

FASEO



Management
Launch
PM and Delivery
Infrastructure
Legislation
Modelling
Business Case
Market Study

Payday Lending

consulting team

A top team of experts

Working in the Payday sector
Full process from acquisition
to management and collection

Regulatory/Financial & Business
Planning/ Technology/Execution

Vendor Selection & Management



UK payday growth

Borrowers

2009 – 4.1 mln advances.....: £1.2 billion

E2011 – 10.25 mln advances:.... £3 billion

Average of 3.5<4 loans a year

Average advance – £294

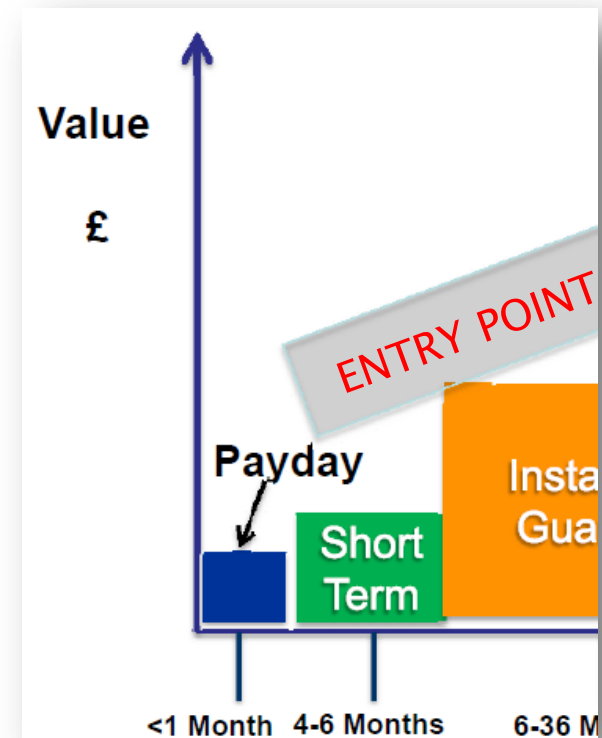
Lenders

- ▶ 2005 – no payday lenders
- ▶ 2009 – 40 active lenders
- ▶ E2012– 100 lenders



Product positioning

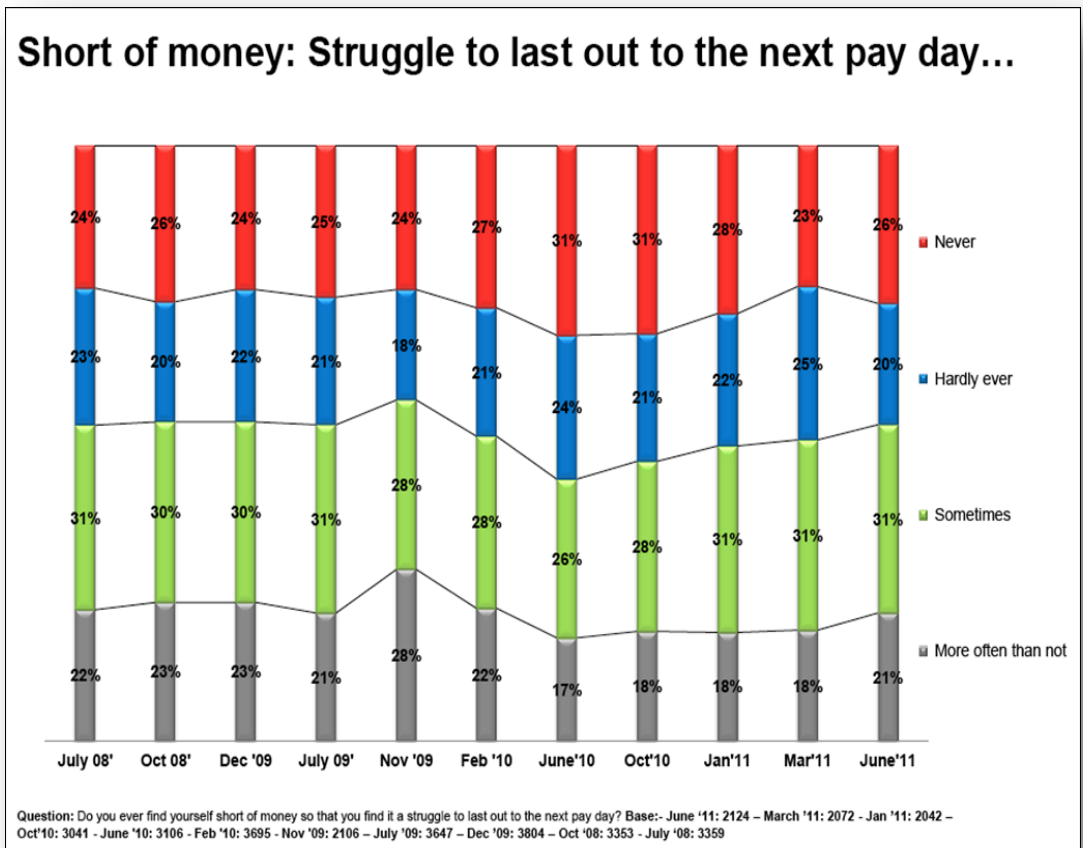
- ▶ Banking – supply fails to meet consumer hunger
- ▶ More Regulation – New finance Bill 2013
- ▶ Non traditional lenders and investors
- ▶ Klondike Opportunity
- ▶ Product diversification
- ▶ Product migration
- ▶ Product maturity
- ▶ Cross-selling
- ▶ Customers will have choice
- ▶ Pressure on acquisition costs
- ▶ Pressure on rates
- ▶ Need to be effective and efficient
- ▶ Ease of entry



