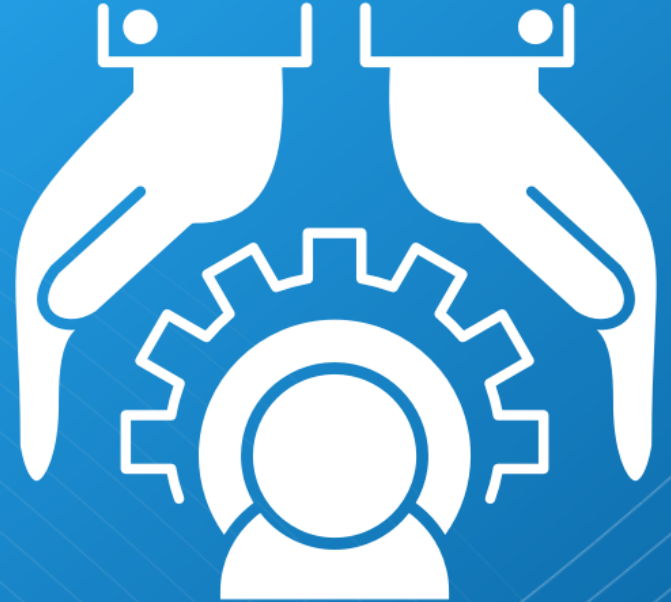




# **Presentation Based on September 30, 2020 Results**

# About Melivesa

- Melivesa is a Cyprus-based fast-growing holding company
- Established in 2017
- Holds subsidiary in Ukraine (E-cash LLC)
- Mainly focuses on online payday loans



## Key Strengths:

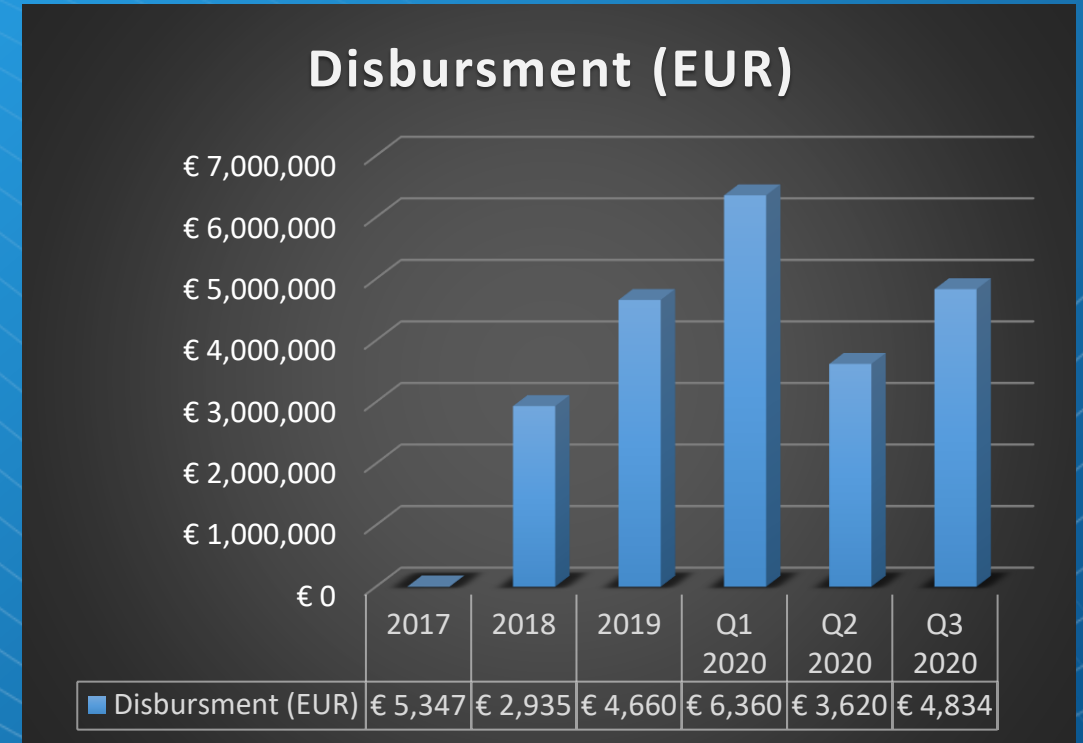
- A modern, cloud-based software with full business process support - PolyLoans
- Automated internal processes, extendible API and channels
- Reporting & data analysis solutions
- Deep expertise in credit scoring
- Fully adopted IFRS, including IFRS 9
- Liquid balance sheet
- Diversified funding sources
- Experienced management team



