



# PROVIDENT ROMANIA

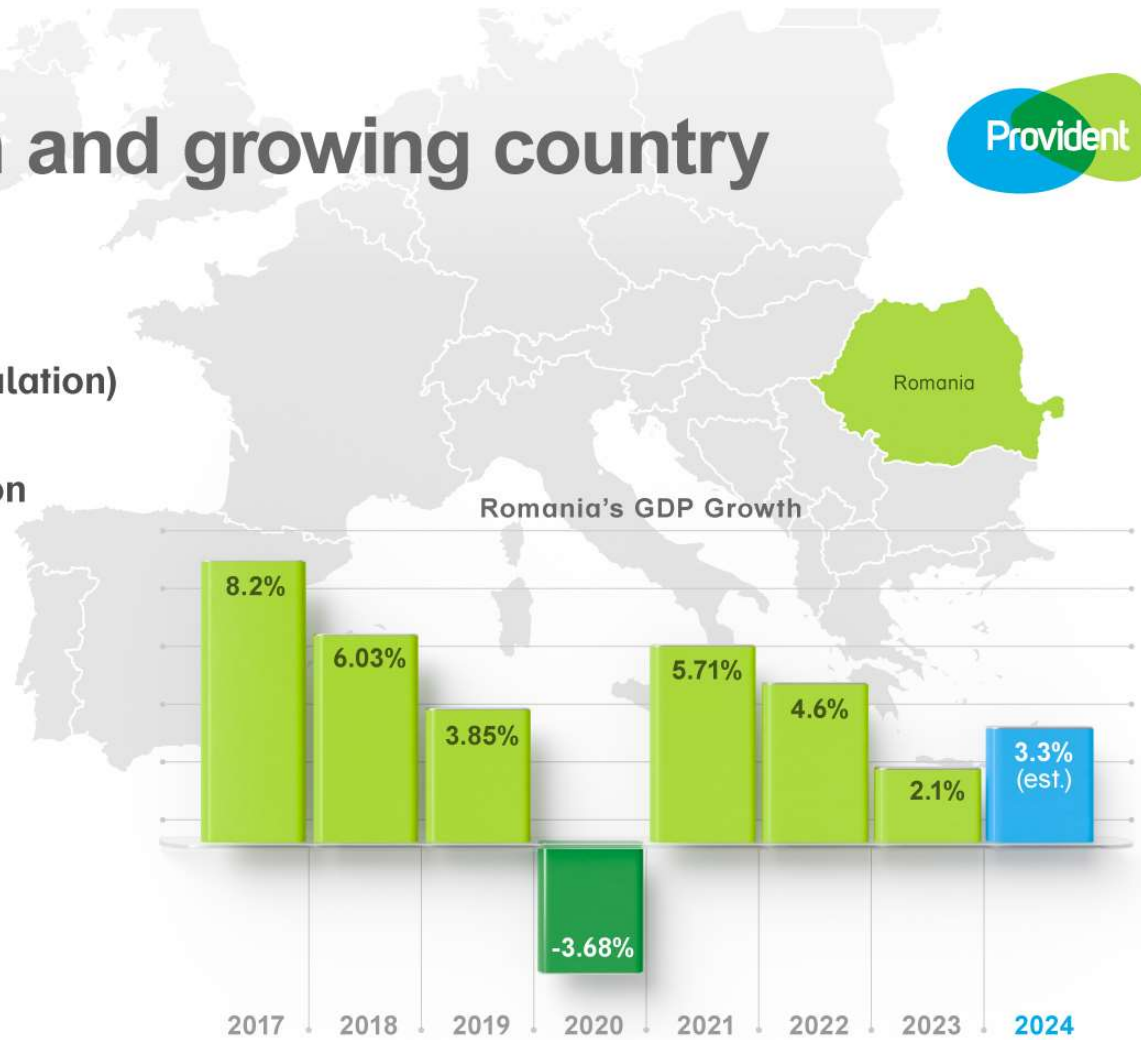
A DRIVER OF GROWTH AND INNOVATION



# A large, culturally-rich and growing country

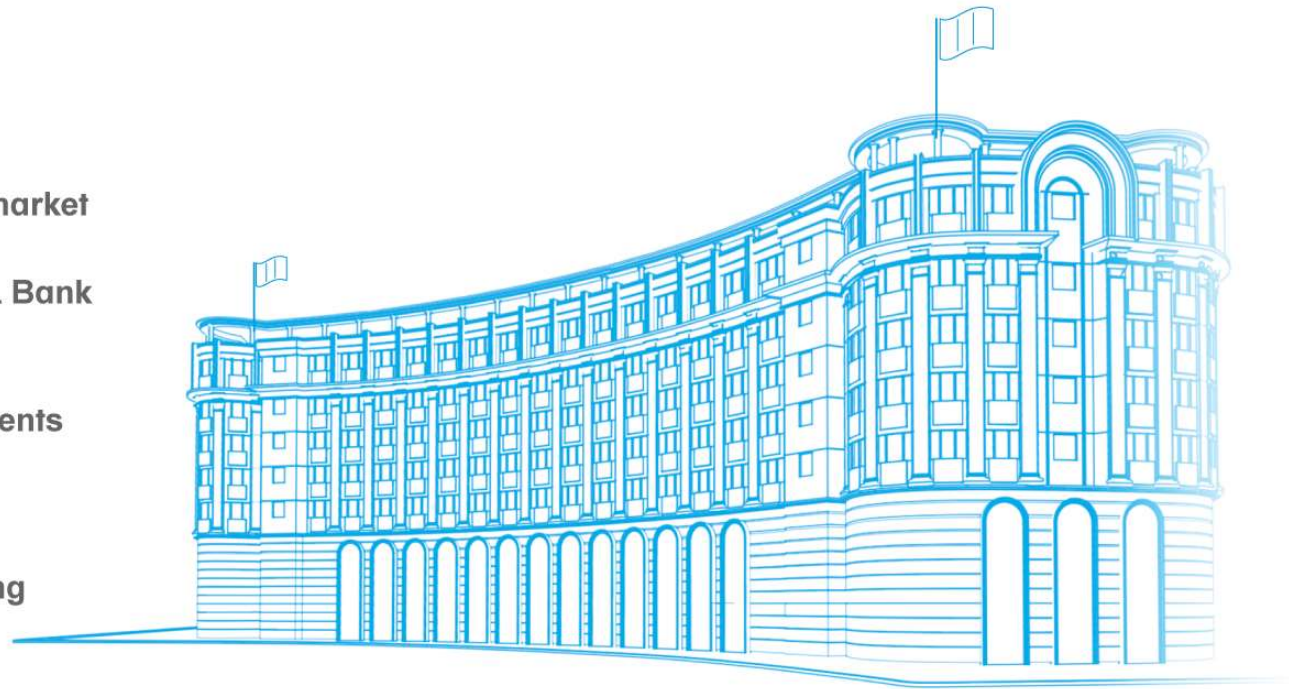


- Sixth largest country in the EU (19M population)
- A generator of stability in a volatile region
- Currency: Romanian RON
- Exchange rate: 5.85 RON/£
- Net minimum wage: ~£364
- Net minimum pension: ~£219



# A strictly regulated market

- **Competitive and well-functioning credit market**
- **Licensed and supervised by the National Bank of Romania, similar to banks**
- **Strict risk management, capital requirements and affordability rules in place**
- **100% total cost of credit legislation passed by the Parliament in 2024, awaiting ruling from the Constitutional Court**



