

# DO NOT WAIT FOR A BANK TO APPROVE YOUR DREAMS

**Juancho:**  
The friend that truly lends!

[www.juanchotepresta.com](http://www.juanchotepresta.com)

Confidential

2022

# Huge underserved market

Colombia has +20M financially underserved adults

- ✔ +50M population with 36M adults
- ✔ 8M credit card owners
- ✔ 30% of adults have a loan with a formal Financial Institution (FIs)
- ✔ 87% have a bank account
- ✔ +75M accounts but almost 50% are unused or abandoned
- ✔ 80% of employment in SMEs with no PDL products
- ✔ Covid destroyed incomes to the middle class
- ✔ Women and young adults hardest hit
- ✔ FI target the top echelons and are historically gender biased



# Fintech development in Colombia



## 59%

was the increase in the use of digital banking applications during the pandemic\*.

*\*Research 'Covid-19 Financial Sector Perspective' de EY Parthenon.*



## 322

Companies that belong to the Colombian Fintech industry\*.



## 9.308

Jobs in this fintech ecosystem\*.

*\*Inform Sectorial Fintank 2020 de Colombia Fintech*



# Juancho Te Presta (JTP)



- JuanchoTePresta.com is one of Colombia's fastest growing lending fintechs.
- With only 2 and a half years of operation, we already have a current portfolio of more than 15,000 million pesos (COP)
- Headquartered in Medellín, Colombia JTP uses state-of-the-art technology (biometric verification through video calls and the integration of bank accounts for the validation of income) to allow employees, pensioners, students and especially gig workers to apply for a loan.
  - **BNPL:** through alliances with businesses whose average sales match the amounts and customer profile of JTP and 5 verticals: mobility, health, home repair, education & tech. The aim is to provide loans to help people finance their progress and dreams on high-cost tickets.
  - **Personal Loans:** The person has the option of requesting the credit with disbursement to his bank account or receiving it in cash in an ally network as long as the amount to disburse is not greater than US\$500.

# Our values



## You are our reason of being

We work to earn your trust, offering credit solutions that generate long-term relationships.

## Responsibility

What is good for you is good for us.

## We always do the right thing

Always.

## Close relationship

We are with you through the right & wrong times.

## Agile and convenient

We make applying for your loan easy, fast and safe.

## We grow with you

We help you throughout the stages of life.

## Our three mantras

### We believe in people

We are your first experience with medium and long-term loans to build your credit history in order to progress.

### We believe in your dreams

We help our clients fulfill their dreams, as the friend that DOES lend them.

### Gender justice

Women have better conditions in our loans, since they pay better.

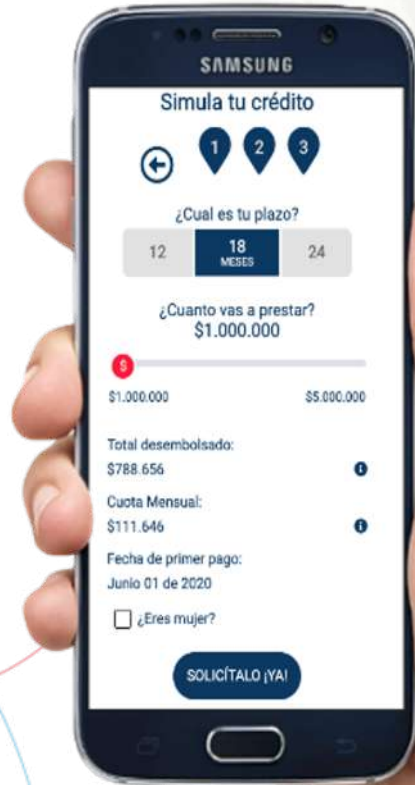




## Our 1<sup>st</sup> product

Aims to increase financial inclusion and promote credit deepening through a **100% digital** credit solution

Loans have terms of **12, 18, 24, 36** and 48 months and amounts between **US\$250 and US\$2,700**.  
The Avg is US\$500 and 22 months



