

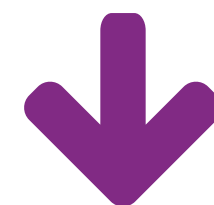


#1 online leasing platform in Poland

## Leaselink is a Focused Lending Platform

**LeaseLink represents an innovative online lending platform concentrated on complete range of financing solutions for SME's. LeaseLink has exceptional growth potential yet already reached a significant market presence due to effective business model and growth strategy implemented by dedicated management team.**

**LeaseLink provides complete range of solutions for financing (leasing, investment loan and rental) of equipment and durables worth up to 50kPLN to SMEs where online and automated processing is optimal and cost effective.**



# Founded by Highly Experienced Senior Managers

LeaseLink was founded by two highly experienced senior managers with exceptional industry knowledge.

## Wojciech Kazimierski, CEO

**20 years** of experience at **senior management positions** in financial institutions (leasing companies, banks)

**15 years** in Raiffeisen Leasing **responsible for macro-regional development** and sales network, effective distribution models, products and marketing



## Marcin Grodowski, COO

Experienced manager, leader and **highly-qualified expert in area of Risk Management**, Big Data Analysis, IT and Back-Office Operations within the financial sector

**12 years** in Raiffeisen Leasing **responsible for integrated risk management**, IT, Data warehouse in the financial sector

We have decided to launch LeaseLink because we were convinced that our product suits perfectly to the customers' needs. We have noticed that traditional leasing offer didn't meet clients' expectation and is not friendly. Why? Currently, people have no free time for filling forms or delivering documentation. Moreover, entrepreneurs need financing of a wide range of assets of different value, not only those of higher value and most popular which are usually covered by traditional leasing companies.

# LeaseLink – FinTech of the Year 2017

LeaseLink achieves highest recognition from customers and industry.



## **Golden Banker 2018 - FINANCIAL INNOVATION**

The most prestigious award from banking sector  
in Poland



## **The Best Fintech 2018** by Wprost



## **Fintech Future 2018** by Cashless



## **Fintech of the Year 2018** by Loan Magazine

# Products

## Operational leasing

- LeaseLink is a lessor company who purchases the fixed asset from the supplier selected by the Customer and leases it pursuant to a lease agreement. Upon the payment of all charges plus the final price, the asset becomes property of the Customer (the Lessee).
- The product is addressed to MICRO enterprises and SMEs, both those who conduct their business in form of companies and as self-employed individuals.
- In contrast to other similar companies, LeaseLink finances all fixed assets, i.e. IT equipment, smartphones, tablets, servers, printers, software, bicycles, drones, workshop equipment, restaurant, shop, beauty parlour equipment, construction, medical, performance and gardening equipment, POS sets – in brief, anything of a value from PLN 500 to 50 000.
- LeaseLink does not finance cars or any other means of transport that require registration. Thus, it is not a player on the most capital-consuming and competitive segment of the leasing market.
- In terms of the repayment schedule, the structure of the offered product depends on the depreciation rate of the given fixed asset.
- Pursuant to taxation law regulations it may vary from 18 to 42 months. The average duration of concluded lease agreements is 28 months, and the average net value of such agreements is 7 thousand PLN.

# Products

## Leasing loan

- The purchased assets remain the property of the customer. LL makes the payment to the selected supplier and divides the repayment into instalments pursuant to a financing agreement.

As opposed to the loan product that is very popular among customers, LL specialises in granting such loans in the B2B segment (SOHO, SMEs).

- Although nearly 70 entities offer such financing service to consumers on the Polish market, there are only 10 companies that offer services in the B2B sector (usually only to self-employed entrepreneurs).

- The structure of the offered product applies to all types of purchases, regardless of depreciation rates and fixed asset criteria, in the price range from PLN 500 to 15 000 gross.

- The product is offered as complementary, beyond the needs of customers that are satisfied by leasing, i.e. financing the purchase of materials and fixed assets at low depreciation rates, or short-term financing. Thus, the minimum repayment period is 3 months and the maximum – 24 months (18-48 months for leasing). The average duration of concluded agreements is 12 months, and the average value – PLN 3 thousand.

