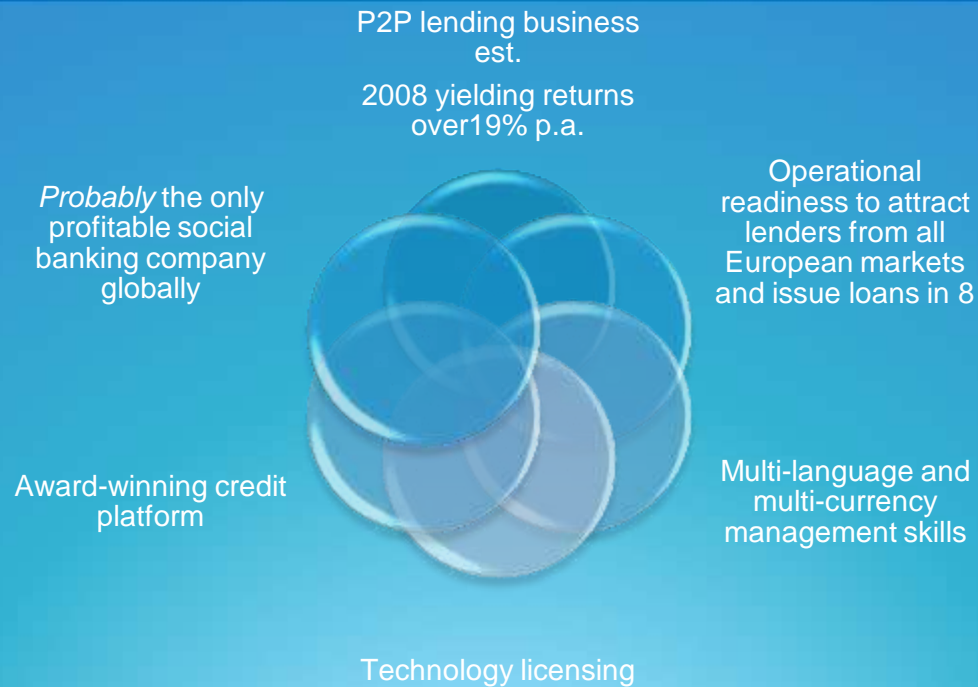


# isePankur

COMPANY PRESENTATION



# isePankur in a nutshell



Our driving principle is to create cheaper financing and efficiencies through financial disintermediation

- isePankur is not solely operating as a provider of financial services; the unique focus is to approach everyday banking in a novel social way whilst inviting indirect competitors & retailers to leverage our platform to improve their bottom line
- We want to democratise the capital markets and empower individuals not credit institutions to decide on the future of finance
- We envision that all basic borrowing & lending transactions could be conducted without traditional credit institutions between consumers and businesses of different size



# The company is run by three co-founders

## ○ Pärtel Tomberg

- Pärtel is an experienced entrepreneur and business manager who in different positions has partnered and worked for and with large retailers such as Halens from Sweden, NEXT and Shop Direct from UK, OTTO and Quelle from Germany, and Red Cats from France on business development, consumer credit and operations streamlining projects across Eastern, Western and Northern Europe. The activities have included managing operations across 14 markets with annual turnover of 50 million euro. Pärtel has also sat on the committee of Europe's largest entrepreneurs' society - Oxford Entrepreneurs. He holds a BA in International Business Administration from Oxford Brookes University (cum laude).

## ○ Martin Rask

- Martin is an experienced system architect who has previously held a team-leader position at a Finnish software house where he was responsible for managing the development of IT-projects for many large Scandinavian multi-nationals such as Elisa, Sanoman and Alma Media providing him extensive experience on architecting scalable systems needing to support high loads. He has over 6 years of experience with large-scale information systems. Martin has studied Economics at Tartu University and Computer Science at the Estonian Information Technology College.

## ○ Mihkel Tasa

- Mihkel is an experienced lawyer practising at Concordia law firm where he is a founding partner. Mihkel is fluent in Estonian, German, English, Finnish and Russian and has worked with various multi-national companies and law firms. Mihkel works in business and contract law, specialising on mergers and acquisitions, bond issuance and real estate. Mihkel is also the Chairman of the Supervisory Board at Helmes AS.