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# E-cash Overview

- **Founded in 2017** with highly-skilled international team, professionals with huge experience in finance, IT, marketing, risk management, affiliate and legal issues
- **Online payday landing company** that provides costumers instant financing to cover unforeseen expenses
- **Licensed in November 2017**, issued first loan in **December 2017**, started scaling up from **January 2019**.





# E-Cash Key Facts

## Since foundation:

- +112K clients with at least one credit
- +61K repeated clients
- +95 ml. Euros loan requested
- +39 ml. Euros loan issued
- +385K registered clients
- Team +93 people
- Breakeven: 05/2019

The screenshot displays the E-Cash website interface for online credit application. At the top, the header includes the E-Cash logo, navigation links (Як Погасити, Як Взяти, Питання та Відповіді, Контакти, Новини), a phone number (+38 044 337 88 33), and buttons for login (Вхід), registration (Регістрація), and language selection (RU).

The main section is titled "Кредит онлайн за 10 хвилин" (Online credit in 10 minutes). Below this, a banner states "Отримайте перший кредит до 4 000 гривень під 0,01% в день" (Get your first credit up to 4,000 UAH at 0.01% per day), with a large green badge showing "0.01%".

The application form consists of two main parts:

- Left side:** Two sliders for selecting credit parameters.
  - Виберіть суму кредиту** (Select credit amount): A slider ranging from 500 to 4000 UAH, with a blue dot positioned at 500 UAH.
  - Виберіть термін кредиту** (Select credit term): A slider ranging from 1 to 30 days, with a blue dot positioned at 10 days.
- Right side:** A table displaying the credit details.

Сума	500 грн.
Дата погашення	2019-08-13
Відсотки	0.25 грн.
Повертає	500.25 грн.

Below the table is a green button labeled "Оформити" (Apply).

At the bottom of the form, there are two lines of text: "Отримати кредит можна легко і швидко!" (Getting a credit is easy and fast!) and "Для того, щоб отримати онлайн кредит на карту від Вас необхідно:" (To get an online credit on a card from you, you need:).

## Key highlights:

- +1.8 million visitors monthly
- +26K loans requested monthly
- +12K loans issued monthly

# Market Overview



- **Population – 42 million, over 18 million economically active people**
- **Currency – UAH**
- **EUR/UAH and USD/UAH exchange rates have been stable since 2016**
- **GDP growth remains positive forecasted by World Bank, driven by private consumption**
- **Household debt constitutes 5.3% of GDP being the lowest in Europe and showing high growth capacity**
- **Foreign reservation increased by 214% from September 2015 to September 2020 (12.77 ml. vs 27.4 ml.), growth continues**
- **Costumer loan payment discipline is like in Europe**



# Product – Payday Loan

- Payday loan with maturity up to 31 days
- Loan amount range from EUR 8 to EUR 570
- Monthly interest rate 54%