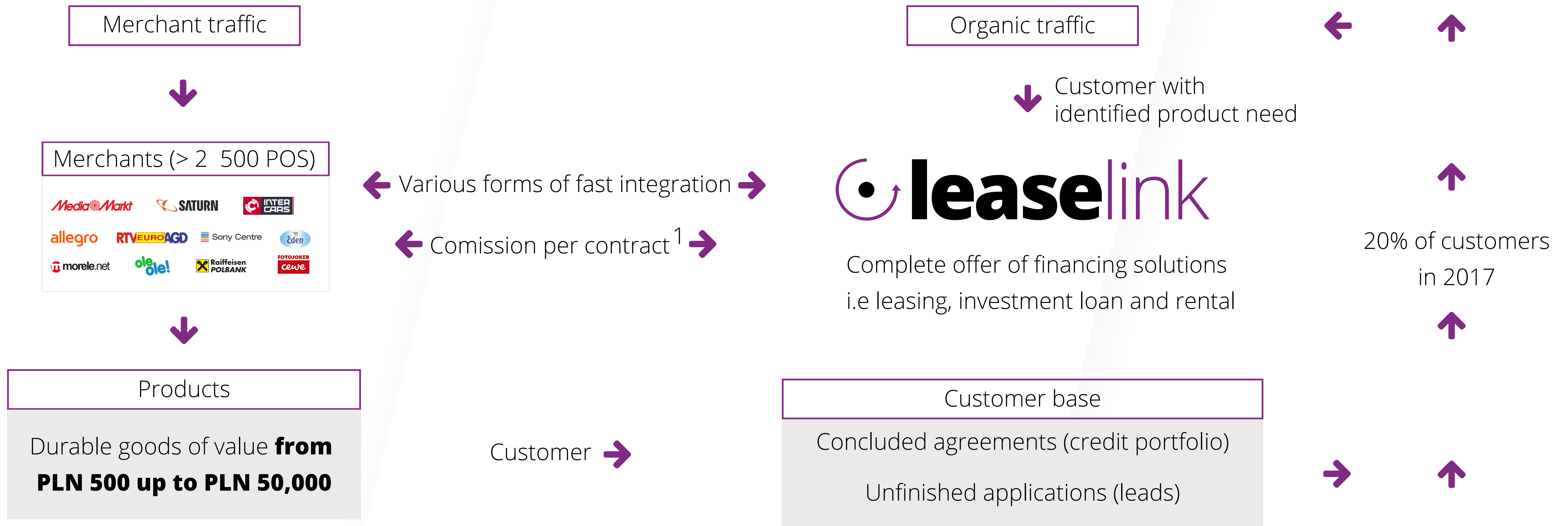
# Platform Ready to Disrupt Leasing Market

**Leasing is considered most underdeveloped and least innovative segment of traditional financial services market in Poland. LeaseLink wins the market with its Unique Business Model and Selling Proposition concentrated on providing fast and convenient financing when needed.**



# Platform Ready to Disrupt Leasing Market

## LeaseLink Effective Business Model Overview



<sup>1</sup> In terms of traffic generated from merchants, LL pays fee only per signed agreement

# Targeted Financing

For purchase of a fixed asset

**Money never goes to the Client**

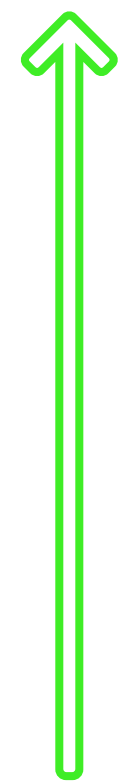
but directly to the Store which we cooperate with

**Client has to pay in advance 10% of own wherewithal**

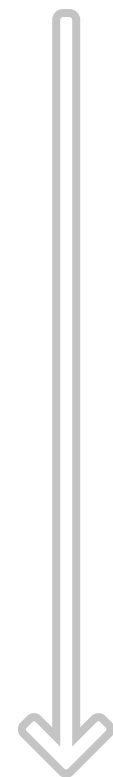
to start financing



**Deliver aquisition  
to the customer**



Decision to buy  
the aquisition



E-store



**+ 2 000 more**

Verification,  
credit decision



**Conclusion of the financial agreement  
Always remittance 10% of purchase value**



Redirecting customer  
to LL's app



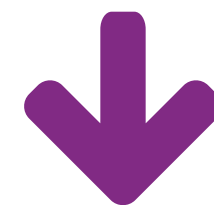
**Direct payment  
for aquisition to the store**



 **lease**link

# Key Operating Areas of the Platform

**All processes within LeaseLink are clearly focused to provide most convenient and effective customer journey at the same time securing proper credit scoring. Software engine based on intelligent algorithms enables fast and effective processing of mass transactions.**



# LeaseLink lending process

online, efficient, data-driven

## Marketing

- A diversified multi- channel marketing and acquisition strategy
- Directly integrated with a number of leading e-com's in Poland (available at product page)



## Customer Journey

- Online procedure - application, verification, credit decision and all valid documents are processed online within 10 minutes in any time



## Risk & Credit Scoring

- Within few seconds proprietary systems pull data, determine creditworthiness and accept or reject application



## Final Offer Acceptation

- Agreement is ready for approval
- Customer transfers ca. 10% administration fee
- Papers are delivered by courier or signed in stationary POS
- LL pays for the item



## BO Services

- Contract servicing and support
- Key performance indicators are constantly monitored to improve customer service
- Well staffed in-house soft collection team
- Strong recovery rates
- External agencies used for 42 DPD collections

# LeaseLink lending process

online, efficient, data-driven



# Robust Credit Scoring and Anti-Fraud

Risk evaluation process covers all LL distribution channels – especially on-line clients, without physical presence of a client at point of sale. LeaseLink constantly improves its risk evaluation processes.

