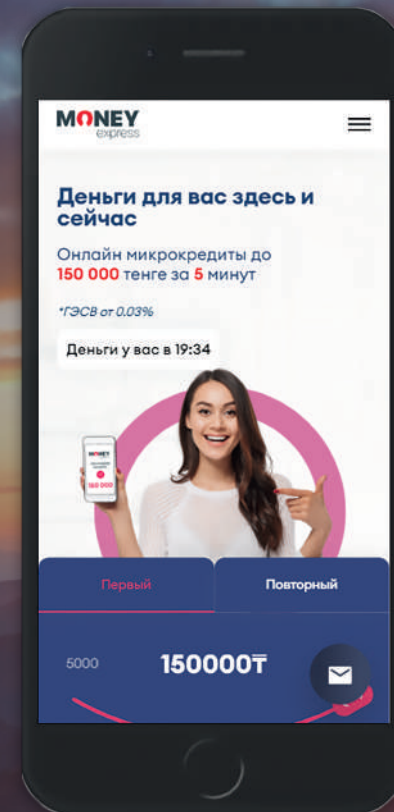


# MONEY express

Online lending platform

Smart  
**FINANCE**

MFO Smart Finance LLP  
Almaty, Kazakhstan | 2023



# SUMMARY

## Purpose

The purpose of this presentation is to introduce our FinTech company - MFO Smart Finance LLP, whose main profile is online microlending to the users and investors of the Bondster platform.

## Company

- Name of the company - MFO Smart finance LLP
- Brandname - Money Express
- Region of services - the entire territory of the Republic of Kazakhstan
- Establishment date - May, 2019
- Office location - Almaty city
- The target audience of the company is individuals aged 18 to 65
- Website - [www.money-express.kz](http://www.money-express.kz)

## Management and team

The company is managed by strong professionals with rich experience in the largest Kazakhstan and international companies.

Team members are highly qualified in areas such as financial technology, retail bank lending, risk management, marketing, information technology, etc.

At the moment, the team consists of 20 employees who work in different units, such as IT department, Risk department, Debt Collection department and etc.

## Financial position as of November 2023

- Net retained income – **162 million tenge (\$352k)\***;
- Gross revenue for 2022 – **507 million tenge (\$1 104k)**;
- Equity capital of the group – **401 million tenge (\$871k)**;
- Net Interest income for 2022 – **339 million tenge (\$740k)**.

*\*Here and further USD to KZT exchange rate is 460 tenge for 1 dollar*

## Ownership structure



## COMPANY QUICK OVERVIEW

MFO Smart Finance LLP (hereinafter the Company) - specializes in providing financial services to individuals under the Money Express trademark. The company was founded in May 2019, in Almaty, Kazakhstan.

The activity is licensed. The company has a license for microfinance activities No 02.21.0051.M dated March 26, 2021, issued by the Agency of the Republic of Kazakhstan for the Regulation and Development of the Financial Market (hereinafter referred to as the ARDFM or the Agency).

### Main focus - PDL lending

For now, we provide only PDL loans, however, we are planning to launch new products in the segment of installment loans.



MFO Smart Finance LLP is a member of the Association of Microfinance Organizations of Kazakhstan

### Brands owned by the company

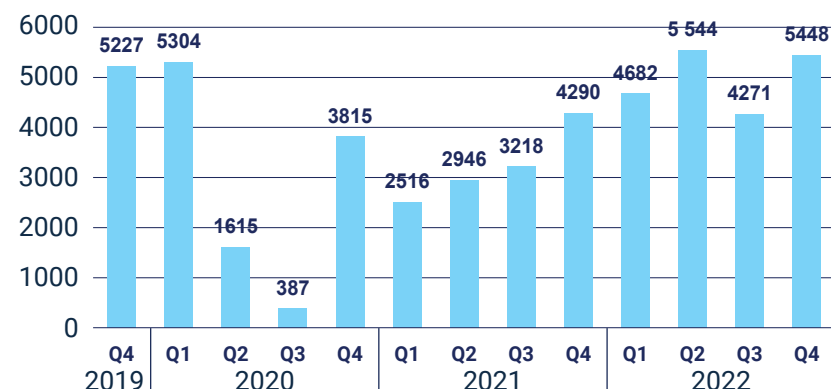


### Partners



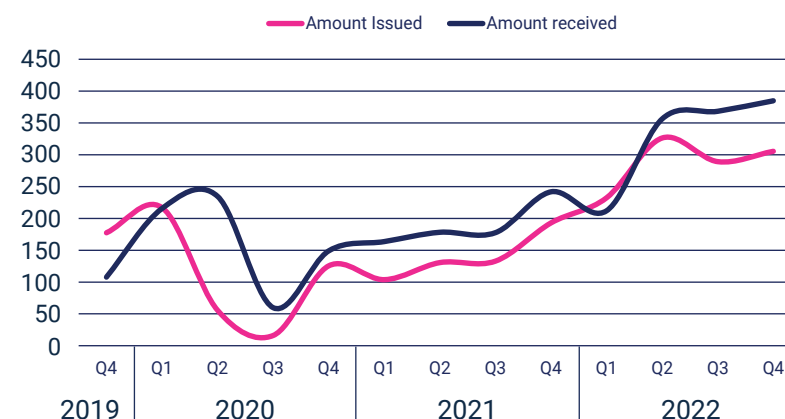
From October 2019 to June 2022, more than **49 thousand loans were issued** in the amount of over **2.3 billion tenge (\$5M)**. Total loans repaid for more than **2.85 billion tenge (\$6.2M)**.