# A growing market with healthy competition

New personal loans + 80% Q1/2024 vs. Q1/2023



## Non-banking financial institutions



## Payday lenders



## Banks



	Loan value ranges	Average loan	Term ranges	Average term	APR ranges
<b>Provident</b>	<b>£85 – £3,300</b>	<b>£800</b>	<b>11 – 31 months</b>	<b>19 months</b>	<b>68% – 356%</b>
Payday lenders	£17 – £1,700	£220*	1 – 3 months	1 month*	237% – 13,852%*
NBFIs	£51 – £8,500	£1,050*	6 – 60 months	42 months*	22% – 4,084%*
Banks (consumer)	£170 – £34,000	£4,850*	6 – 60 months	54 months*	10% – 136%*

\*based on estimations

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# Provident in Romania



 **2,000**  
employees

 **18** years  
of activity

 Over **€1.7** bn  
in credit issued

 Over **1.2** million  
customers  
since 2006

 Over **350,000**  
community  
investment  
beneficiaries

 Over **€1.5** m  
in CSR projects



One of the most important British investments and one of the largest British employers in Romania.

# Playing an essential social role

## Financial inclusion

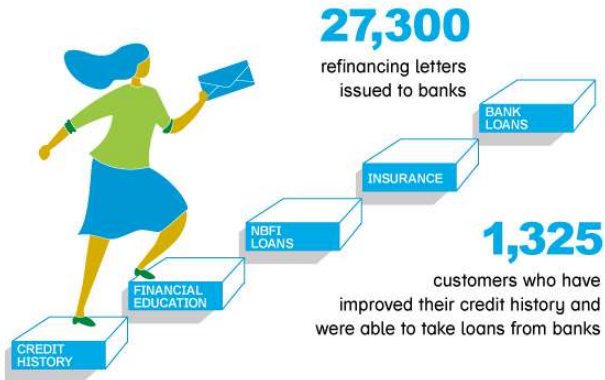
**47%**

of our customers live in small villages

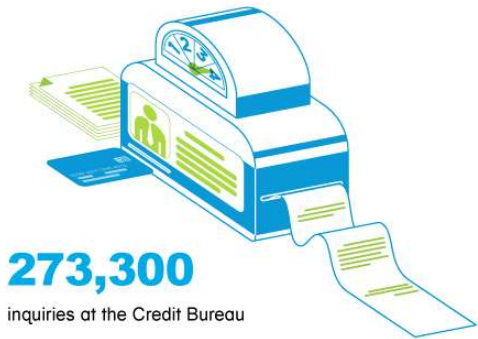


**29%**

of new customers with no credit history

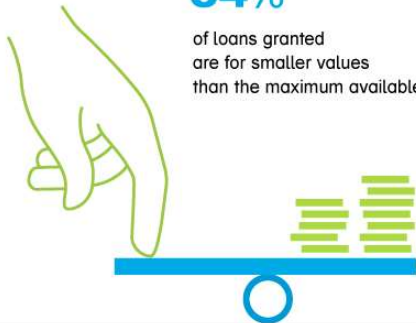


## Responsible lending



**54%**

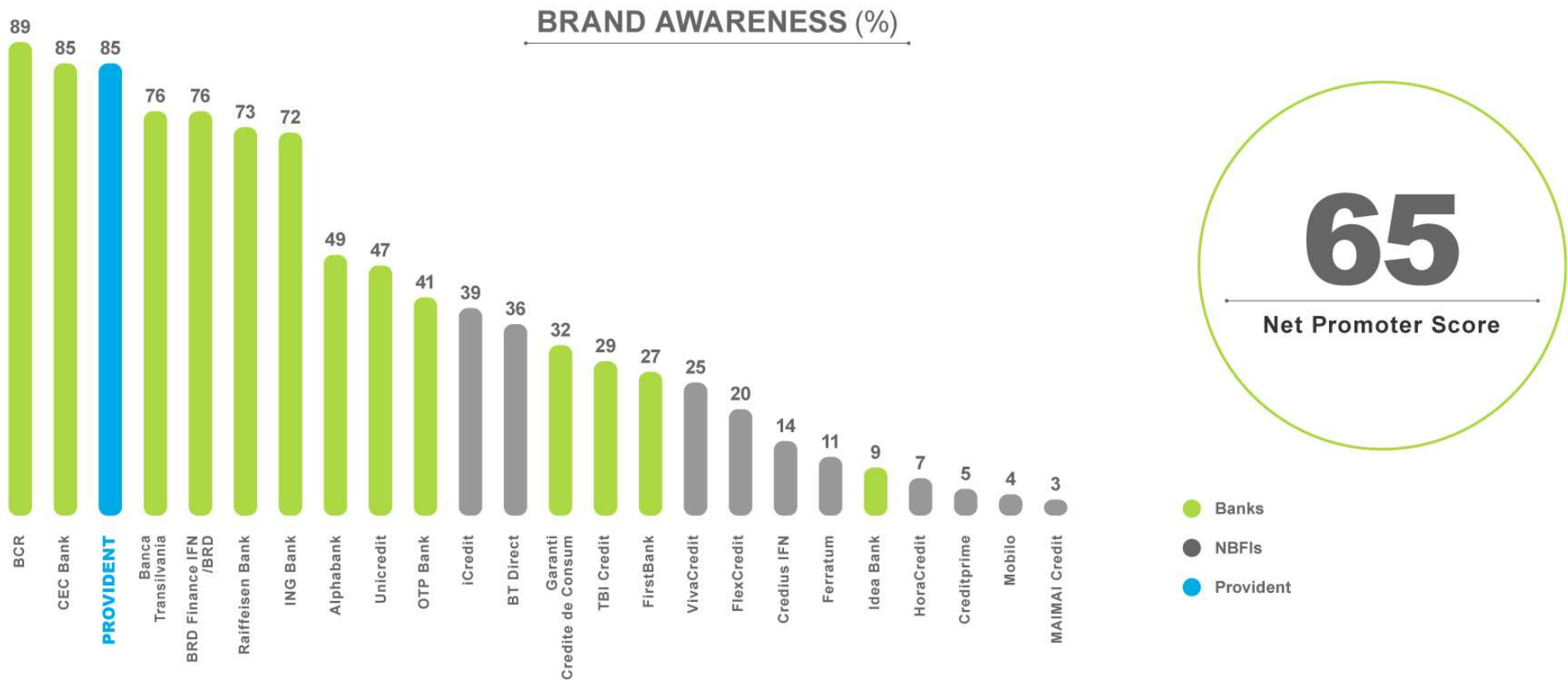
of loans granted are for smaller values than the maximum available



**47%** OF ROMANIANS BELIEVE THAT PROVIDENT SUPPORTS FINANCIAL INCLUSION BY CREATING A CREDIT HISTORY FOR THOSE WITH LOWER INCOMES (RepTrack)

