# Lendify

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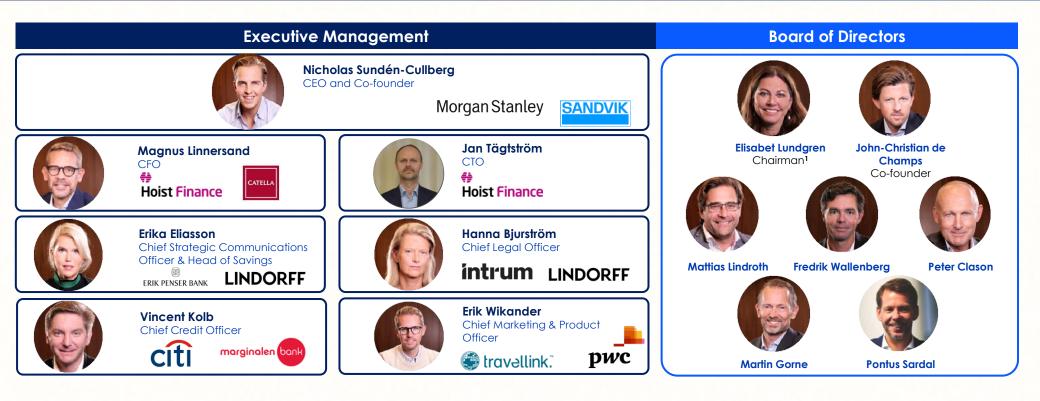
June 2019

# Lendify Building an Efficient Bank

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#### Highly experienced management backed by strong owners

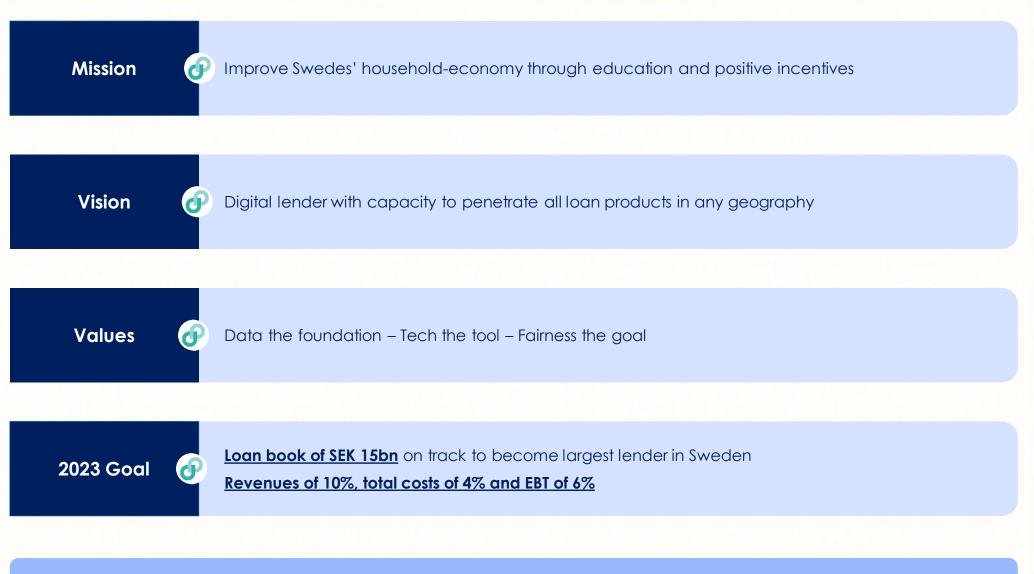






(1) Incoming

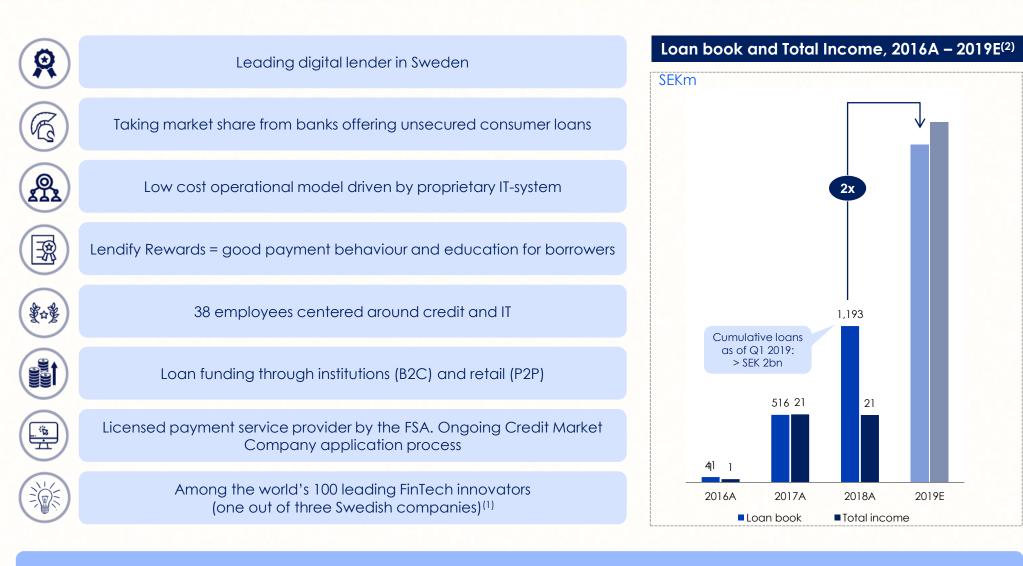
#### We are Lendify



Our way of working: make available technologies function together



#### Lendify at a Glance



#### **Building an efficient bank**

## Lendify

#### **Key Growth Milestones**

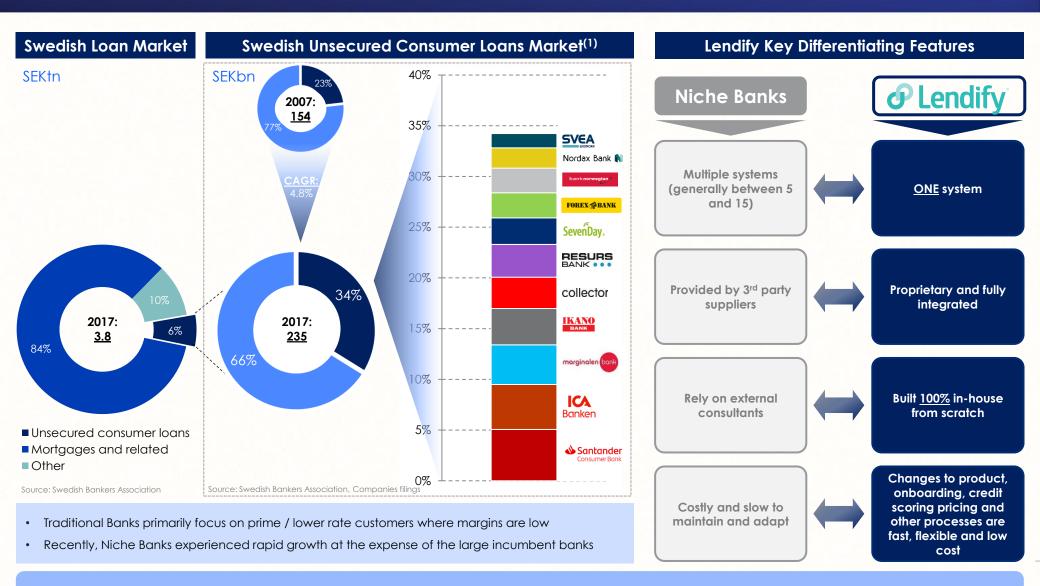


#### Funding mix efficiency is the highest priority for Lendify's future growth and profitability



(1) 1 Jan 2018 - 31 Jan 2019.