### Number of issued loans (from Oct-2019 to Dec-2022)



Quantity of issued loans by the end of December 2022 - **49 263**

### The amount of loans issued and repaid, million tenge



The total amount of loans issued - **2.3 billion tenge (\$5M)**.  
The total amount of money repaid - **2.85 billion tenge (\$6.2M)**.



# OUR MOTIVATION

## MISSION

- To ensure the availability of financial services for all citizens of Kazakhstan, helping them in solving urgent financial issues and not exacerbating their financial well-being in the future.

## VISION



The leader of the international financial market in the field of online lending.

## VALUES AND BELIEFS

Everything for the client - we exceed the client's expectations and put them at the center of everything we do.

Innovation and technology - working in the online segment, we strive to continuously improve the company's products and services.

People are the company's most important asset. We provide our colleagues with comfortable working conditions and equal opportunities for development.

Honesty and fairness - our every decision and action always meets the highest ethical standards.

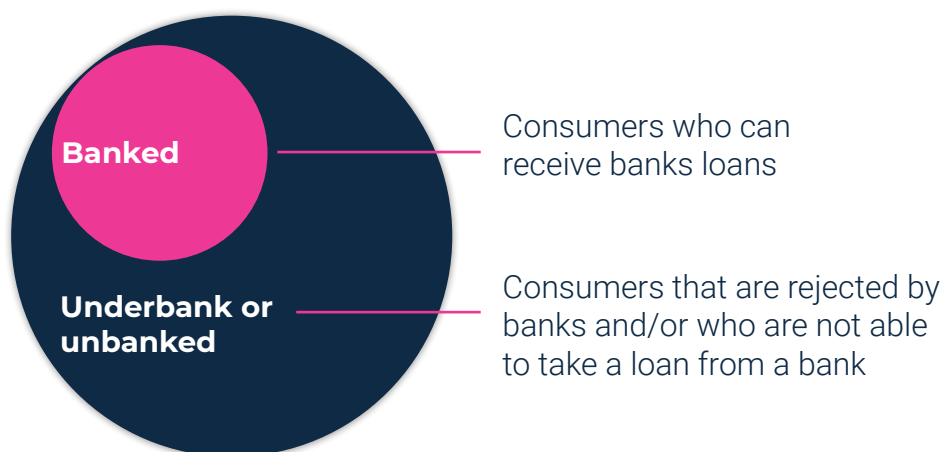
# PDL IN KAZAKHSTAN

<b>High interest rates</b>	From the 1st of January 2023, the Government forced new law, according to which the daily interest rate must be <b>less than 1% per day</b> , but not more than 20% for the main term of an agreement.
<b>High margin</b>	Return on equity (ROE) of PDL companies (especially with financial leverage) can be <b>300%+ per annum</b> .
<b>High level of approval rate</b>	Traditional banks have an approval rate of no more than 5%, while PDL companies can reach <b>up to 50%</b> .
<b>Small amounts</b>	For about <b>40,000 tenge (\$90)</b> . Maximum amount - up to 50 MCI (170,000 tenge or \$340)
<b>Short terms</b>	The average period of loan agreement is about 25 days. From 2023 it will become 20 days. <b>The term of repayment is one-time.</b>
<b>High turnover</b>	High money turnover and fast portfolio amortization enables to turn over the invested money <b>more than 3 times a year</b> .
<b>The risk is higher than in bank loans</b>	The risk of overdue is much higher than in the banking sector. Overdue of more than 90 days at the <b>level of 10-15% of</b> disbursements in PDL business is considered acceptable.

## CUSTOMER OVERVIEW

- Distribution by gender - Male 46%, Female 54%;
- Average age - 34 years;
- Geographic location - more than 80% of customers live in large cities;
- 96% of customers use mobile version of website.

### Customer segments in lending



### Key value of PDL lending

➤ **Opportunity for underbank or unbanked customers to access financial services**

In Kazakhstan, the majority of the working-age population does not have access to traditional banking loan products for a variety of reasons:

- Lack of credit history;
- Bad credit history;
- Banks do not lend small amounts;
- Limited infrastructure;
- Customer's lack of official income;
- Bank's conservative approach to lending.



According to the ARFR, at the end of 2021, the number of customers who at least once received an online payday loan is **1.7 million people**. And there are about **700 thousand active users** of online PDL loans.

## Some facts

Country population  
**19.8m**

Internet penetration  
**89.5%**

Active PDL loan users  
**≈700k**

Market potential  
**\$300m**



# OVERVIEW OF THE PDL ONLINE LENDING MARKET

According to our internal research, the approximate annual volume of disbursements in the PDL online lending segment for 2021 was approximately **\$300 million\***.