Women have better terms than men, given their superior repayment behavior

We lend up to **twice the income**

No co-signer

3 forms of disbursement

# Best of breed Underwriting & KYC

- ✓ Gender biased scorecards.
- ✓ Price skewed to attract women & recurrence.
- ✓ Score engine connected to 2 credit bureaus.
- ✓ 3 PILA\* providers - Scrapping and Aggregation of bank accounts.
- ✓ GAFI compliant ID validation.
- ✓ Automatic AML checks.
- ✓ HW and SW Fingerprinting and alternative data.
- ✓ Sociodemographic and “look alike” clustering model (AI).
- ✓ Fraud prevention layering (we flag 6% of applications).
- ✓ Peer 2 Originator marketplaces (Bondster and soon withPercent and Get Income).
- ✓ API centered decision engine (real time rule changes).
- ✓ AI data analysis and segmentation.
- ✓ Cloud based solutions.

*\*Social Security databases*



# Our strategy is paying off

1. We want to be gendered bias.
2. Controlled scaleup in mist of covid.
3. We differentiate all company data around men vs women.
4. We created different underwriting algorithms for men vs women.
5. We constantly profile our loanbook to identified segments (clusters).
6. We finetune collection strategies to segments.
7. Feedback loop into: Marketing, channels, risk and collections.
8. We iterate, test and learn.
9. We then can redesign our products to accommodate external pressures (covid impact & competition).

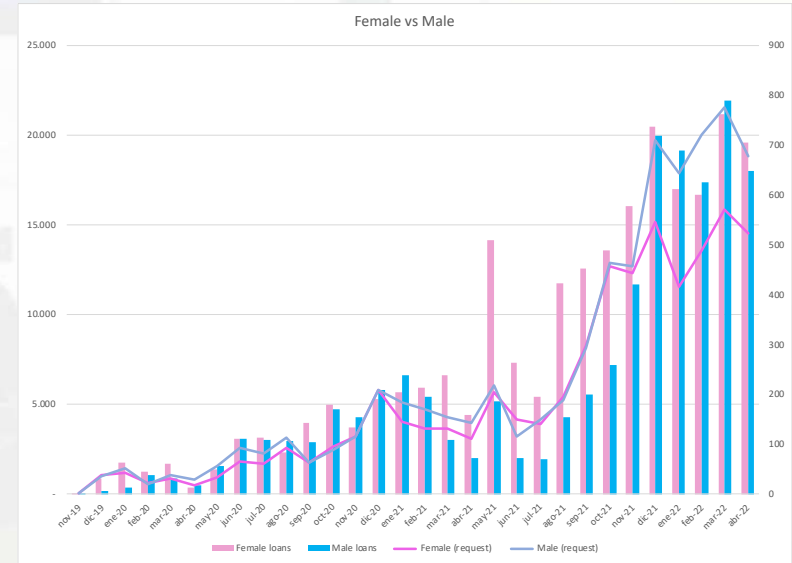


# What we have learned

- 6 clusters (3Female 3Male).
- Customers want a 2<sup>nd</sup> loan if we can give them better conditions for good payment history.
- Women are better customers (more resilient).
- Young single men are more risky.
- NPL highly correlated to unemployment and is slowly normalizing.
- Customers behave better with JTP than with our competitors (benchmark with TransUnion where NPLs are almost 10 points better).

# We make a difference (our impact)

- JTP allows its clients to create credit history and use loans to empower their progress.
- JTP also promotes the responsible use of loans, which is why it does not grant loans with instalments that exceed 30 % of the person's disposable income to avoid over-indebtedness.
- 36% of loans today are for an urgent need post covid and for family help.
- Our loans have been issued to 60% of women, of which **40%** are single mothers
- 89,38% of our customers are employed
  - We already serve 8,5% of gig economy customers
  - 9,51% to small SMEs
  - 11,2% to health workers
  - 8,59% to bank and insurance employees
- 6M USD deployed in loans