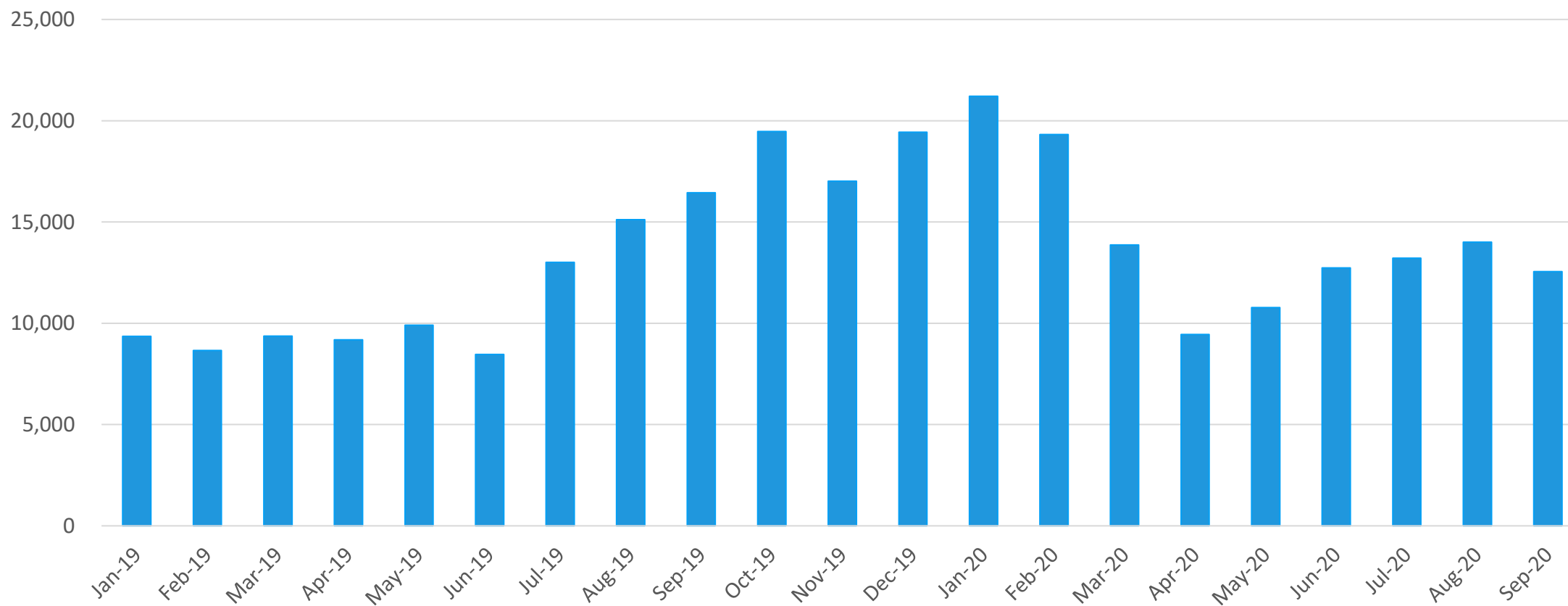


## Conditions for loan issuance:

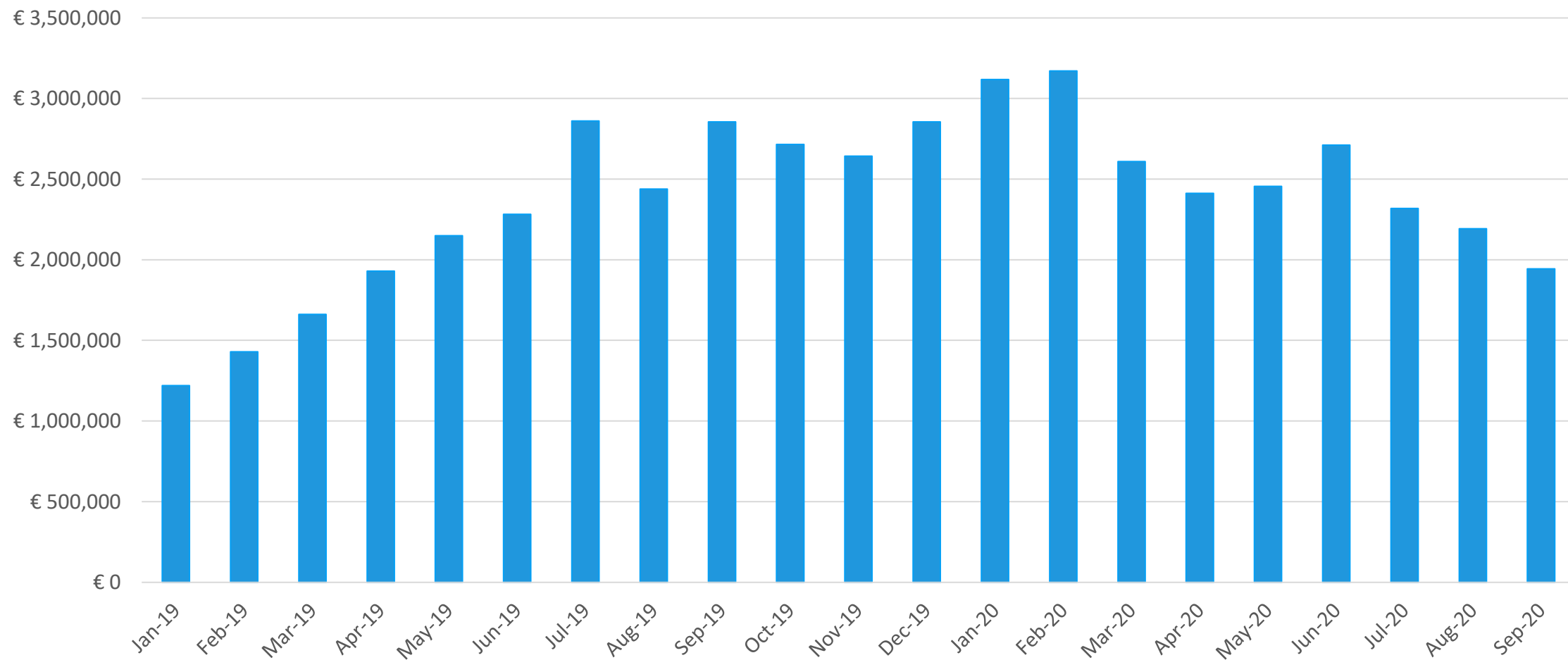
- Must be citizen of Ukraine of the age between 20-65
- Active mobile number
- Active bank card
- Good credit history