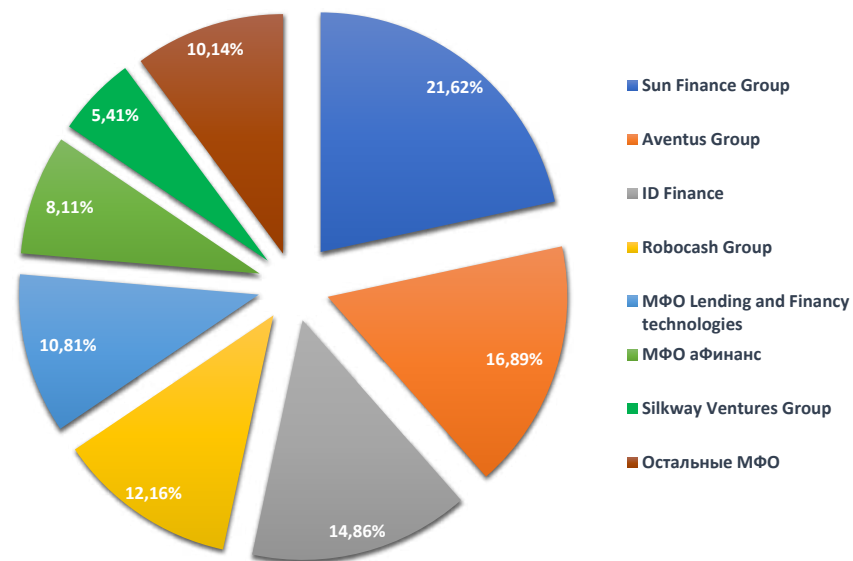
## Comparative table of the main market participants

Competitor name	Brands	Country of origin	Number of countries they perform	The volume of loans issued for 2021, \$ million
Sun Finance Group	Koke.kz, Tingo.kz, Salem.kz	Latvia	7	64
Aventus Group	CreditPlus.kz, Credit365	Lithuania	14	50
ID Finance Group	MoneyMan.kz	Russia	7	44
Robocash Group	Zaymer.kz	Russia	8	35
MFI Lending and Financy technologies	DengiClick.kz	Kazakhstan	1	32
MFI аФинанс	Turbomoney.kz	Kazakhstan	1	24
Silkway Ventures Group	TengeDA.kz	Kazakhstan	2	15

The remaining companies not included in this analysis issued approximately \$28 million of loans for 2021.

\*Since the amount of data is limited, our study does not claim to be absolutely reliable. Still, it will help the reader to adequately assess the situation in the online lending market in the Republic of Kazakhstan.

## Distribution of market shares among main participants



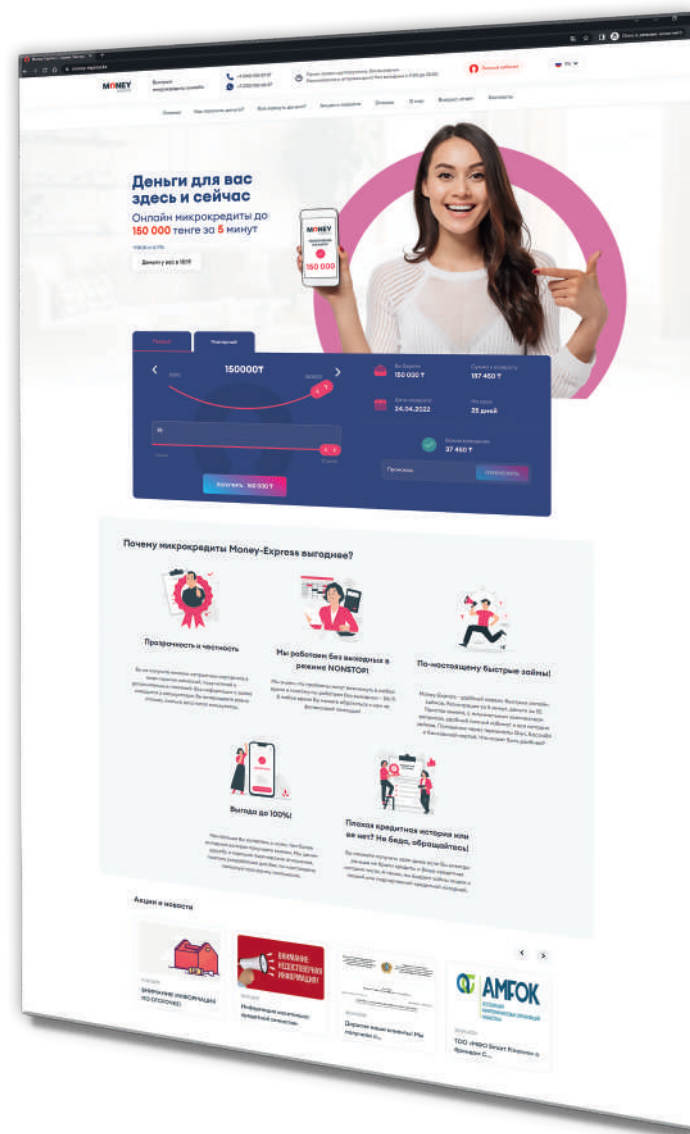
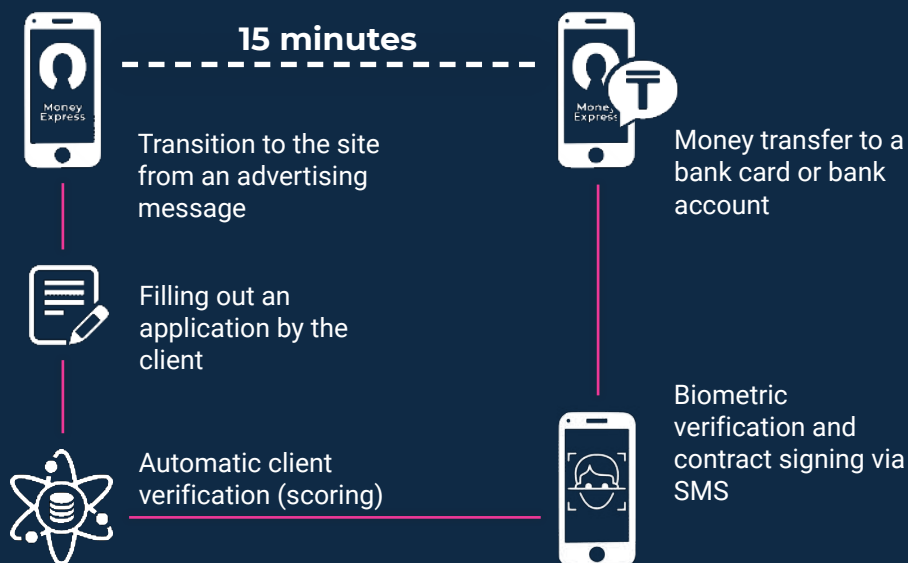
As of December 2022, Smart Finance occupies about 1% of the total market share, although it has all the necessary infrastructure and capabilities to capture 5% of the market share by the end of 2022, and 20% of the share by the end of 2023. This requires one single resource - investment.

