



The fastest way



B Bank ▾
Oferta kredytu hipotecznego
Banku B

0 zł Kwoty do spłaty
2454 zł Koszt miesięczny

2.2% Prowizja 11% RRSO

5 osób wybrały tę ofertę

Potwierdź zdolność kredytową

Umów konsultację online

1 A Bank ▾
Oferta kredytu hipotecznego
Banku A

871 520 zł Kwota do spłaty 2351 zł Koszt miesięczny

1.9% Marża 0% Prowizja 10% RRSO

724 osoby wybrały tę ofertę

Potwierdź zdolność kredytową

Umów konsultację online



to get the
cheapest loan



The fastest way
to get the cheapest loan



Michael Petters
Co-founder

Recipe for creating a mortgage market leader



Why are we at ICMA?

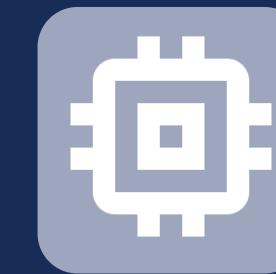




How is Lendi doing?



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



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



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



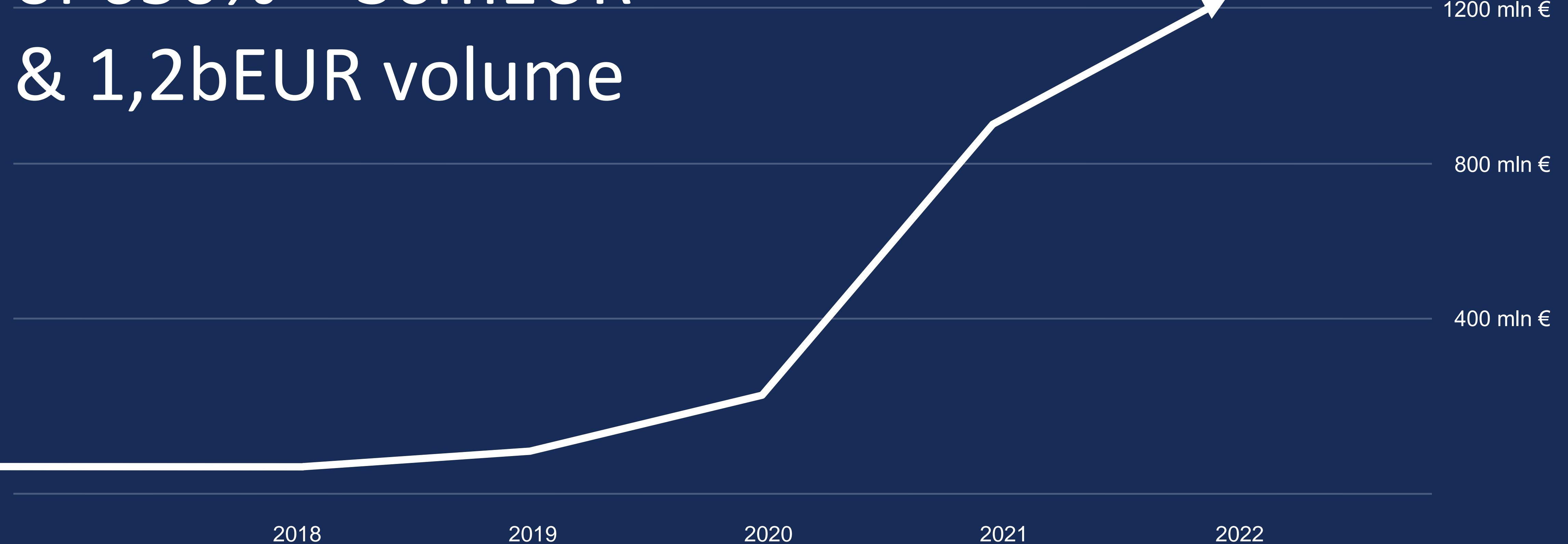
The **first online mortgage broker** in Poland with support of 1650 advisors