- LL measures risk profiles of Company, as a standalone entity, its capital group as well as all crucial persons maintaining relation to the Company as a representative or owner.

- LL focuses on collecting all available data from external data sources like: REGON -register data of all companies, TERYT - address details, BIK - credit report of individuals and companies, BIG's- credit report of individuals and companies, DK - database of proprietary documents, GW - debt stock, KRS - data of nonpersonal companies, AML - analysis of relations for capital companies, VAT- registration data for VAT in Poland, Bank History - analysis of bank accounts movements. Data from open internet sources like FB, Google, and other portals are also collected for analysis. LL spreads steadily the list of external sources for evaluation.

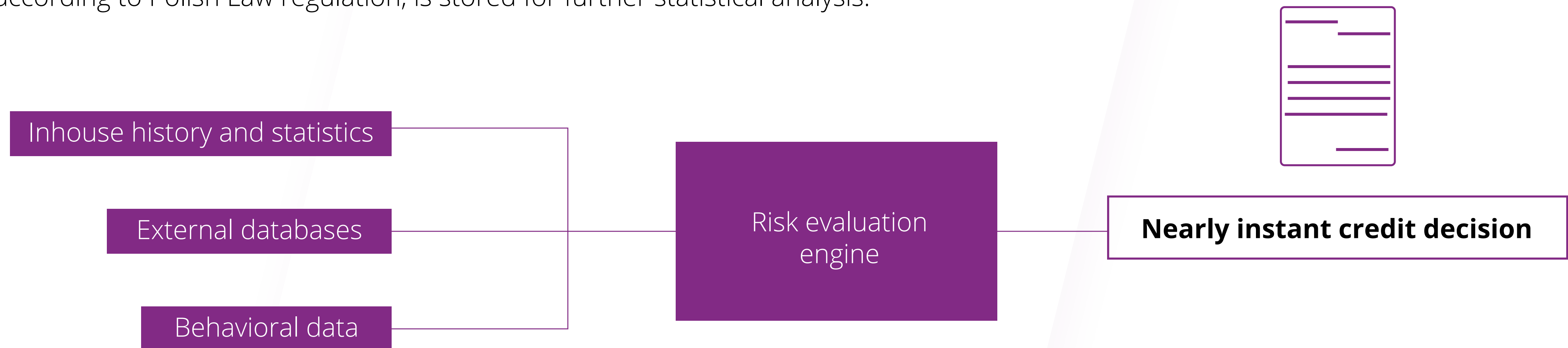
- Behavioural data of existing customers is an essential decision factor if customer applies for further financing.

- Automatic decision is based on customer identification data, based on BIK / BIG score and other business vectors, and all relevant owners of partnerships or companies representing capital companies. Company uses snapshots for stable factors and Event Processing of fast-changing factors.

# Robust Credit Scoring and Anti-Fraud

Risk evaluation process covers all LL distribution channels – especially on-line clients, without physical presence of a client at point of sale. LeaseLink constantly improves its risk evaluation processes.

- Transaction evaluation process is focused on assessing Credit and Fraud Risk, LL differentiates numerous risk triggers and knock-outs like:
  - payment culture in banks, other financial institutions, utilities providers, cross-check of all identity data with internal and external data sources via whole life time cycle of application –risk assessment is treated as a steady process.
- Performance of all triggers is monitored and Risk Policy is challenged regularly with upgraded version.
- All data, according to Polish Law regulation, is stored for further statistical analysis.



# Overview of LeaseLink Growth Opportunities

**LeaseLink platform has substantial growth prospects within its current strategy but also much beyond. It could become a multiproduct provider of financial solutions (cross and upsell of other financial services). For now development plan for LeaseLink focuses on e-leasing, e-lending for SMEs and distribution via merchants.**



Growth strategy, including:

Focus on existing market presence i.e. leasing and further loan scale-up as well as implementation of rental product

Additional growth potential: i) vertical (new financial products) and ii) horizontal (new geographies and customer segments)

	current development strategy included in financial projections	additional growth potential based on LL technology platform
	e-leasing / e-lending SMEs	Consumer finance
Market potential	<p><b>PLN 63 BN</b> Projected e-commerce market value in Poland in 2020</p> <p><b>PLN 160 BN</b> Value of SMEs Liabilities due to Banks in Poland as of 2017</p>	<p><b>PLN 95 BN</b> Value of Consumer Finance market in Poland in 2017</p> <p><b>PLN 160 BN</b> Value of Consumer Liabilities<sup>1</sup> due to Banks in Poland as of 2017</p>
LeaseLink potential	<p><b>10 000 agreements</b> converted into</p> <p><b>PLN 55 m portfolio</b> in last twelve months</p>	Representing only potential to cover current gap on the market