# LENDING PROCESS IN SMART FINANCE

To get a loan from Smart Finance LLP, the client just needs to fill in an application on the company's website, sign an agreement, and if the loan is approved, the client receives money on his bank card or bank account.

This process takes no more than 15 minutes. This is possible due to the introduction of modern automation technologies, the availability of a large amount of digitized customer data and integration with various online services.

## Application Process





# UNIQUE CUSTOMER BENEFITS



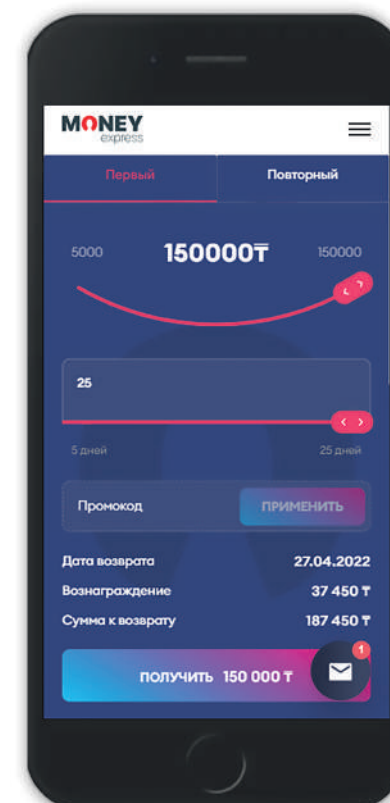
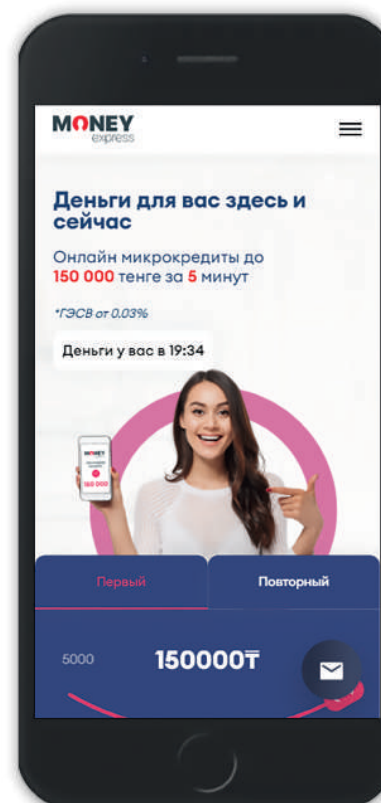
**Positioning**  
**Online microloan service that always helps out and does not ask unnecessary questions**

**Slogan 1**  
**Money for you right now and right here**

**Slogan 2**  
**Money you need is always at hand**

## Why do consumers choose Money Express?

Company advantages		Benefits for clients
1. 24/7 access to services		Access to money 24/7
2. Data Science technologies in decision making		high probability of approval
3. 100% online		No need to go to the branch and stand in line
4. User Friendly		Ease and convenience of using the service
5. Speed of getting money		Only 5 minutes needed to make decision and send money
6. Without bureaucracy and stress		Without certificates and guarantors
7. Ease of repayment		Via personal account on website or through payment terminals