# Excellent brand awareness and reputation in Romania

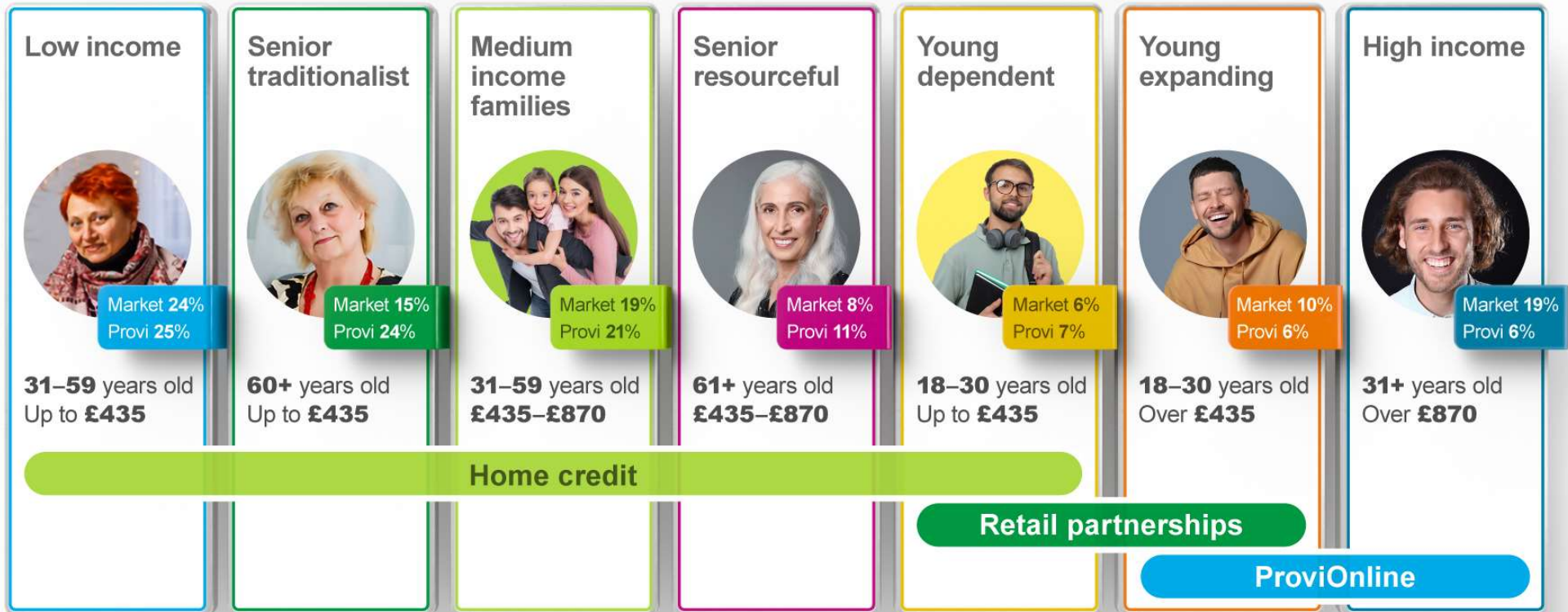
High awareness of Provident – top 3 brand among banks and an indisputable leader of NBFIs



Source: Brand Tracking 2023 – IPSOS PL

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# Evolving to serve a larger, more diverse consumer base





# Home credit has a highly effective, large-scale infrastructure

Difficult to replicate and takes years of experience to manage effectively



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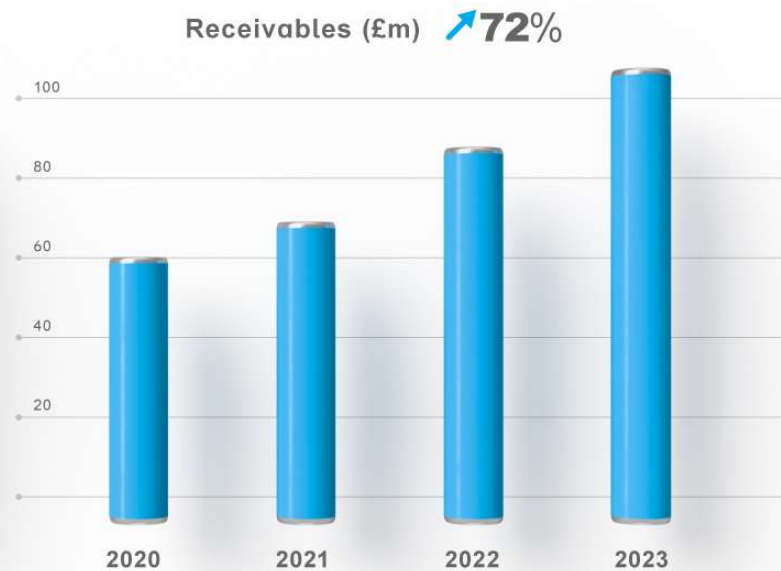
# Meet our Customer Representatives



- Account for 74% of the total employees
- 80% are women, average age: 45
- Most of them have high school education
- More than 40% work part-time and many have a second job
- Around 400 have worked with us for more than 10 years

