

# M1 Fact Sheet





# *About M1*

M1 is a personal finance platform made for forward-thinkers, uniting individual perspective with automated ease. Hundreds of thousands of investors use M1 to take control of their long-term wealth and have already trusted us with over \$6 billion of assets. As the Finance Super App™, we empower financial well-being with all the tools to invest, borrow, spend and save: low-cost borrowing, high-yield savings, and credit card rewards. M1 has been named a top app for investors including 2023 Best for Low Costs and Best for Sophisticated Investors by [Investopedia](#).

# Product Overview

Prior to M1, self-directed investors were forced to use a mix of brokers, money apps, and banks to manage their finances, which increased costs and complexity. M1 tackles that challenge by giving investors integrated services to manage short-term spending, meet medium-term financial needs, and build long-term wealth.

- ***M1 Investment Accounts*** – Commission-free\*, automated investing that utilizes fractional shares\*\* to keep every investor's portfolio fully allocated and balanced to their specifications.
- ***M1 High-Yield Savings Accounts*** – 5.00% APY<sup>1</sup> for M1 Plus members and 1.50% APY<sup>1</sup> for everyone else—with no minimum deposit required. All accounts are FDIC-insured up to \$5 million<sup>3</sup>.
- ***M1 Margin Loans*** – Low-cost, hassle-free borrowing experience backed by their portfolios, with a base rate of 8.75% and a 7.25%\*\*\* rate for M1 Plus members.
- ***M1 Personal Loans*** – Fixed-rate personal loans with flexible terms and no fees. M1 Plus members get a 1.5%† rate discount.
- ***The Owner's Rewards Card by M1*** – This credit card integrates with an investor's portfolio and rewards them up to 10%‡ cash back when shopping with certain brands, in addition to 1.5% cash back on all other purchases.

# Quick Facts



## Founded

We were founded by Brian Barnes in 2015.

## Team

We are made up of over 300 talented individuals across compliance, finance, engineering, marketing, operations, people, strategy, and product. We're focused on building a powerful personal finance platform that unites intelligent tools with ease of use.

## Locations

Our team spans the United States with headquarters in Chicago and a second hub in Salt Lake City.

## Product Awards

- Best for Sophisticated Investors and Best for Low Costs ([Investopedia, 2022](#))
- Best Investment App for Portfolio Customization ([Insider, 2023](#))
- Best robo-advisors by Bankrate ([Bankrate, 2023](#))
- Best Roth IRAs by Fortune Recommends™ ([Fortune, 2023](#))
- 7 Best Robo-Advisors ([Money, 2021](#))
- Best Investment Apps for 2021 ([The Ascent, 2021](#))

## Company Awards

- Best Workplaces ([Inc., 2022](#))
- Best Places to Work in Chicago ([Built In, 2022](#))
- Top Workplaces ([Chicago Tribune, 2021](#))
- Top Fintech Companies ([CB Insights, 2021](#))



## Social

[Facebook](#)[Instagram](#)[Twitter](#)[LinkedIn](#)

## Founding Story

M1 Founder and CEO Brian Barnes began investing at an early age with the encouragement of his parents, and he developed a passion for finance that followed him into his 20's. As an adult, Brian became frustrated with the lack of control and the additional fees that come with investing with advisors and large brokers. Seeing this gap in the finance industry, Brian launched M1, a DIY Finance Super App™ that gives users the freedom to choose the stocks and ETFs they want to invest in but automates the investing process enough to give clients their time and autonomy back.

