



Collaborative Lending

Yabx at a Glance

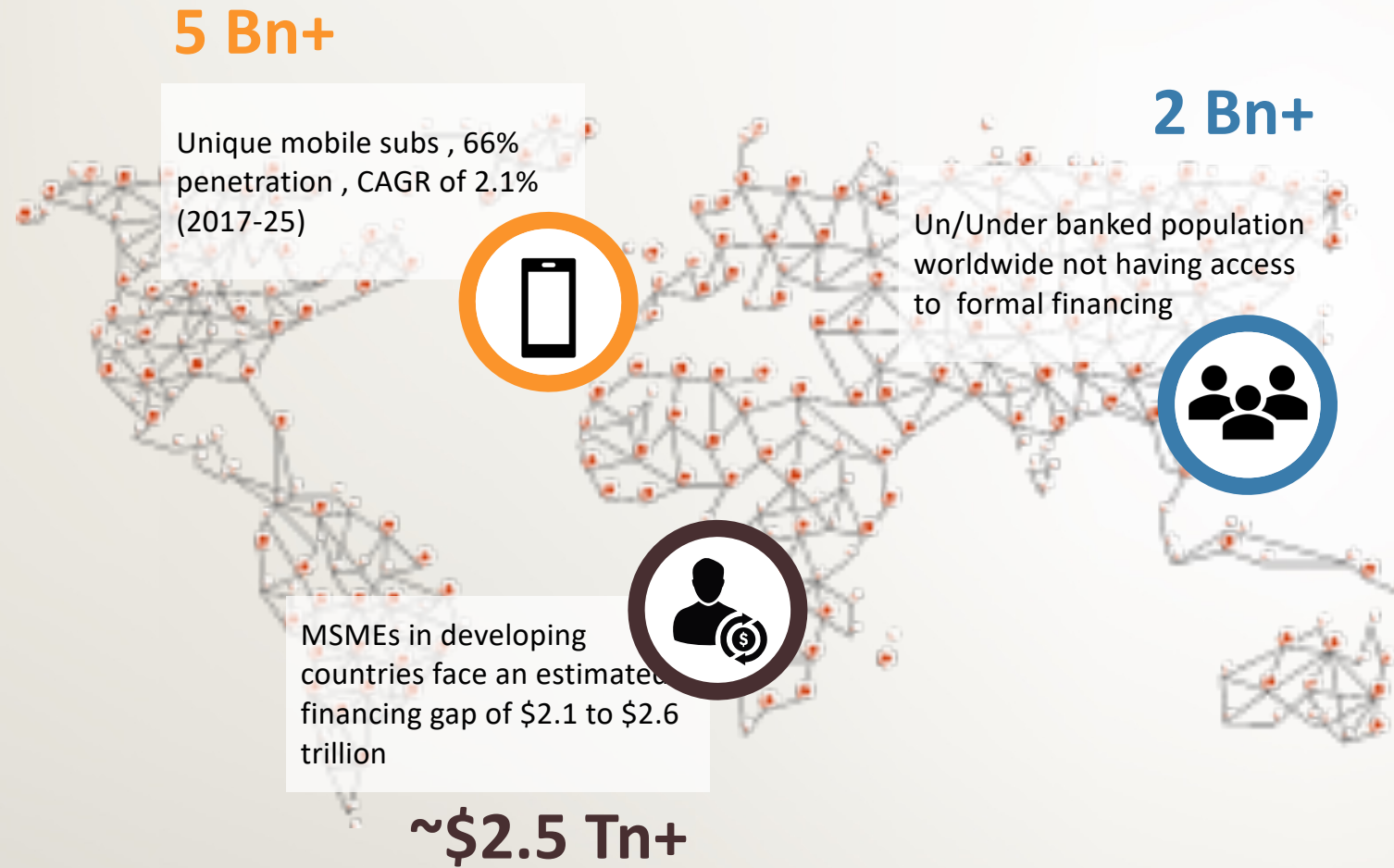
Financial Solutions designed to drive extensive solutions in Alternate Lending space



