



Our Way to Success

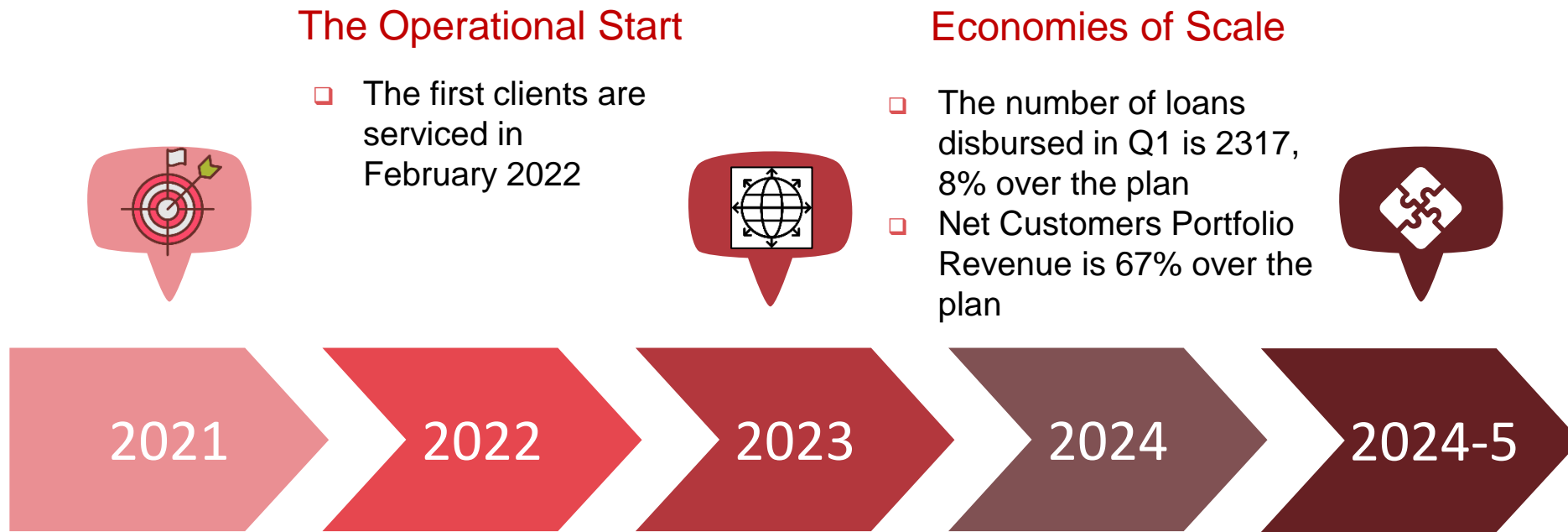
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Company profile and business model

- The entity EASY ASSET MANAGEMENT d.o.o. (Ltd) is a joint venture of equally shared ownership of a Bulgarian and a Croatian companies: 50% EASY ASSET MANAGEMENT JSC and 50% FINANCIAL SOLUTIONS Ltd.
- In Croatia the business is operating under the registered trademark KREDIS.
- The business activities are conducted in partnership with the biggest local network of stores specialized in gold trading AURO DOMUS which presently operates across 46 locations.
- While direct competitors in micro financing are local banks and online non-banking financial institutions registered in other EU countries (Malta, Spain) KREDIS positions its activities as providing investment gold for sale on installment plans, offering a form of financing for individuals.
- KREDIS develops its own network of stores, as well.
- Currently KREDIS services are available in 57 stores locations across the country.



The Establishment

- The entity is incorporated 11.11.2021



The Expansion

- The number of stores reaches 57
- Total number of loans disbursed extend to 6172
- The Mini-loan product is introduced in July



