

*Taking the fast lane
there is a lot less traffic
there*

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Consumer finance in the beginning of the century (2000)

US

- ✓ **Credit reporting**
 - 3 major credit bureaus
- ✓ **Decision science**
 - Scoring and decision engines
- ✓ **Consumer finance**
 - Credit cards



What about China?

Consumer finance in the beginning of the century (2000)

China

- × **No credit bureau**
- × **No decision science**
- × **No consumer finance**

But...

Vast market opportunities



Consumer finance today in 2017

US

✓ Credit reporting

– 3 major credit bureaus

– **Big data**

✓ Decision science

– Scoring and Decision Engines

– **AI**

✓ Consumer finance

– Credit cards

– **Alternative lending**



What about China?

The same elements as in the US...



Credit reporting

Central Credit Bureau covers 800M people¹



Decision Science

Adopted from abroad

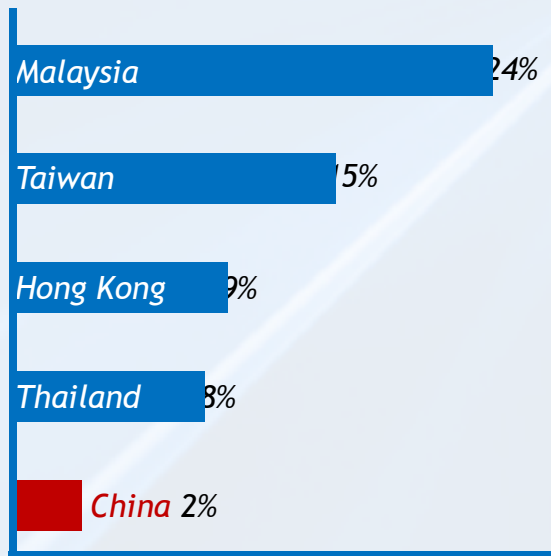


Consumer finance / credit cards

Serving 300M¹

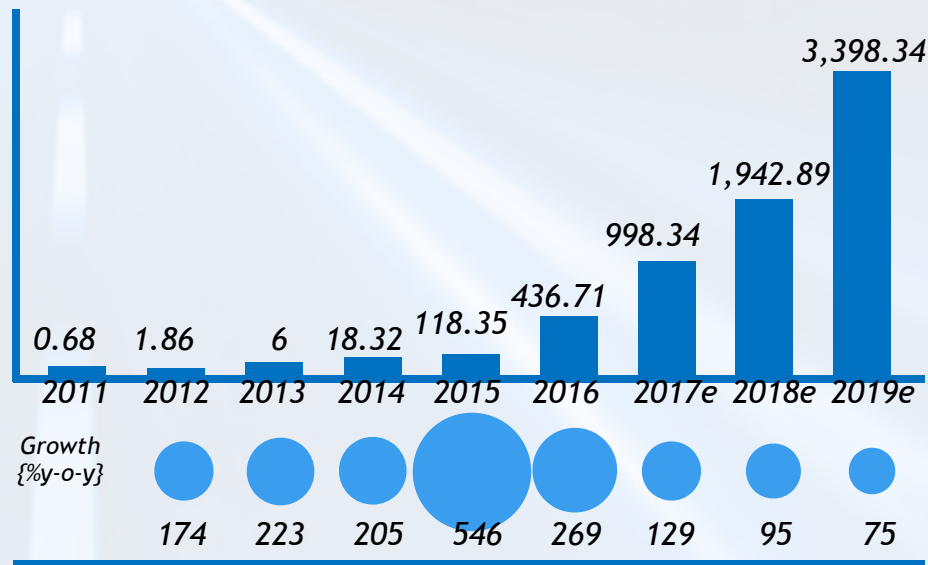
...and there is tremendous growth potential

