



**Crediface**<sup>®</sup>

¡Cobra, paga y **renueva!**

2023 - 2024



## History

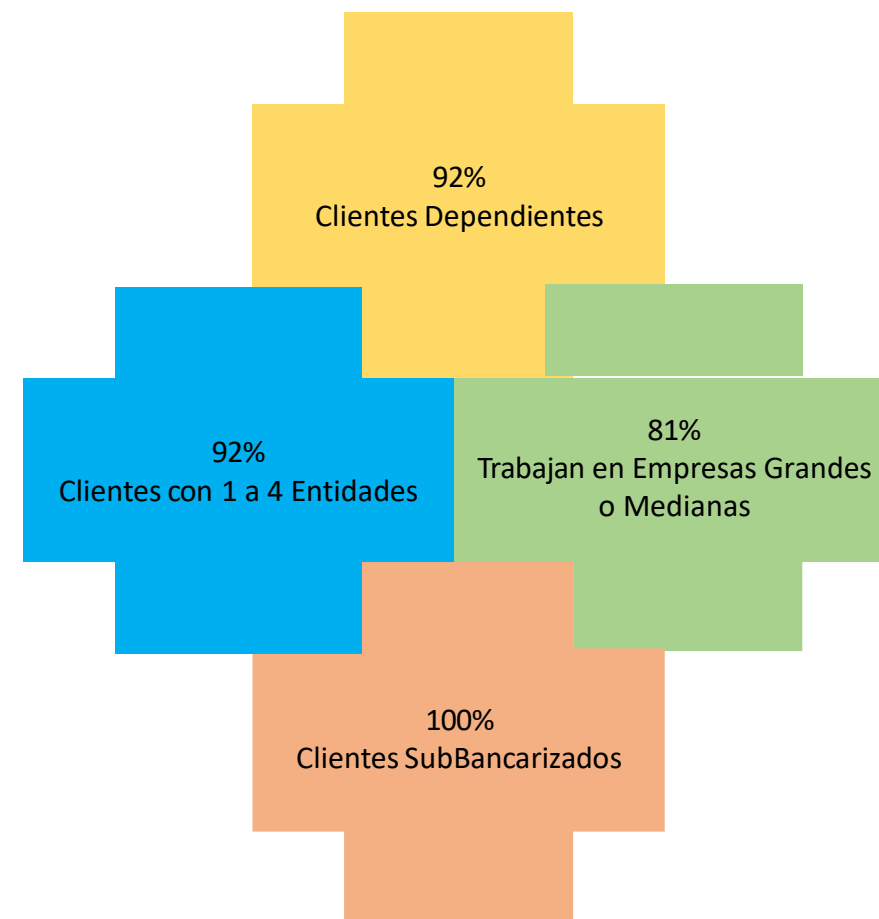
CrediFace Perú SAC is a Peruvian Fintech with more than 6 years in the market, it owns the CrediFace and ValeCash brands in Perú and CrediOne in Mexico.

CrediFace finances Consumer loans to Individuals with tickets from USD\$100 to USD\$5,000 on average for terms of up to 18 months, focusing on Underbanked Dependent segments, with sustained growth characterized by low Delinquency ratios (9% to 10%) and good management of the product's profitability, having overcome the Covid crisis without major inconveniences.

ValeCash created in May 2022 was born to finance One Pay Loan credits of amounts from USD\$30 to USD\$100 at 1-2 installments.

## Target Market

CrediFace's target market is underbanked customers, who have banking products but are poorly served. We serve Dependent and Independent clients as long as they do not have negative records in the Credit Bureau. Our process is 100% Online to a single signature, making the volume and scalability necessary for the business to be profitable.