# OVERVIEW OF KEY INDICATORS OF THE COMPANY

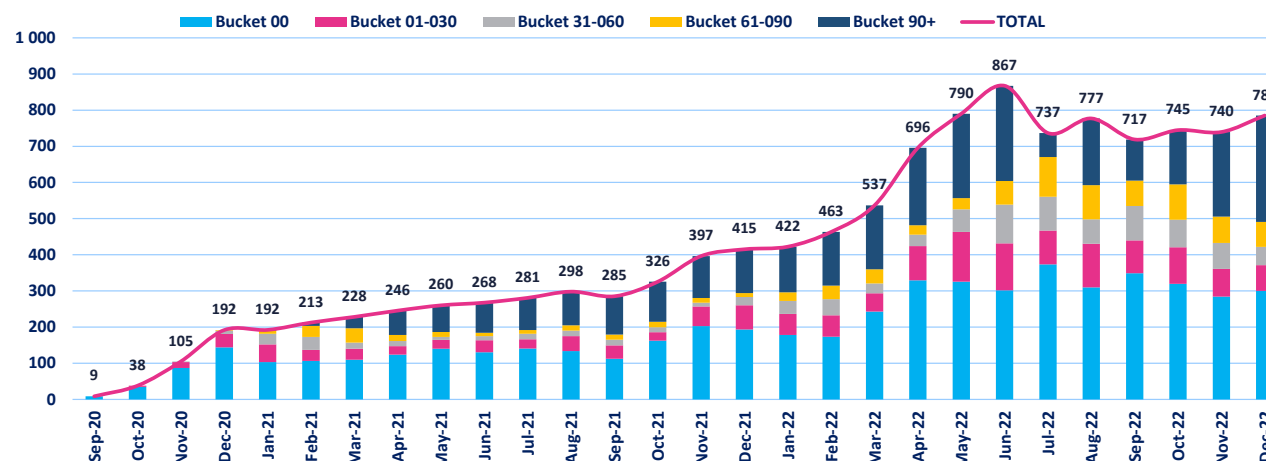
## Key operating indicators

Indicator*		Value
Loan amount, \$	Minimum	\$20
	Maximum	\$370
	Average	\$100
Loan term, days	Minimum	10
	Maximum	20
	Average	19
Interest rate	Annual	365%
	Daily	1%
	Prolongation daily	1.4%
Bad rate	Overdue 31+	23%
	Overdue 91+	15%
Application approval rate	New clients	10%
	Repeated clients	70%
Portfolio NPL	With restructurization	12%
	W-out restructurization	24%
Surplus	3 month	113%
	6 month	120%
	9 month	135%

## Financial indicators

Indicator*	2020, in thous. \$	2021, in thous. \$	Q3 2022, in thous. \$
Gross revenue	542	660	1104
Total expenses, including	458	621	833
Provisions and Write-offs	15	113	176
Administrative expenses	369	401	526
Marketing costs	26	29	40
Scoring costs	33	41	46
Other operating costs	15	38	45
Net profit	84	37	271

## Loan portfolio, thousand USD



# SURPLUS

Surplus - this report describes the ratio of the amount of loans issued to all incoming payments on these loans. For example, in December 2021, 1307 loans were issued in the amount of 59.3 million tenge, while 79.77 million tenge were paid over the next 6 months. Surplus in this case is 134.5% ( $79.77 / 59.3 * 100\% = 134.5\%$ ).

	2020					2021												2022											
	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December
1	53,41%	52,79%	56,86%	59,81%	84,41%	76,11%	82,29%	74,45%	65,84%	73,70%	67,36%	65,55%	75,13%	61,49%	58,46%	61,61%	54,24%	56,49%	51,60%	47,78%	53,02%	55,57%	56,17%	61,03%	49,59%	53,10%	58,97%	64,15%	28,75%
2	90,72%	88,25%	93,76%	92,92%	109,57%	110,85%	113,03%	109,74%	106,16%	109,11%	106,67%	105,34%	109,98%	103,12%	100,06%	96,07%	97,33%	93,99%	90,66%	84,05%	87,88%	92,86%	88,36%	91,45%	91,75%	96,54%	104,74%	89,06%	
3	115,51%	107,52%	106,70%	108,50%	121,70%	125,13%	124,03%	122,47%	119,35%	119,77%	119,36%	118,72%	123,42%	117,31%	111,96%	110,71%	113,61%	108,45%	103,87%	96,96%	99,24%	106,00%	100,68%	106,06%	107,91%	108,31%	113,20%		
4	122,80%	124,27%	120,19%	118,81%	130,32%	131,90%	131,86%	127,96%	125,31%	126,48%	127,40%	126,17%	128,62%	122,61%	119,93%	117,53%	120,16%	115,71%	109,43%	104,08%	105,97%	111,28%	107,46%	112,50%	114,19%	113,49%			
5	129,92%	133,63%	129,03%	125,82%	134,25%	135,96%	137,55%	131,49%	129,35%	130,94%	130,77%	131,44%	132,43%	127,36%	124,12%	121,46%	123,57%	124,71%	114,57%	110,27%	109,51%	114,71%	111,52%	116,29%	116,45%				
6	136,91%	137,82%	134,79%	132,54%	138,05%	138,31%	140,84%	134,83%	132,40%	132,75%	132,84%	134,42%	133,56%	129,14%	126,51%	123,60%	130,62%	128,05%	118,80%	120,83%	111,81%	116,96%	113,67%	118,59%					
7	136,91%	143,86%	139,13%	135,49%	139,88%	140,20%	141,49%	136,55%	135,42%	134,43%	133,78%	136,96%	134,78%	129,84%	127,84%	130,54%	134,53%	129,45%	127,61%	121,82%	112,88%	117,84%	115,02%						
8	145,05%	147,82%	140,77%	137,32%	140,55%	141,67%	142,75%	137,91%	137,39%	135,35%	134,80%	138,48%	135,95%	130,78%	134,21%	133,84%	135,72%	131,41%	128,15%	122,09%	113,47%	118,45%							
9	145,05%	148,73%	141,67%	138,20%	141,48%	142,82%	144,28%	138,65%	138,68%	135,78%	136,61%	139,69%	136,90%	137,09%	137,06%	134,29%	137,96%	132,02%	128,45%	122,25%	113,74%								
10	145,05%	150,25%	142,02%	139,26%	143,73%	143,21%	145,31%	139,48%	138,95%	136,31%	137,10%	141,38%	139,54%	138,22%	137,46%	135,43%	138,40%	132,02%	128,58%	122,40%									
11	145,05%	150,32%	142,60%	141,38%	145,63%	144,43%	146,23%	140,24%	139,30%	136,70%	137,62%	144,90%	141,70%	138,43%	137,75%	135,51%	138,46%	132,08%	128,71%										
12	145,05%	151,47%	144,51%	143,70%	146,73%	144,77%	146,50%	140,77%	139,54%	137,38%	139,75%	146,21%	142,16%	138,53%	137,86%	135,51%	138,46%	132,08%											
13	145,05%	152,98%	146,81%	144,97%	147,34%	145,12%	146,54%	141,09%	139,80%	138,49%	140,31%	146,57%	142,41%	142,06%	139,73%	138,23%	138,46%												
14	145,05%	154,26%	148,01%	146,17%	147,56%	145,75%	146,63%	141,85%	141,51%	139,17%	140,46%	146,59%	142,41%			138,23%	138,46%												
15	145,05%	154,59%	148,63%	146,78%	148,02%	145,90%	147,03%	142,75%	142,30%		140,50%	146,41%																	
16	145,05%	154,89%	149,50%	147,29%	148,07%	146,53%	147,71%	143,22%	142,97%		139,12%																		
17	145,05%	155,86%	150,22%	147,79%	148,14%	148,02%	148,13%		143,01%																				
18	145,05%	155,95%	150,79%	148,65%	149,19%	148,29%																							
19	145,05%	155,98%	151,78%	150,53%	149,52%	147,43%																							
20	145,05%	156,14%	154,09%	152,13%		147,55%																							
21	145,05%	157,39%	155,12%	148,79%																									
22	148,05%	158,19%																											