Yabx

our purpose

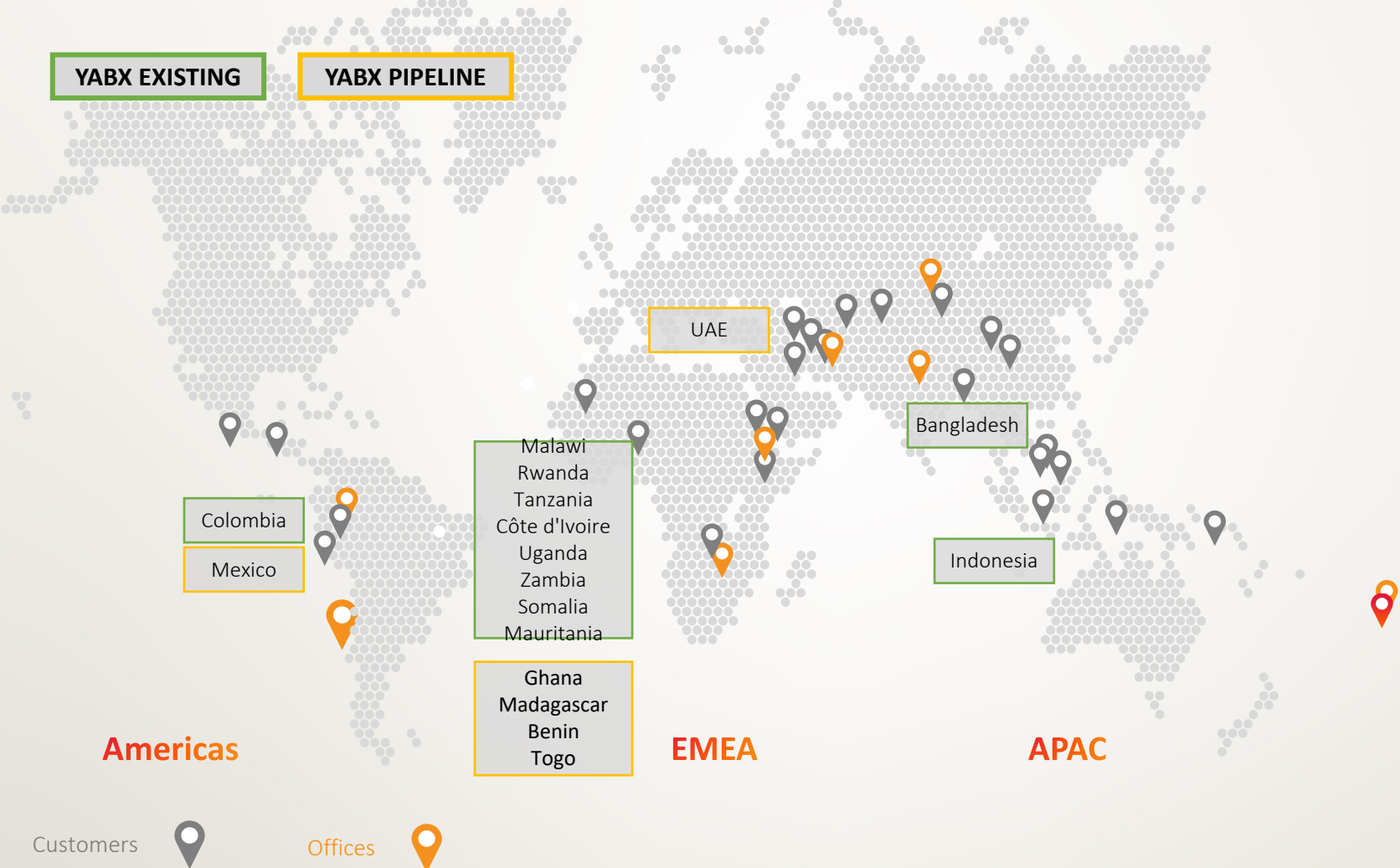
Large Africa Presence For Mobile Wallet & Payment Technologies



- We aim to bridge the gap in credit appetite and access to finance
- We enable potential borrowers with limited credit history to access fair loans from financial institutions
- Our Risk Scoring and Credit Lifecycle Management platform provides solutions that cover whole spectrum of alternate lending

