



Provident Romania receives 4 Awards from local industry stakeholders in 2014.

Provident Romania, part of the International Personal Finance Group (“IPF”) has picked-up four awards this year in recognition of its marketing and communication initiatives.

In June, its communication platform “When it Matters to you” received the Bronze Effie Award in the Financial Services category.

“When it Matters to you” was inspired from the thousands of stories the company heard from its customers and concentrated on the key message that despite hardships, people can enjoy life’s opportunities with a simple loan at the right time.

Effie awards are a global competition that recognises the most effective advertising campaigns which have implemented creativity and efficiency to deliver or exceed the results they were expected to achieve.

In November, The Providentists video created by Provident Romania won the Full Digital Campaign Award at the Internetics Interactive Campaigns festival.

The Providentists video derived from a semantic confusion between Provident Romania and a local dental clinic and was well-received by local media channels.

The Internetics is a branding, marketing and advertising festival which awards the best interactive campaigns, websites and advertising blogs.

Also in November, Provident Romania picked-up two Silver PR Awards for Excellence as part of a local PR Gala.

The prestigious award was received in recognition of Provident Romania’s local communication campaign for the group-wide Business Ethics programme which centered around a ‘Keep Calm and...’ concept.

The Providentists video won a second Silver PR Award for Excellence in the Communication of Financial Products and Services category.

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About International Personal Finance

International Personal Finance (“IPF”) is a leading international provider of consumer credit in Central and Eastern Europe and Mexico.

IPF aims to make a difference in the everyday lives of its customers by offering simple, transparent and personalized financial products. Through its Provident businesses it provides small, unsecured, short-term loans to 2.6 million customers who are underserved by existing financial institutions in Poland, the Czech Republic, Slovakia, Hungary, Mexico, Romania, Lithuania and Bulgaria and will be launching in Spain in Q1 2015. IPF’s resilient business model is based on unique personal relationships with customers through its wide network of agents.

IPF promotes inclusive and responsible lending and believes that meeting corporate and social responsibilities is essential to maintaining a sustainable business. IPF’s efficient risk management procedures are underpinned by IPF’s business model and approach to lending.

In 2013 IPF reported revenues of £746.8M, issued £1,059.0M credit and delivered pre-tax profits of £118.1M. Internationally IPF has more than 6,960 employees and 30,000 agents and is one of the biggest British employers in Central and Eastern Europe.

A FTSE 250 business, IPF was listed on the London Stock Exchange in July 2007 and took a secondary listing on the Warsaw Stock Exchange in March 2013. Its head office is in Leeds, United Kingdom.

For more information www.ipfin.co.uk