Due to the restriction on selling the portfolio imposed by the regulator in 2022, we had to hold large amount 90+ overdue loans on our balance sheet. This is why our surplus was lower than in 2021.

However, in 2023, the regulator canceled this

Due to the restriction on selling the portfolio imposed by the regulator in 2022, we had to hold large amount 90+ overdue loans on our balance sheet. This is why our surplus was lower than in 2021.

However, in 2023, the regulator canceled this restriction and we are again able to sell 90+ portfolio.

Comments:

1. About 110% -120% of the amount of loans issued is repaid on the 4th month after issuance
2. 6-8 months after issuance, Surplus reaches almost 100% of its potential, and becomes equal to 130-135%

Surplus, along with the Bad Rate report, is one of the main management reports, especially in PDL business. It helps to quickly assess the current position of the company, its efficiency and operating margin.



# BAD RATE

Bad Rate is a report that shows the depth of overdue loans, grouping them into overdue buckets. In our report, there are 6 buckets, from 1 day of overdue and over 90 days.

Unlike the traditional NPL report for the banking sector, which shows the level of defaults on the portfolio, Bad Rate displays overdue loans in the context of the issued months.

Due to extremely rapid portfolio amortization, this report is a more adequate assessment of the activities of PDL companies.

Comments:

1. The average Bad Rate of loans overdue for more than 30 days (Bad Rate 30+) is about 23%, which is considered an indicator of the company's high efficiency.
2. Bad Rate 90+ is also kept at a more than acceptable level for PDL business.

		Bad Rate 1+	Bad Rate 16+	Bad Rate 31+	Bad Rate 61+	Bad Rate 91+
2022	December	46,05%				
	November	53,02%	20,47%	17,62%		
	October	58,15%	19,41%	14,04%	6,97%	
	September	61,56%	24,10%	18,69%	13,52%	12,01%
	August	60,96%	27,93%	22,10%	17,12%	14,71%
	July	62,74%	27,96%	23,06%	18,89%	16,25%
	June	64,93%	32,36%	27,92%	23,58%	22,21%
	May	62,52%	29,12%	24,30%	21,06%	19,60%
	April	62,21%	32,32%	28,39%	25,71%	25,14%
	March	66,94%	36,40%	31,41%	28,53%	27,57%
	February	61,27%	31,45%	26,51%	23,78%	23,13%
	January	60,94%	26,29%	22,21%	19,64%	18,99%
2021	2021 TOTAL	55,71%	19,88%	14,98%	12,36%	11,58%
	December	67,79%	30,60%	21,81%	17,60%	16,53%
	November	63,56%	25,52%	20,61%	18,08%	17,28%
	October	56,07%	21,94%	18,10%	15,46%	14,58%
	September	59,18%	21,45%	16,44%	14,02%	13,44%
	August	50,72%	15,46%	10,90%	8,23%	8,12%
	July	53,77%	17,06%	12,84%	10,68%	9,96%
	June	53,33%	19,40%	13,78%	10,97%	9,84%
	May	47,96%	15,95%	11,76%	10,29%	9,28%
	April	51,61%	18,45%	13,41%	10,48%	9,98%
	March	50,34%	14,38%	9,70%	7,99%	7,31%
	February	49,10%	12,79%	9,56%	6,85%	5,68%
2020	January	54,06%	15,08%	11,60%	9,05%	8,47%
	2020 TOTAL	56,75%	27,02%	22,07%	18,69%	16,47%
	December	48,96%	18,31%	13,47%	11,20%	9,87%
	November	59,78%	30,23%	25,58%	21,86%	19,93%
	October	58,30%	28,24%	23,15%	19,88%	16,48%
	September	58,63%	33,04%	26,19%	21,13%	17,56%
TOTAL	August	66,67%	27,45%	23,53%	19,61%	15,69%
	TOTAL	58,70%	25,32%	20,55%	17,57%	16,54%