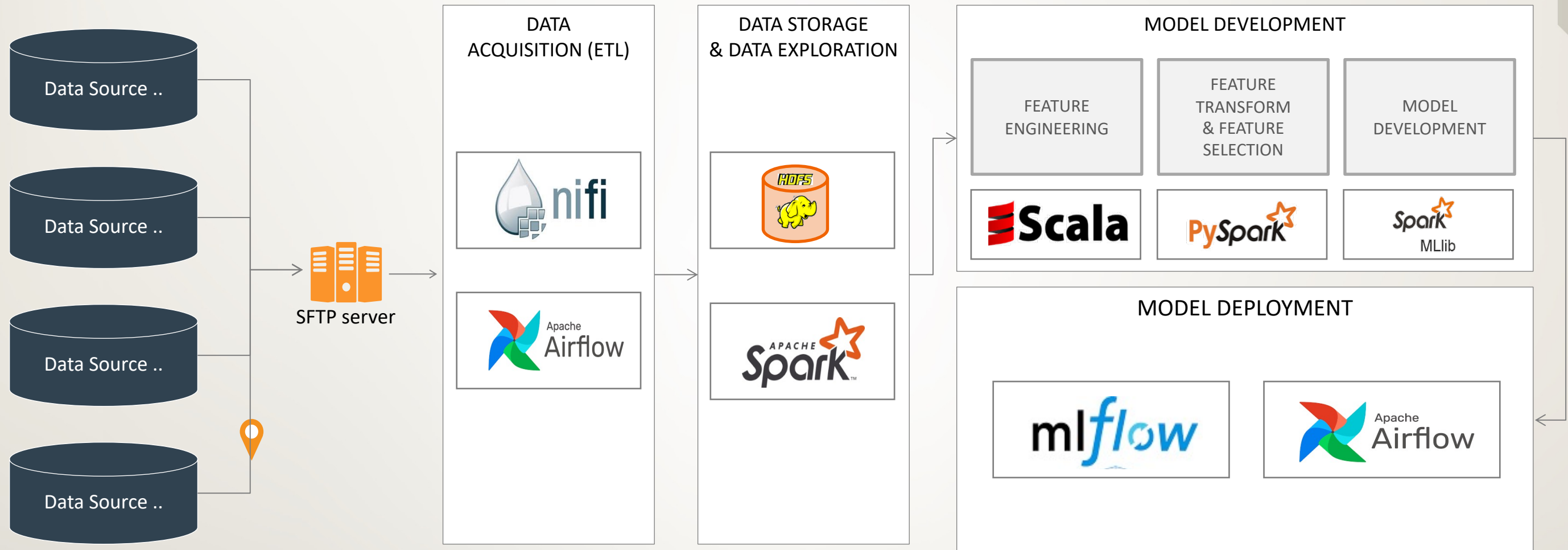
Our Presence

Across 15+ Countries



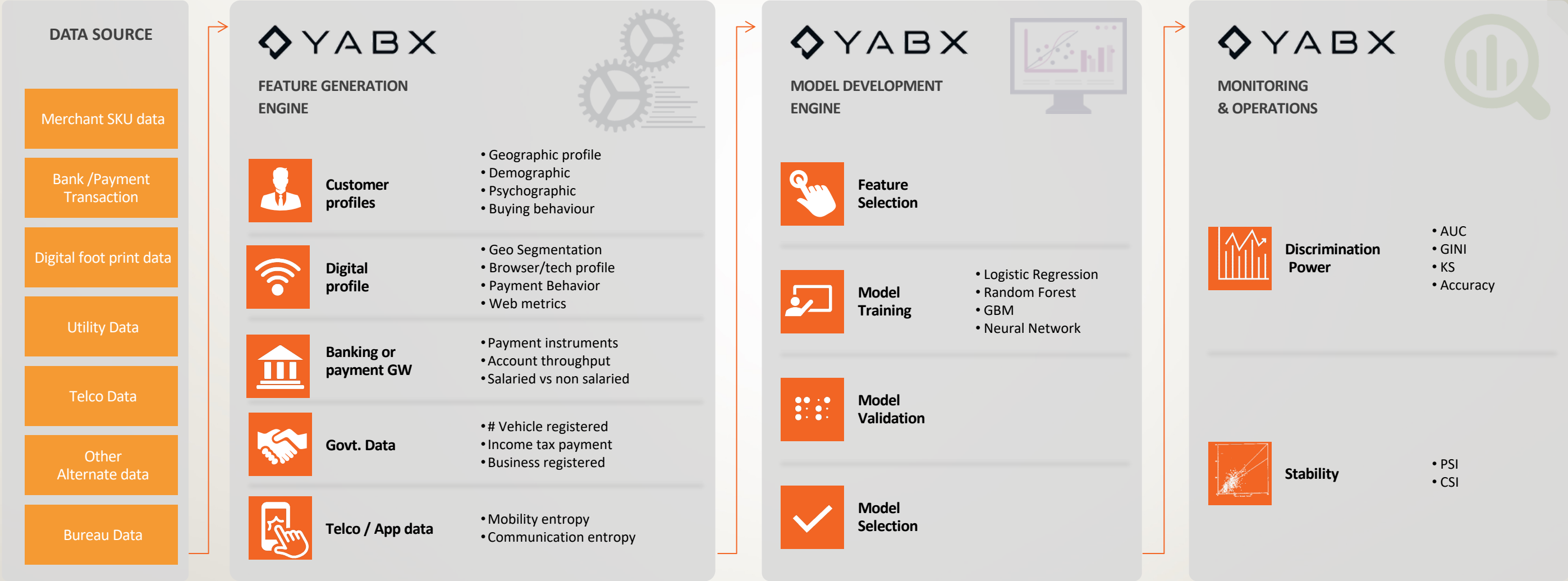
Data Science Engine- Technology stack

Yabx uses best of breed technology stack across Data Pipelining, Storage, Feature Engineering and Model Deployment



