

lendi

The fastest way



B Bank

Oferta kredytu hipotecznego Banku B

0 zł

2454 zł

Kwota do spłaty

Koszt miesięczny

2.2%

11%

Prowizja

RRSO

5 osób wybrało tę ofertę

rdź zdolność kredytową

ów konsultację online

1

A Bank

Oferta kredytu hipotecznego Banku A

871 520 zł

2351 zł

Kwota do spłaty

Koszt miesięczny

1.9%

0%

10%

Marża

Prowizja

RRSO

724 osoby wybrały tę ofertę

Potwierdź zdolność kredytową

Umów konsultację online



to get the
cheapest loan

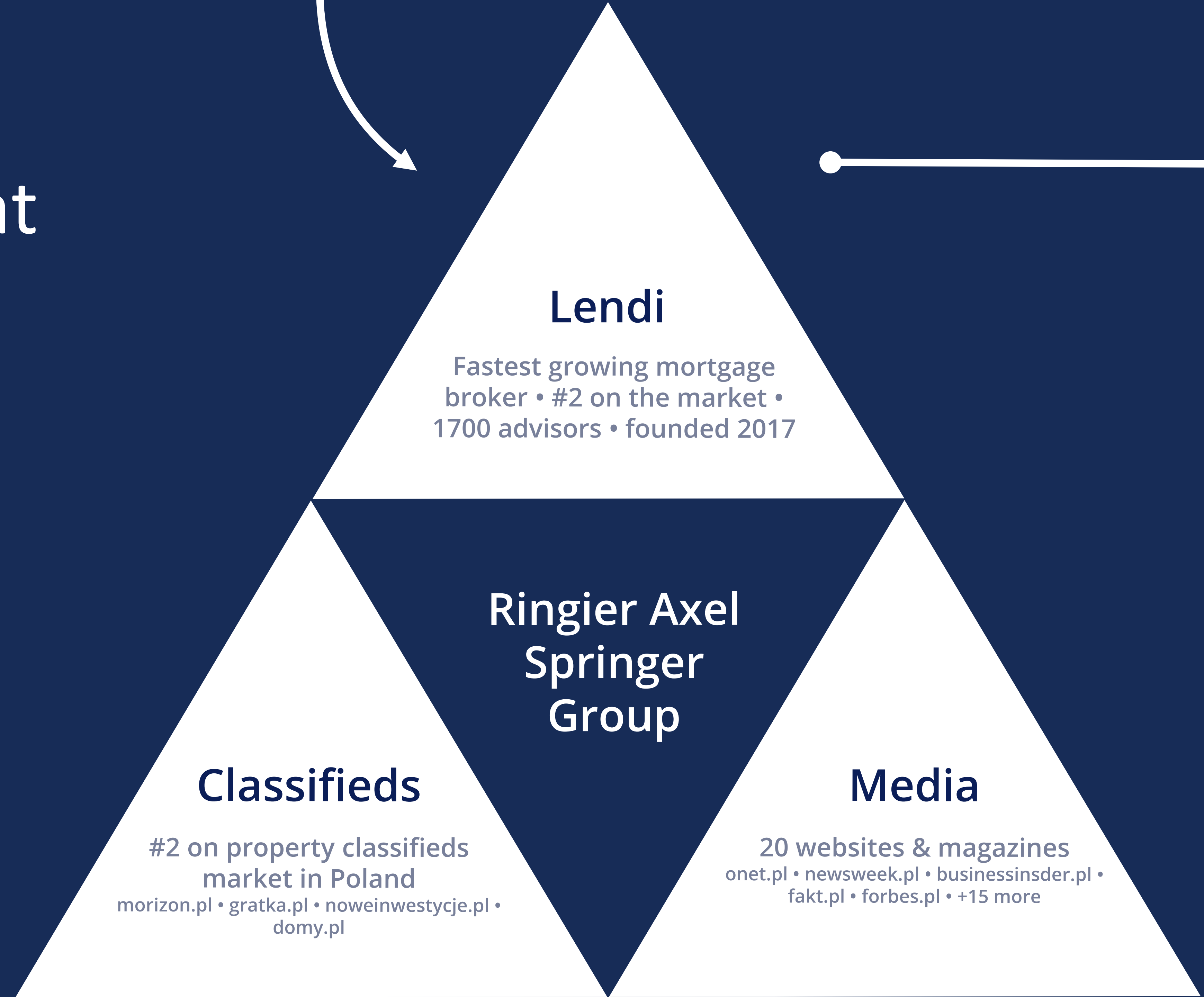


Michael Petters
Co-founder

Recipe for creating a mortgage market leader



Why are we at ICMA?



