

# Knock Investor Update

April 23, 2024



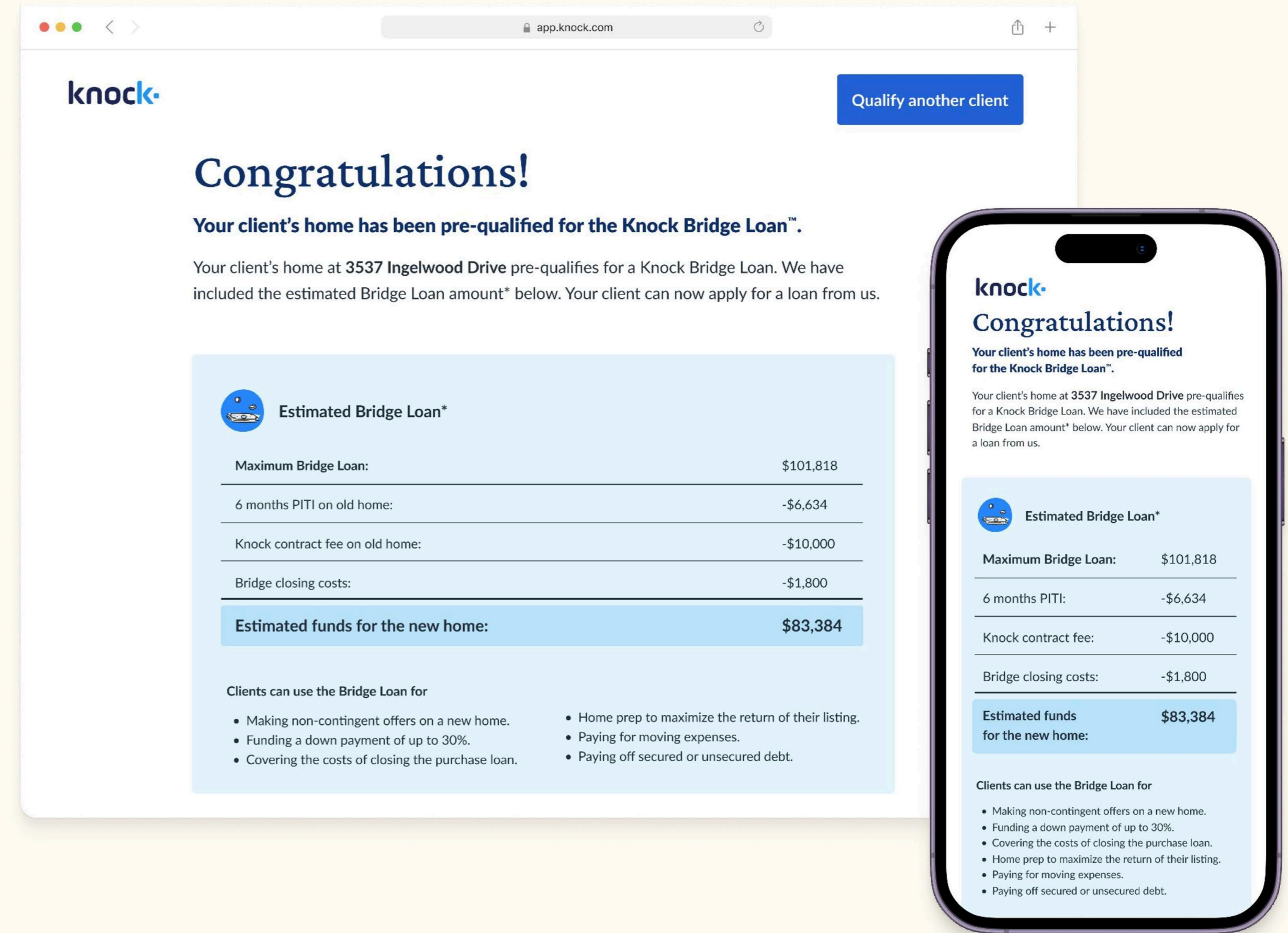
# Summary

Knock has been growing strongly and steadily all year through macro headwinds and 7%+ interest rates! Per the charts below, **Revenue is forecasted to be up 90%+ MOM and EBITDA loss down 57%. We are on track to be EBITA positive in Q2 and cash-flow positive in Q4!**



# Full Lender Integration

The lender channel continues to grow at a faster rate than overall applications and represents **48% of the applications for the month of April vs. 41% for the month of March.** We expect that to accelerate in May as we start integrating into our lending partners' loan operation systems (LOS), which empowers Knock to programmatically prequalify all customers in our partners' system so loan officers can easily bundle Knock into their customers' mortgages.