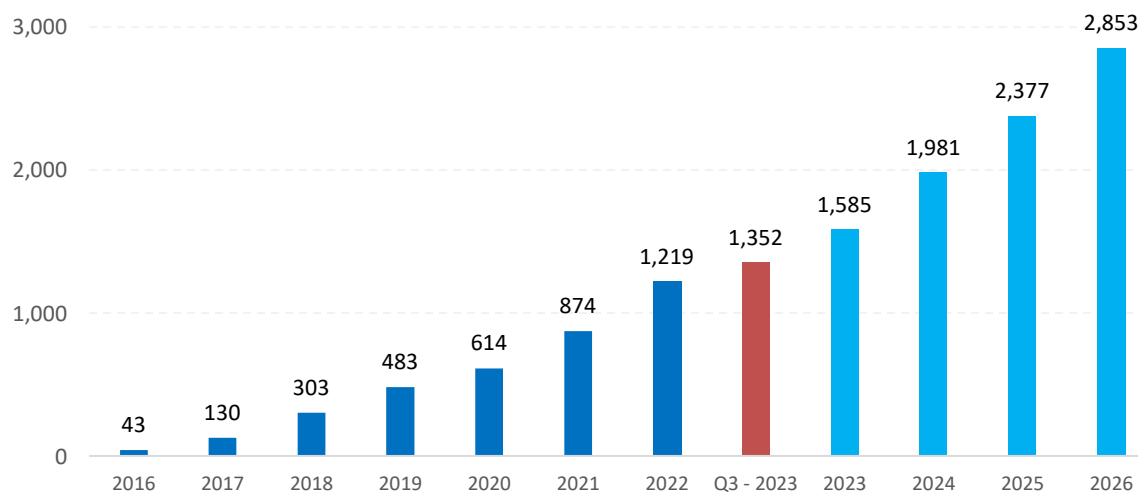
## Scaling and evolution

CrediFace was born with the slogan of having a gradual Growth prioritizing the quality of the Portfolio, being very careful in the evaluation maintaining an approval ratio of 8% approx. Its evaluation process contains algorithms that detect indebtedness, payment behavior and other indicators that make it possible to have a robust portfolio against any external agent. This was demonstrated during the Covid, which only reduced our income by 20%.

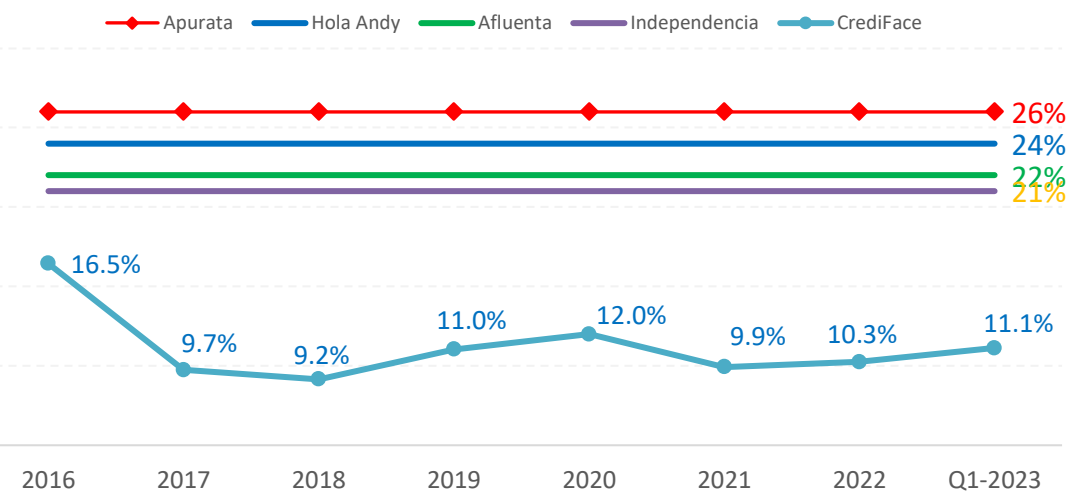
Thanks to our technology aimed at taking care of the portfolio, we maintain a Delinquency ratio of approximately 11% (out of 100 disbursed clients, only 11 exceed 30 days in arrears), well below other Fintechs. Our growth is sustained closing 2021 with Revenues of USD 478 thousand and this 2022 is projected to exceed USD 700 thousand. Profitability is measured by the Balance Due/Income ratio resulting in 19% (only 19% Income will cover Delinquencies), this indicator being a maximum of 30% in traditional Banking.

During this time, more than USD4.5MM in credits have been granted to more than 11,000 clients, being our main asset since today Recurring clients exceed 80% of our placements. Our expansion in Latam will begin in Mexico, where the formation of SOFOM is completed and will finish all at May 2023. We expect the first 6 months to test the market to adjust our Evaluation algorithm to be able to scale in amounts.

**Portfolio Growth** expressed in thousands of \$USD



**Default Rate > 30 days - Capital Default/TotalCapital Approved**



## Technology

CrediFace uses its own technology in all its processes without outsourcing processes or software, allowing it to always be updating them according to market needs. Our system allows you to apply Machine Learning based on Delinquent clients, always allowing you to optimize algorithms for the correct granting of credit in a scalable way. This methodology since 2017 with a controlled delinquency.