→ How is Lendi doing?



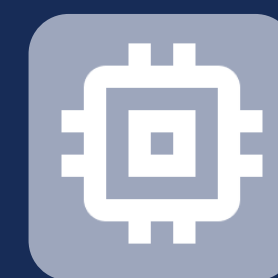
The **fastest growing mortgage broker** with 650% YOY growth



#2 mortgage broker in Poland with total loan volume in 2022 above 1,2b€



One of the leading FinTechs in Poland revenue growth wise (30mEUR in 2022, after only 5 years)



The **most popular software** for mortgage advisors in Poland

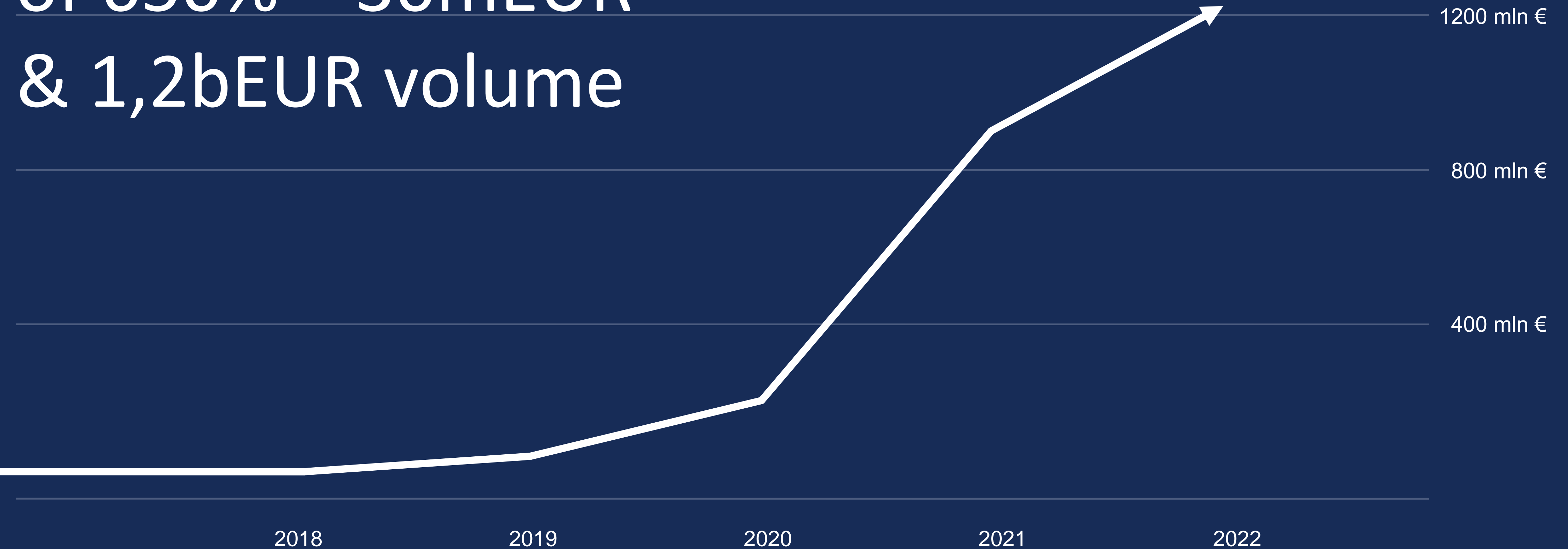


The **first online mortgage broker** in Poland with with support of 1650 advisors