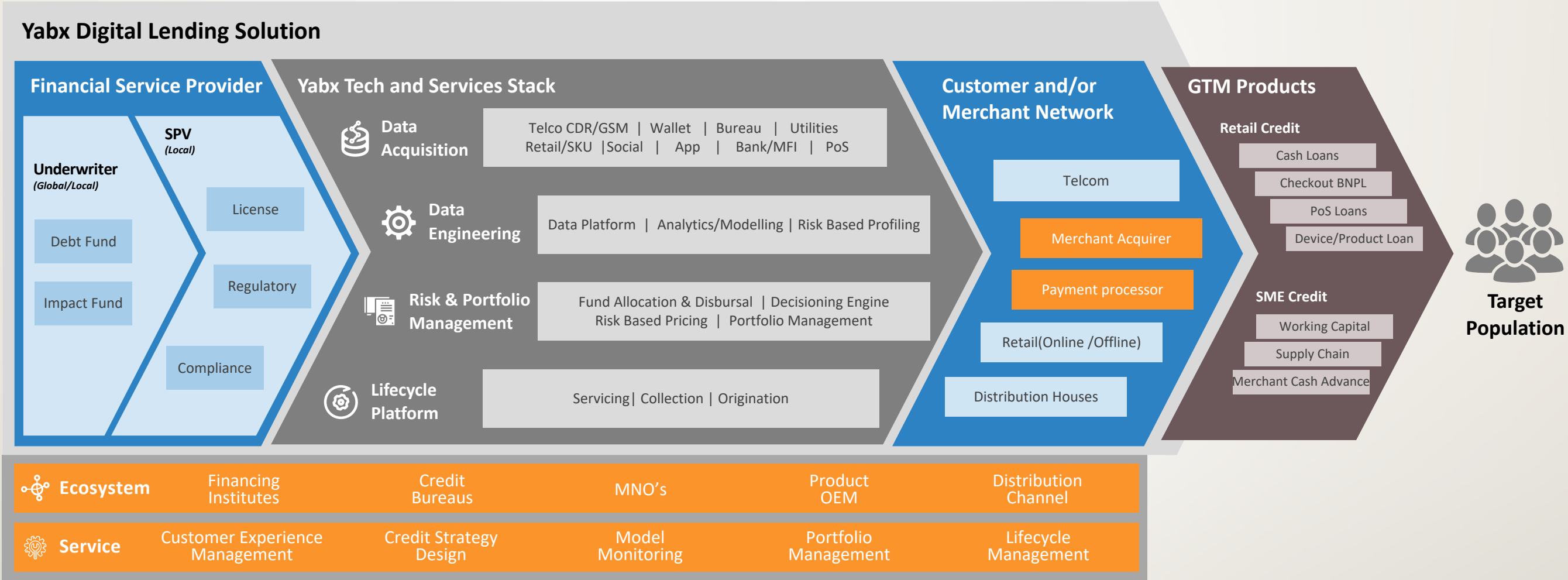
Yabx Scoring Platform

Machine Learning and Artificial Intelligence based Scoring approach



Yabx Business Model – Ecosystem Development

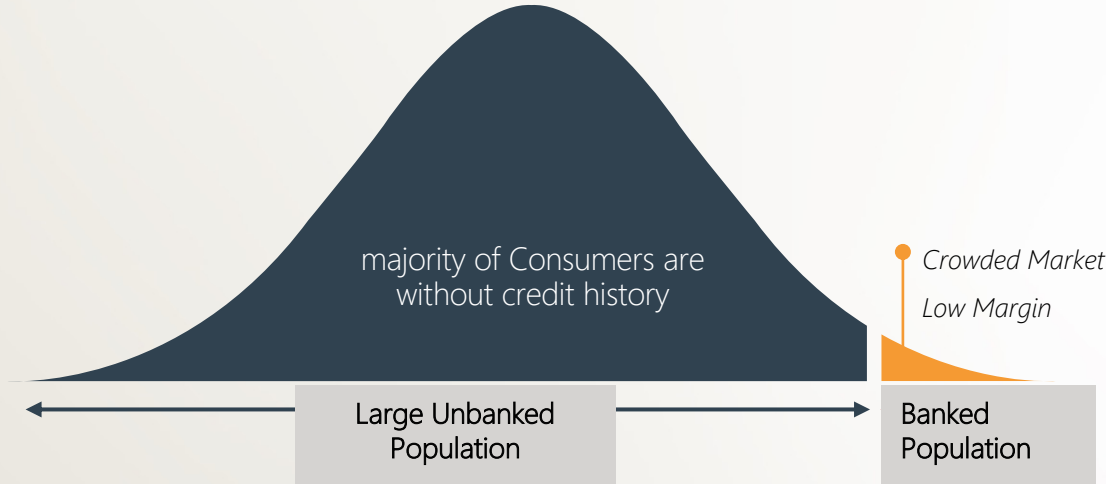
Yabx, through its partnerships with leading Wallet, Telco and Merchant Aggregators enables Financial Service Providers (FSPs) to underwrite and service new-to-credit segments using proprietary AI and ML algorithms on massive amounts of alternate data and helps them create and manage a profitable portfolio.



Credit facility for MNO customers based on advanced credit scoring

THE UNMET NEED

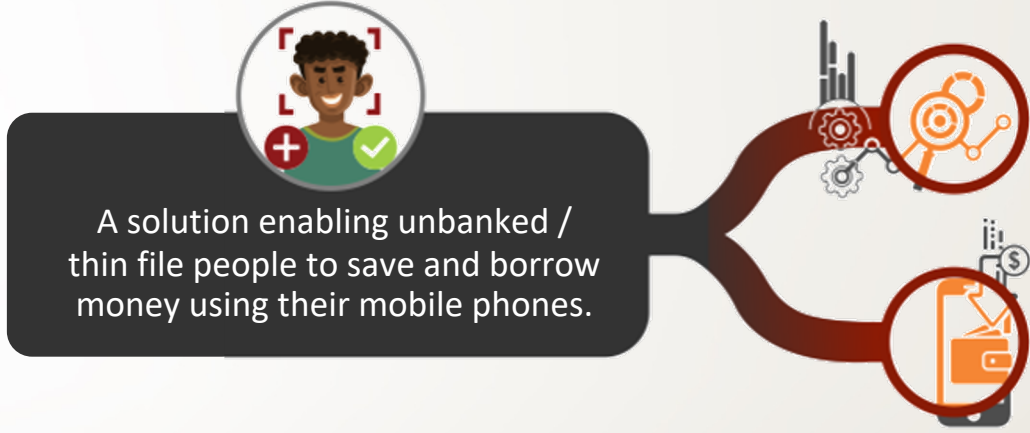
In Most of the Developing Countries.....



Traditional banks/financial institutes are out of the reach for these customers. Need is of financing products with credit decisions based on data points leveraging more ubiquitous customer channel such as mobile

YABX PROPOSITION

Credit score for mobile subscriber is computed via advanced analytics leveraging GSM Data, Mobile Money-data, KYC, etc.