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

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

↓ -50%
2022 vs 2021 MARKET
DROP



Top 1

22 years

Top 2

5 years

lendi

1700+ advisors

80+ branches

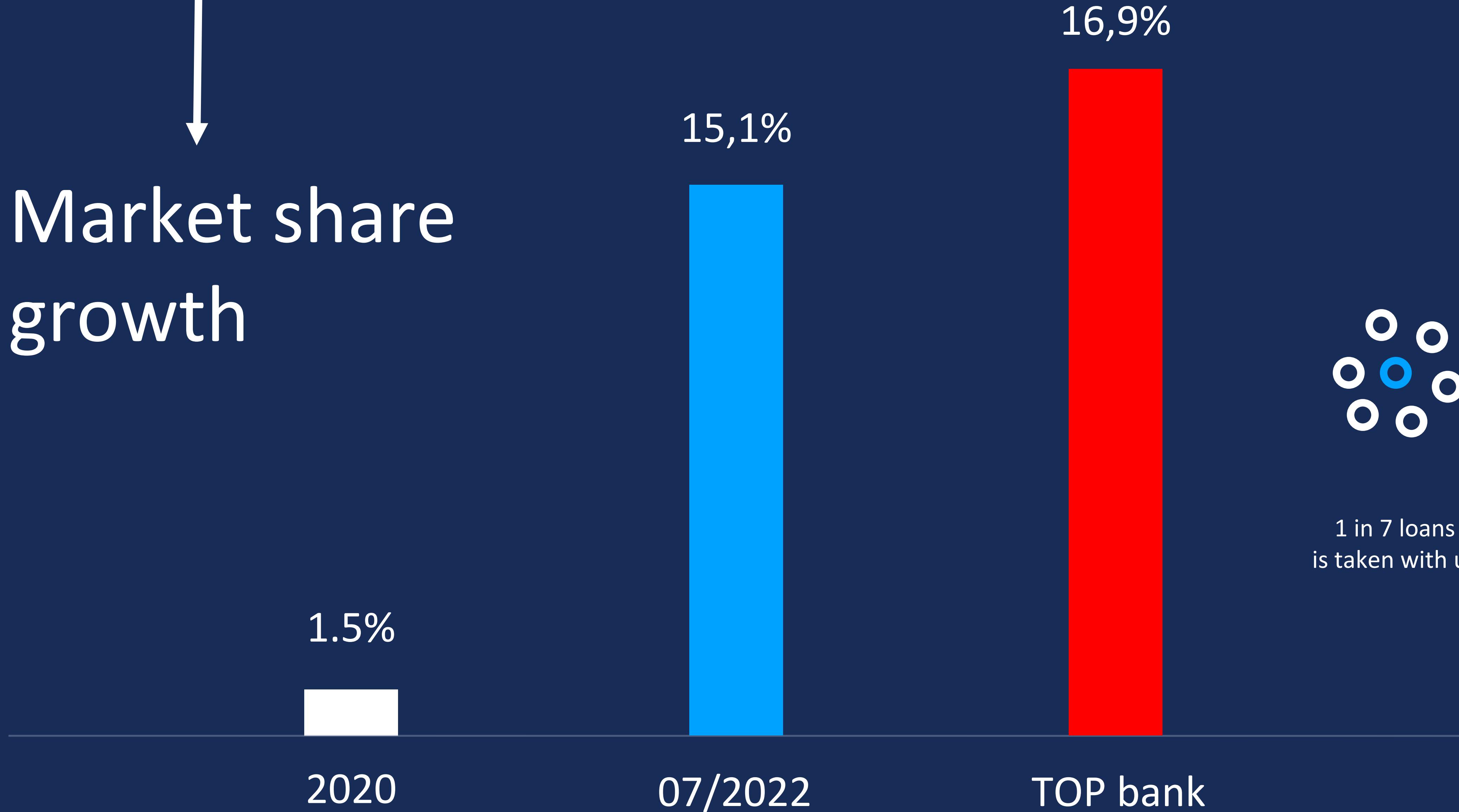
20k+ transactions

Top 3

18 years



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 ?