#### Large Addressable Market Prone for Disruption

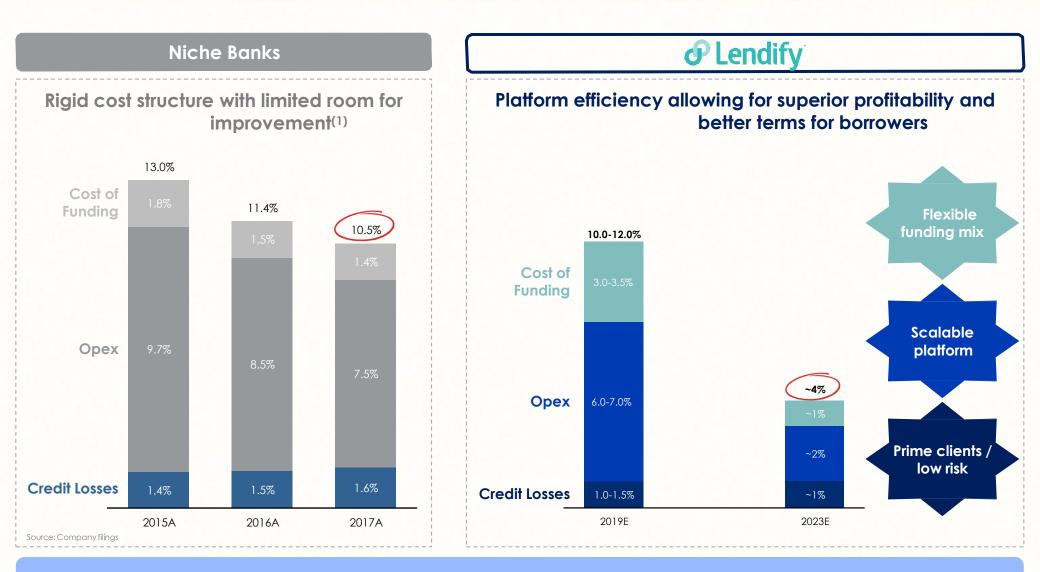


#### Superior position to leverage an inefficient market and increase market share from 1% in 2018 to 5% in 2023

## Lendify

(1) Market shares of key peers based on companies' latest financial disclosure.

#### Low Opex and Strong Scalability Driving Future Profitability...

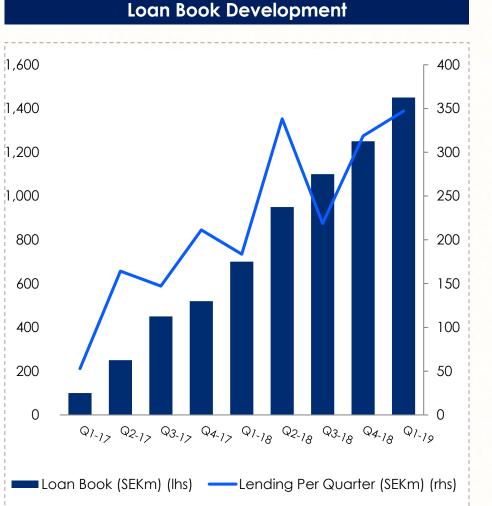


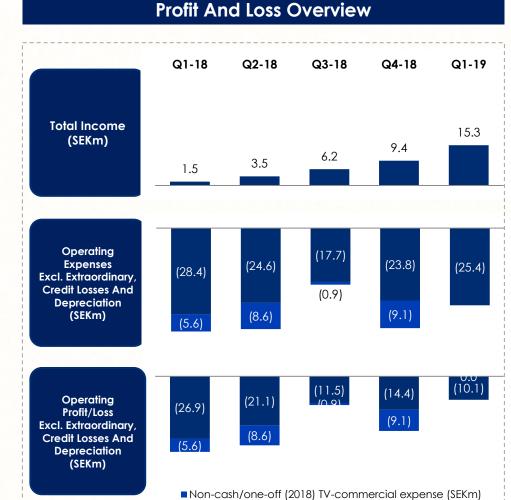
#### Cost of funding is Lendify's only disadvantage, and it will be overcome with new funding sources

Figures calculated as % of avg. Loan Book. (1) Peers average (weighted on loan book): Nordax, Resurs, Marginalen, Collector, Bank Norwegian, Ikano, Seven Day and Ica Banken.

#### **P** Lendify

#### ...Generating Strong Current Trading Development According to Plan

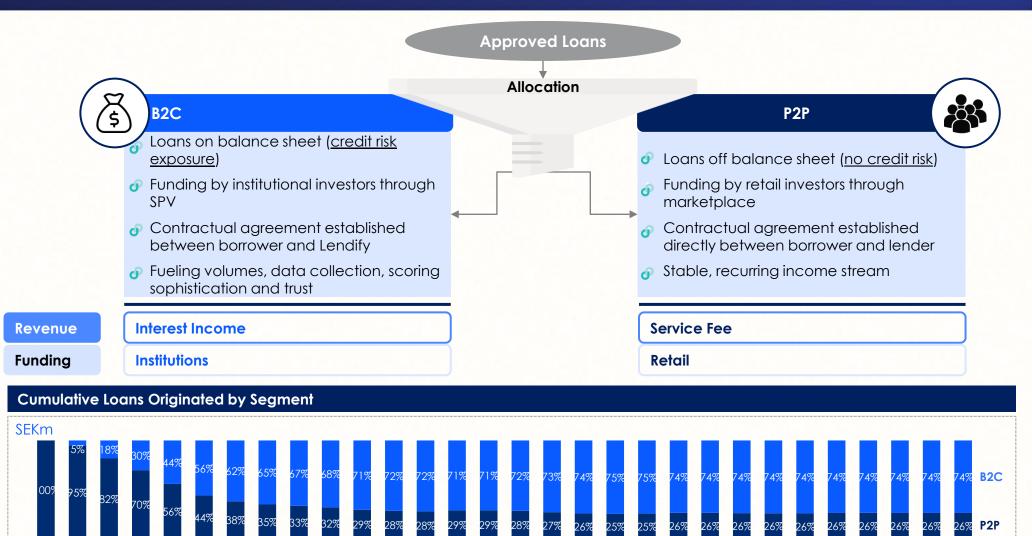




Strong momentum has been maintained during 2018A and is expected to continue in 2019E and beyond