Post approval credit facility offered

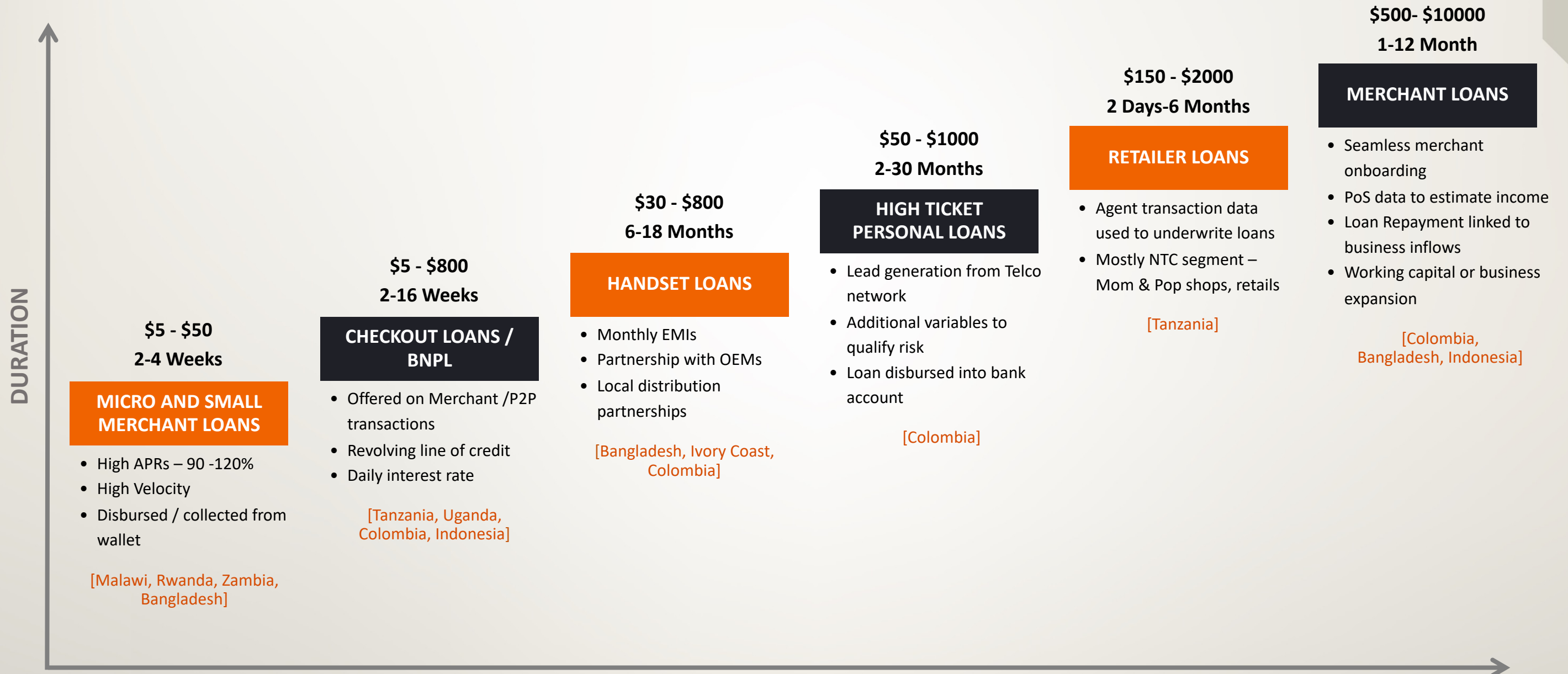
KEY BENEFITS

Potential to reach out millions of customers by fulfilling their credit need; incremental ARPU opportunity, enhanced customer loyalty, satisfaction on engagement

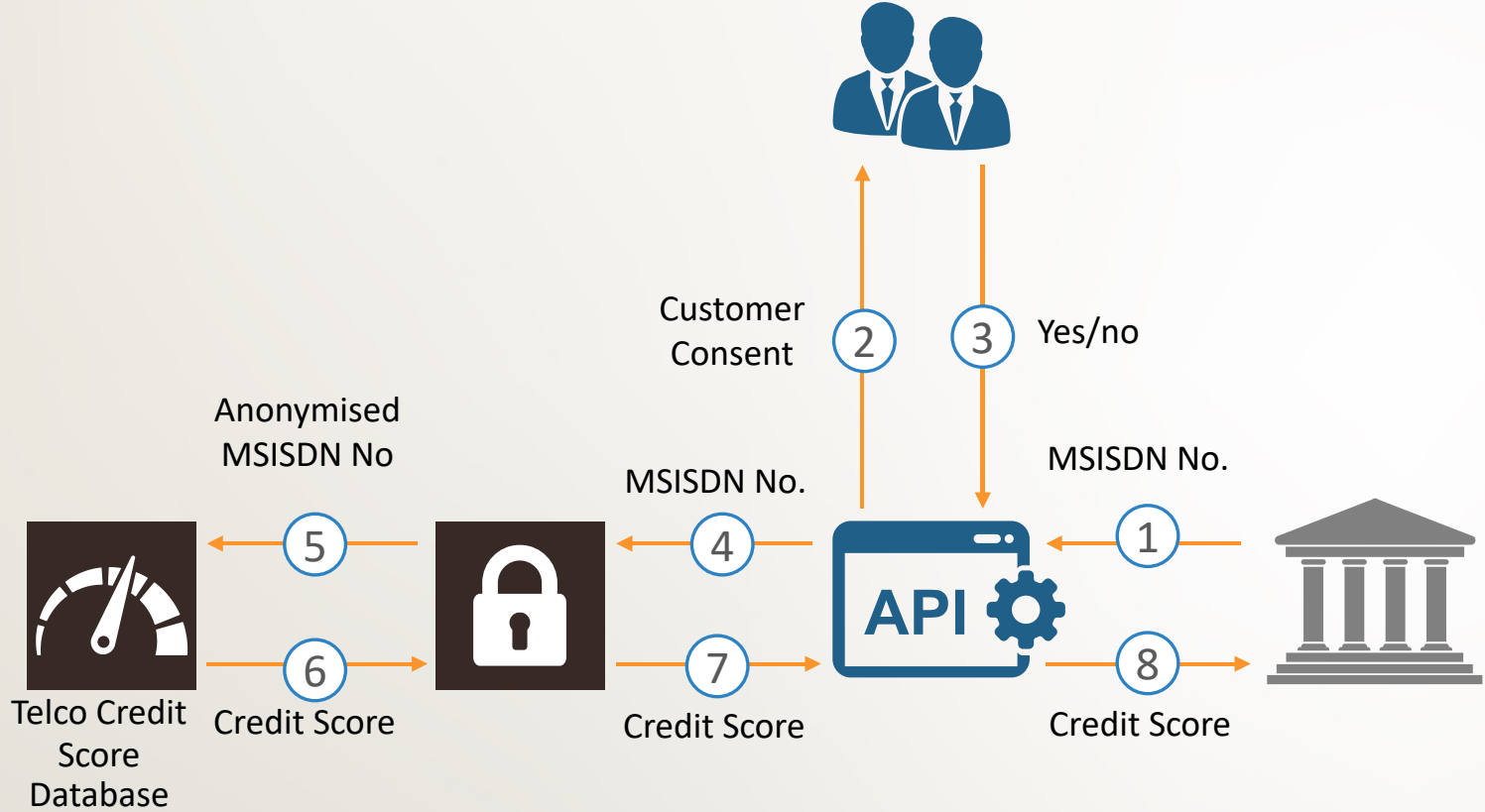
Product Portfolio

across countries

Portfolio is driven through the Yabx ML Analytics engine and Lifecycle Management System



