



Partner co-branding guide

JANUARY 2018

What is MoneyBrilliant Partner Co-Branding

MoneyBrilliant's Partner Co-Branding solution is a way for financial planners and accountants to use the MoneyBrilliant platform to build deeper engagement with and retain existing customers and attract new customers.

The Partner Co-Branding solution promotes both the Partner business brand and the MoneyBrilliant brand.

The scope of the Partner Co-Branding solution includes branding of:

- the web based customer signup and login
- the iOS and Android mobile apps
- the browser app

This document outlines branding options for the web signup, web login, mobile apps and browser app

MoneyBrilliant also has a Corporate Co-Branding solution available. The Corporate Co-Branding solution provides co-branded email communications and Activity Feed content. For further details on Corporate Co-Branding and pricing please contact the MoneyBrilliant Sales team at connect@moneybrilliant.com.au

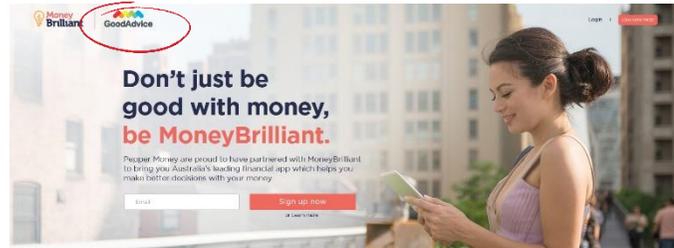
Web based customer signup and login

The Partner Co-brand solution provides a:

- co-branded landing page for customers to review information about the service
- co-branded signup page
- co-branded login page

Partner businesses can use these pages when promoting the service to customers and prospects and link to these from their own web sites

Landing page



Why is MoneyBrilliant brilliant?

MoneyBrilliant looks for ways to support your financial wellbeing because we think financial wellbeing is part of your total wellbeing.

MoneyBrilliant organizes all of your finances into one easy online hub. Connect all of your bank accounts, credit cards and superannuation with just one login. It helps you manage your budget, bills and savings goals. It's like having your own personal financial assistant.



As seen in **LIFESTYLE** **maddison** **TenneyFox** **CLEO** **WILLAMUNA** **THE** **she.com.au**

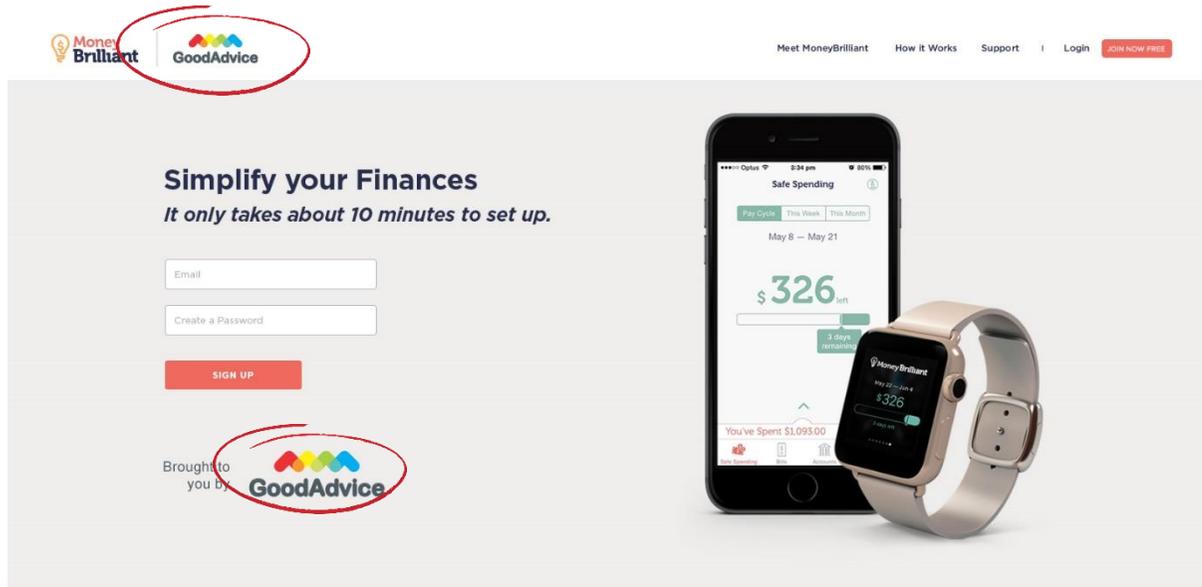
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Secure by McAfee