market – consumer

45% of population struggle to make it to 'payday'

3.5 million adults are considering taking out a payday loan over the next six months



Dec 2011 Research by insolvency trade body R3

become a micro lender

Investment Capital

Registered trading entity

Directors & Investors with strong credentials

OFT – CCL

CCTA or CCA Trade Associations

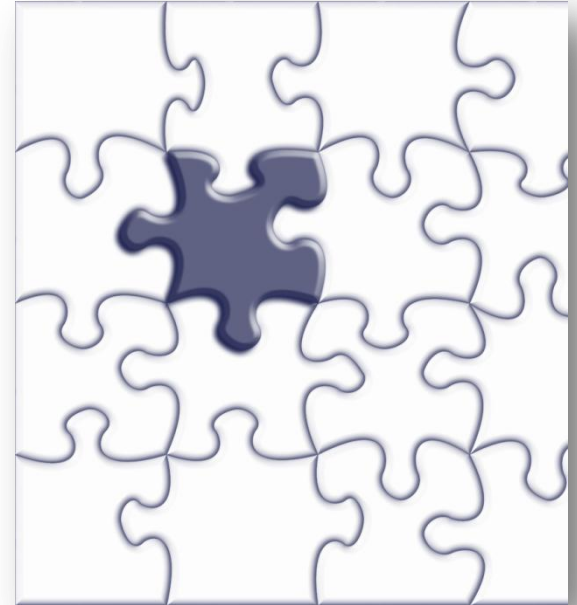
Proven funds/ investment

Strong business and financial plan

Vision for ethical and responsible lending

Risk centric mentality

Collection savvy



Potential

Careful but aggressive entry strategy

Knowledgeable well rewarded team

Minimum infrastructure sunk costs

Leverage lending

Capitalize market opportunities

Payday as an entry level product

Significant IRR– 100% region

Clear exit or diversification strategy

effective acquisition

SEO

Email marketing

Referral marketing