## Expansion

Mexico is our next destination, so the Non-regulated Sofom CrediFace Mexico SAC was formed, registering the CrediOne brand. Once the necessary registrations are completed, we plan to launch with consumer loans (similar to CrediFace in Peru).

## Funding

For 4 years they have been working with important Private Investment Funds (Fit Capital, Acres, TasaTop, etc), as well as with Private Investors. Similarly, they have successfully passed 2 visits from the SBS (2018 – 2019) to review their credit process.

Its founders and shareholders have more than 25 years of experience in Consumer Banking and Mypes managing credit portfolios, turning all their experience into the creation of CrediFace



### **Ernesto Velásquez – CEO & Director**

Ernesto has more than 25 years of experience, Master in Banking and Finance UNMSM, knowledgeable about the Peruvian financial market.



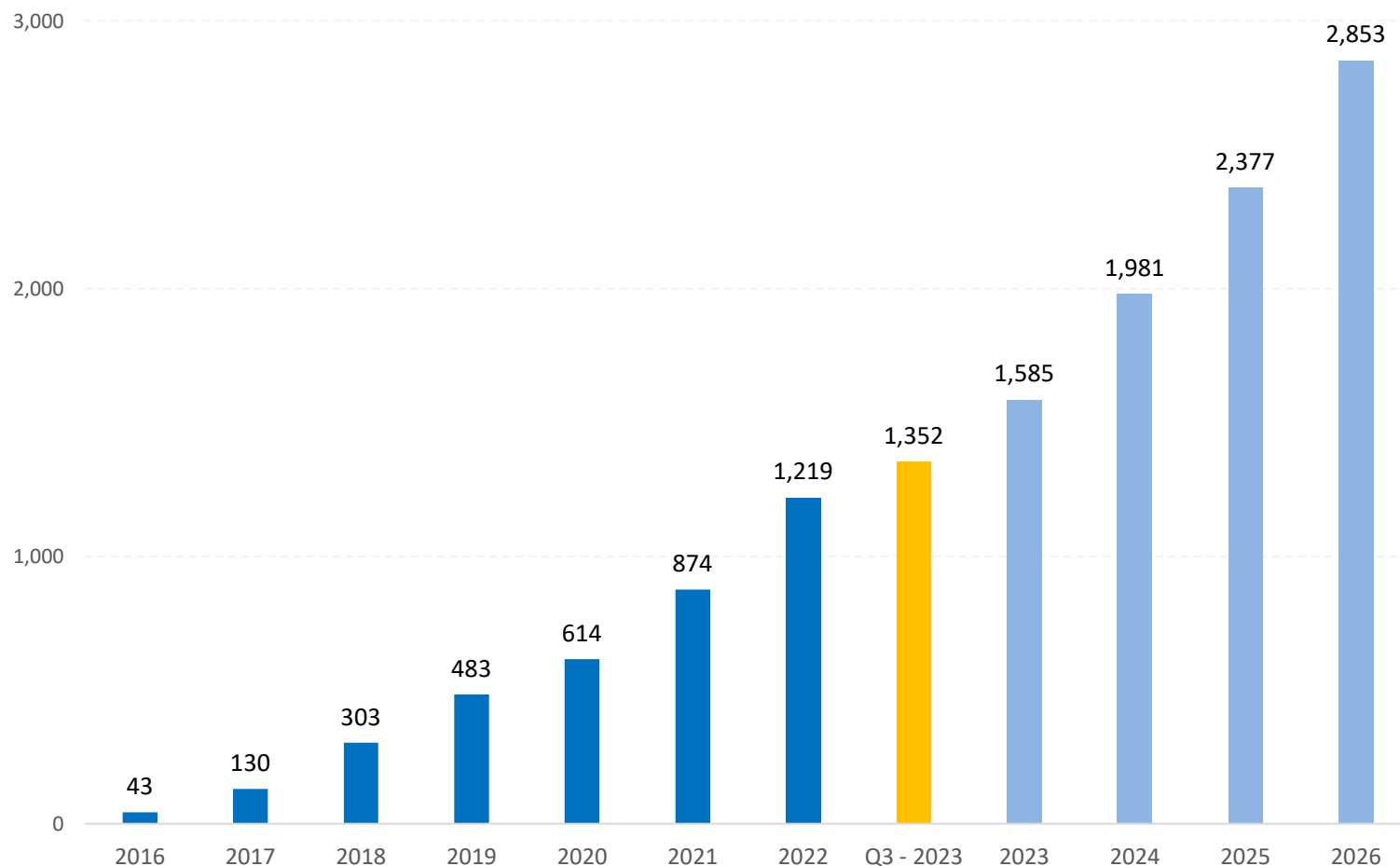
### **Mario Velásquez – Director**

Mario has 15 years of experience in Banks in the areas of Investment Economist with a Master's Degree from Manchester Business School with international degrees from CFA-CAIA