Sign up page



The banner features the Money Brilliant and GoodAdvice logos at the top left. The main heading reads "Simplify your Finances" with the subtext "It only takes about 10 minutes to set up." Below this is a sign-up form with fields for "Email" and "Create a Password", and a red "SIGN UP" button. To the right, a smartphone and smartwatch display the Money Brilliant app interface, showing a "Safe Spending" screen with a balance of "\$326 left" and a "3 days remaining" indicator. At the bottom left of the banner, it says "Brought to you by" followed by the GoodAdvice logo.

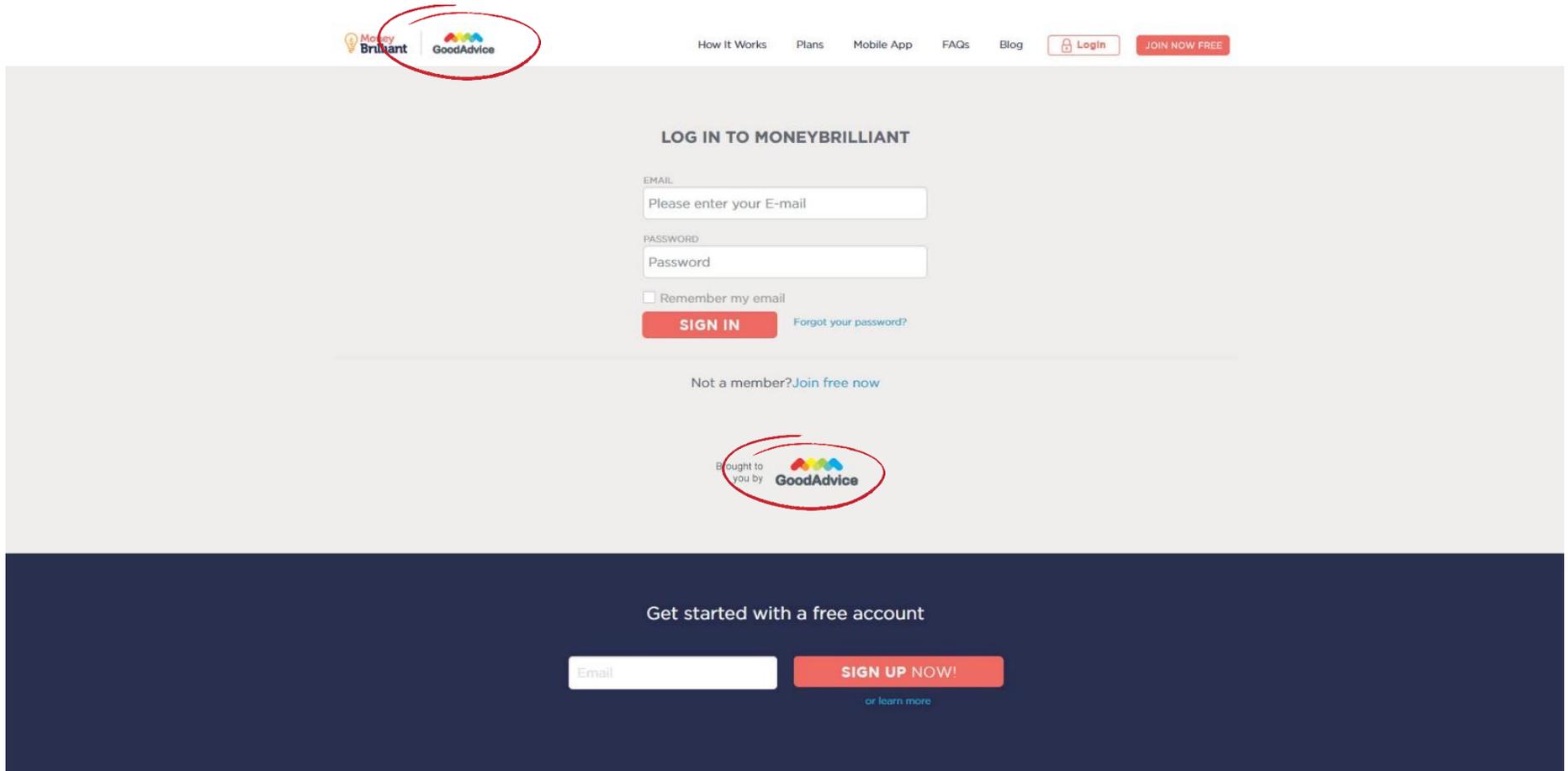
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Brought to you by 