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# Excellent growth supported by strong financial performance



**20+%**  
Return on required equity

- Significant increase in receivables post-pandemic
- Strong lending growth while achieving excellent receivables portfolio
- Strong profit contributor for the Group

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# Expanding portfolio and distribution to deliver growth opportunities



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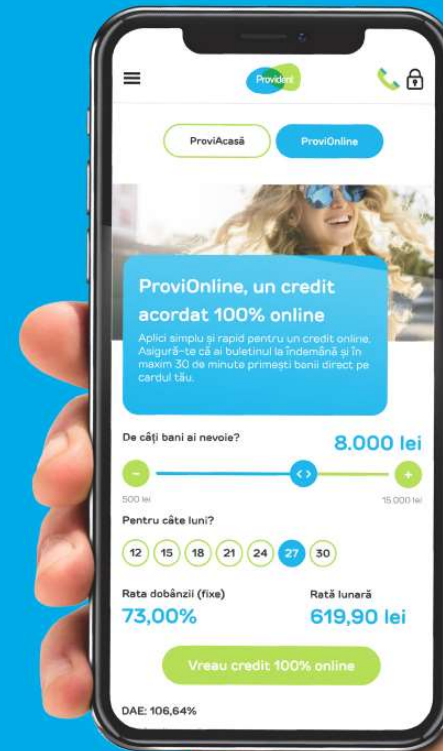
# ProviOnline – new digital offering to meet customers' evolving needs

Provident

- 100% digital end-to-end product to support growth
- User-friendly, mobile responsive self-service platform
- Dedicated customer care team offering fast support
- Excellent customer acceptance and opportunity to expand the Provident brand



2024 customer acquisition (number of loans)



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# ProviOnline – attracting a new generation of customers