Revenue growth rate
of 650% = 30mEUR
& 1,2bEUR volume

↓ -50%

2022 vs 2021 MARKET
DROP



22 years

Top 1

5 years

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1700+ advisors

80+ branches

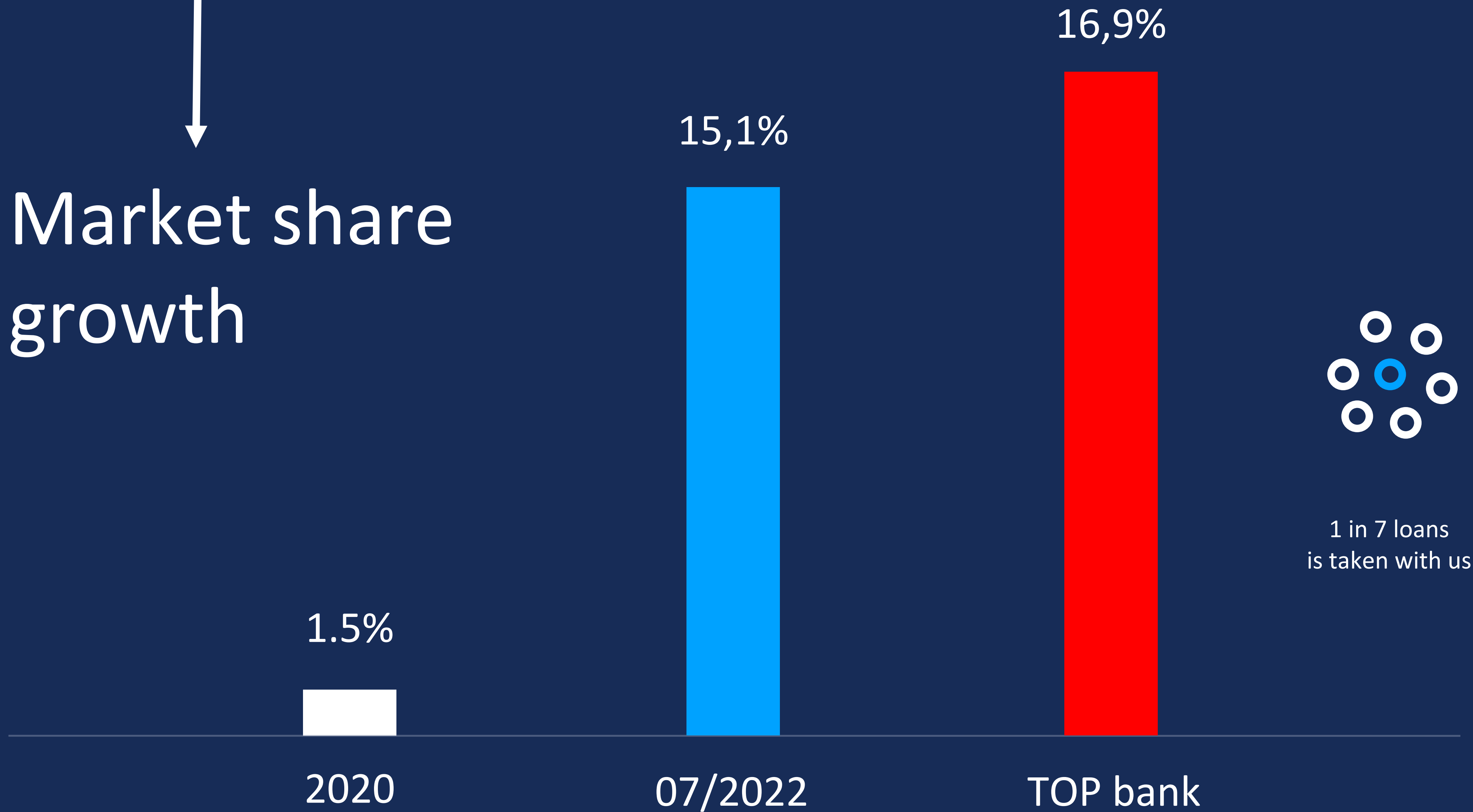
20k+ transactions

Top 2

18 years

Top 3

Market share
growth



1 in 7 loans
is taken with us

Building solution
on users demand



Unique
technology



High quality
leads



Reason's for **Lendi success**

What is the recipe for building leading mortgage broker on your market ?