## **P** Lendify

#### Funding: B2C Bolstering Growth and P2P Investor Product

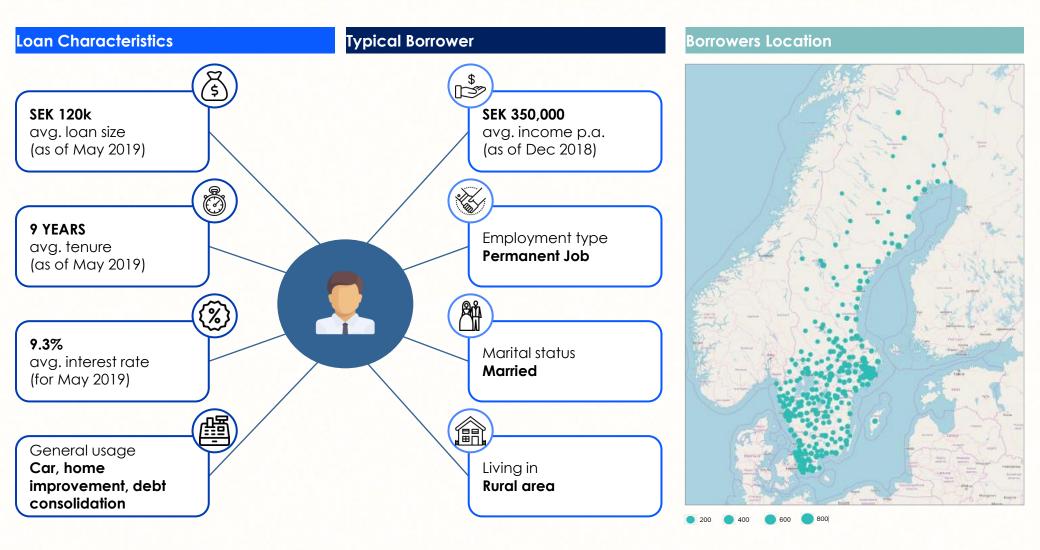


12-16 01-17 02-17 03-17 04-17 05-17 06-17 07-17 08-17 09-17 10-17 11-17 12-17 01-18 02-18 03-18 04-18 05-18 06-18 07-18 08-18 09-18 10-18 11-18 12-18 01-19 02-19 03-19 04-19 05-19

#### Lendify splits loan funding across B2C and P2P on a first-in-first-out basis

## Lendify

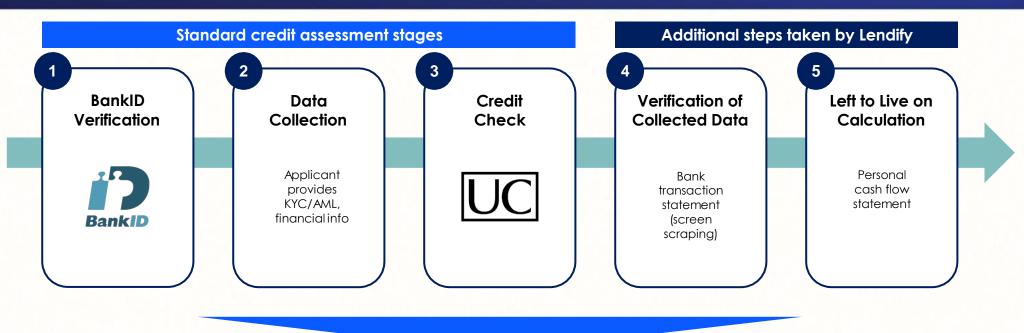
## **Typical Borrower and Loan Characteristics**



Lendify's borrowers are low risk: steadily employed, married and spread across the country

## Lendify

#### **Credit Assessment – Stringent and Efficient**



~10%

Current Approval Rate for Direct Channel

Constant optimisation of channel mix and fine-tuning of internal processes to reach adequate approval rate

A proprietary credit scoring model developed by industry leading professionals



#### **Cost of Risk**

1.8% Peer average 2018 (1.7%) 1.6% 1.6% 1.6% 1.6% 1.6% 1.6% 1.6% 1.5% 1.4% 1.4% 1.4% 1.4% 1.3% 1.3% Improved credit measurement combined with Lendify Reward will 1.2% drive lower credit losses 1.1% 2023 Lendify goal (1.0%) 1.0% 0.9% 0.8% 0.8% 0.8% 0.6% 0.4% 0.2% 0.0%  $J_{1}, J_{1}, J_{2}, J_{1}, J_{2}, J_{2},$ 

#### Expected Net Credit Losses (as % of Average Net Receivables) – Last 12 Months, Monthly

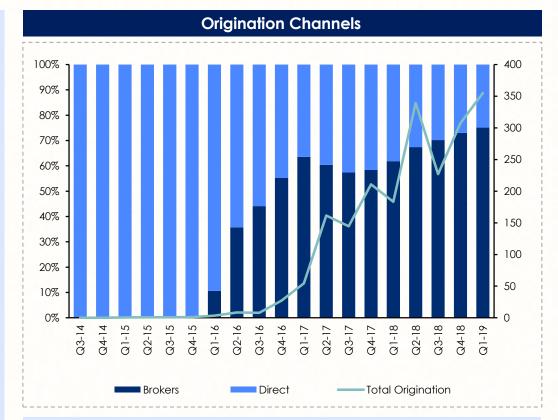
## As the portfolio matures and is less prone to fluctuations driven by new bookings, CoR stabilizes to ca 1.6% (which currently is the targeted net losses rate for this type of portfolio) and targeted to reach 1.0% by 2023

Lendif

(1) Nordax, Resurs, Marginalen, Collector, Bank Norwegian, Santander, Ikano, SevenDay, Svea Ekonomi, Ica Banken, Forex, TF, Komplett.

## Sales and Marketing – Origination Channels

- Most of the Swedish consumer loan originators rely on brokers to originate new loans
- Lendify originates through its own website as well as through brokers
- Lendify has established relationship with almost all the largest brokers in Sweden and is currently working with 15 brokers in total
- Lendify has seen a **rise in volumes as it reached out to brokers** for new originations
- The average cost of acquisition through brokers is around 4%
   upfront
- The average approval rate (YTD) for the broker channel is 35%, while being 10% for the Lendify direct channel
  - Brokers' approval rate pre-filtered for minimum requirements in terms of borrower characteristics
- The high approval rate for broker channel is expected as the **brokers are aware of Lendify's credit criteria** and channel those customers who have greater probability of being approved



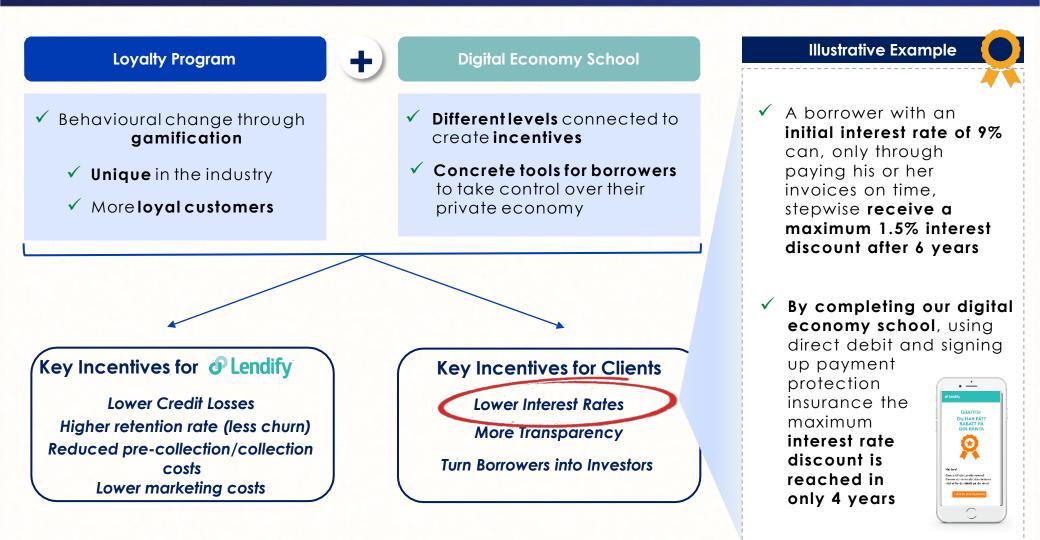
Lendify started distributing through brokers in Q1-16