**Customers like:**

- Ease of use
- Speed of money transfer

**76%**  
New customers

**84%**  
Customer satisfaction

**63**  
High Net Promoter Score

## Demographics



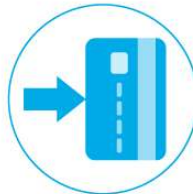
Male **61%**



Average age  
**31**



Average loan  
**£765**

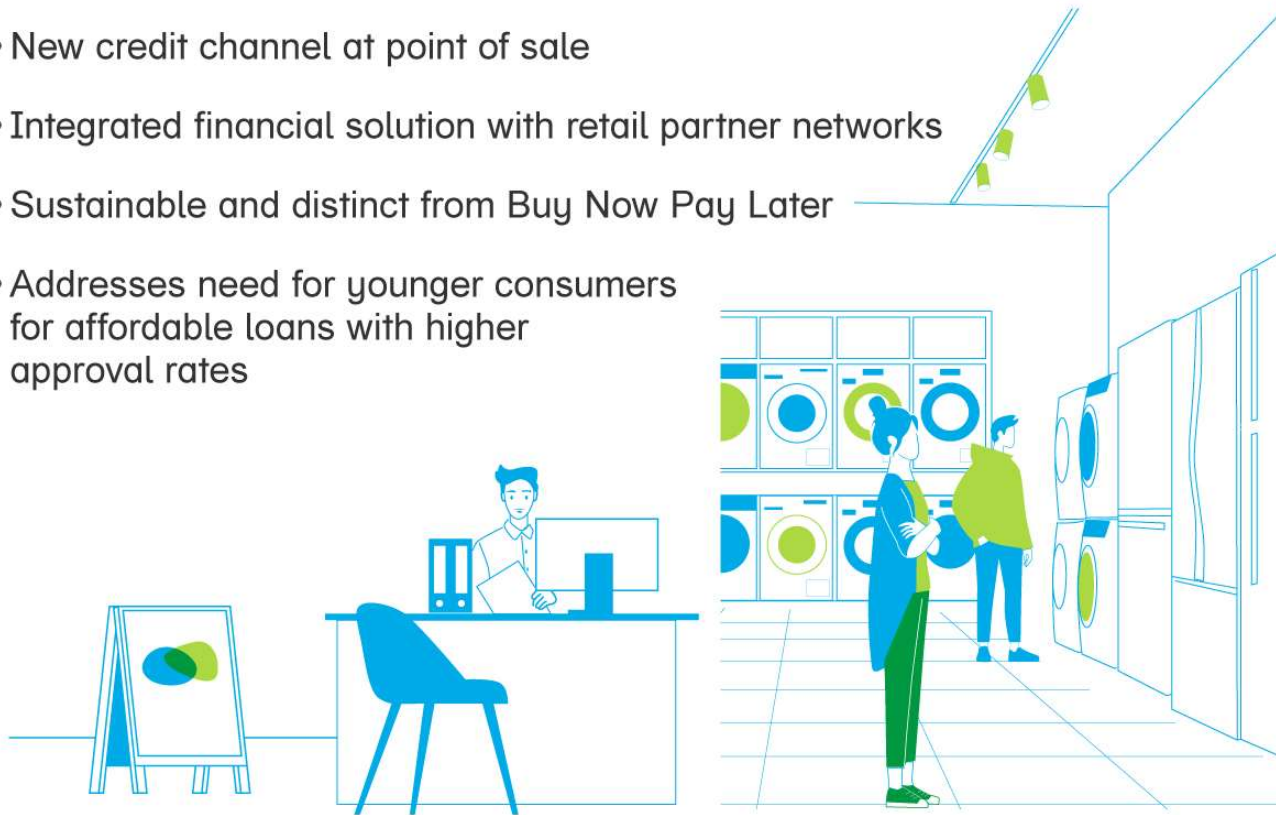


Average income  
**£721**

# Retail partnerships – an engine for customer growth



- New credit channel at point of sale
- Integrated financial solution with retail partner networks
- Sustainable and distinct from Buy Now Pay Later
- Addresses need for younger consumers for affordable loans with higher approval rates



## Clear benefits for:

### Consumers

- Meets expectations for purchase finance
- Smooth onboarding process and fast approval

### Retailers

- Improves credit acceptance rates
- Incremental sales, higher order values, and greater customer satisfaction and retention

### IPF

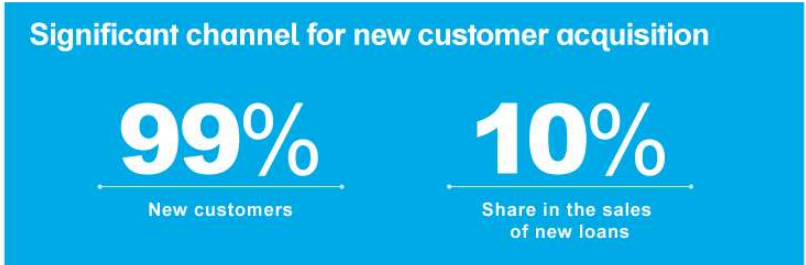
- Opens new growth channel to meet purpose
- Attracts a greater pool of younger customers

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# Retail loans available in 350 points of sale and growing

- 2 large retailers with national coverage
- Numerous retailers via brokerage platforms
- New retailers added every month



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# Multi-channel approach with hybrid customer management

The only lender in Romania with a range of channels to serve and support retail finance customers