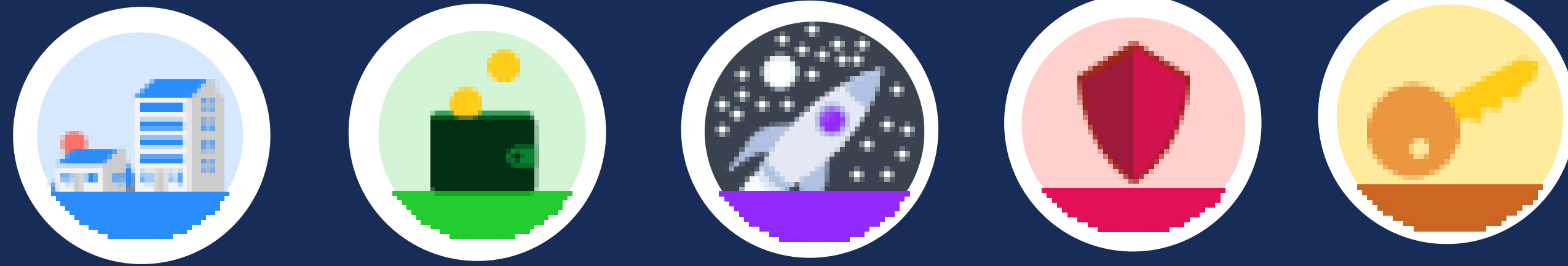




**Complete and
diversified financial offer**

Multiple suppliers – increase sales effectiveness (CVR)





Diversified offer

- + improves customer journey (easier and simpler)
- + multiplies revenue per each customer
- + allows you to build and maintain relationships

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You can build you offer

?

by yourself
(cheaper, longer)