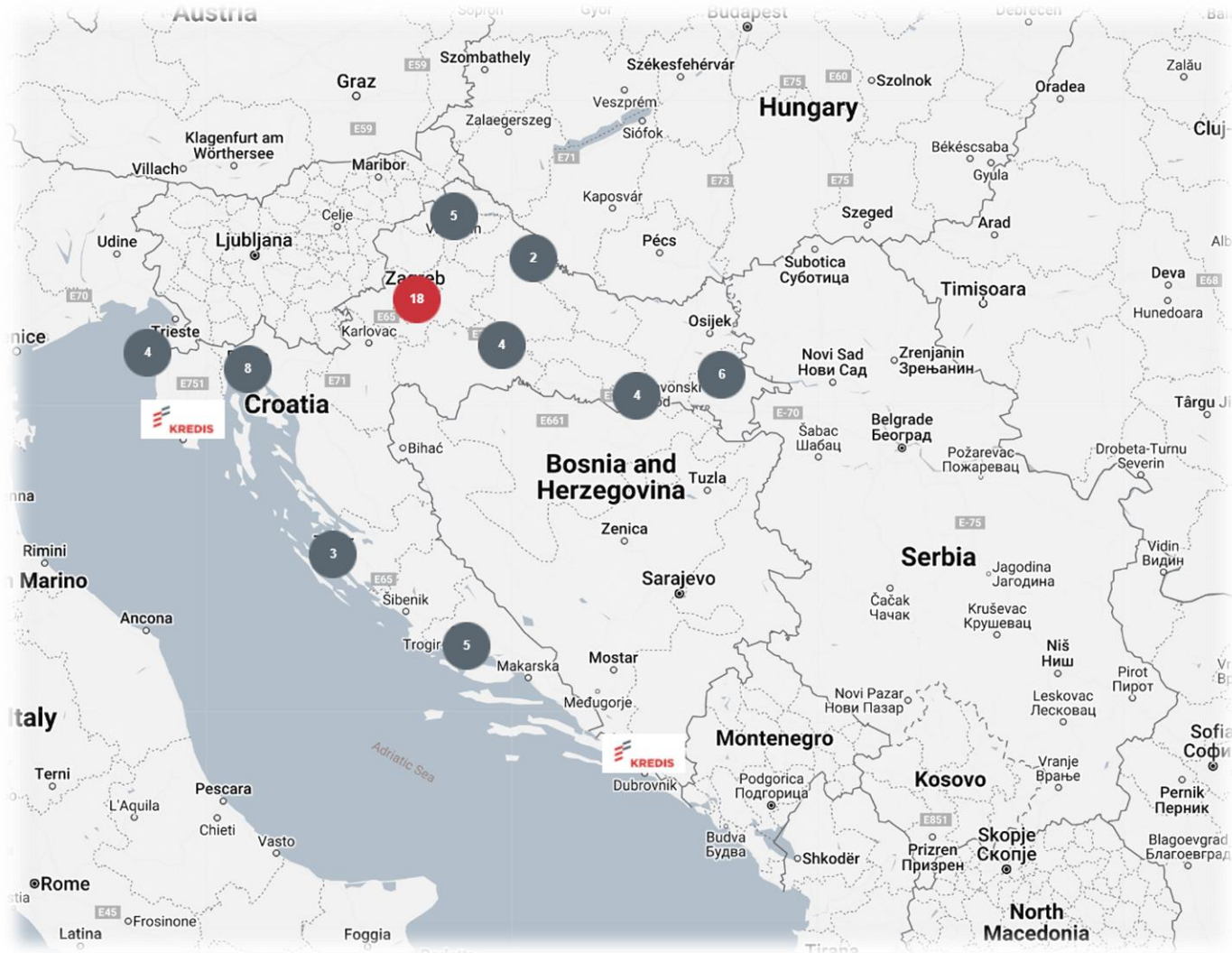
Perspectives

- Online application process
- Onboarding to IUVO
- Cooperation with EPS
- Gold trading line introduction

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Coverage and network

KREDIS's Network



- 1 According to our experience, the location of the store and the motivation of personnel are equally important for the business's success.
- 2 The current network utilizes the store locations and human power of AURO DOMUS which were suitable choices from their business perspective but not the optimal solution for KREDIS. The existing network coverage focuses primarily on the Zagreb region.
- 3 KREDIS's strategy involves engaging younger, dynamic, and proactive front-office personnel, as well as providing loan opportunities to a wider range of potential clients. Therefore, the store network in the continental part of Croatia should be expanded further, and new hires should correspond to the aforementioned profile.

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Products and customers profile

KREDIS's Current Portfolio



Total amount of Nominal value unpaid
4,03 mio €



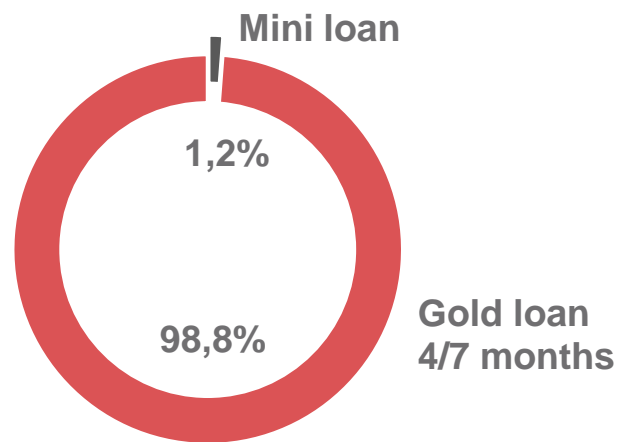
Total number of active loans 4367



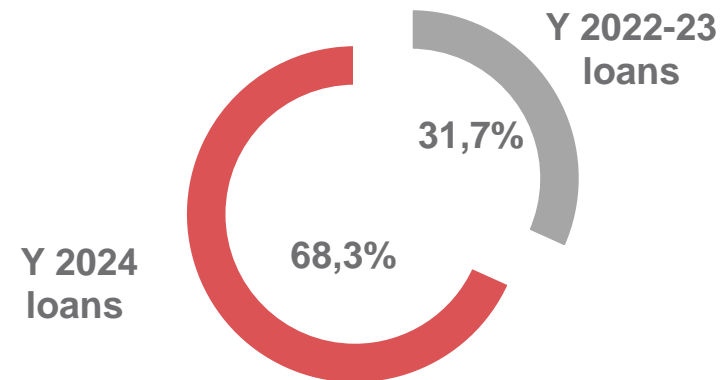
Average loan size 703 €

Portfolio Structure as at 30.04.2024.

