CreditEase Overview

• Founded in 2006
• Initiated the P2P microcredit platform in China and now is the biggest P2P platform worldwide
• Provide Inclusive Finance and Wealth Management with multiple products, services and channels thru internet, big data and innovation of credit technologies
• Bring about Annual Credit ~ USD 10 billion
• Borrowers ~ 2 million
• Wealth Management Clients ~ 300K
• National Service Network ~ 232 cities, 96 rural locations
• Cooperation Partners ~ 1,000
• No. of Employees ~ 45,000
• Underwriting Professionals > 500

Strategy Partners

IDG Capital Partners

Morgan Stanley

KPCB
Leveraging Big Data Analytics for Risk Control and Management

- Rigorous Assessment and Standards
  - Proprietary Credit Scoring System
  - Fraud Detection
  - Verification
  - Financial Modeling
  - Loan approval rate of less than 20% in 2014

- ~ 9 years of risk data
- >200K data for fraud detection
- >300 fraud policies
- >200 risk models
- >22 Terabytes Big Data collected each day

Longest Loan Data History Amongst Peers in China
CreditEase Big Data Financial Cloud Platform

World class cloud based financial services including

- Anti-fraud and risk scoring services
- Real-time underwriting services
- Personalized portfolio management services
- Financial data mining services
- Targeted customer acquisition services
Real-time Online Credit to Online Sellers

- Small business loans for online sellers, similar to US “Kabbage” platform
- Launched in August 2014
- Authorized to access into e-commerce data: transaction volume, shop size, customer comments, etc.
- Authorized to access into 3rd parties data: orders info saved in ERP software; logistics and storage data from logistics companies, etc.
- Utilize public data on internet /social network
- Through evaluation on trade data stored in e-commerce platform, provide credit loan without mortgage and guarantee.
- Whole process is online. No documentation needed.
- Average credit line around RMB 80K and average month over month loan issuance growth is around 30%
# Competitive Analysis - ShangTongDai vs. Bank Loan

<table>
<thead>
<tr>
<th>CreditEase ShangTongDai</th>
<th>VS.</th>
<th>Bank loan products</th>
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<tr>
<td>Micro and small businesses</td>
<td>Target Customers</td>
<td>Mid and large size company</td>
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<tr>
<td>Starting from 1.2%</td>
<td>Monthly Interest Rate</td>
<td>Starting from 0.63%</td>
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<tr>
<td>Apply online, quick and simple</td>
<td>Application Process</td>
<td>Manual process of multi-page loan documents, income statements, and collateral</td>
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<tr>
<td>Near instant decision based on real-time business data</td>
<td>Time to Decision</td>
<td>One month or longer</td>
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<tr>
<td>Merchant account operating over 6 months/Unsecured loan</td>
<td>Qualification Criteria</td>
<td>Company license, marriage certificate, bank statements, car or property as collaterals</td>
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CreditEase
Better Technology
Better Finance
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