# PEER-TO-PEER LENDING



# isePankur develops an open credit platform where individuals and commercial entities can borrow or invest in loans

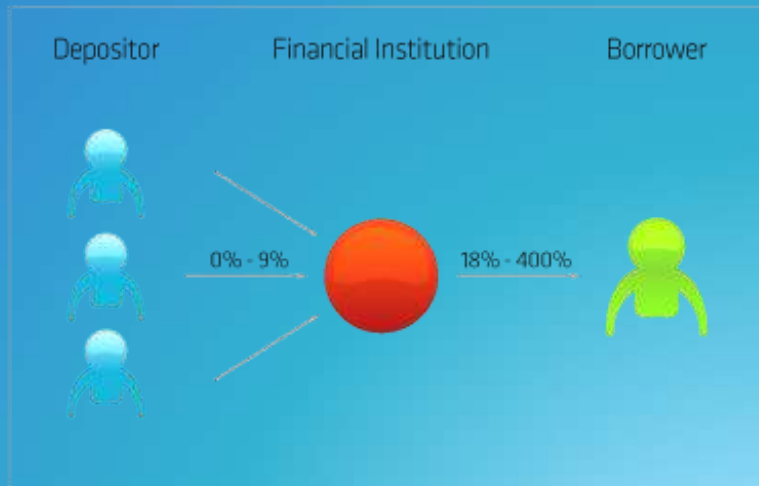
- isePankur is in the process of establishing an open pan-European peer-to-peer credit platform connecting people and companies with excess capital in stable economies with consumers in growing credit-thirsty markets in Central and Eastern Europe
- All transactions are conducted between users who have excess capital or need money, cutting out financial institutions in the process with isePankur providing the trading platform, market regulations and risk & debt management
- We are the pioneer of social lending in Estonia and the oldest standing company in Scandinavia
- Since launching the platform on 23/02/2009, over a million euro worth of loans has been funded between total of 10,000 users. This has been reached on a market of only 1.28 million people. In comparative terms the per capita volume so far is relatively the same as for LendingClub in US who launched almost three years earlier



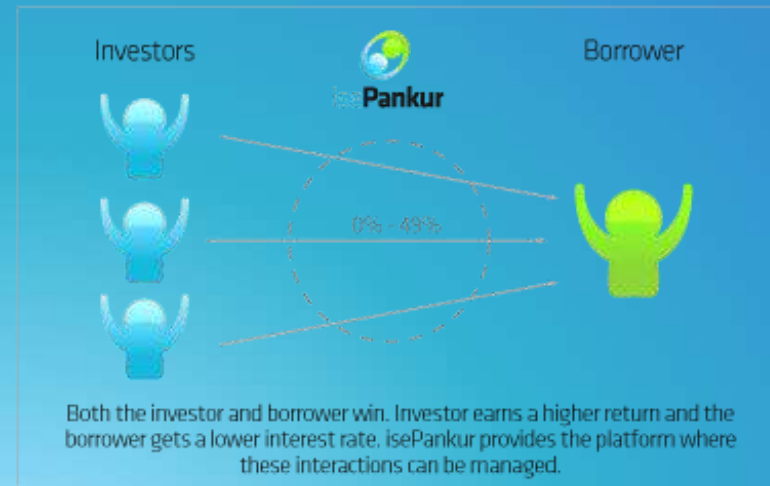
# isePankur provides efficiencies through financial disintermediation

## isePankur provides efficiencies through financial disintermediation

Traditional Model



isePankur's Model



# Everybody wins using isePankur

## ○ Borrowers

- Loan terms set by themselves and hence matching their exact needs
- Lower interest rates
- Transaction costs low and transparent
- Loan can be applied from the comfort of the home

## ○ Lenders

- High returns of up to 20% p.a.
- No service or management fees
- Can start investing with as little as 5 euro
- Risk diversification across a range of borrowers