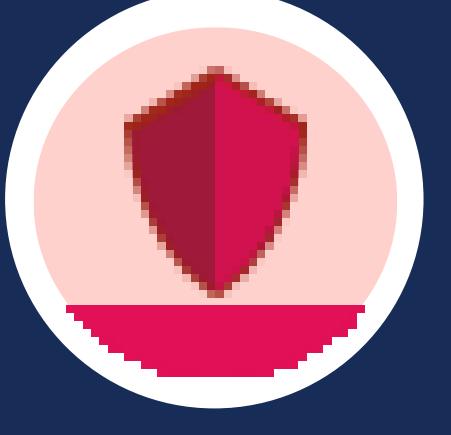
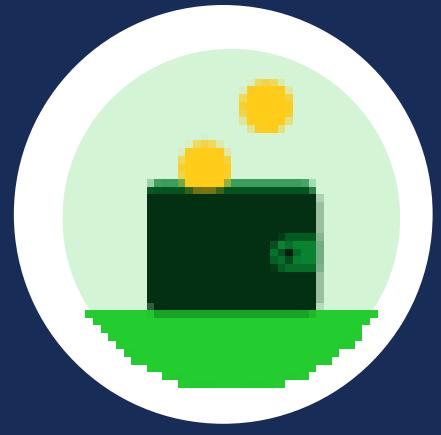


#1

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



You can build you offer

?

by yourself
(cheaper, longer)



ingatlan.com



zoopla



by M&A
(more expensive, faster)

#2

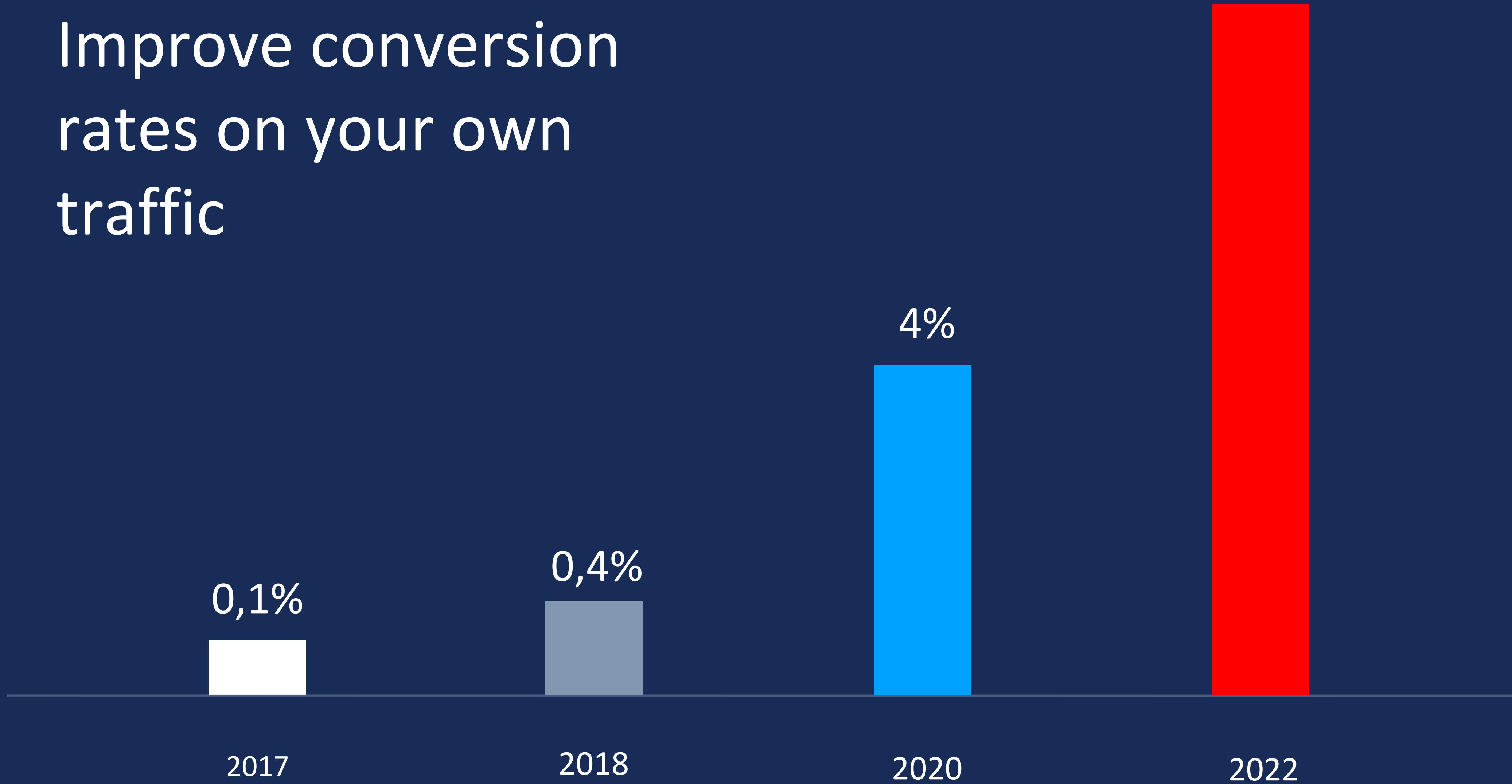
One simple & seamless
end-2-end process
(well designed customer journey using tech)