ingatlan.com

zoopla

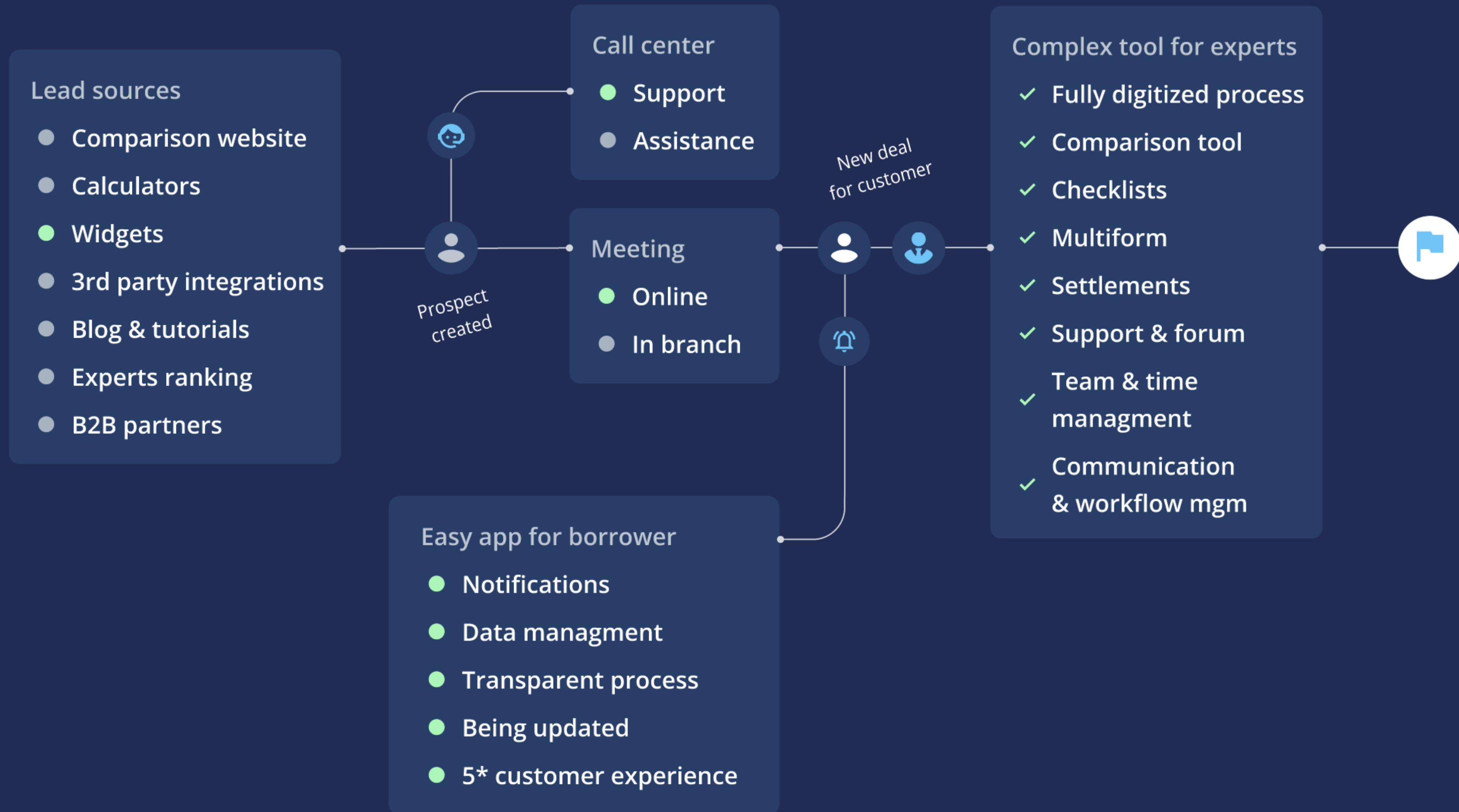


by M&A
(more expensive, faster)



One simple & seamless end-2-end process

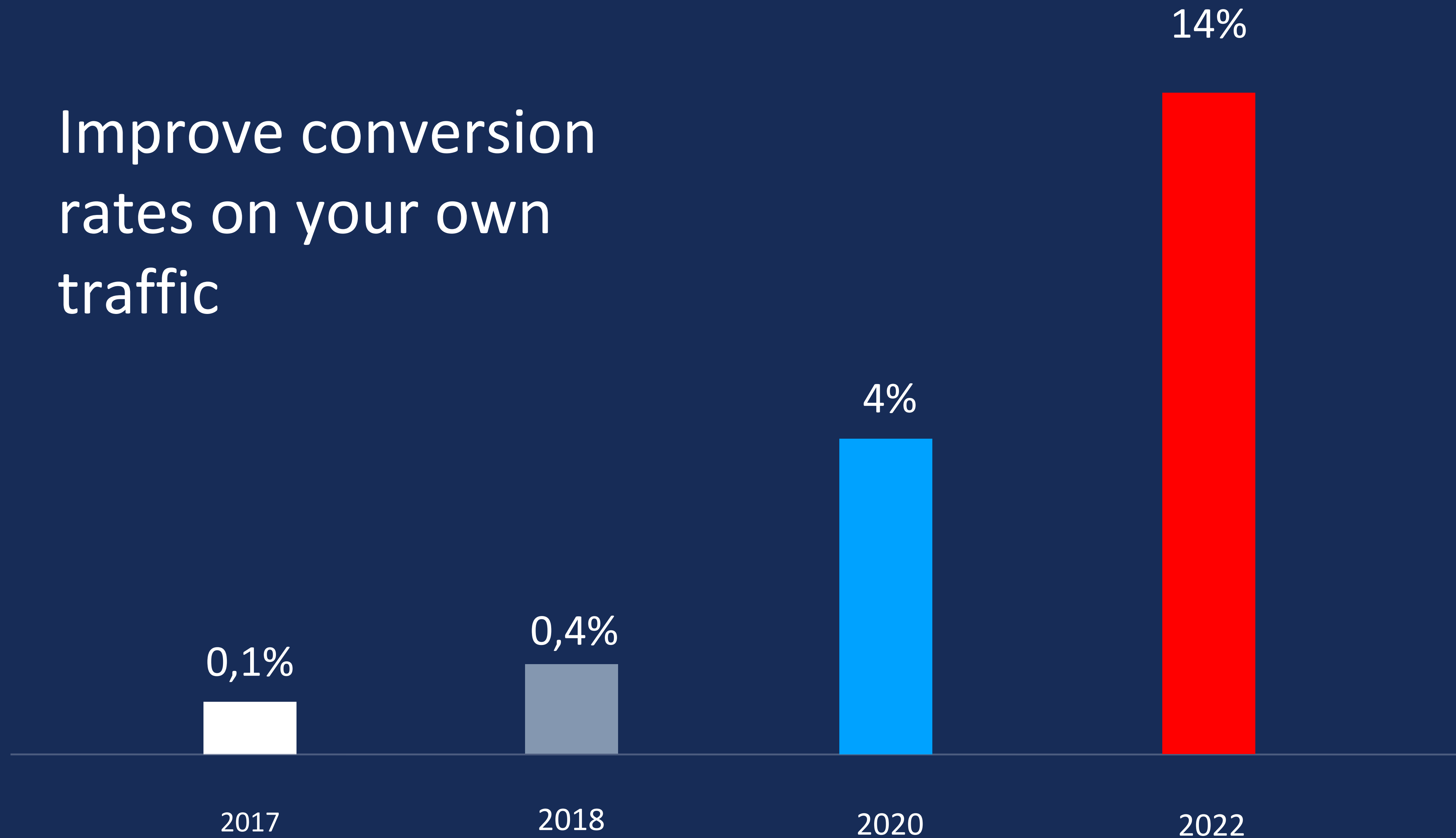
(well designed customer journey using tech)