# Statistics of our users

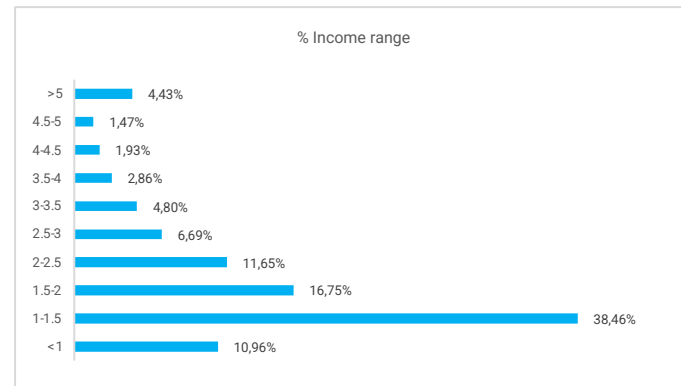
- 57% of historical disbursements have been for women
- We have disbursed COP \$12,100 million in loans to women
- The value of credits for women is higher than that of men, on average 4% higher.
- 47.9% of women have one or more dependents and it can be inferred that 25.8% of this group is the head of the family. In addition, 9% of them are independent.
- On average, the monthly income of our clients is COP \$2 million pesos.
- We approved 5.9% more credit applications for women versus applications for men.
- The distribution of clients by age range:

Age Range	% Clientes
18-27	27,9%
28-37	45,7%
38-47	19,7%
48-57	5,6%
58-68	1,1%
<b>Total general</b>	<b>100,0%</b>