# COMPETITIVE ADVANTAGE - CREDIT CONVEYOR

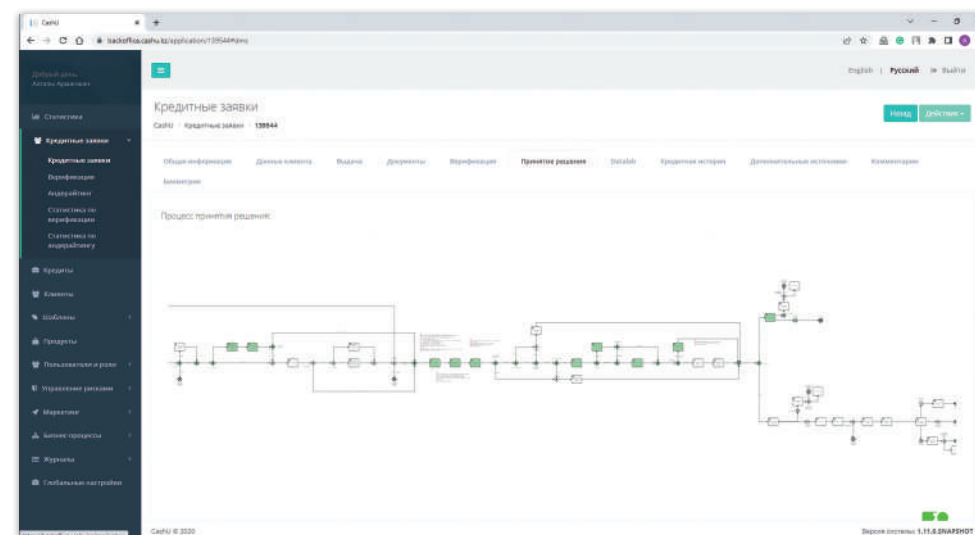
Fully automated credit conveyor from the top banking software developers - HES (HiEnd Systems, Minsk, Belarus).

- Credit conveyor **100% developed based on our unique specifications**, with plans to scale up to foreign markets
- It has **unique technological know-how** for our local as well as for a world markets
- **Complete automation** of most business processes
- Online application for loans and **automated decision-making strategy** (DMS)
- A **filled package of documents** automatically created for each borrower
- Flexible configuration of loan products with the **different types of calculations** (dynamic, one-time, daily, delayed)
- **Integrations with credit bureaus** (GKB, PKB), external scoring services, payment systems (Qiji, Kassa24, PayBox), various databases, as well as with email and SMS services
- The easy-to-use database allows us to fastly and effectively **form different types of reports**
- High potential system performance and the possibility of **horizontal and vertical scaling**

## List of applications in credit conveyor

№	ВНО	Статус	Кредитный продукт	Дата заявки	Заявленная сумма	Утвержденная сумма	Поступившая сумма	Тип выдачи	Статус
122232	СН	Одобрено	Регулярный КС-130 тыс	11.02.2022 23:07	100 000,00	80	80 000,00	Рейтинг	Кредитная заявка одобрена
122231	СН	Одобрено	Регулярный КС-130 тыс	11.02.2022 23:18	150 000,00	20	80 000,00	Рейтинг	Кредитная заявка одобрена
122230	КН	Одобрено	Регулярный КС-130 тыс	11.02.2022 23:15	150 000,00	30	72 000,00	Рейтинг	Кредитная заявка одобрена
122229	КН	Одобрено	Регулярный КС-130 тыс	11.02.2022 23:14	30 000,00	25	-	-	Кредитная заявка одобрена
122228	КН	Одобрено	Регулярный КС-130 тыс	11.02.2022 23:16	18 000,00	15	18 000,00	Рейтинг	Кредитная заявка одобрена
122224	КА	Одобрено	Регулярный КС-130 тыс	11.02.2022 23:12	150 000,00	80	-	-	Кредитная заявка одобрена
122221	КА	Одобрено	Регулярный КС-130 тыс	11.02.2022 21:08	8 000,00	15	-	-	Кредитная заявка одобрена
122218	КА	Одобрено	Регулярный КС-130 тыс	11.02.2022 21:07	70 000,00	18	-	-	Кредитная заявка одобрена
122214	КА	Одобрено	Регулярный КС-130 тыс	11.02.2022 20:48	30 000,00	15	-	-	Кредитная заявка одобрена
122006	ДН	Одобрено	Регулярный КС-130 тыс	11.02.2022 19:52	100 000,00	80	-	Банк-аккредит	Кредитная заявка одобрена

## Application decision making process



# COMPETITIVE ADVANTAGE - DMS AND SCORING

## Decision-making system and scoring developed on advanced Data Science technologies

Technologies used to built Decision Making System (DMS) allow to maximize applications' approval rate, and at the same time maintain the required level of defaults. This resulted in reduced costs of loans, more efficient use of investments, and increased margin.

## Effective scoring is the key to success

Scoring in our company is based on the 10 million citizens database, which provides the highest accuracy in assessing the solvency and creditworthiness of borrowers.

For each borrower, the system evaluates more than 200 parameters, and as a result, we get the recommended amount of the credit limit and the decision on issuance with great accuracy.

**In the lending business, it is critically important to know to whom a loan is issued and whether he or she will be able to repay it in the future.**

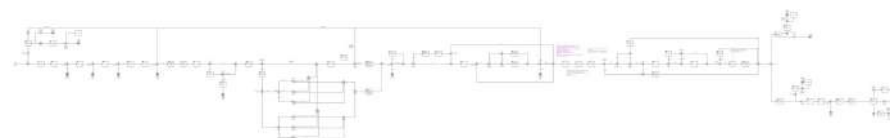
Credit scoring is a system for assessing the creditworthiness (credit risks) of a person, based on numerical and statistical methods. Scoring consists in assigning points according to various criteria for assessing creditworthiness and solvency. According to the results of the points scored, the system automatically decides to approve or refuse to issue a loan.