#3

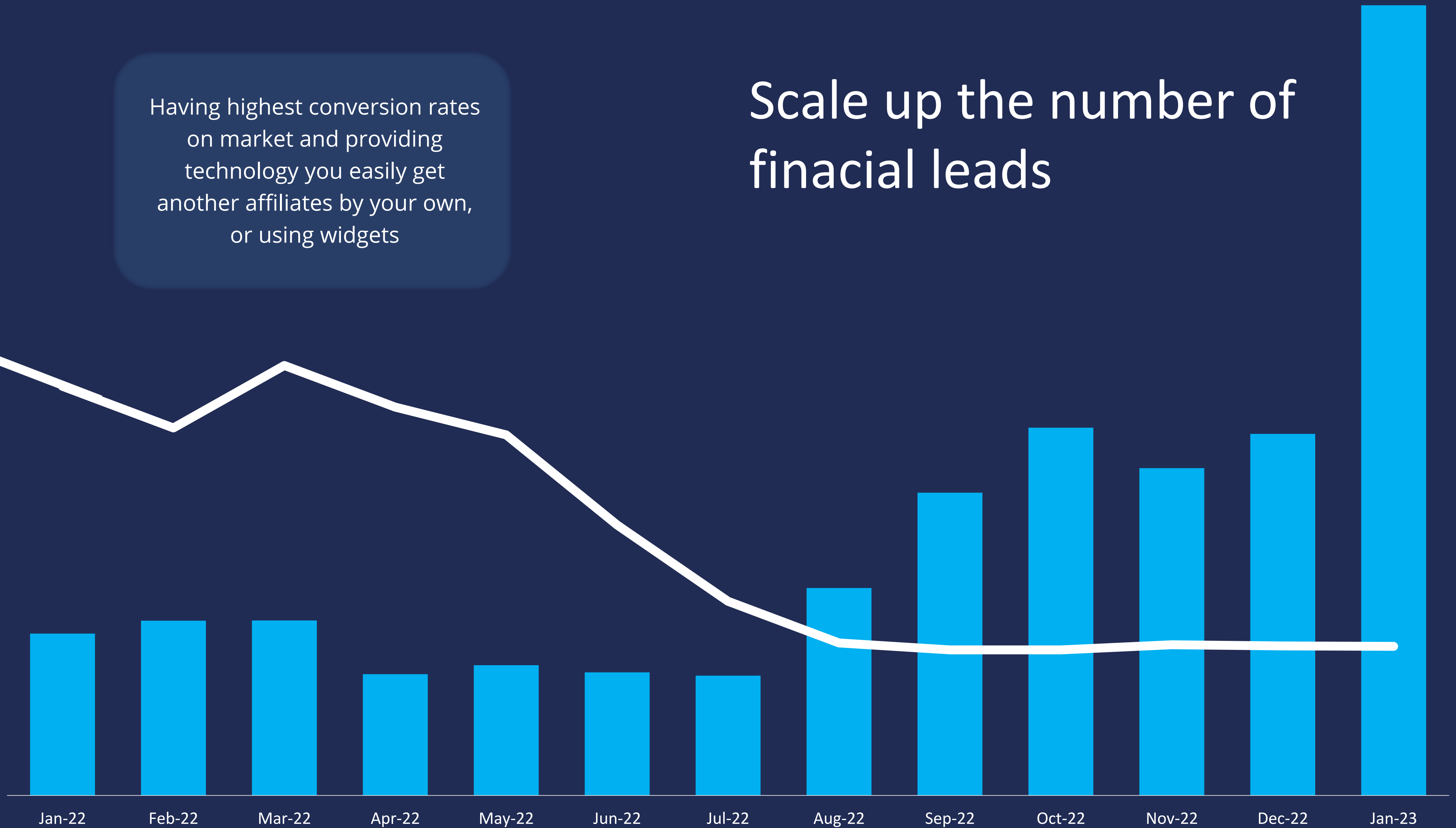
Plenty of good quality leads
with high CVR

