

Richmond Financial Services



Work video calls, chatting with friends, game streams
and file sharing – all in one convenient app.

Get in at 36% off!

IMPORTANT DISCLOSURE

We are finalising the price and valuation terms of the deal. The implied valuation of the deal is a preliminary estimate as it reflects the current market price of the offer.



WHAT IS DISCORD?

Discord is a communications app that lets users share files, voice, video, and text chat. It has over 150 million active users as of 2021.

On the platform, users can create and join different communities called "servers." Aimed at gamers, Discord is also used in online education, remote work, trading and entertainment.

With 6.7 million active servers as of 2021, Discord is considered as a potential competitor for enterprise communication platforms such as Slack and Microsoft Teams.

WHY INVEST IN DISCORD?

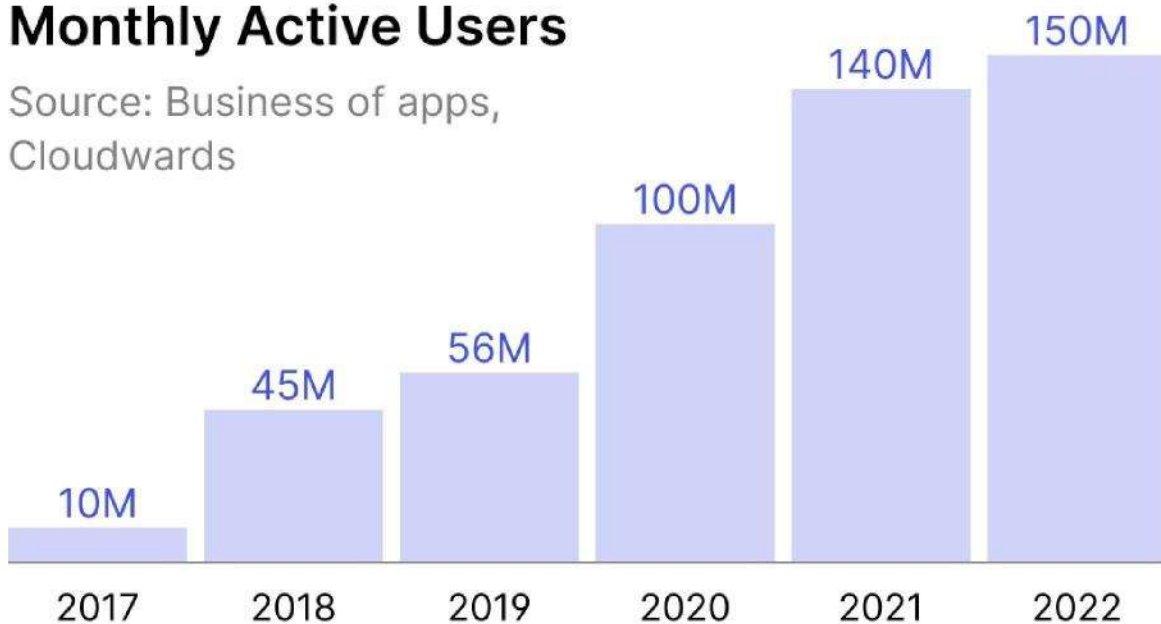
Rapid sustainable growth

Discord has seen a significant increase in monthly active users over the past 5 years, reaching 150 million as of 2022 – equivalent to half the population of the entire United States. This growth has also translated into a decrease in the market share of established messaging apps such as Meta’s Messenger and WhatsApp.

Interestingly, 78% of Discord users indicate that they primarily use the platform for non-gaming activities or for a combination of gaming and non-gaming activities.

Monthly Active Users

Source: Business of apps, Cloudwards



THE MARKET POTENTIAL IS VERY BIG

Despite the significant growth in participation in online communities, the penetration of tools like Discord remains low. In 2010, the Internet had a population of approximately 2 billion people, with only 17% of them participating in online communities, equating to 340 million community members. There are now 5 billion people online, with 76% of them participating in an online community, representing 3.8 billion community members. 1.8 billion of them are using Facebook groups. Thus, there is a significant opportunity for growth in the market for communication platforms like Discord.