Gender	%
Female	56,0%
Male	44,0%
<b>Total general</b>	<b>100,0%</b>

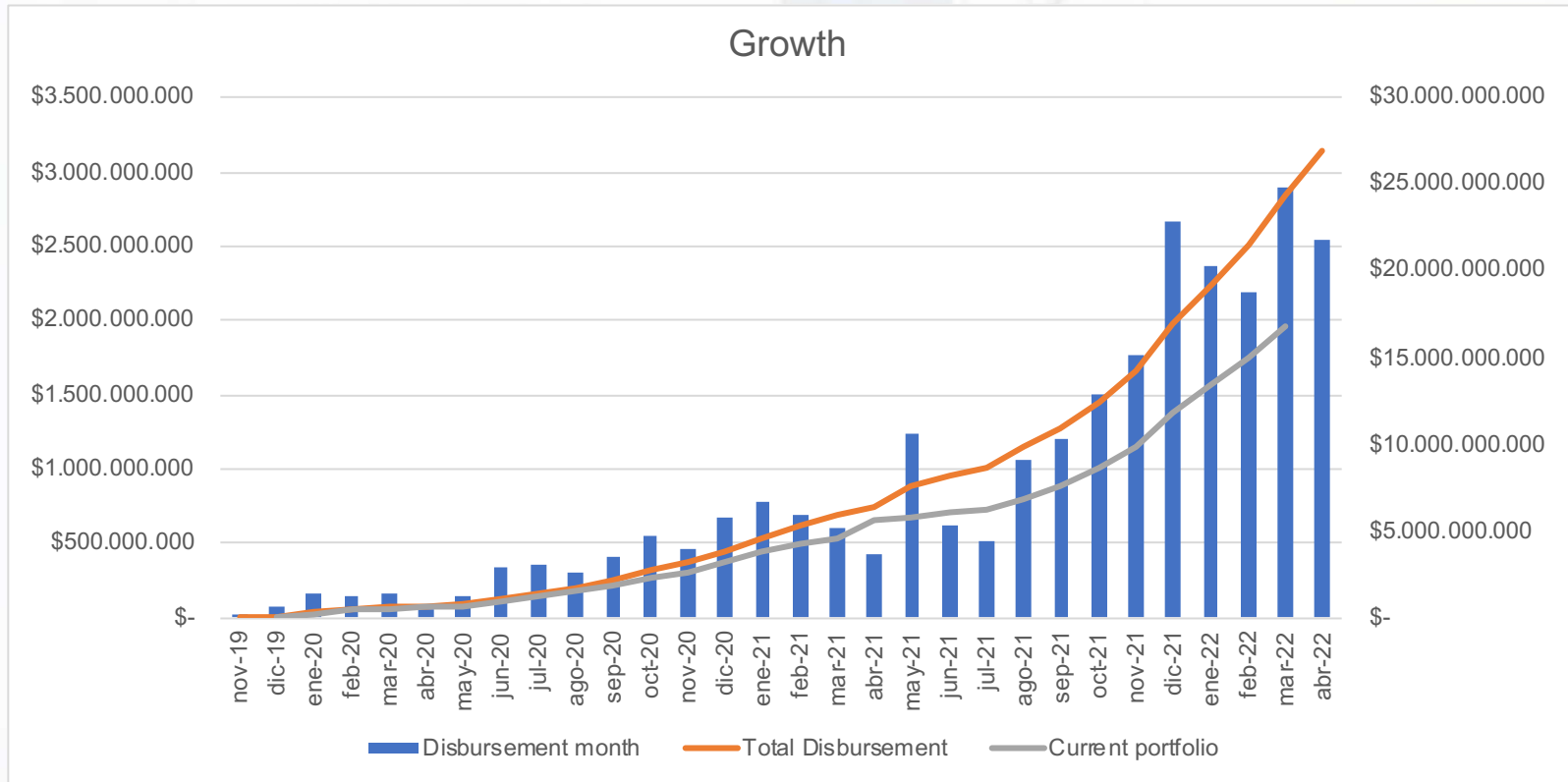
  

Employment situation	%
employee	89,0%
Independent	9,0%
Others	2,0%
<b>Total</b>	<b>100,0%</b>