Web based login



The screenshot shows the Money Brilliant website's login and sign-up interface. At the top left, the Money Brilliant and GoodAdvice logos are circled in red. The navigation menu includes links for 'How It Works', 'Plans', 'Mobile App', 'FAQs', and 'Blog', along with a 'Login' button and a 'JOIN NOW FREE' button. The main content area features a 'LOG IN TO MONEYBRILLIANT' section with input fields for 'EMAIL' (with placeholder text 'Please enter your E-mail') and 'PASSWORD', a 'Remember my email' checkbox, a 'SIGN IN' button, and a 'Forgot your password?' link. Below this is a link for 'Not a member? Join free now'. A second red circle highlights the 'Brought to you by GoodAdvice' logo. The bottom section, on a dark blue background, contains the text 'Get started with a free account', an 'Email' input field, a 'SIGN UP NOW!' button, and a link for 'or learn more'.

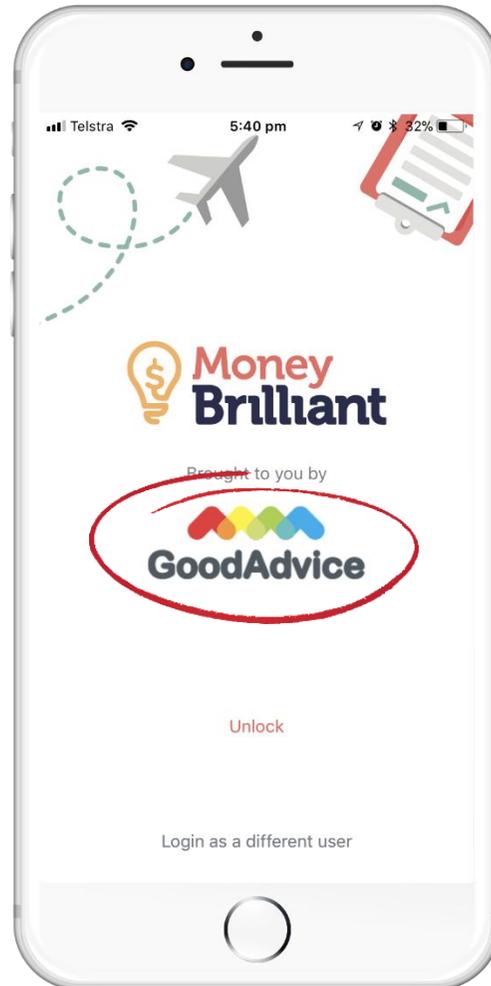
iOS and Android apps

The Partner Co-brand solution provides a:

