

# Focused strategy

*Nordax has a focused strategy to create sustainable and profitable growth.*

## PRODUCTS WITH VALUE FOR OUR CUSTOMERS

Nordax offers large unsecured loans to financially stable customers who has a need to bridge the gap between income and expenses. The focus on larger personal loans is based on our long experience in credit assessment and the sophisticated methods we use to reach a strong customer group through targeted marketing.

Many people begin to borrow when they move away from home, e.g., to pay for an education, driver's license, furniture or appliances, or other purchases. We target customers who have passed the age of 30 and begun to live more stable lives.

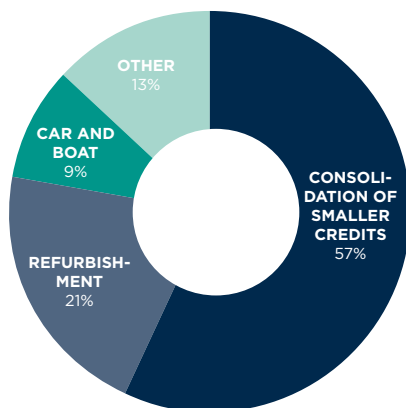
We offer our customers long repayment periods with a prepayment option without penalties. The total monthly cost of the loan, amortisation and interest is the most important thing for our customers. In 2016 the average new loan

amount was 165,000 SEK, with higher averages in Norway and Sweden and lower in Finland and Germany. The highest loan amount we offer is 500,000 SEK in Norway and Sweden, 50,000 EUR in Finland and 40,000 EUR in Germany. The longest possible repayment period on our loans is 15 years. Since we focus on a stable and mature target group, we offer our customers a way to consolidate smaller debts and reduce their monthly cost, but also to borrow for other purchases or investments.

## CENTRAL PLATFORM OFFERS SCALABILITY

All operations are carried out at a central office in Stockholm, where we manage all our markets. Swedish, Norwegian, Finnish and German employees work together in customer service. Having everything centralised offers many advantages. It simplifies control and management of regulatory issues, reduces our environmental impact and shortens decision paths. The centralised model allows for scalability and cost efficiency, two factors that are becoming increasingly important to stay competitive in an industry with highly standardised products.

## STATED REASON TO APPLY FOR LOAN



## ADJUSTED COST/INCOME RATIO

%