Average distribution through brokers in Q1-19 was ~75%

Lendify originates new borrowers through brokers and direct channels



## Sales and Marketing – Lendify Rewards



#### Lendify improves Swedes' household-economy through education and positive incentives



# Lendify



#### Glossary, Key Terms and Acronyms

AML - Anti Money Laundering **API – Application Programming Interface** Approval Rate – Volume of Approved Loans divided by Volume of **Applications** B2B – Business to Business B2C – Business to Consumer Booking Rate - Volume of Booked Loans divided by Volume of **Applications** bn – Billion C2B – Consumer to Business CAC – Customer Acquisition Cost CAGR - Compound Annual Growth Rate Capex - Capital Expenditures CB – Corresponding Bank CHAPS – Clearing House Automated Payment System COR – Cost of Risk CMC - Credit Market Company **CRM** - Client Relationship Management EBT – Earnings before Taxes EMEA – Europe Middle East and Africa EU – European Union FCG AB - Compliance and risk control company FI - Financial Institution FS – Financial Services FX – Foreign Exchange FSA – Financial Supervisory Agency FTE – Full Time Equivalent GDPR - General Data Protection Regulation IBAN – International Bank Account Number

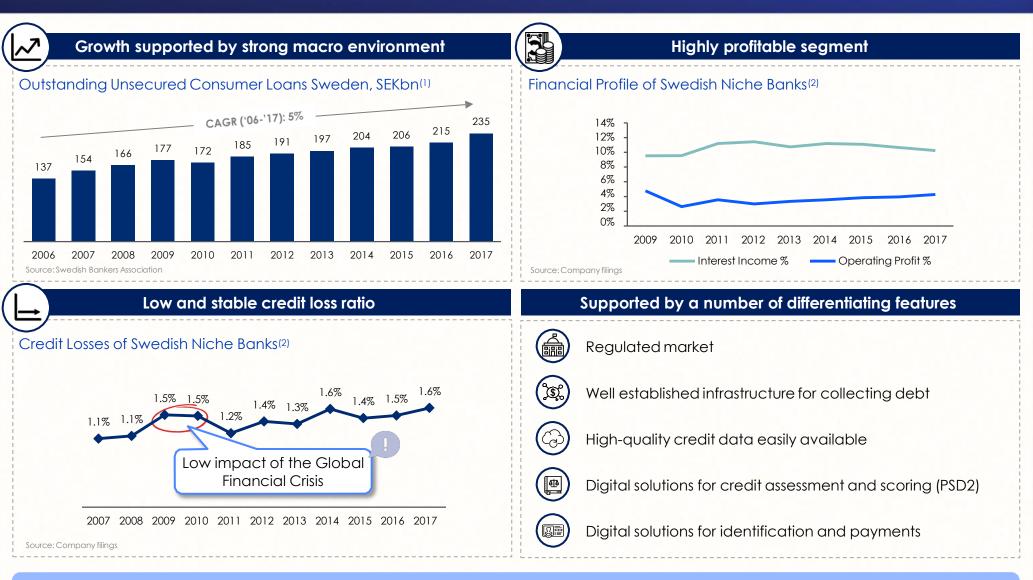
IT - Information Technology k – Thousand **KPI – Key Performance Indicator** KYC – Know Your Customer KYC(C) - Know Your Customer's Customer LTM – Last Twelve Months m – Million NIM - Net Interest Margin NCL – Net Credit Loss NWC - Net Working Capital **OpEx – Operating Expenditures** P.A. – Per Annum P2B – Person to Business P2P – Peer to Peer PSD2 - Directive for credit assessment and scoring (Revised Payment Service Directive) PSP – Payment Service Provider PEP - Politically Exposed Person PSD2 -Payment Service Directive 2 R&D -**Research and Development** \$ - US Dollar SEO - Search Engine Optimization SEK – Swedish Krona SME – Small and Medium Enterprise UC - Sweden's Leading Credit Bureau

## Lendify



# 2. Market and Competitive Landscape

## Sweden's Consumer Lending is an Attractive Market



#### Swedish unsecured consumer lending market is an attractive and highly lucrative segment

(1) Swedish Banks' Association, Bank- och finansstatistik 2006-2016. (2) Peers average (weighted on Ioan book): Nordax, Resurs, Marginalen, Collector, Bank Norwegian, Ikano, Seven Day

## Lendify

## Swedish Regulatory Environment for Consumer Lending

	Swedish Consumer Crec	dit Act (CCA) governs any crea	dit provided to consur	ners in Sweden	
CCA and FSA Compliance	<ul> <li>CCA regulations stipu presented in a neutro</li> </ul>	ulates that the <b>marketing to co</b> al manner	nsumers must be mod	<b>Jerate</b> , restrained, comple	ete, factual and
	<ul> <li>Swedish law regulates p license from Swedish FS/</li> </ul>	payment services and <b>require</b> : A	s marketplace lending	g companies to obtain a	ם payment institution
Requirements	scoring model sophist	process mainly focuses on: KY stication; protection of cust unction complaint handling ro	tomers' money, cap	pital requirements (smo	all), debt collection
	Rules regarding high-co	ost credits and marketing with e	effect from Sept 1, 201	8	
	aggregate amount c	ed <b>cannot be more than 40% a</b> of interest, credit fees and othe <b>it amount – no effect on Lendify</b>	er costs including defo		
Regulation		anges with negative impact on and consumer debt level	on Lendify's area of b	ousiness, however, in ger	neral a high focus on
	Enforcement Authority	<b>hely efficient in Sweden</b> suppo (Swe: Kronofogden) (ii) favou th high recovery rates within the	urable rules on statute	e of limitations and (iii) g	-
		Lendify's Regulatory	History in Brief		
March-June 2014 Unregulated	<u>July 2014</u> Due to the Swedish Consumer Credit Act (CCA) a license was needed for brokers and lenders (non-bank and non-credit market companies)	<u>June 2015</u> Swedish FSA required Lendify to apply for a "higher" License under the Payment Services Directive (PSD-license) also called payment institution license	July 2016 Received its PSD-license	October 2018 PSD2 license received from Swedish FSA (29 October)	Ongoing preparation for a Credit Market Company license, with intention to submit the application to Swedish FSA by July, 2019
•	•	•	•	•	•
2014	2015	2016	2017	2018	2019