## Projections 2022 - 2026

### Portfolio Growth expressed in thousands of \$USD

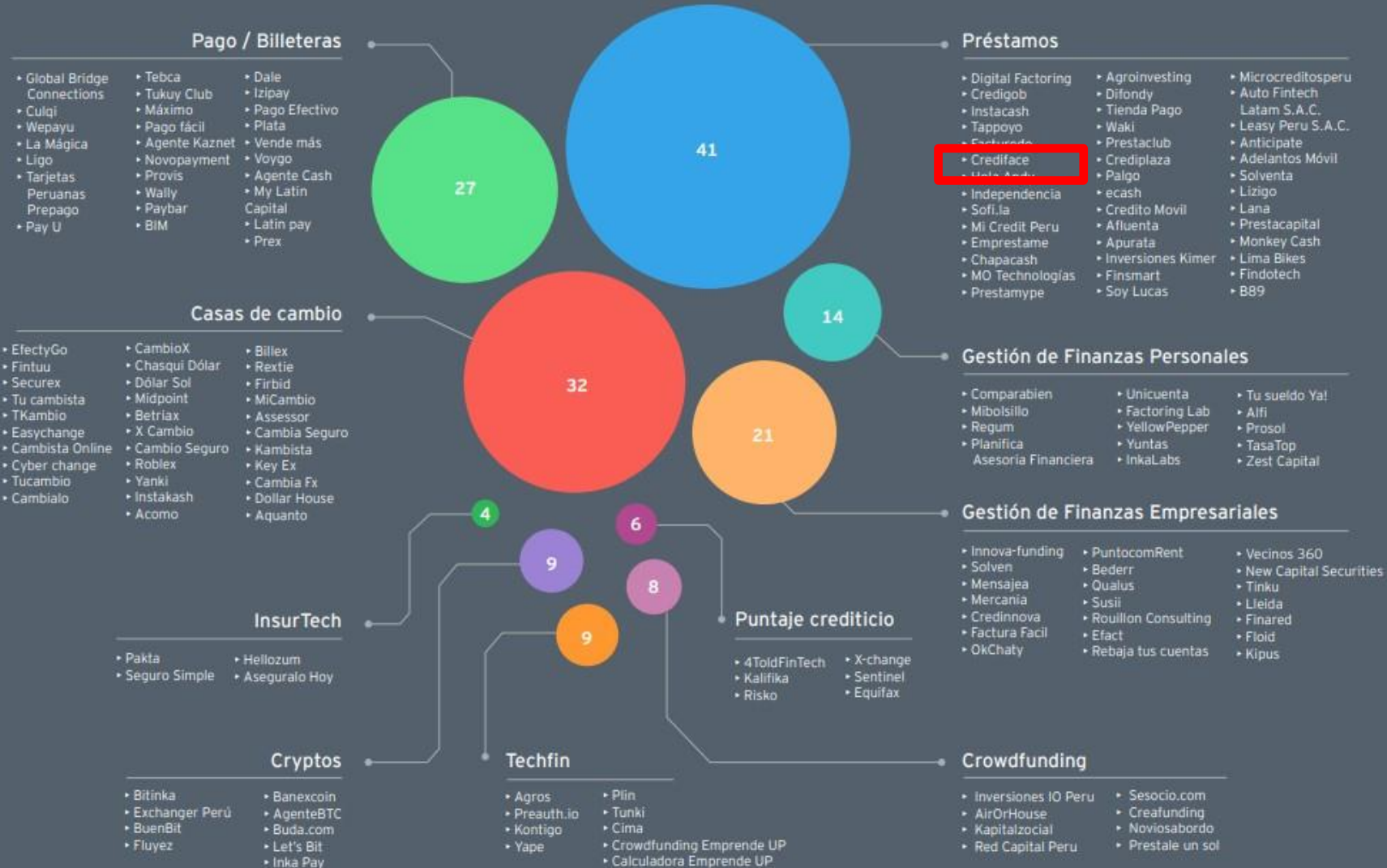


Is projected to have an constant growth around 20% to 30% per year.

### Growth Variables

- Raise selling credits from UDS 150 thousands to USD 400 thousands per month. Marketing costs are very low in Perú, its increase will be decisive.
- Strengthen the risk and collections team, prepared to scale.
- Increase the management team to monitor the portfolio.