Ping Tree

Display advertising

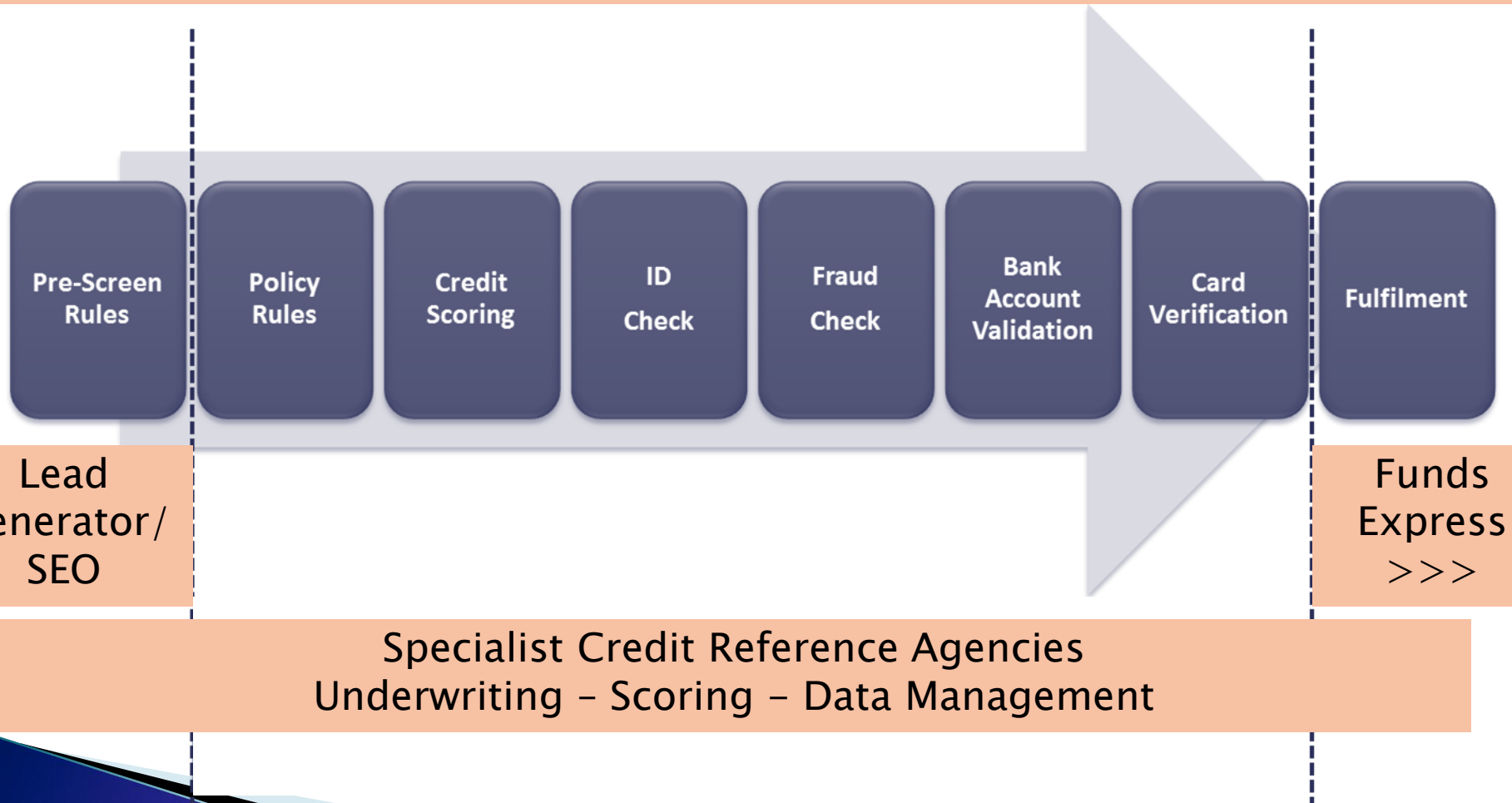
Behavioural targeting

Affinity marketing



payday process (acquisition)

Contact Centre
Loan Management System



fraud prevention

Pre-selection filters

Data Gathering

Identity Validation

Bank Validation

Card Validation

Credit Checking

Scoring

Underwriting

Reporting

Sharing

Post-screen filters



revenue optimization

Optimize

Acquisition Fee
Earning Fee Structure
Repeat Lending
Bad Debt

Benefit

Greater Revenues
Faster Returns

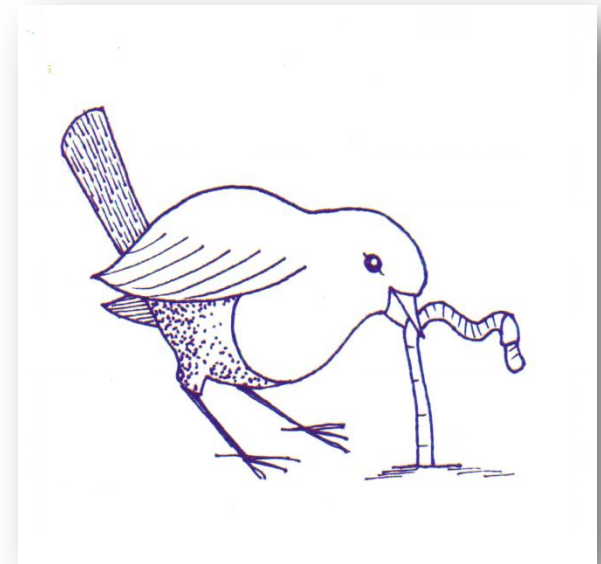
Challenge

Adverse Selection
Changing Regulation



collection

Minimise Adverse Selection
Propensity Score
Pre-emptive Contact
Sms Email Call
Sell rollover option
Debit Card pull strategy
Time, value and frequency of pull
Collections team – calling
DCA name calling
E-filing litigation



We are expert collectors!