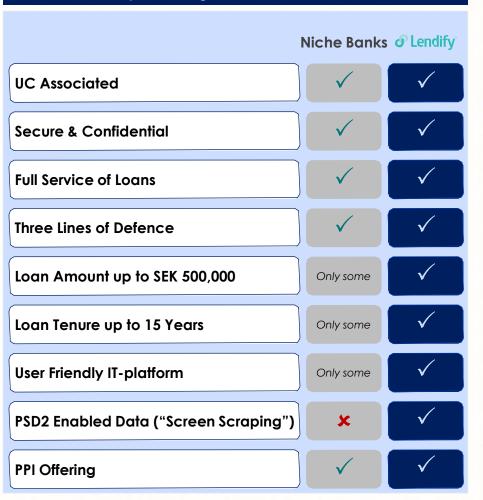
#### **P**Lendify



# 3. Company Overview

## Lendify's Product Offering

- Unsecured consumer loans up to SEK 500,000 (minimum SEK 20,000)
- Maturity ranges between 12 months and up to 15 years
- Focus on price (risk-based) and process (robust, digital and lean)
- Simple online loan application taking about 3 minutes to complete:
  - □ Specify desired loan amount and tenure
  - □ Complete electronical identification (Bank-ID)
  - Answer selected questions about personal- and economic situation such as marital status, job status, income, household expenses, etc.
  - □ Answer KYC/PEP and AML questions
- Focus on customer behaviour improvement (Lendify Rewards)
- Interest rates generally lower compared to both traditional and niche banks
- **PPI** offered to borrowers with **insurance underwritten by AmTrust** International Underwriters DAC
  - PPI premium is 7.7% of annuity amount with no charge for first three months, of which 4.2% (54.55% of total premium) is retained by Lendify
- Key features include
  - Electronic bank transaction statement (Screen Scraping)<sup>(1)</sup> used in credit decision process to (e.g. verify an applicant's income)
  - Electronic signature of loan agreements through Bank-ID
  - Direct payments in real time (no "bank day")
  - Unique loyalty program on the market (Lendify Rewards)



Lendify's Offering vs. Swedish Niche Banks

Competitive offering combined with a user friendly, fast and secure online platform

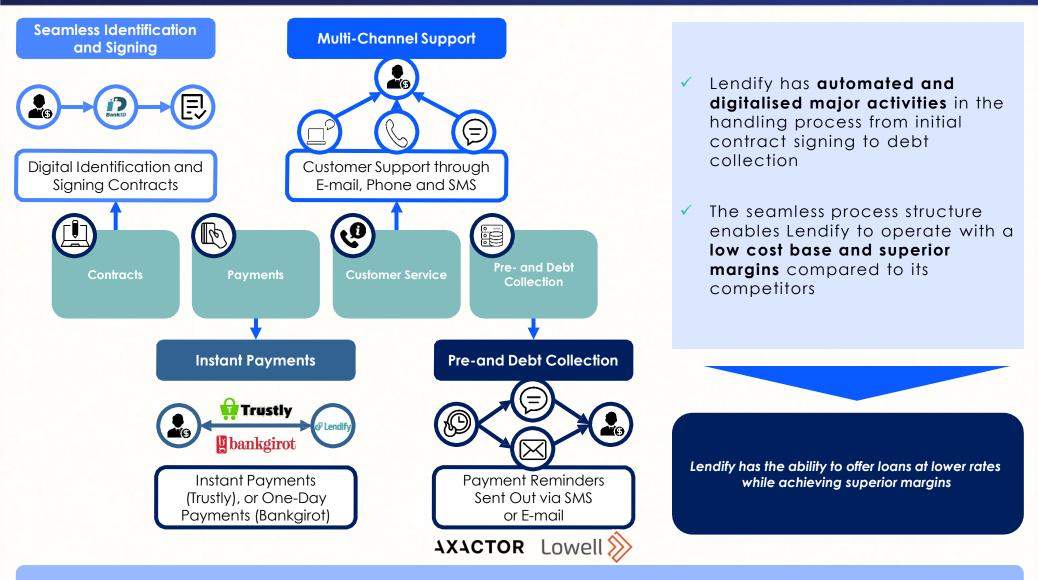


(1) PSD2 compliant.

Features

endify's Key

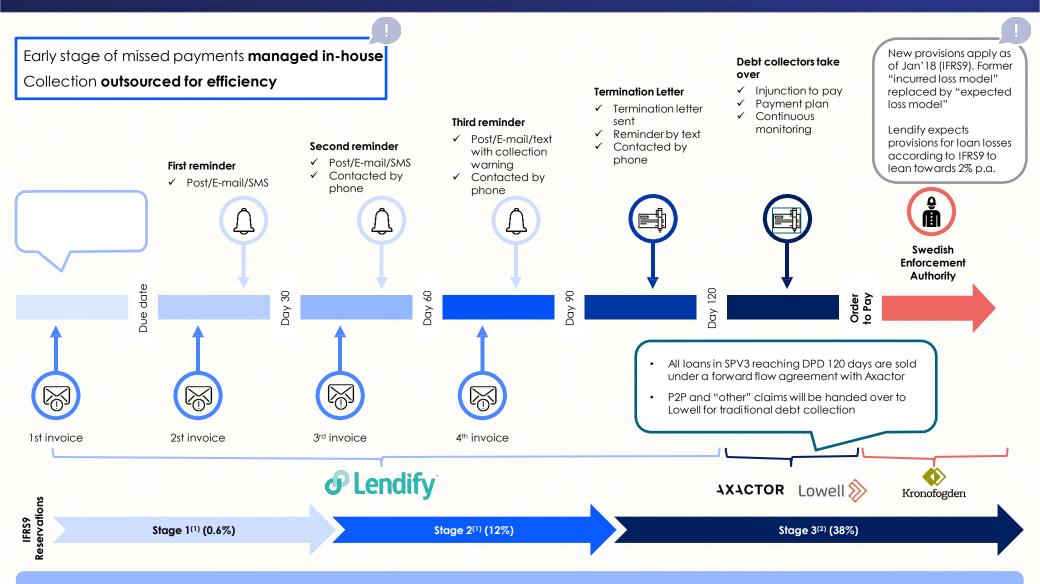
#### Processes – Seamless and Automated Loan Servicing



Best-in-class proprietary IT system centred around data and efficient scoring and user experience



## Debt Collection – Efficient Process through Key Partnerships



#### Efficient debt collection infrastructure in Sweden helps minimise credit losses

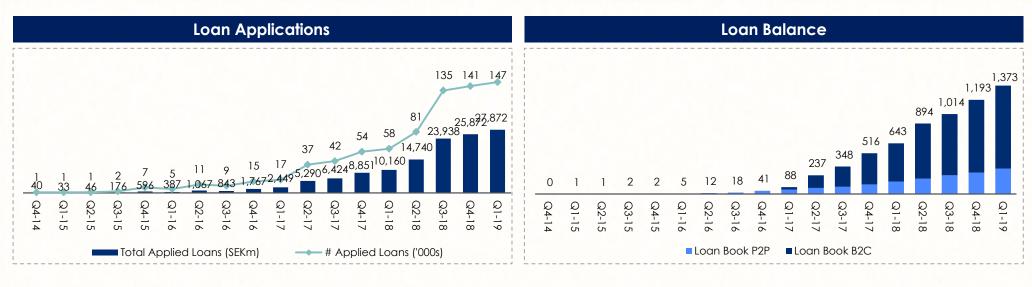
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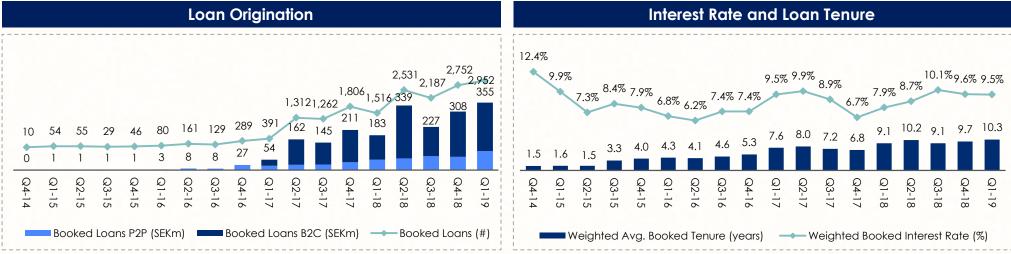
(1) ECL = Outstanding Balance \* (1 - Expected Recoveries). (2) ECL = Outstanding Balance \* (1 - Expected Recoveries) + Manual Reserves & Write-down/offs.