# Phase I Lender Integration Complete

On March 1st, we launched Instant PreQual, which is the first phase of lender integration

The results exceeded our expectations, as seen here

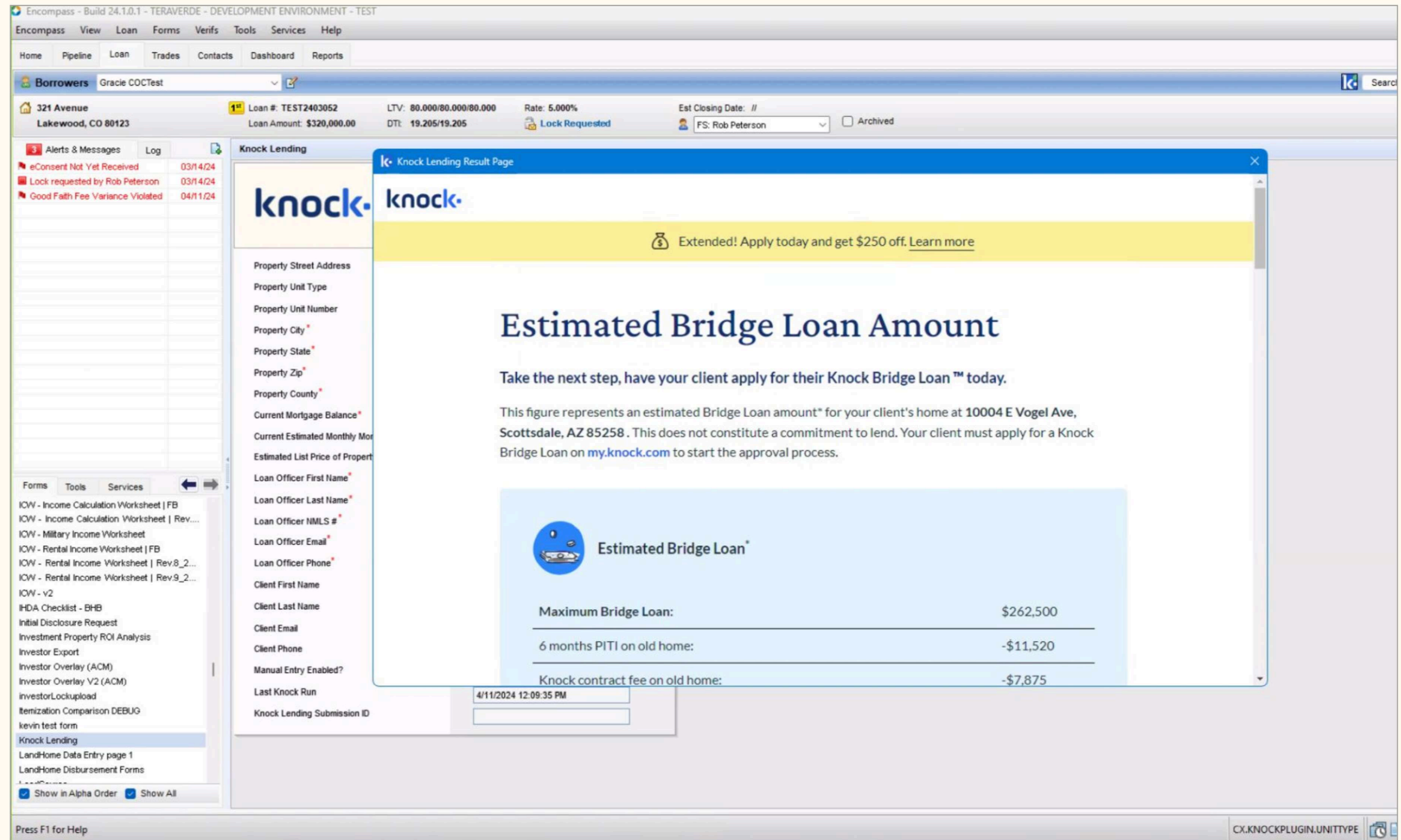
	Prior to Pre-Qual 2/1/24 - 3/6/24	Post Pre-Qual 3/7/24 - 4/12/24	% Change
Leads	395	537	136% ↑
Apps	61	124	203% ↑
Lead to App Conversion	15.4%	23.1%	7.7% ↑
Lead to App # of Days	3 median / 4.4 avg	1 median / 2.5 avg	57% ↓
Engagement <i>(form &amp; results)</i>	2m	2m 24s	120% ↑
Revisit Rate <i>(form &amp; results)</i>	6%	16%	10% ↑
App Start to Submit <i>(median time)</i>	28 mins	14 mins	50% ↓

\*A decrease ↓ reflects steps taken to reduce friction in the funnel with instant pre-qual for both the lender and borrower



# Phase II Lender Integration

We will launch our first Loan Operating System (LOS) integration April 25th with our largest lending partner NFM Lending. **Knock will programmatically pre-qualify every NFM customer**, alert loan officers within their workflow and make it easy for them to send to their customers.





# Lead Growth

Knock continues to see strong lead growth with a projected **987 leads for the month of April, an 8% MOM increase** and the highest monthly lead volume in over a year and since we discontinued paid direct to consumer marketing. The week ending April 21, lead volume from Lenders was up 20% from the first week of April.