# Clear opportunities to expand locations and channels



## OPPORTUNITIES IN MEXICO

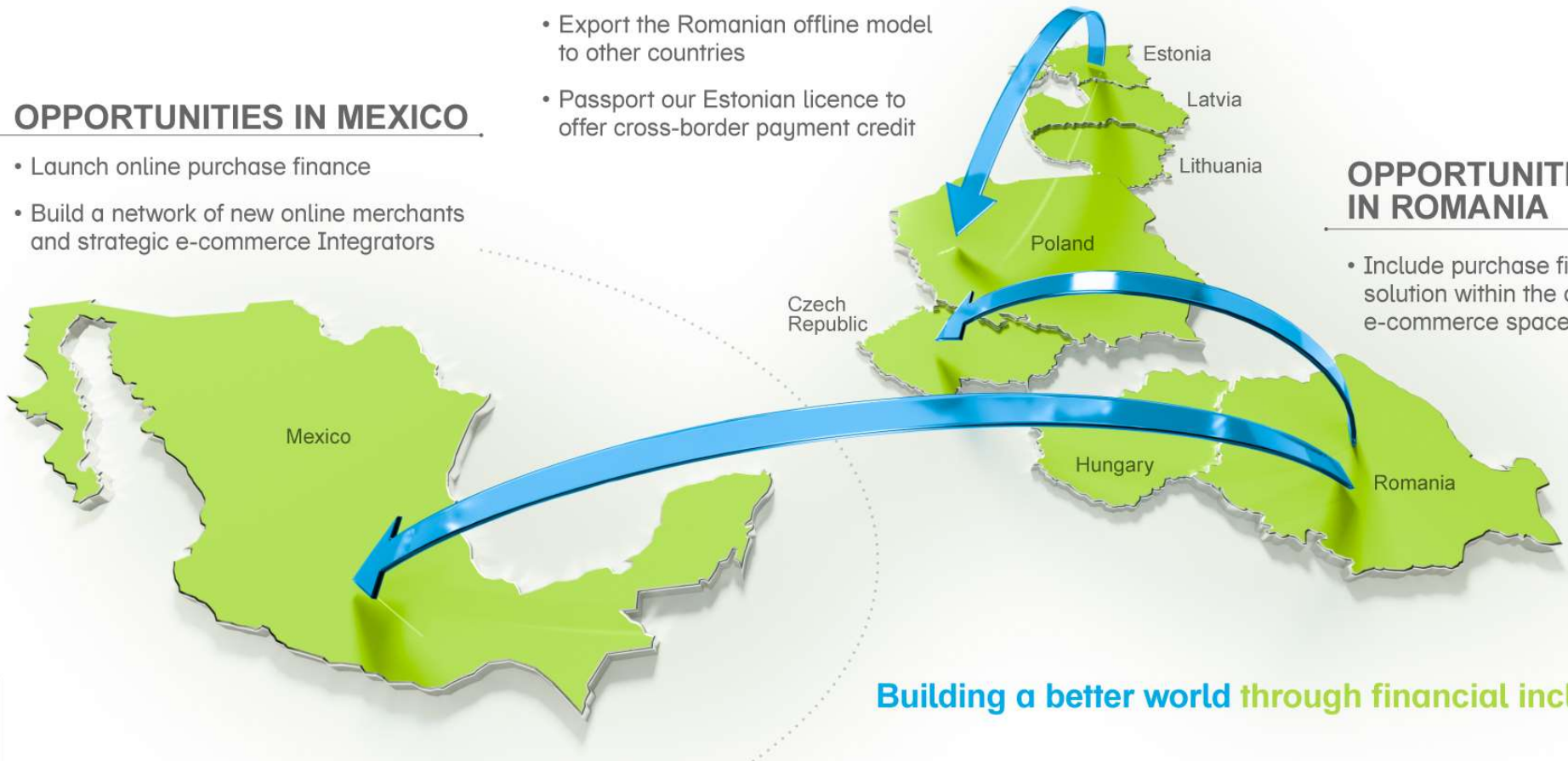
- Launch online purchase finance
- Build a network of new online merchants and strategic e-commerce Integrators

## OPPORTUNITIES IN EUROPE

- Export the Romanian offline model to other countries
- Passport our Estonian licence to offer cross-border payment credit

## OPPORTUNITIES IN ROMANIA

- Include purchase financing solution within the online e-commerce space



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# Our road to serving 350,000 customers



**Strong financial returns**



**Experienced and capable team**



**Channel diversification supported by strong brand**



**Clear strategy for growth**



**Vision to double customer number**



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