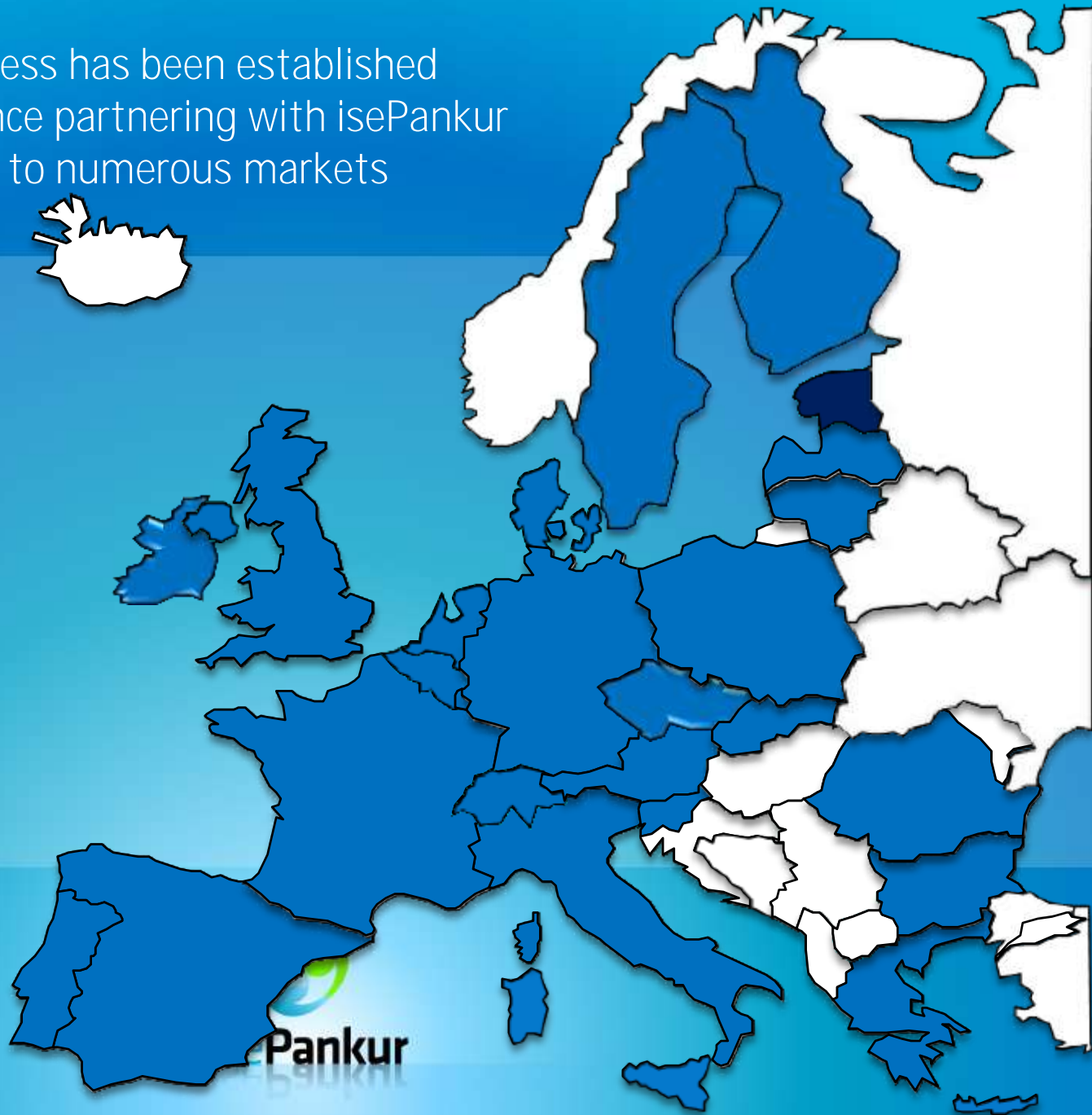


isePankur has been able to provide its lender-customers access to the most profitable P2P loans across the globe

- Since launching the company has been focused on R&D and process management
- The efforts have resulted in providing the platform lenders on average a return of 15% p.a. for loans issued since inception
- Loans issued after stronger credit risk management processes were implemented **have yielded 19% p.a.**
- This has been achieved by targeting mid-market and sub-prime borrowers with short-term (up to 2 years) loans whilst aggressively managing the debt recovery process
- The strategy sets us apart from all other peer-to-peer banking platforms which on average target prime consumers with 5 year loans where interest rates are low, marketing costs high and little room for defaults



Operational readiness has been established across Europe, hence partnering with isePankur will provide access to numerous markets



# isePankur is seeking different partnerships with financial and non-financial customers

- Partners' benefits

- Ability to expand into new markets with limited equity capital requirements
- Ability to generate additional revenue through cross-selling to existing customers
- Additional value to the customers through innovative investment & loan products

- isePankur's benefits

- Additional credibility
- Lower customer acquisition costs
- Expanded reach across multiple verticals



# TECHNOLOGY LICENSING



# A strong partnership is indispensable in establishing a successful credit financing platform

- As a trusted partner isePankur is able to offer its customers superior battle-tested award-winning\* software that has been on the market and in active use for over 3 years
- With experience managing our own peer-to-peer sites in various markets as well as establishing operational readiness across Europe, isePankur is uniquely capable of providing software and know-how to leverage social connections for increasing revenues for its customers
- With our experience, we understand that in this business, technology needs to support people and processes and hence the platform covers a full range of aspects of the financing business
- Our software can be used to set up P2P financing platforms as well as credit financing services (e.g. online consumer loans)

<http://www.mkm.ee/estonias-best-e-services-picked/>



# The technology platform will support credit offerings of all shapes and sizes

- **Ease of use:** designed specifically for the consumer & business finance markets providing the users full access of their accounts and administrators simple tools for process management
- **Breadth of functionality:** supports collaboration & optimised business processes – from the first stages of customer relationship – between customer support, credit risk management, and debt collection teams.
- **Depth of functionality:** supports the unique requirements of providing various credit products to consumers and small businesses



# OOTB Business Processes Supported

- Credit application

- Financing auctions

- Lending tools

- Risk management

- Customer reporting

- Dunning

- Registration & AML

- Payments

- Account management

- Social networking

- Invoicing

- Document management

# Technology licensing activities are provided in partnership with Helmes AS

- Helmes (<http://www.helmes.ee/>) is the official integrations partner for the licensing of the isePankur credit financing platform
- Helmes is responsible for all analysis, customisation, integration, testing, on-going development as well as software and hardware maintenance
- Helmes shall be responsible for all operational and mission-critical issues





# Helmes brings on board over 20 years of software development and quality assurance experience

- Established in 1991
- Over 200+ experts
- 2011 projected revenues ~12 MEUR
- ISO 9001 certified
- Active in Scandinavian and Nordic markets
- Focus on finance, telecom and public sector customers
- Services offered: consultation; custom software development; ERP solutions; integration; software licensing; application management



# CONTACT DETAILS



# isePankur's management is eager to hear about any potential partnership enquiry

- Please do get in contact with us at:
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  - [partel@isepankur.ee](mailto:partel@isepankur.ee)
  - +372 535 999 35