Scoring API - How It Works



Anonymised Data – No Account number required for scoring

OUR PROPOSITION

REVENUE OPPORTUNITY

- Incremental Mn(s) of credit worthy customers and credit queries per year

CUSTOMER DATA PROTECTION

- Incremental Mn(s) of credit worthy customers and credit queries per year

ZERO EFFORT FOR TELCO

- Telco will share data as flat files periodically
- Yabx invests in Hardware and Software
- Yabx will tie up with banks for using score

Scoring API - Use Case

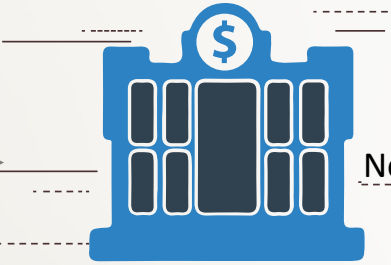


Sampath has a Small shop in a market; Has good regular income but doesn't bank much; Wants to buy scooter to save travelling time; Put his children in a good school far away; Maybe start another shop and travel between two

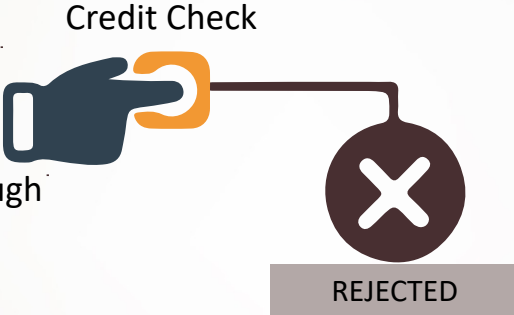
EXISTING CREDIT SCENARIO



Applies for loan
Wants to buy a scooter



Not enough data



Reliance only on limited data reduces an FI's ability to respond to a customer; These dark spots increase chances of a debt trap for people like Sampath; If desperate enough he can go to a loan shark and end up paying exorbitant rates

CHANGE FACTOR



Sampath recharges regularly. Never keeps an empty airtime wallet
Receives and makes calls regularly



The Area where he spends most of his day is a busy market

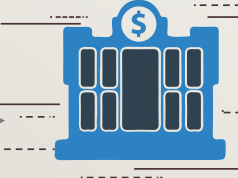


Telco has huge amount of client data that can help model customer behavior and this can be used to augment data bank already has