# 4. Loan Book Overview

## **Original Loan Book Characteristics**





Customers' trust and engagement to Lendify are now significantly stronger

## Lendify

#### Loan Origination Breakdown by Credit Class

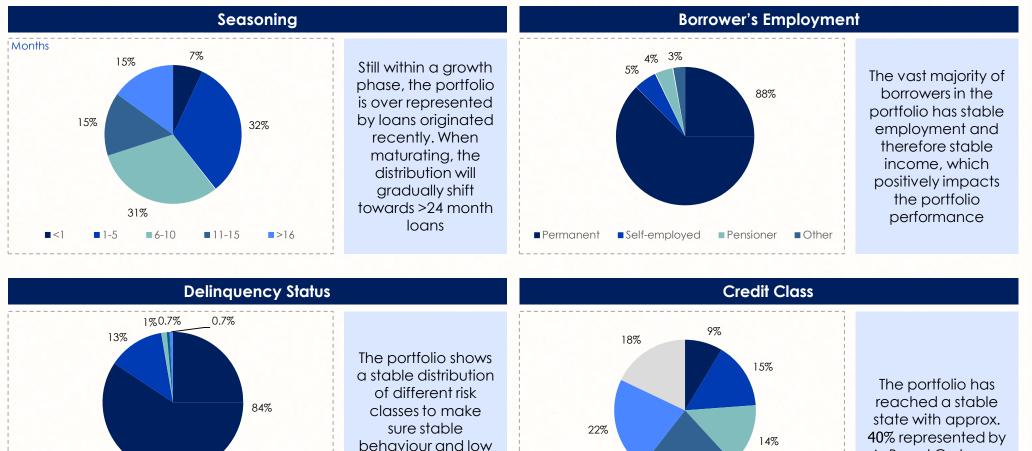
		А		В			С		D		E		<b>F</b> (1)		F	1)
UC Risk Person % (Lo	ow)	0.00		0.23	5	0.	.56		1.11		3.11		7.01		20.	00
UC Risk Person % (H	igh)	0.24		0.5	5	1.	.10		3.10		7.00		9.00		25.	00
Max Customer Exposure (SEK)		500,000	)	450,0	000	400	,000	35	50,000		300,000		250,00	00	200,	000
Min Interest Rate		2.95%		5.20	%	6.1	0%	7	.25%		8.65%		10.00	%	12.5	50%
Max Interest Rate		8.90%		10.65	5%	12.	45%	13	3.75%		14.45%		14.75	%	17.C	0%
Avg. Income (SEK)		410,000	)	388,0	00	366	,000	34	4,000		328,000			327,	000	
			20.5	%				9%	8%				10.8%	7		
13.0% 16.9% 42.0%	13.5% %	39.5%	20.5%	<mark>11.5%</mark> 29.5%	<mark>12.8%</mark> 24.1%	38.4%	13.9% <mark>24.3%</mark>	13.8% 30.8%	13.5% 25.7%	12.2% 17.6%	9.1% <mark>13.6%</mark> 20.8%	10.8% <mark>17.2%</mark>	17.7% <mark>20.3%</mark>	29.6%	23.2%	21.9%
72.0%	76	34.8%	36.6%	25.8%	21.6% 12.8%	23.4%	13.5% 12.3%	26.2%	27.8%	20.3% 22.8%	20.8%	21.2% 16.9%	22.9% 15.1%	25.1% 23.4%	28.5% 22.4%	27.5% 24.6%
39.3% 6.8% 24.5% 7.5% 11.1%	6.4%	13.1% 12.7%	29.8% 11.8%	25.2% .2% 8.0%	28.7%	19.8% 9.1% 9.3%	13.7% 22.3%	14.3% 11.0% <sub>3</sub>	15.5% <mark>10.5%</mark> .8 <b>%</b> 7.1%	<mark>13.6%</mark> 13.5%	20.6% 15.6%	<b>22.9%</b> 10.9%	16.3% 7.7%	8.0% 9.2% 4.7%	9.5% 10.5% 5.9%	10.6% 9.6% 5.8%
Q3-14 Q4-14 Q1-1	5 Q2-15	Q3-15	Q4-15	Q1-16	Q2-16	Q3-16	Q4-16	Q1-17	Q2-17	Q3-17	Q4-17	Q1-18	Q2-18	Q3-18	Q4-18	Q1-19

Lendify focuses on the most profitable segments, balancing risk-reward through superior analytics



(1) Score letter "F" includes score letters "F1" to "F6".

### **Outstanding Loan Book Characteristics**



40% represented by A, B and C classes,

#### Lendify has a highly diversified loan book with low delinquency

22%

C

F<sup>(1)</sup>

E

Loan Book includes only loans that have an outstanding principal balance and have not been cancelled by the Company. (1) Score Letter "F" includes the score letters "F1" to "F6".

correlation to micro and macro factors

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Current

30 to 60 DPD

90 to 120 DPD

■ 1 to 30 DPD

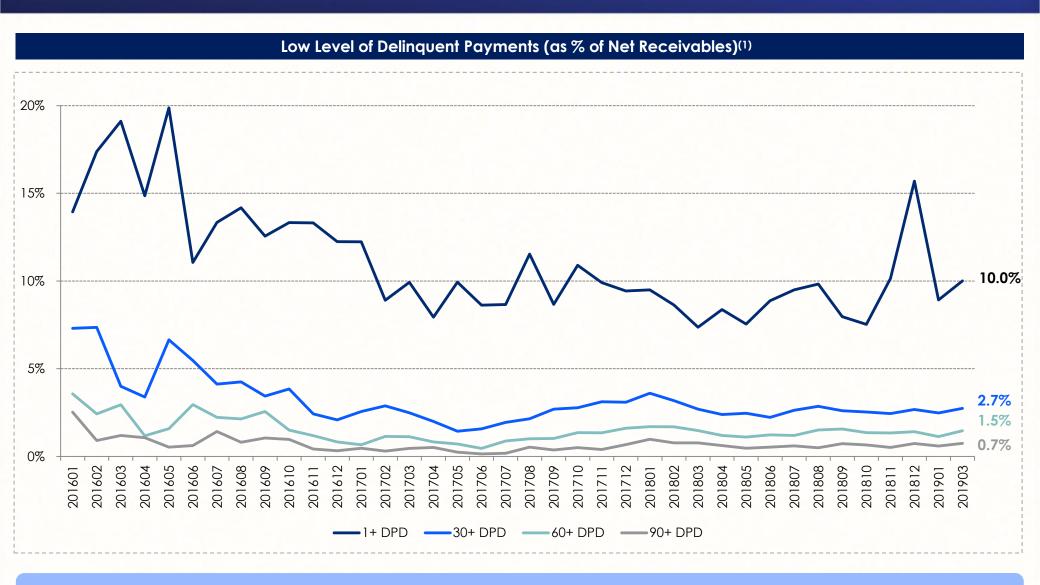
60 to 90 DPD

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# 5. Financial Highlights

## **Evolution of Prepayment Rates and Delinquency**



#### Highly efficient pre-collection process: most late payments resolved after 1 DPD



DPD = Days Past Due. (1) Cut-off date the 4th each month.