Improve conversion
rates on your own
traffic



Having highest conversion rates
on market and providing
technology you easily get
another affiliates by your own,
or using widgets

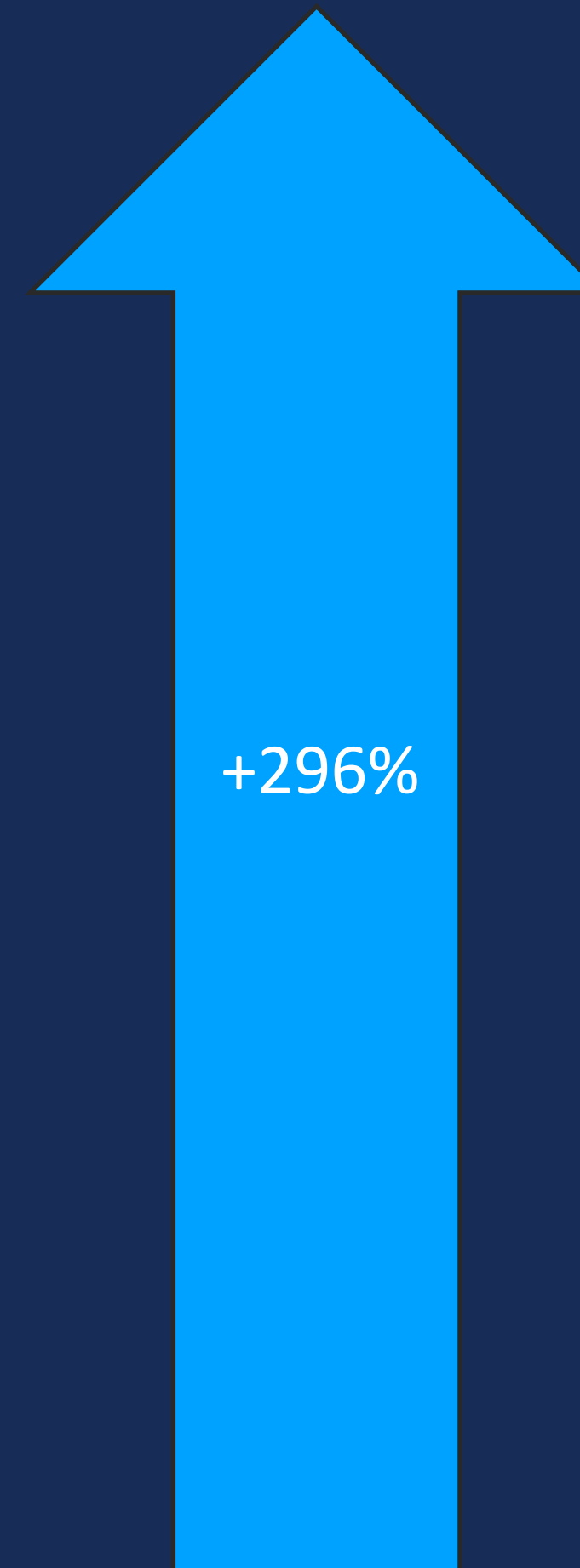
Scale up the number of finacial leads



Market is falling,
Lendi is growing



Decrease of mortgage
application #
12/22 vs 12/21



Increase in
transactions from
online leads
12/22 vs 12/21



#4

Scaling up your
mortgage advisor network



+

lendi

Lendi is going global!



Michael Petters
Lendi Co-founder

Thank you and do not hesitate
to contact me

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