



NoWo. Transforming pensions for Digital Natives.

Nowonomics AB company presentation

Over **40% of Swedes** are worried about their pensions. Young people in average would **need to save 3x** more to maintain their living standard when they retire. In most countries, the desired pension of 80% of the last salary cannot be reached without private savings. However, **a lack of visibility** and a lack of **understanding** for pension providers makes it difficult to get started for a majority of people.

NoWo (No Words) tackles this issue by providing a user friendly three fold solution in one app: A pension simulation, smart saving functions and a credit card that saves automatically for the user. Instead of a complicated pension fund selection process, the company partners with a worldwide equity fund and makes saving easier by doing it in **gradual steps**. The offered MasterCard moves a by the user pre-set percentage of the purchase volume in certain stores into the savings account and thereby saves simultaneously, while the simulation helps to determine the required **daily savings**.

The company has gained tremendous traction in the Swedish market with over **35.000** active and 60.000 registered users. 40% of consumers **did not have** any private pension **before**. The affiliate business model leads to a **completely free** service for the users and allows the firm to make revenues from multiple stakeholders such as banks, pension funds and shops.

With it's last **funding of 4.4M EUR** the company plans to expand its services to Spain, Germany and France and scale further to help **everyone secure their pension** in an **easy** manner.

Carolin Wais

MiM programme - IoT specialization