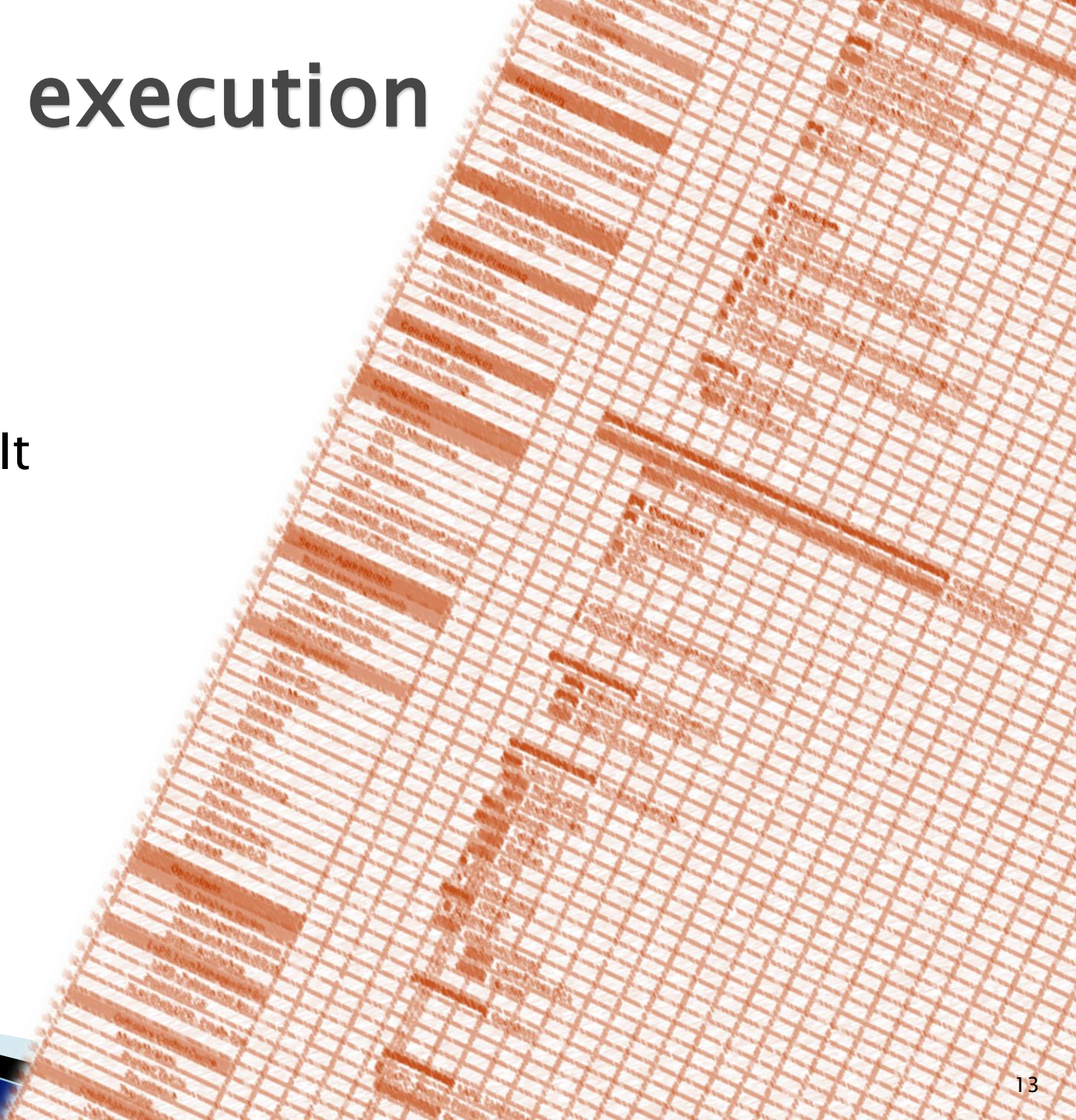
execute



Planned execution

The P's Have It

Passion for
Precision and
Project
Planning in
Payday



next steps

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