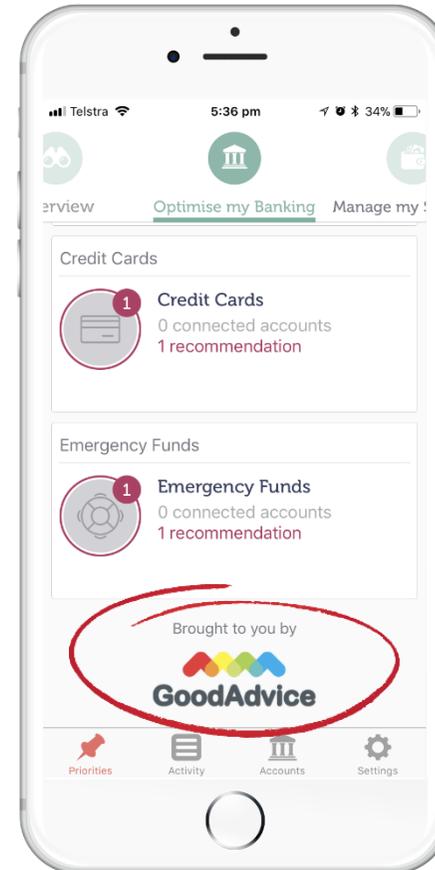
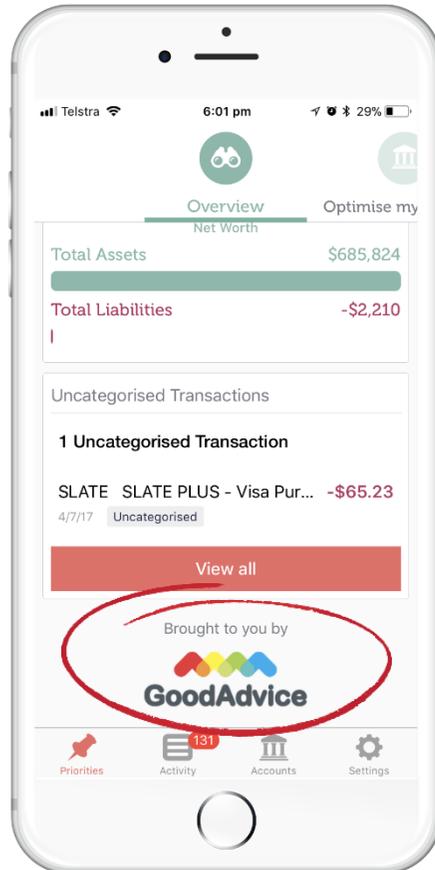
- co-branded app lock screen
- branded widget that can be placed on app dashboard tabs

Partner businesses can use these co-branded and branded screens to promote their brands to users of the apps