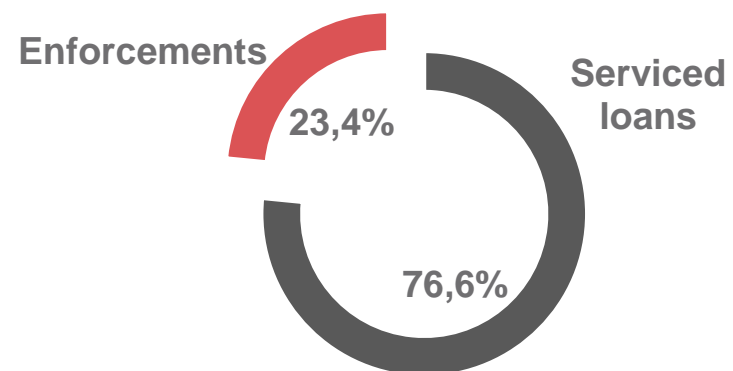
Product structure



Share of new loans in the portfolio



Servicing structure



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Figures and ratios

KREDIS's performance

Indicator	2022	2023	Q1 2024 Budget	Q1 2024 Actual	2024 Exp.
Number of loans disbursed	1 620	4 553	2 143	2 317	12 080
Disbursed amount, €'000	-998	-3 104	-1 437	-1 617	-8 124
Collected amount, €'000	685	3 319	1 779	1 593	9 092
Customer numbers	1 260	2 807	2 807	3 952	4 200
Average Loan Size, €	615	682	671	698	705
Revenue/Average Gross portfolio	126%	142%	139%	146%	145%
Revenue per Customer, €	76	80	93	96	105

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Challenges and obstacles

Barriers

Labour Force

High employee turnover, raising salary requirements, attitude and motivation issues.

Legal constraints

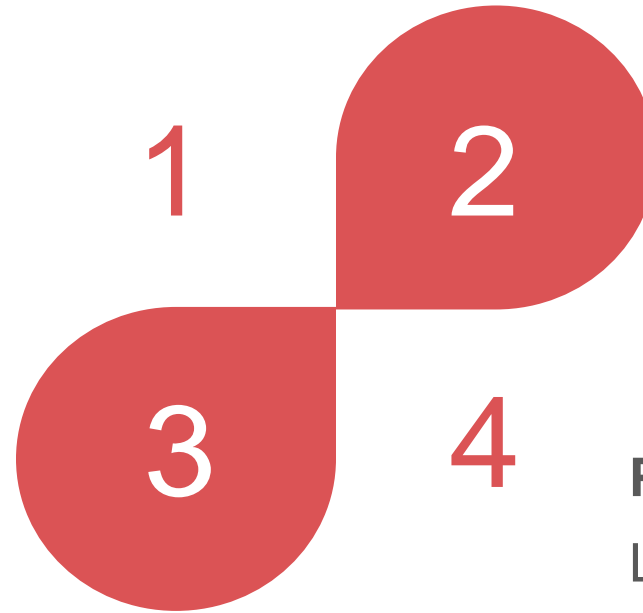
Absence of the possibility of local registration for non-banking financial services. Bureaucratic hurdles.

Financial Culture

Low financial culture, ongoing over-indebtedness, high expense-to-income ratio.

Prejudices

Low trust to non-banking financial services, suspiciousness to foreign companies and quick financial decisions.



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Future perspectives and strategies

Opportunities

1

To become one of the most successful projects within the MFG Group. Multiplication of Kredis's business model in other jurisdictions.

2

Implementation of competitive online credit services.
Introduction of the EPS service line.
Leveraging additional technological advancements.

3

Onboarding into IUVO's investment portfolio.
Integration with the fintech ecosystem.
Achievement of financial independence of operations.

4

Expanding the service portfolio with Gold trading based on AURO DOMUS know-how.

Meet the Future

Leveraging advancements such as artificial intelligence, machine learning, and big data analytics to streamline processes, improve risk assessment, and personalize offerings for borrowers.



Quick loan services could shift towards a more holistic approach to financial wellness, offering not just loans but also tools and resources to help borrowers improve their financial health.





THANK YOU

EASY ASSET
MANAGEMENT