## Major Milestones

**2015:** Founded

**2017:** M1 cuts management fees

**2018:** M1 launches [Margin Loans](#)

**Jan 2020:** M1 moves headquarters

**Feb 2020:** M1 hits \$1 billion in client assets

**Mar 2020:** Investopedia names M1 as one of the [“Best Roth IRA accounts”](#)

**April 2020:** New [M1 look](#)

**June 2020:** M1 raises Series B for \$33 million

**Aug 2020:** M1 launches [The Investor's Mindset](#)

**Sept 2020:** M1 hits \$2 billion in client assets

**Oct 2020:** M1 raises Series C for \$45 million

**Dec 2020:** M1 launches Smart Transfers

**Jan 2021:** M1 team is bigger than its new headquarters, M1 hits \$3 billion in client assets, M1 raises Series D for \$75 million

**July 2021:** M1 raises Series E for \$150 million and becomes a [fintech unicorn](#)

**July - Oct 2021:** M1 launches the [Owners Rewards Credit Card](#)

**Sept 2021:** M1 hits \$5 billion in client assets

**Dec 2021:** M1 surpasses 300 employees

**Feb 2022:** Company changes name from [M1 Finance](#) to [M1](#)

**May 2022:** Inc. names M1 as one of the [“Best Places to Work”](#)

**Dec 2022:** M1 launched [M1 Personal Loans](#)

**May 2023:** M1 launches the [M1 High-Yield Savings Account](#)

*All investing involves risk, including the risk of losing the money you invest. Borrowing on margin can add to these risks, and you should learn more before borrowing. Brokerage products and services are offered by M1 Finance LLC, Member FINRA / SIPC.*

*\*Commission-free trading of stocks and ETFs refers to \$0 commissions charged by M1 Finance LLC for self-directed brokerage accounts. Other fees may apply such as regulatory, M1 Plus membership, account closures, and ADR fees. For complete list of fees, visit [M1 Fee Schedule](#).*

*\*\*If you choose to transfer your account to another broker-dealer, only the full shares are guaranteed to transfer. Fractional shares may need to be liquidated and transferred as cash.*

*\*\*\*M1 Borrow available on margin accounts with at least \$2,000 invested. Not available for retirement, trust, and custodial accounts. Rates may vary.*

*M1 Plus is a paid membership that confers benefits for products and services offered by M1 Finance LLC, M1 Spend LLC and M1 Digital LLC, each a separate, affiliated, and wholly-owned operating subsidiary of M1 Holdings Inc. “M1” refers to M1 Holdings Inc., and its affiliates.*

*<sup>1</sup>Obtaining stated APY (annual percentage yield) or opening a savings account does not require a minimum account balance. Stated APY is valid from date of account opening. Account fees may reduce earnings. Higher APY rate subject to paid M1 Plus subscription. Rates are subject to change.*

*M1 is not a bank. M1 Spend is a wholly-owned operating subsidiary of M1 Holdings Inc. M1 High-Yield Savings Accounts are furnished by B2 Bank, NA, Member FDIC.*

*<sup>3</sup>B2 Bank is a member FDIC institution and does not itself provide more than \$250,000 of FDIC insurance per legal category of account ownership as described in FDIC regulations. Additional FDIC insurance coverage is provided through B2’s Insured Deposit Network Program involving other FDIC insured depository institutions. Deposits may be insured up to \$5,000,000 through B2’s Insured Deposit Network Program. Full terms of the Program can be found at [m1.com/legal/agreements/hysa\\_agreement](#) and a complete list of participating banks in the program can be found at [m1.com/legal/agreements/depositnetwork](#).*

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*M1 is not a bank. M1 Personal Loans are furnished by B2 Bank NA, Member FDIC and Equal Opportunity Lender.*

*\*Lowest fixed rates available to M1 Plus members only, subject to credit history, income, term of loan, and other factors. Rates are not guaranteed and are subject to change. Not all applicants qualify for the lowest available rate.*

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*Credit Card not available for US Territory Residents. The Owner's Rewards Card by M1 is Powered by Deserve and issued by Celtic Bank, a Utah-Chartered Industrial Bank, Member FDIC. Review Cardholder Agreement and Rewards Terms for important information about the Owner's Rewards Card by M1.*

*\*1.5% - 10% Owner's Rewards cash back earned on eligible purchases subject to a maximum of \$200 cash back per calendar month. Cash back rates of 2.5% - 10% require an active M1 Plus subscription (billed at \$95 annually or \$10 monthly)*