# The Number of Loans Issued per Month

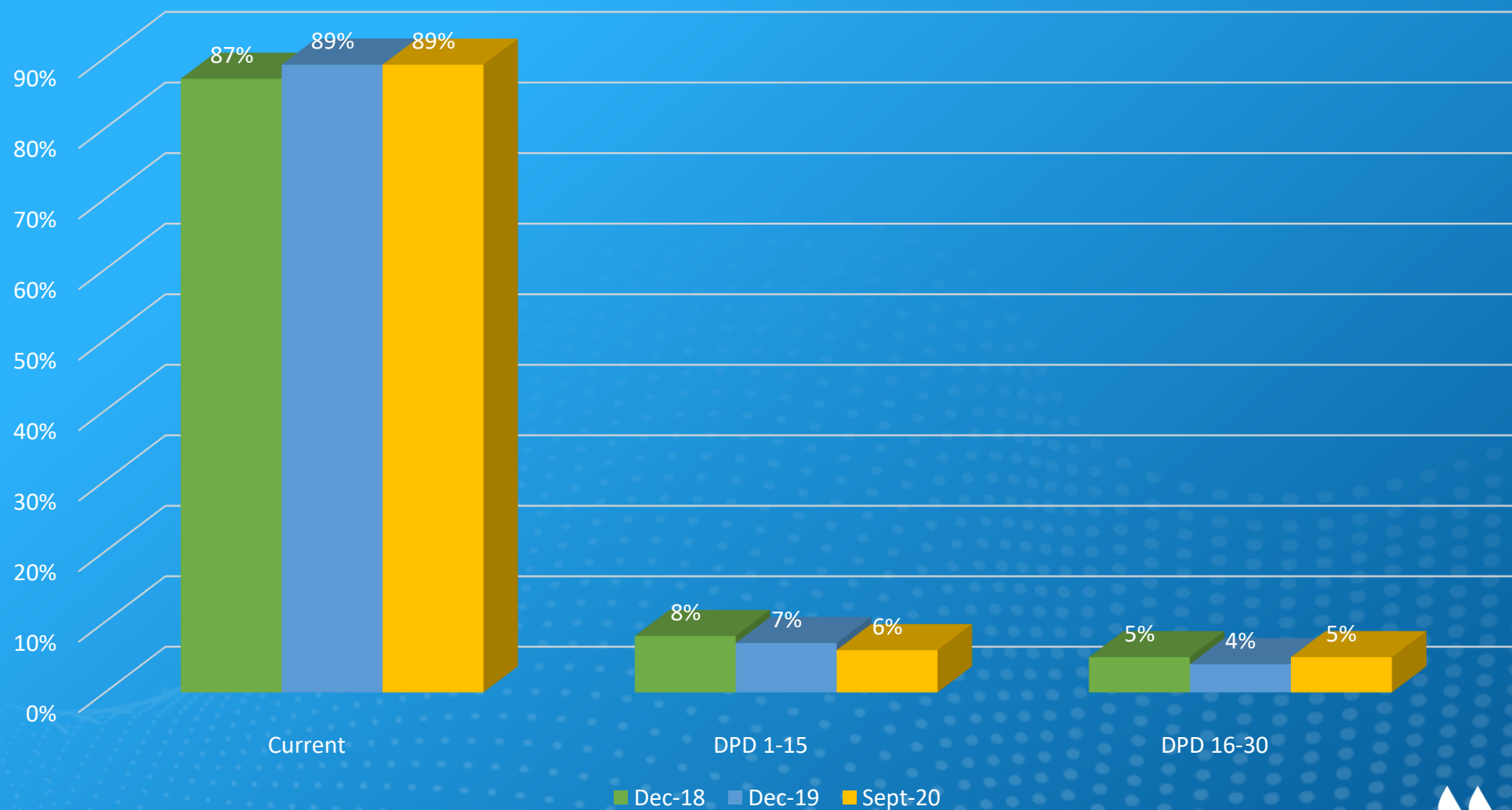


# Gross Loan Portfolio





# E-cash - Portfolio Distribution by Days Past Due (DPD)



# Revenue



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# Our Team

**E-cash is a part of the international holding Melivesa. The group management consists of professionals with extensive international hands-on experience (Ukraine, Georgia, Kazakhstan, Spain and other markets)**

**IT team with full cycle of software development and implementation – Project/Product Manager, Team Lead, Senior Developer, Middle Developer, QA-Specialist, Frontend Developer**

**Digital Marketing Manager**

**Highly qualified Head of Risks**

**Support, verification and collection team (Call Center)**

**Legal & Operational team (Back Office)**



# Management



Gia Tarieladze, CEO @ Melivesa Holding [in](#)

Perfect combination of professionalism and leadership. With 10 years of experience, 7 of them at international financial markets leading top-tier Payday Lending companies. Partner at CCLA - Law Consulting Agency, the law firm ranked as Leading Firm in 2019 by Legal500, at Banking & Finance direction. Member of the Georgian Bar Association. Has been teaching law in the leading universities of Georgia. Assistant-Professor at leading university in Georgia. With his knowledge and visions he pushes the organization in the right direction.



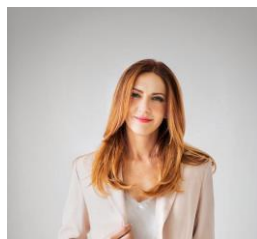
Otar Chekurishvili, CTO @ Melivesa Holding [in](#)

With more than 13 years of IT experience, More than 7 years in the financial organizations. With deep understanding of financial processes and adapting technologies under it. Lecturer at one of the leading universities in Georgia. He is a professional with deep understanding of the space we are operating in, he strengthens our holding and makes it to develop fast and get one of the leading fintech holdings on the market.



Zviad Chachanidze, CRO @ Melivesa Holding [in](#)

Western-educated seasoned executive with an extensive background in finance and risk management. Had occupied several top financial positions in Georgian blue-chips companies (CFO, Risk Director, Board Member). With his vision and hands-on experience significantly contributes to achieve the company's strategic goals through its sustainable development.



Oksana Lylyk, CEO @ E-cash [in](#)

16 Years of experience of financial market services in Ukraine. In CEO role since November 2015. Perfect leader that feels the future and pushes the company ahead, bringing success and development in it.

# Disclaimer

The material in this presentation is prepared by Melivesa Holding and is general background information about E-cash's activities current as at the date of this presentation. The information given is just summary form and doesn't purport to be complete.

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# Thank You!

[contact@melivesa.com](mailto:contact@melivesa.com)



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