LOAN ROADMAP WITH TELCO CREDIT SCORE SCENARIO



Applies for loan

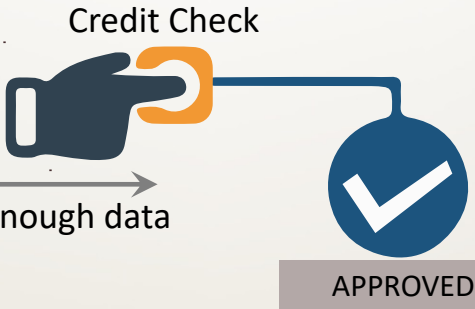


No Credit history

Check credit score with Telco



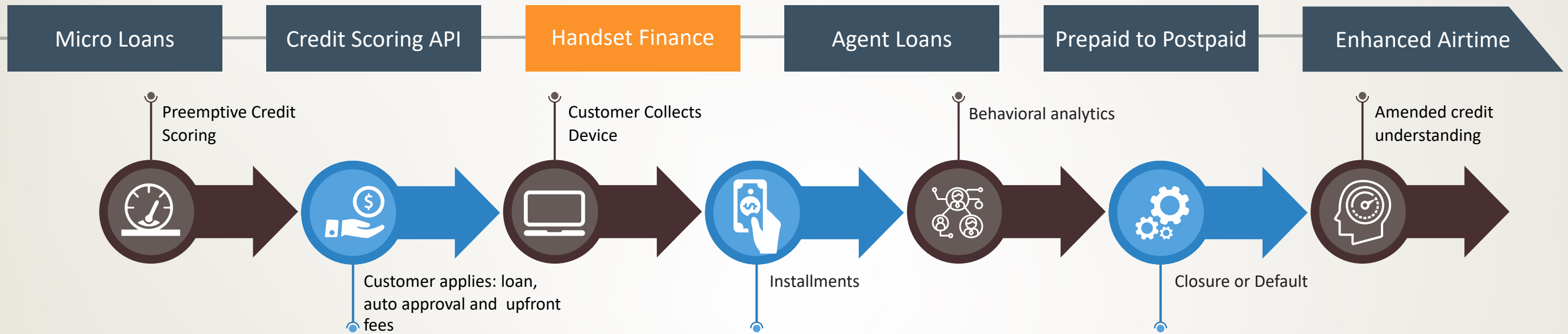
Enough data



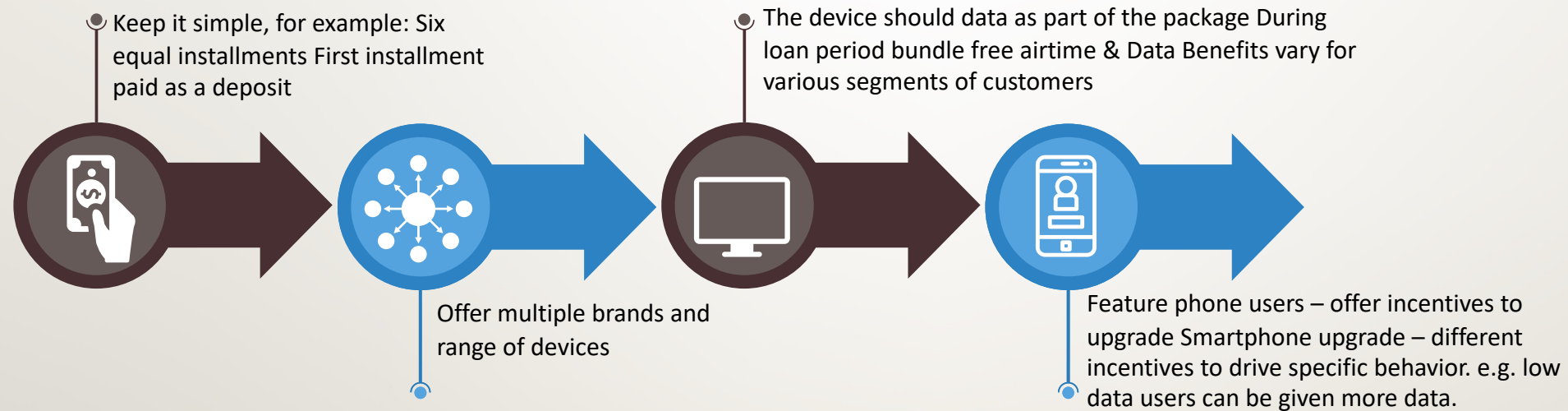
The above behavior correlates to behavior of people with good credit score