Non-Mortgage Credit as a Percentage of GDP



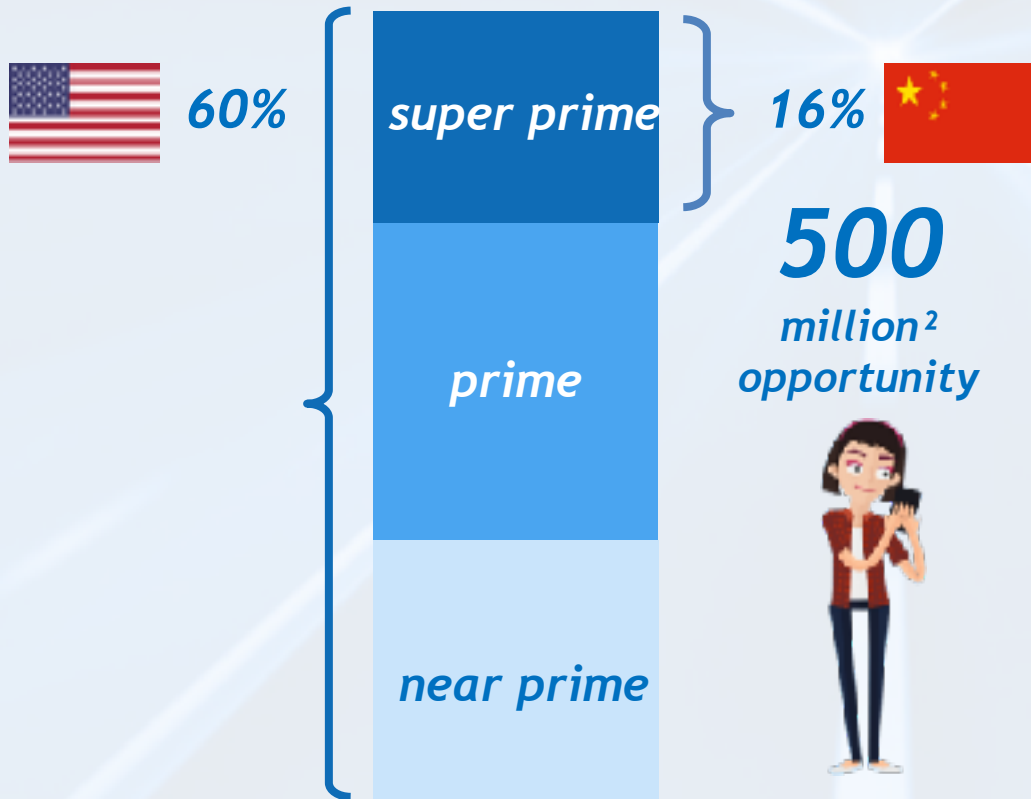
Size of China's Internet consumer finance market

Unit : billion yuan



EMMA and her challenges

% of adult population with credit cards¹



EMMAs

Emerging Middle-class Mobile Active

>18 to 29 years old

>educated

>lives in a 2nd or 3rd tier city

>works at a small company

>smartphone user

Why 500M EMMAs NOT being served

Licensed financial institution solutions:

- Lending rates strictly regulated, delinquency rate closely monitored
- Very costly to collect borrower data

Installment loan solutions:

- Very high service fees to cover borrower acquisition cost
- Can only serve large loans due to high cost

Short term cash loan solutions:

- Service fees are extremely high to cover the acquisition cost
- Additional fees are required to cover credit loss



While the fundamentals are strong:



High number of people employed with quality jobs



Stable social economic status



High amount of discretionary spending



How to make it happen?

It's Technology!

Big data solution for “weak associations” models

Data and channel partners to cut down cost

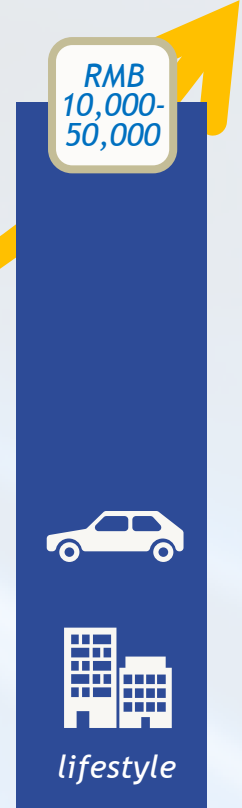
Predictive Selection Technology drives large scale, low cost, and good quality borrower acquisition



“Low and grow” strategy

Automated Decision Technology drives credit usage, risk quality, and sustainable growth

Congrats! You are offered credit.



Affordable lifetime credit needs

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