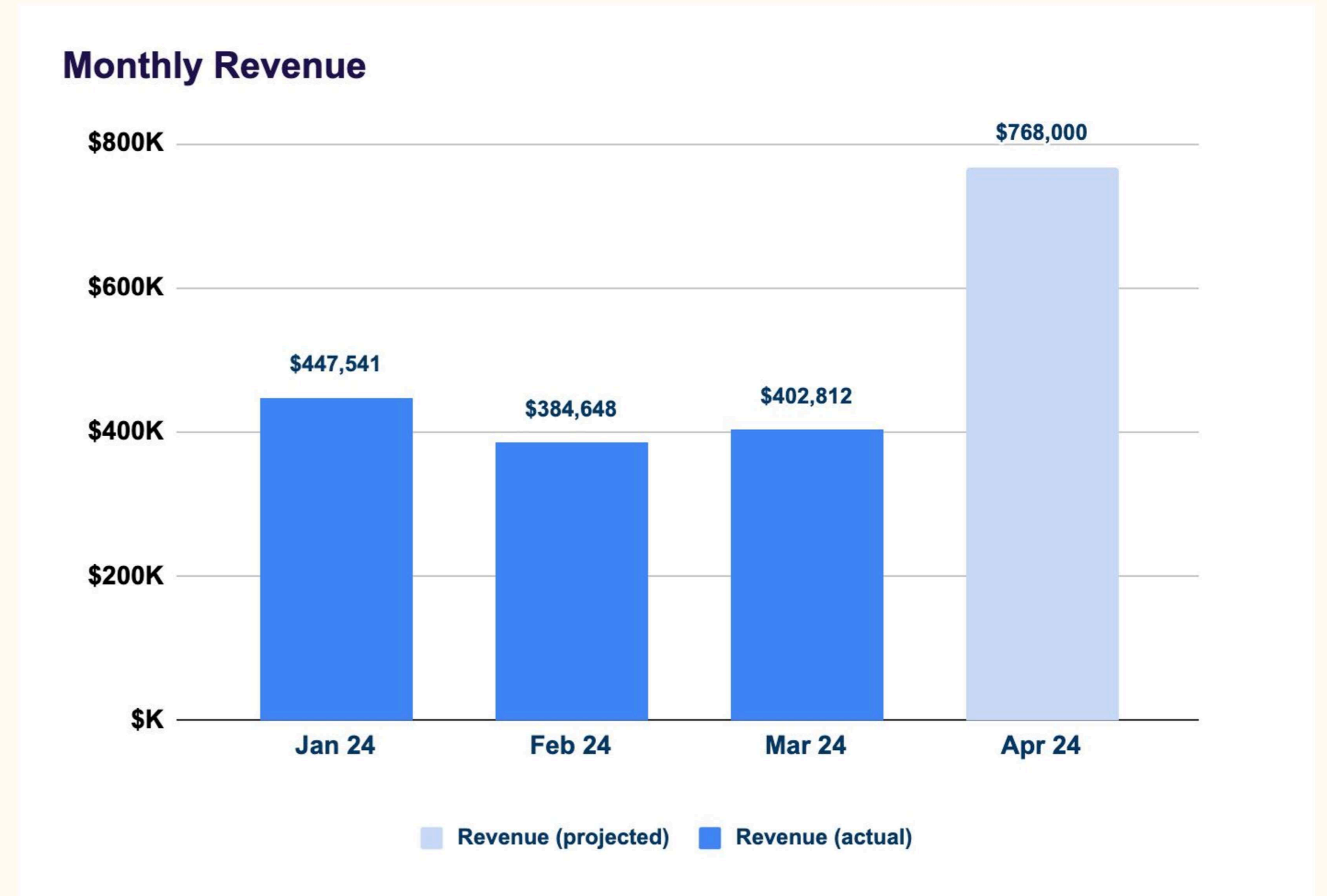
Conversion from **lead to application** remains steady at **18-20%** despite the large increase in lead volume.





# Revenue Growth

With the strong sales pipeline we are forecasting **April revenue of \$768k, which would be a 91% MOM growth rate** and exceed our budget of \$727k.



# ASK

Fundraising is mission critical, so If you are interested in doubling down or know other investors interested in a smoking good deal on a growing, nearly cash-flow break-even FinTech company at **a ~\$20M post-money valuation that was valued at \$2 Billion by Goldman Sachs** just 3 years ago please reach out ASAP.

The screenshot shows a fundraising progress bar at the top, partially filled with green. Below it, the current amount raised is displayed as **\$10,700,045** with an information icon to its right. Underneath, it says "of a \$15,600,000 goal". Below this is the label **INVEST** with "min \$100k" underneath. To the right of the label is a text input field containing a dollar sign and the number 0. At the bottom of the interface is a large red button with the word **INVEST** in white capital letters.