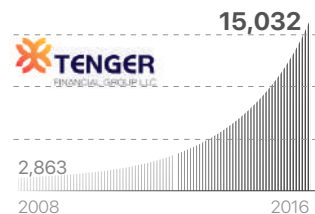
Assets under management  
**\$2.6m**

A proven history of achieving successful investment exits over an extended period

Presented entry and exit amounts

ROI:

**525% +**



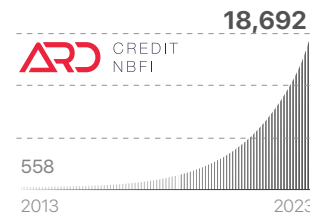
ROI:

**411% +**



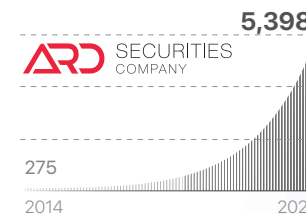
ROI:

**1,869% +**



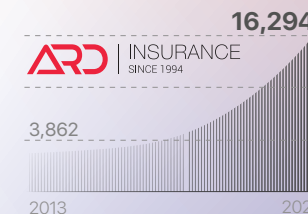
ROI:

**2,001% +**



ROI:

**340% +**



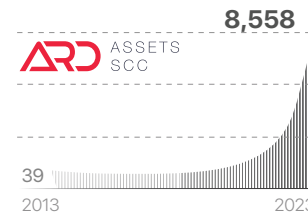
ROI:

**130% +**



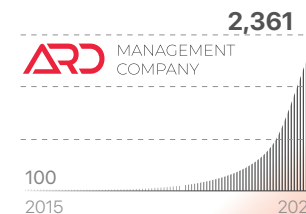
ROI:

**65,530% +**



ROI:

**2,261% +**



## Shareholders' Structure – Ard Financial Group

	Shareholders	Sep 30, 2023	%
1	EIT	3,039,503	10.62%
2	Ard Pension*	2,467,285	8.62%
3	Bruno Raschle	2,109,997	7.37%
4	Suhdorj A.	1,944,990	6.80%
5	Ganhuyag Ch.	1,579,994	5.52%
6	Ard Ventures	1,498,613	5.24%
7	Uyanga G.	1,389,754	4.86%
8	Golomt Custodian banking (ARDT)	900,000	3.15%
9	Ard Leasing	632,171	2.21%
10	Gereltuya S.	455,935	1.59%
11	Ronoc Limited	443,816	1.55%
12	Ard Securities	401,640	1.40%
13	Orgil S.	390,937	1.37%
14	Bat-Erdene G.	351,268	1.23%
15	Munhnasan N.	344,311	1.20%
	Top 15	18,850,214	65.88%
	Others	9,764,049	34.12%
	Outstanding shares	28,614,263	100%
	# of shareholders	18,822	
	# of ARDT shareholders	3,064	



ORDINARY MEMBERS

CHAIRMAN



**Ganhuyag** Chuluun  
Executive Chairman,  
Ard Financial Group



**Bruno** Raschle  
Vice Chairman,  
Schroders Capital Holding



**Suhdorj** Avir  
Founder,  
GrapeCity Mongolia



**Odbayar** Odonchimed  
CEO,  
Mon-International

INDEPENDENT MEMBERS



**Arnaud** Ventura  
Founder,  
Baobab Group



**Sergelen** Munh-Ochir  
President,  
IET



**Mihail** Zeldovich  
Chairman of the  
Supervisory Board,  
Cocoon Capital



**Munhbat** Chuluun  
President,  
South Gobi Sands



**Roland** Nash  
Founding Partner,  
VPE Capital

CUMULATIVE EXPERIENCE  
(years)

Banking and Finance

**150+**

Business

**300+**

Technology

**100+**





**Zolboo** Batbileg  
Interim CEO

HOLDING COMPANY



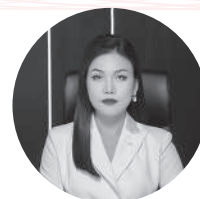
**Bilguun** Hurelbaatar  
Chief Financial Officer



**Dashnyam** Jargalsaihan  
Chief Digital Strategy Officer



**Turtogtoh** Erdenebaatar  
Chief Risk Officer



**Selenge** Ganhuyag  
Chief Accountant



**Uyanga** Buyandelger  
Director of Human Resources



**Munh-Erdene** Munhbat  
Internal Auditor



**Ashhuu** Unurbayan  
Senior Legal Advisor

SUBSIDIARIES



**Telmen** Gerelt  
Ard Credit



**Bilguun** Ganhuyag  
Ard Assets



**Suhbaatar** Gurragechaa  
Ard Leasing



**Tsogbadrah** Galbadrah  
Ard Insurance



**Amarbold** Otgonbayar  
Ard Pension



**Barhas** Tsolmon  
Ard Securities



**Handaa** Chuluunbaatar  
Ard Management



**Uyanga** Galnyam  
Ard Properties



**Solongo** Tsend-Ayush  
Ard Support



- ▶ Singapore SPV
- ▶ Digital ecosystem
- ▶ Proven know-how



[www.ardholdings.com](http://www.ardholdings.com)



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