#### **Income Statements: Group**

SEK m	2016	2017	2018	Q1 2018	Q1 2019
Interest income		15.0	51.6	8.6	21.4
Interest cost		(12.1)	(44.7)	(9.0)	(12.1)
Net Interest Income		2.9	6.9	(0.4)	9.3
Arrangement feé <sup>1)</sup>	0.5	13.0	4.4	0.7	1.4
Service fee	0.1	4.4	5.1	0.8	2.5
Administration and late payment fees	0.0	0.5	1.5	0.2	0.5
Fees and Commissions	0.7	17.9	11.0	1.6	4.5
Payment insurance	-	-	1.2	-	-
Other income	0.3	0.0	1.6	0.2	1.5
Total income	1.0	20.8	20.6	1.5	15.3
Revenues <sup>(2)</sup>	1.0	32.9	65.3	10.5	27.4
Employee cost	(12.7)	(26.5)	(37.0)	(8.2)	(12.0)
Office	(1.5)	(3.2)	(5.2)	(1.3)	(1.6)
П	(1.3)	(2.6)	(2.5)	(0.5)	(0.8)
Credit	(0.8)	(3.0)	(4.9)	(1.0)	(3.4)
Consultants	(10.6)	(10.6)	(40.4)	(6.5)	0.0
Other operating expenses	(8.3)	(6.8)	(5.8)	(1.4)	(2.2)
Total operating expenses excl marketing	(35.2)	(52.7)	(95.7)	(18.9)	(19.9)
Marketing general	(4.2)	(1.1)	(0.5)	(0.1)	(0.2)
Marketing borrowers	(3.6)	(37.2)	(38.9)	(6.8)	(3.9)
Marketing investors	(2.1)	(4.5)	(7.9)	(2.6)	(1.4)
Marketing borrowers - branding				(5.6)	-
Extra ordinary expenses **				-	(9.5)
Total operating expenses	(45.1)	(95.4)	(143.0)	(34.0)	(35.0)
Operating profit	(44.1)	(74.6)	(122.4)	(32.5)	(19.7)
Credit losses	-	(4.6)	(14.5)	(5.2)	(6.4)
Depreciation	(0.0)	(0.0)	(5.0)	(0.6)	(3.0)
Profit/loss after credit losses and depreciation	(44.1)	(79.3)	(142.0)	(38.3)	(29.1)
Financial cost	(1.3)	(6.6)	(19.5)	(3.1)	(30.4)
Internal invoices - Lendify Tech	-	-	0.0	-	-
EBT	(45.4)	(85.9)	(161.4)	(41.5)	(59.5)
Net Income	n.m.	n.m.	n.m.	n.m.	n.m.

(1) Arrangement fees in 2017 totalled SEK 13.0m (vs. SEK 4.4m in 2018) due to a significant amount of up-front fees related to clients as per Lendify's old business model. (2) Revenues equal 30<sup>to</sup> Total Income excluding Interest Cost.



#### **Balance Sheets: Group**

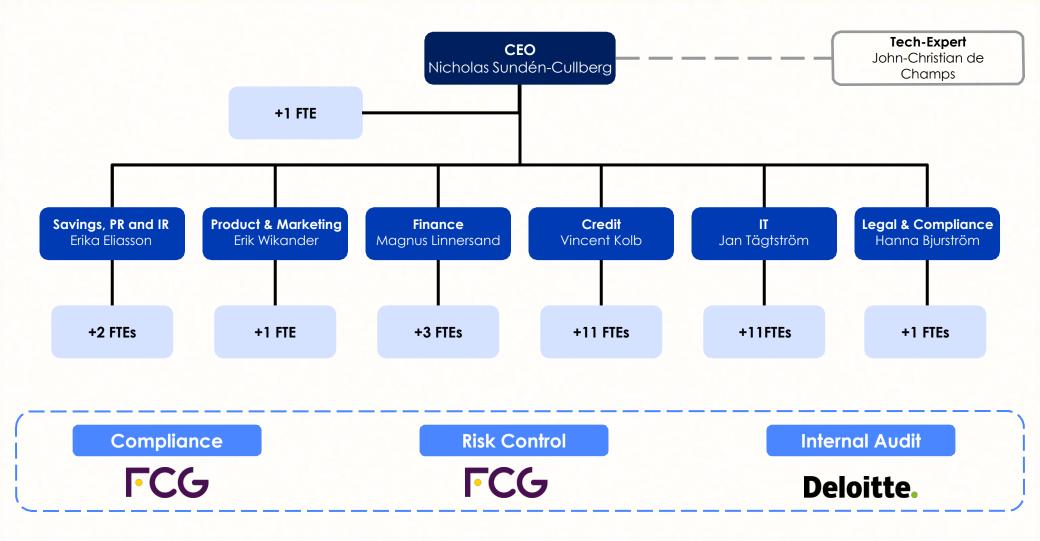
SEK m	2016A	2017A	2018A	Q1 2019
Intangible assets		0.0	61.7	61.2
Financial assets	-	392.6	772.7	1,046.9
Consumer loans B2C (Net of provisions)	-	391.5	771.3	1,045.8
Other financial assets	-	1.1	1.4	1.1
Current assets	0.5	148.8	208.2	140.4
Consumer loans - Interest and fees	-	1.2	2.9	-
Short-term receivables	0.0	26.2	7.0	33.1
Prepaid expenses and accrued income	-	1.1	25.0	-
Client funds (Sw: Klientmedel)	_	25.4	30.7	38.4
Borrowed funds for lending	-	6.6	38.7	9.7
Cash and bank balances	0.4	88.3	103.9	59.2
Total assets	0.5	541.4	1,042.6	1,248.6
Equity	22.3	60.9	(22.7)	(73.6)
Credit loss provision (P2P)		1.1	1.0	1.0
Liabilities	0.0	479.5	1,052.8	1,321.1
Warehouse facility	-	100.0	224.8	139.2
Credit facility	-	-	-	-
Bond	-	266.3	728.0	1,074.6
Deposits	-	-	-	-
Shareholder loans	-	63.3	17.3	-
Long-term liabilities	0.0	_	-	17.3
Accounts payable	_	10.5	8.5	12.0
Accrued interest	_	5.6	8.1	-
Short-term liabilities	_	33.8	66.0	30.0
Deferred tax liability	_	-	-	10.9
Client fund liability				37.1
Total equity and liabilities	22.3	541.4	1,042.6	1,248.6