## Decision Making System (DMS)

The DMS module was developed based on the Camunda BPMN engine, which allows the company to:

- **make fast and cheap integrations** with the systems of various third-party services for checking, collecting and processing data about borrowers
- **make changes in DMS in a few minutes**
- quickly check various hypotheses and **perform A / B testing**

## DMS scheme in Smart Finance



The DMS module has more than 20 integrations with external services and more than 150 different checks. For example, there are checks for current delays in other credit institutions, checks for the presence of a borrower in the database of citizens who have active arrests, etc.



# COMPETITIVE ADVANTAGE - MONEY EXPRESS SERVICE

## A recognizable brand, competitive products, and quality service

We strongly believe that it always should be lent an amount a borrower can comfortably repay. By doing so we can:

- avoid unnecessary negativity toward the company
- soften the process of debt collection from the borrower
- help clients improve their credit history
- build a trusting relationship with the client

**This approach helps us maintain a high quality level of service, to have positive contact with customers, and improve the retention rate of repeat customers.**

## Money Express credo - Everything is for the Clients

Optimizing all touchpoints with the client, starting with advertising messages, website, and ending with the improved manual for communicating with the client, have significantly increased the customer satisfaction level, which again helped us to reduce the costs and to increase the volume of issued loans.

**Our goal is to exceed customer expectations**



## Our customers' reviews



**Женизгуль**  
Алматы

Пока все нравится, очень позитивный и вежливый человек позвонил.. Ждём поступление. Надеюсь так же быстро упадут 🙏🙏



**Алмаз**  
Талдыкорган

Рахмет сиздерге, оте унады, биринши рет алганмын, 30000 мын тенге керек болган, 15 секунда ишиенде жауабы келди, акша да тез тусту!!



**Валентина Сидоренко**  
Караганда

Выражаю вам свою признательность за финансовую помощь. Мне срочно нужны были деньги на лекарства. Нигде не могла найти. Только вы меня спасли! Спасибо вам!



**Канат**  
Нур-Султан

Я приезжий, работаю в городе таксистом. Поломалась машина, не мог работать. Срочно были нужны 47 тысяч на починку авто. Занять сейчас сложно, денег ни у кого нет. Хорошо, что есть такие компании как ваша. Подал заявку онлайн и через 30 минут деньги упали на счет! Смог быстро починить машину

## COMPETITIVE ADVANTAGE - TEAM



**Aliya Akchurina**

*CEO, co-founder*

Has 3 higher educations and 20 years of experience in top banks in senior positions. True leader, effective manager, and energetic motivator followed by dedicated colleagues



**Armanzhan Algazy**

*Managing director, co-founder.*

Studied at universities in Australia and the UAE. Has over 10 years of experience in digital marketing. Product owner of Money Express Service. Engaged in strategic planning, product development and brand management



**Arman Kurmanbay**

*CTO*

More than 12 years of experience in lending and Fintech in top companies in the market. Owns a large stack of technologies, including Data Science and Java. High-class system architect



**Nurbol Bakirov**

*CFO*

Has over 10 years of experience in the banking sector. Effectively manages financial flows, and possesses professional skills in attracting investments



**Vadim Yen**

*Head of Marketing*

More than 13 years of experience in marketing, of which more than 3 years in large PDL companies. Knows the intricacies of marketing in online lending by 100%. Able to attract cheap and high-quality traffic



**Natalia Meister**

*Chief Accountant*

Has many years of experience in one of the top PDL companies. Member of the Association of Accountants of the Republic of Kazakhstan. She is a true master of her craft



**Jafar Penot**

*Head of Analytics and Risks*

Senior data scientist from France. Proficient in machine learning and computer vision technologies. Builds scoring models and management reports for us



**Asem Rakhmanova**

*Head of Debt Collection*

Worked for several years in the TOP-1 company on the market, repeatedly distinguished herself as the best employee of the month. Currently manages one of the most efficient departments in the company



**Karina Myasnikova**

*Head of Legal*

has many years of experience in one of the largest PDL companies on the market. Very knowledgeable specialist in her field



**Arslan Abildaev**

*System Administrator and Help Desk*

One of the most indispensable professionals. Knows everything and helps everyone. More than 6 years of experience in online lending companies

# STRATEGIC PLAN



January 2023

## 1. Attract investments

Attract borrowed funding through P2P/P2B platforms like Bondster and direct investments through equity funding.



August 2023

## 2. Increase the loan portfolio up to \$3 million



December 2023

## 3. Enter the TOP-5 companies on the market

To do so, the volume of loans issued should be \$3-4 million per month.



April 2024

## 4. Launch of Installment loans

Due to lower yields and higher amounts, at least \$5-7 million is needed to effectively enter this market. To do this, it is planned to attract borrowed funding.



August 2024

## 6. Launch a PDL business in a foreign country

By this time, the company will have a history and a solid equity capital, which will allow it to enter the market.



December 2025

## 7. Become the leading Fintech online lending company in Kazakhstan with branches in several countries.



August 2026

## 8. Transform to Neo Bank



**THANK YOU FOR YOUR TIME**

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**MONEY**  
express      Smart  
**FINANCE**

MFO Smart Finance LLP | Januaty 2023

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