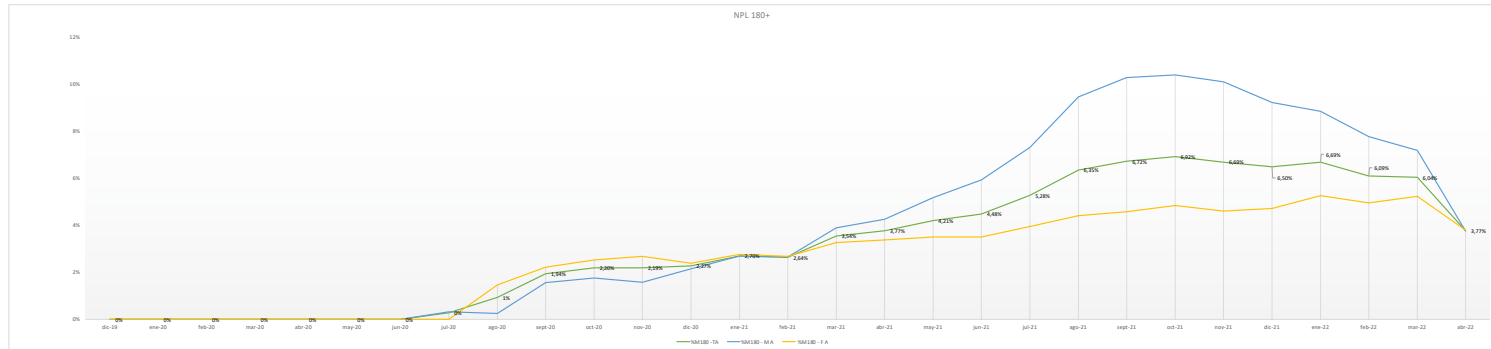
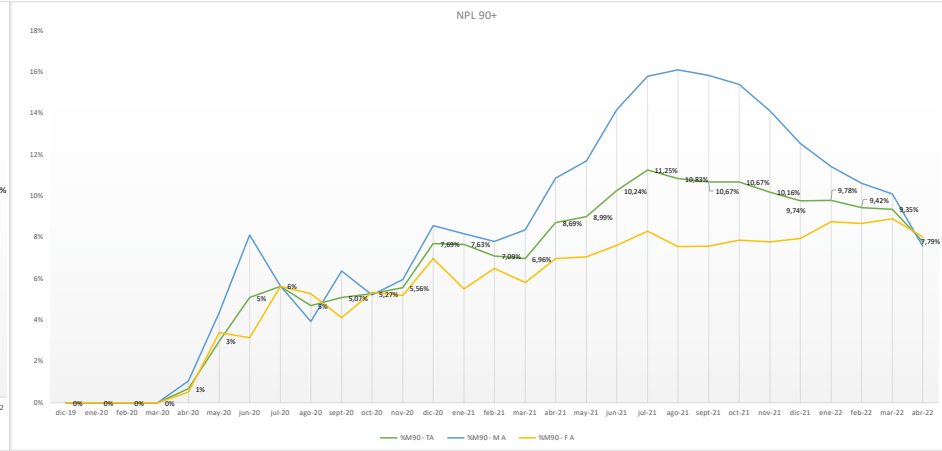
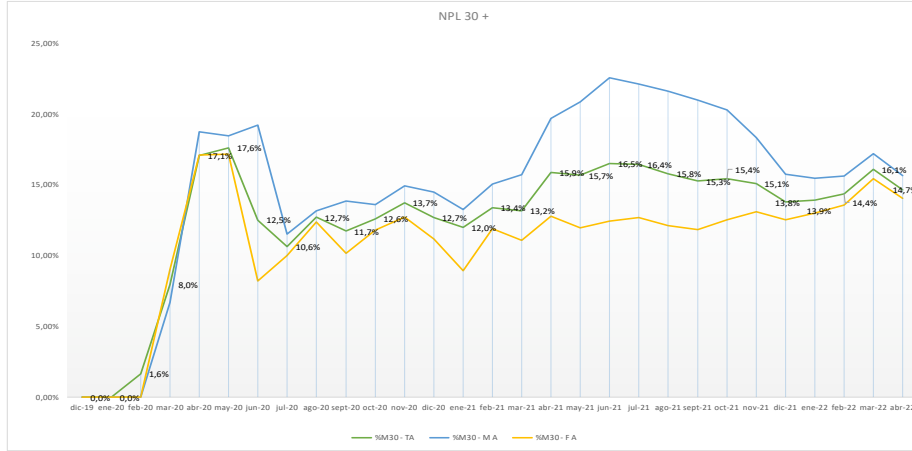


Purpose	% Clientes
Unexpected expense	20,4%
Family spending	16,7%
Other	12,6%
Invest business	11,0%
Pay another loan	9,1%
Study	6,5%
Home repair	5,9%
Fix motorcycle	4,0%
Help Friend	3,7%
<b>Total general</b>	<b>100,0%</b>

# Loanbook performance (Disbursement vs gross loanbook)



# Loanbook performance (NPLs 30+, 90+ and 180+)







# Security Rings

- Price cushion for customer real behavior. JTP charges a flat interest rate to customers 25% p.a. An optional tech fee of 80 USD for online application and processing, amortized thru the loan term.
  - 99% of customers use the tech platform to speed disbursement & avoid physical procedures.
- Fraud detection layers
- Proved underwriting rules and scorecards (covid/post-covid)
- Automated collection strategies
- Authorization for direct debits
- We can instrument payroll debit (libranza) for employees
- “UCC 1 lien” (Garantías Mobiliarias) for salary, income, and control of bank accounts
- A 3rd party endorsement fee, fix and variable %K as “aval” to cover expected default.
  - 10% is deducted from disbursement (1st loan only) and goes into a trust for 100% default.
- Proven judicial recovery thru the courts

# Founders



**Juan Esteban Saldarriaga**  
CEO JuanchoTePresta

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**Daniel Materón**  
CEO Rapticredit.com

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**José Manuel Vélez**  
Banker