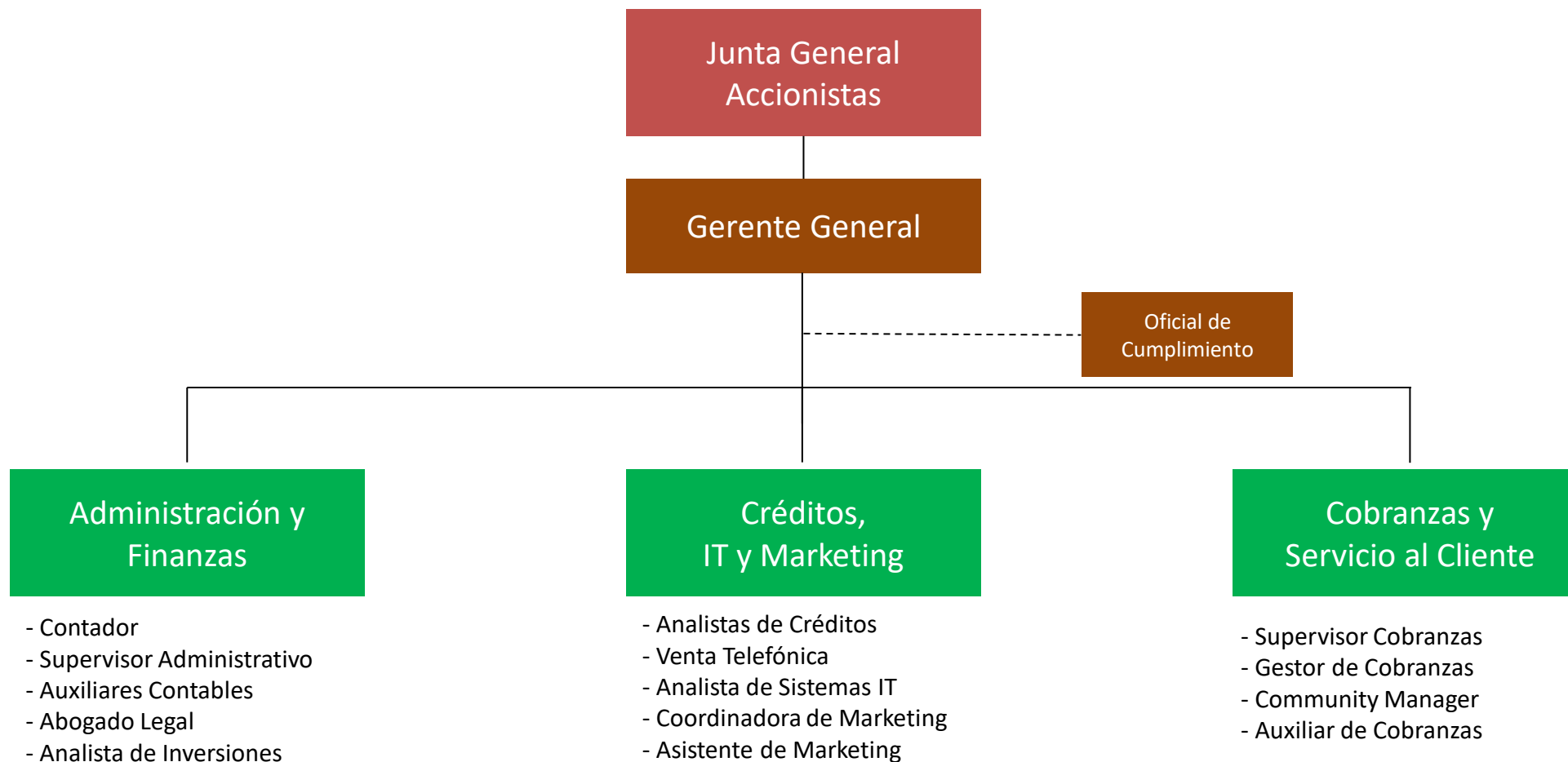
## b. Radar FinTech



CrediFace is supervised registering with the UIF-SBS for Prevention of Money Laundering

<https://www.sbs.gob.pe/supervisados-y-registros/registros/otros-registros/casas-de-cambio-prestamos-y-empenos/empresas-de-prestamos-y-o-empeno>

## Organization Chart



All the personnel selected by CrediFace have previous experience in the Financial System, ensuring an alignment adequate financial service.

## Our Partners

### *Collections*



### *Banks*



### *Techs*



### *Risk Management*



### *Funding*





# Thank you