#3

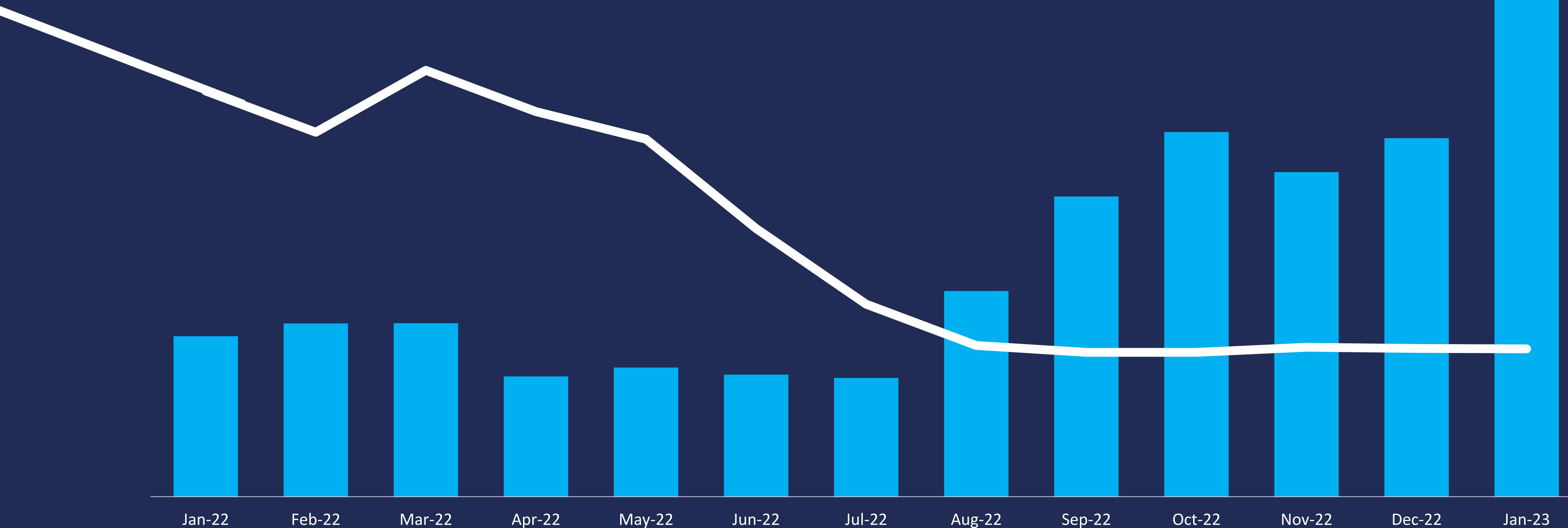
Plenty of **good quality leads**
with high CVR

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 financial leads



Market is falling, Lendi is growing



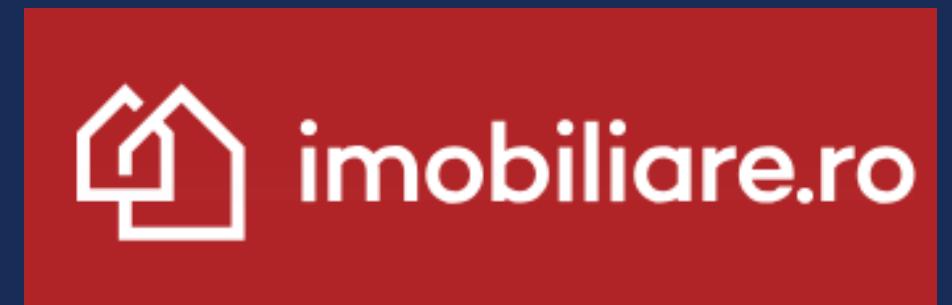
Decrease of mortgage
application #
12/22 vs 12/21



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

#4

Scaling up your
mortgage advisor network



+

lendi

Lendi is going global!



The fastest way
to get the cheapest loan



Michael Petters
Lendi Co-founder

Thank you and do not hesitate
to contact me

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