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# A winning team



Juan Esteban  
Saldarriaga  
Co-Founder/CEO  
+30 Years Exp



Ricardo Soto  
CPO  
+15 Years Exp



Juan Fernando  
Mafla  
CFO  
+10 Years Exp



María Pilar  
Mejía  
CLO  
+7 Years Exp



Felipe Richard  
Head Funding and IR  
+11 Years Exp



Sergio  
Arboleda  
CRO  
+8 Years Exp



Juan Diego  
Urrea  
CMO  
+10 Years Exp



Daniel  
Quiceno  
COO  
+8 Years Exp



Daniel  
Rodríguez  
CTO  
+18 Years Exp



Luisa Álvarez  
Head Collections  
+9 Years Exp

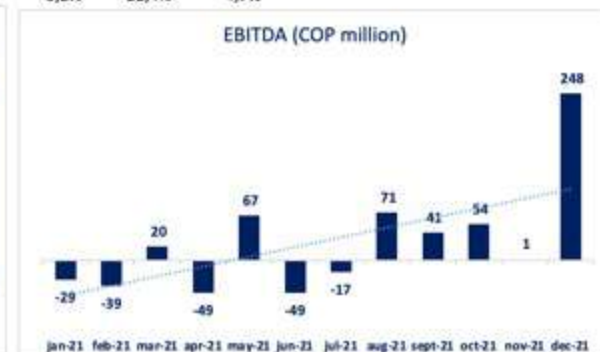
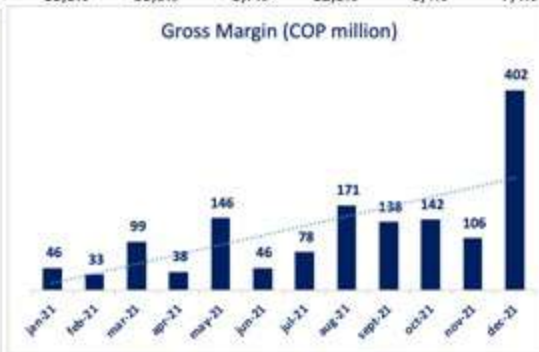
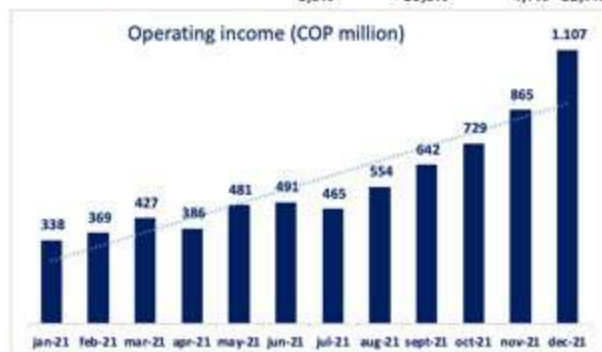
**+120 years experience**

**+1,5 MlIns credits disbursed**

**Total team 23**

# EEFFS (2021)

	jan-21	feb-21	mar-21	apr-21	may-21	jun-21	jul-21	aug-21	sept-21	oct-21	nov-21	dec-21	FY 2021
Operating Income	338	369	427	386	481	491	465	554	642	729	865	1.107	6.853
Month growth rate		9,2%	15,8%	-9,7%	24,8%	2,0%	-5,2%	19,1%	15,9%	13,5%	18,6%	28,0%	
Costs w/o provisions	292	336	328	347	335	445	387	383	504	587	759	704	5.406
Gross margin (w/o Provisions)	46	33	99	38	146	46	78	171	138	142	106	402	1.447
GM %	13,6%	9,0%	23,1%	10,0%	30,4%	9,4%	16,8%	30,9%	21,6%	19,5%	12,2%	36,4%	21,1%
Expenses	75	72	79	88	80	95	95	100	98	88	104	154	1.128
EBITDA	-29	39	20	-49	67	-49	-17	71	41	54	1	248	319
	-8,5%	-10,5%	4,7%	-12,7%	13,8%	-10,0%	-3,7%	12,8%	6,4%	7,4%	0,2%	22,4%	4,7%



\*Figures exclude provisions and taxes

# Contact

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