Market Size

Source: The Business Research Company



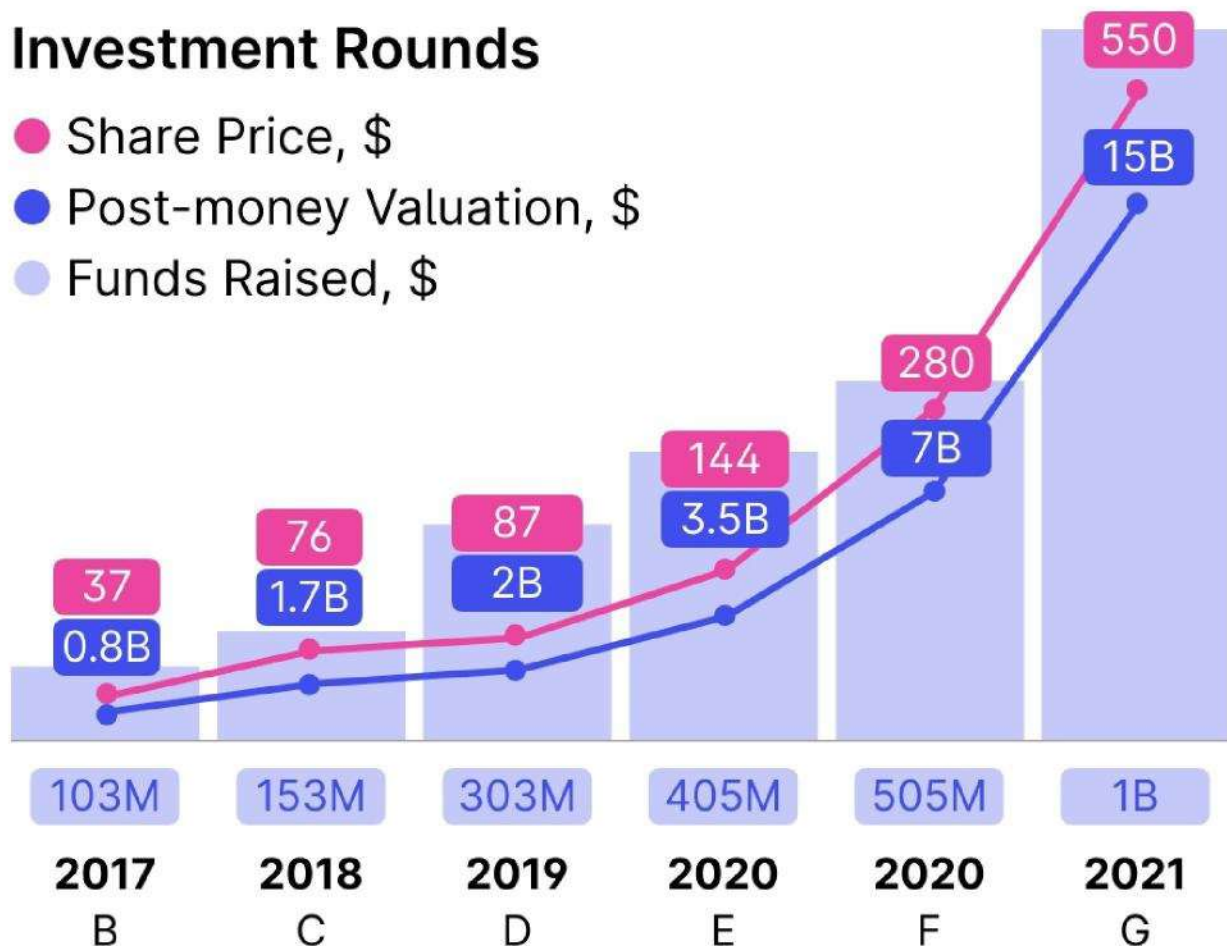
Discord is capitalising on the trend of niche communities on social networks. As more people join, they seek out small, specialised communities that fit their interests. Discord may capture a significant share of the social network market.

TIER 1 RECOMMENDATION

The current secondary market price is around \$9.7B valuation and provides a 36% discount to the last round. Back in 2021 Discord rejected a \$12B purchase offer from Microsoft, focusing on its own growth and the potential entry into the stock market

Investment Rounds

- Share Price, \$
- Post-money Valuation, \$
- Funds Raised, \$



OPPORTUNITIES AHEAD

While the company has a revenue model that relies on a combination of subscriptions and commissions, Discord is one of the most under-monetised consumer-facing services per user. The company is investigating new strategies, experimenting with different subscription models, and exploring micro-transactions and payment infrastructure to increase monetisation.

OFFERING

The RFS trading account is formed for the purpose of acquiring common shares of Discord. The pre-IPO Shares are offered to investors, who, after signing a subscription agreement, become its members. Richmond Financial Services always seeks the optimal ownership structure for its investors.

In certain cases, when direct ownership of shares is unavailable due to restrictions of a private company, we will consider alternative ways of equity exposure, such as double or multiple-layer SPV partnerships or forward agreements.

Richmond Financial Services Limited investors will have direct access to Discord.



FEES

Fee on management - 2%, paid on top of the investment amount.

Trading and administration fees - 1.8% Charged at the closing of investment, after the rest of the commissions are paid.

ABOUT RICHMOND FINANCIAL SERVICES

We are multi-asset brokers offering our clients the ability to buy shares in a traditional fashion with standard shares.

Call our trading desk on

+353 (0) 169 942 44 to place your order.

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