Co-branded lock screen



Branded dashboard widgets



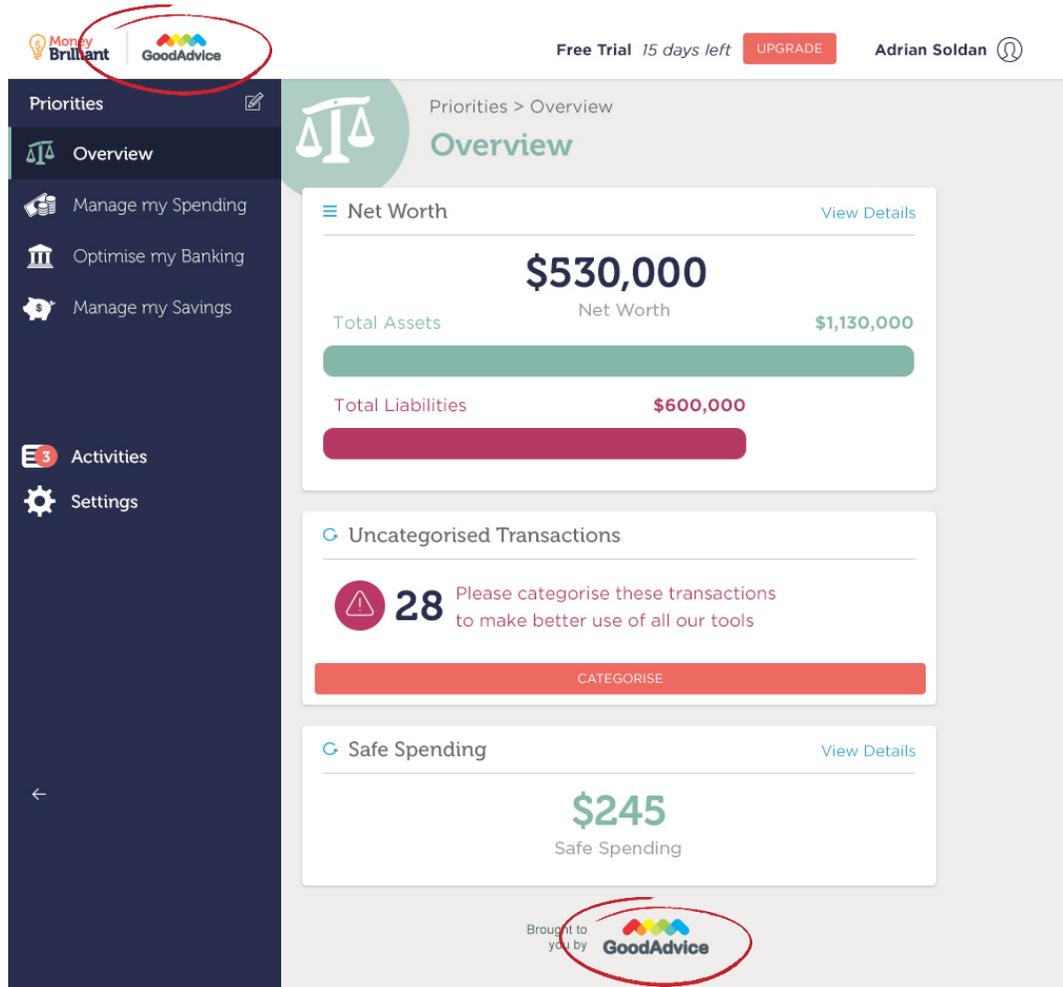
Browser app

The Partner Co-brand solution provides a:

- co-branded web app title bar
- co-branded web app footer

Partner businesses can use these co-branded and branded screens to promote their brands to users of the browser app

Co-branded browser app screens



The screenshot displays a mobile application interface with a dark blue sidebar on the left and a light grey main content area. At the top left, the 'Money Brilliant' and 'GoodAdvice' logos are circled in red. The top right shows a 'Free Trial 15 days left' badge, an 'UPGRADE' button, and the user's name 'Adrian Soldan' with a profile icon. The sidebar contains a 'Priorities' menu with options: Overview, Manage my Spending, Optimise my Banking, and Manage my Savings. Below this are 'Activities' (with a '3' notification) and 'Settings'. The main content area is titled 'Priorities > Overview' and features a 'Net Worth' card showing a balance of \$530,000, with total assets of \$1,130,000 and total liabilities of \$600,000. Below this is a 'Uncategorised Transactions' section with a warning icon and the number 28, accompanied by a 'CATEGORISE' button. The 'Safe Spending' section shows a value of \$245. At the bottom, the text 'Brought to you by GoodAdvice' is displayed with the GoodAdvice logo circled in red.

Pricing

Partner Co-Branding Setup	\$1,000
Partner Co-Branding Annual Maintenance Fee	\$1,000
Monthly service fee (including up to 10 clients)	\$99
Client Fee for additional clients – per client, per month	\$9.90

All fees are payable by credit card. Setup fees are charged once, up-front. Annual maintenance fees are payable on the anniversary of co-branding commencement. Client fees are charged monthly.

Next steps

To proceed with co-branding all we need is a set of hi-res logo files, preferably an EPS file or similar that can be scaled.

We will provide you with:

- 1) A landing page you can use for your clients to sign up
- 2) A MoneyBrilliant corporate registration code that mobile app users can enter to use your co-branded version of MoneyBrilliant
- 3) Access to co-branded desktop browser, iOS and Android apps



Don't just be good with money, be MoneyBrilliant

Our Purpose:

We help people live better lives by helping them make better decisions about their money