# 6. Compliance and Governance

## **Organisational Structure**

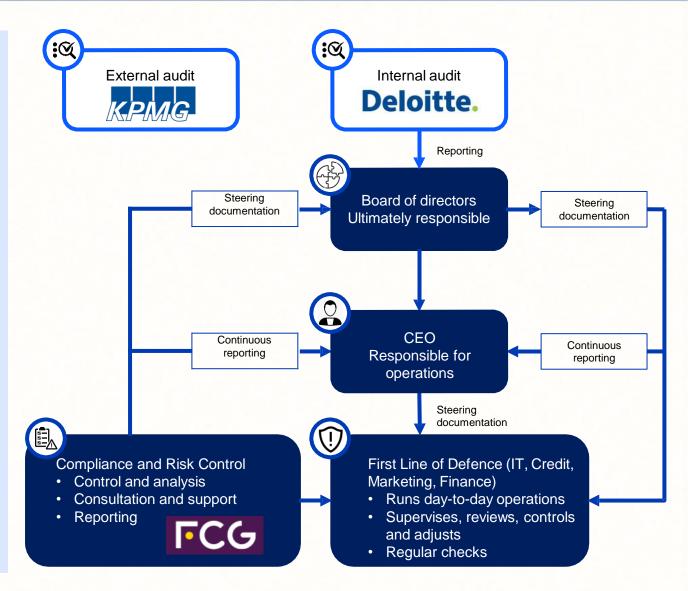


Lendify's corporate structure is very lean with only 38 FTEs



#### **Corporate Governance and Compliance**

- Lendify has the highest corporate governance standards in place and works only with reputable advisors
- In accordance with current regulation<sup>(1)</sup> that govern Lendify's operations, a reporting structure and a policy document hierarchy has been established
- In addition, Lendify has set up compliance and risk control functions as well as an internal audit function to support and control the organisation
- Since Jan 2016, these functions are currently outsourced to FCG (compliance and risk control) and Deloitte (international audit)

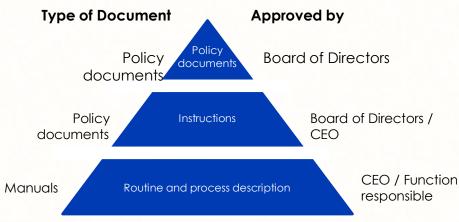


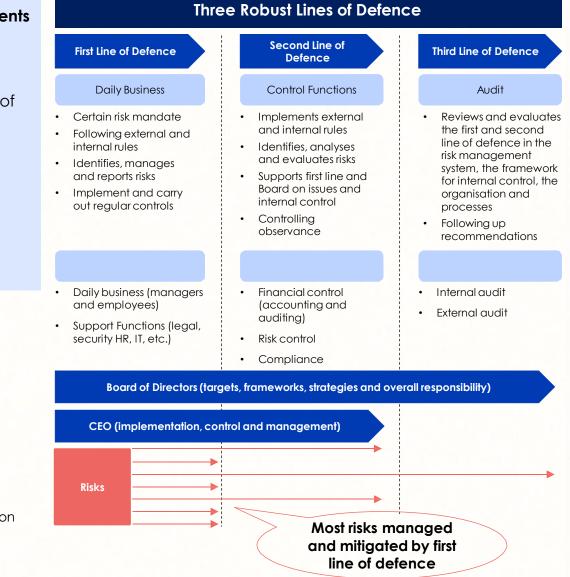
(1) According to Swedish Law regarding payment services and Finansinspektionen, the Swedish financial supervisory authority.

## **Overview of Compliance Function**

- Lendify strives to go beyond expectations and requirements from its stakeholders (supervisory authorities, customers, owners etc.) in terms of compliance, control audit and transparency
- The internal governance and control of Lendify consists of three lines of defence
  - The first line of defence is the **business**
  - The second line of defence is the control functions
  - The third line is the audit function
- The regulatory documents hierarchy includes policy documents, instructions and routine and process descriptions

#### **Regulatory documents hierarchy**





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#### Shareholders and Ownership

#### Shareholders Register (incl. Warrants) as of Sep-2018

#### **Share Capital Development**

Shareholders	No. of shares	Ownership
Common Shares		
JCE Sweden AB	25,931	17.3%
Catea <sup>(1)</sup>	18,292	12.2%
Richard Göransson	16,775	11.2%
Vidici Fund I AB	11,349	7.6%
Ulf och Bo Eklöf Invest Aktiebolag	8,547	5.7%
Back in Black Capital Limited	8,289	5.5%
Aktiebolag Grenspecialisten	6,607	4.4%
Fredrik Wallenberg	6,393	4.3%
Inbox Capital AB (Peter Silfverswärd)	4,619	3.1%
Tequity AB	4,359	2.9%
10 Largest Investors	111,161	74.0%
Other Investors	39,089	26.0%
Total Common Shares	150,250	100.0%
Warrants		
Employees & Board Members	27,079	
Lendify Tech Bond	22,500	
Total Warrants	49,579	
Fully Diluted Number of Shares	199,829	

Time	Event	Ch. in # shares	Total # shares	Ch. in share capital	Total share capital	Quota value	Total paid incl. share premium	Share price
				(SEK)	(SEK)	(SEK)	(SEK)	(SEK)
2014	Formation	50,000	50,000	50,000	50,000	1.00	50,000	1
2015	New share issue	9,867	59,867	9,867	59,867	1.00	7,498,920	760
2015	New share issue	16,444	76,311	16,444	76,311	1.00	12,497,440	760
2016	New share issue	2,070	78,381	2,070	78,381	1.00	3,798,450	1,835
2016	New share issue	35,237	113,618	35,237	113,618	1.00	64,659,895	1,835
2017	New share issue	8,791	122,409	8,791	122,409	1.00	21,274,220	2,420
2018	New share issue	21,007	143,416	21,007	143,416	1.00	111,547,170	5,310
2018	Bonus issue	-	143,416	356,584	500,000	3.49	-	-
2018	New share issue / Conversion	6,834	150,250	23,826	523,826	3.49	36,288,540	5,310
SEKm	n See	d	A-Round		B-Round	Post	B-Round	
					•		36	258
					112			

21

2017

2018

2018

68

2016

#### Total raised capital of SEK 258m since formation in 2014

0.05

2014

20

2015

#### **P**Lendify

Total

(1) Total participation held through Catea Group AB (9.8%) and Catea Invest AB (2.3%).

## Income Statements: Lendify Technologies AB

SEK m	2018	Q1 2018	Q1 2019
Net sales	26.7	0.1	8.5
Other operating income	-		-
Total revenue	26.7	0.1	8.5
Other operating costs	(4.3)	(0.6)	(1.5)
Amortisation	(19.1)	(0.6)	(8.0)
Total operating expenses	(23.4)	(1.2)	(9.5)
Operating income	3.3	(1.1)	(1.0)
Financial income	0.0	-	0.0
Financial expense	(11.5)	(0.0)	(4.3)
EBT	(8.2)	(1.2)	(5.4)
Тах	1.1		0.6
Net income	(7.1)	(1.2)	(4.7)



## Balance Sheets: Lendify Technologies AB

SEK m	2018A	Q1 2019
Non-current assets	158.0	152.3
Intangible assets	139.6	133.8
IT platform	139.6	133.8
Financial assets	18.4	18.6
Other financial assets	0.2	0.2
Receivables from group companies	18.3	18.4
Current assets	29.6	32.1
Short-term receivables	0.0	0.8
Receivables from group companies	14.1	14.9
Cash and bank balances	15.5	16.4
Total assets	187.6	184.3
Equity	24.7	20.0
Liabilities	162.9	164.3
Deferred tax liability	11.5	10.9
Non-current liabilities	146.5	147.1
Liabilities to group companies		
Bond	146.5	147.1
Current liabilities	4.9	6.3
Liabilities to credit institutions	0.1	-
Accounts payable	0.6	0.3
Tax liabilities	0.8	0.8
Other liabilities	0.0	2.2
Accrued expenses and prepaid income	3.4	3.0
Total equity and liabilities	187.6	184.3