Huge Potential for Telcos to work with FIs in tapping this undeveloped market

Handset Financing - Increase Smartphone Penetration for Telco



CUSTOMER VALUE PROPOSITION



Handset Financing – Repayment Triggers

Micro Loans

Credit Scoring API

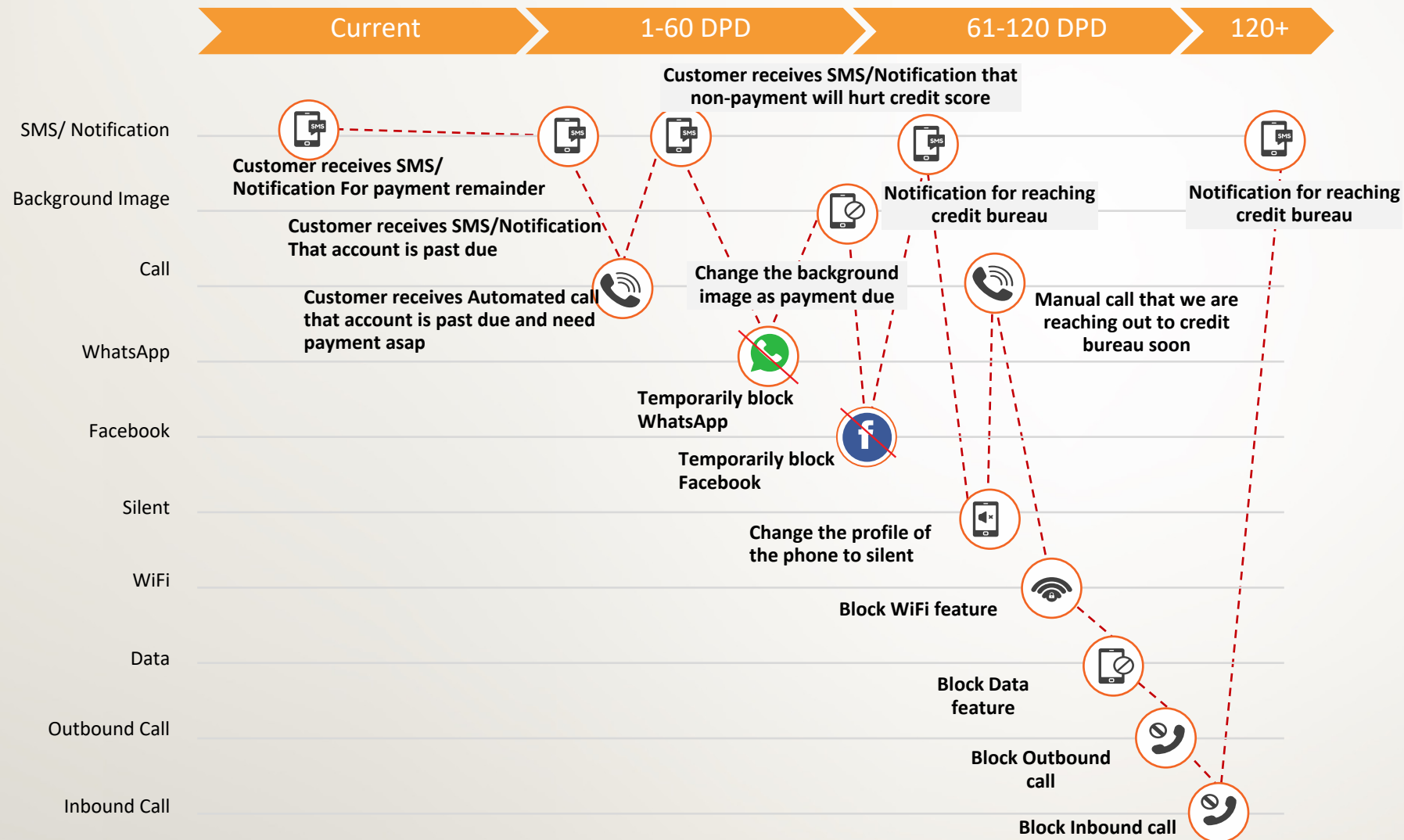
Handset Finance

Agent Loans

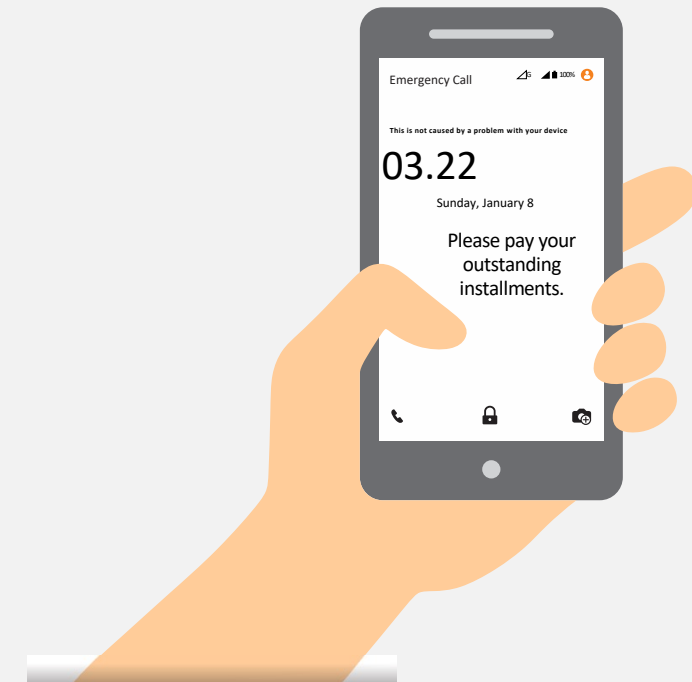
Prepaid to Postpaid

Enhanced Airtime

PHASED DEVICE DEGRADATION – REDUCE DEFAULT



As a final phase in the delinquency process it is possible to consider locking phone or SIM Card.



Agent Loan – Managing Agent Float Liquidity



CURRENT SCENARIO OF AGENT LOANS

CHALLENGES IN LIQUIDITY MANAGEMENT



OUR SOLUTION - AGENT LOANS



Prepaid to Postpaid Conversion

Micro Loans

Credit Scoring API

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1.8x

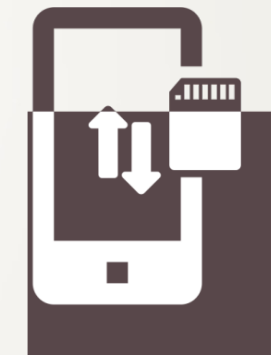
Average revenue of postpaid subscriber vs a prepaid subscriber

- Cost consciousness per call
- Minimum revenue guarantee



80%

Less churn in Postpaid subscribers against prepaid subscribers



5-9X

Customer lifetime value of a postpaid subscriber against a prepaid subscriber

Prepaid to Postpaid Conversion

API integration with campaign management system or periodic flat file containing MSISDN with high probability to switch and affordability to post-paid team

Micro Loans

Credit Scoring API

Handset Finance

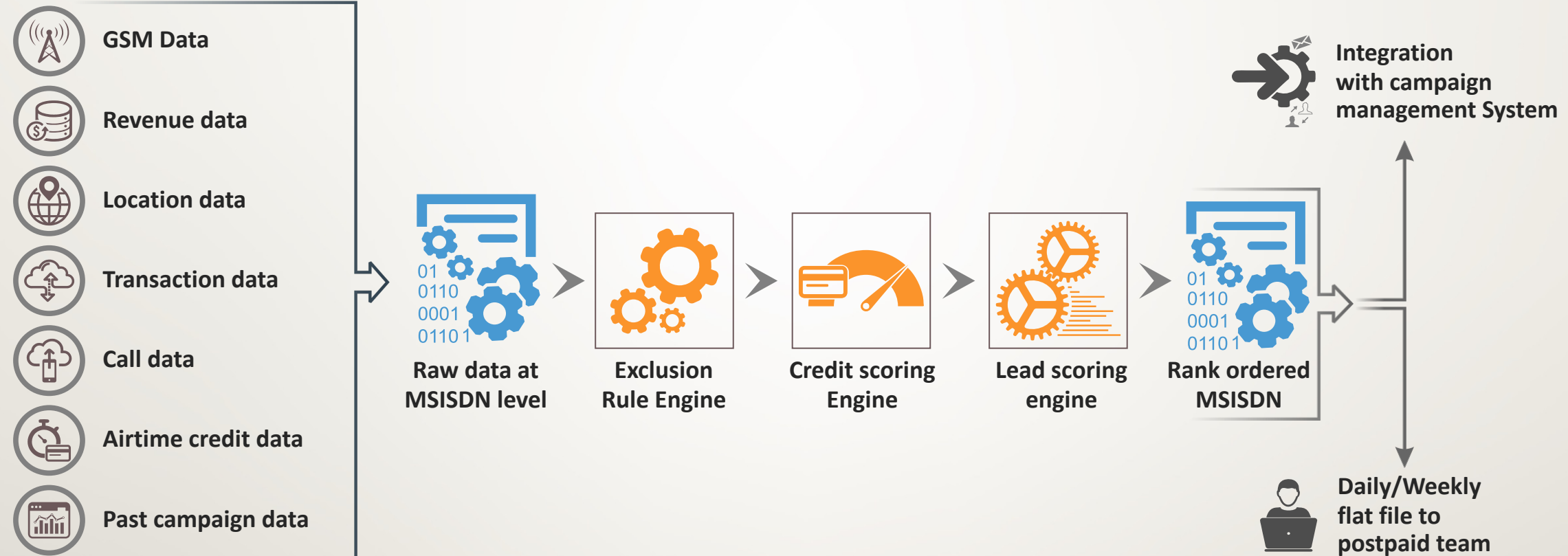
Agent Loans

Prepaid to Postpaid

Enhanced Airtime

HOW IT WORKS

API integration with campaign management system or periodic flat file containing MSISDN with high probability to switch and affordability to post-paid team



Enhanced Airtime Credit – Call Completion

Micro Loans

Credit Scoring API

Handset Finance

Agent Loans

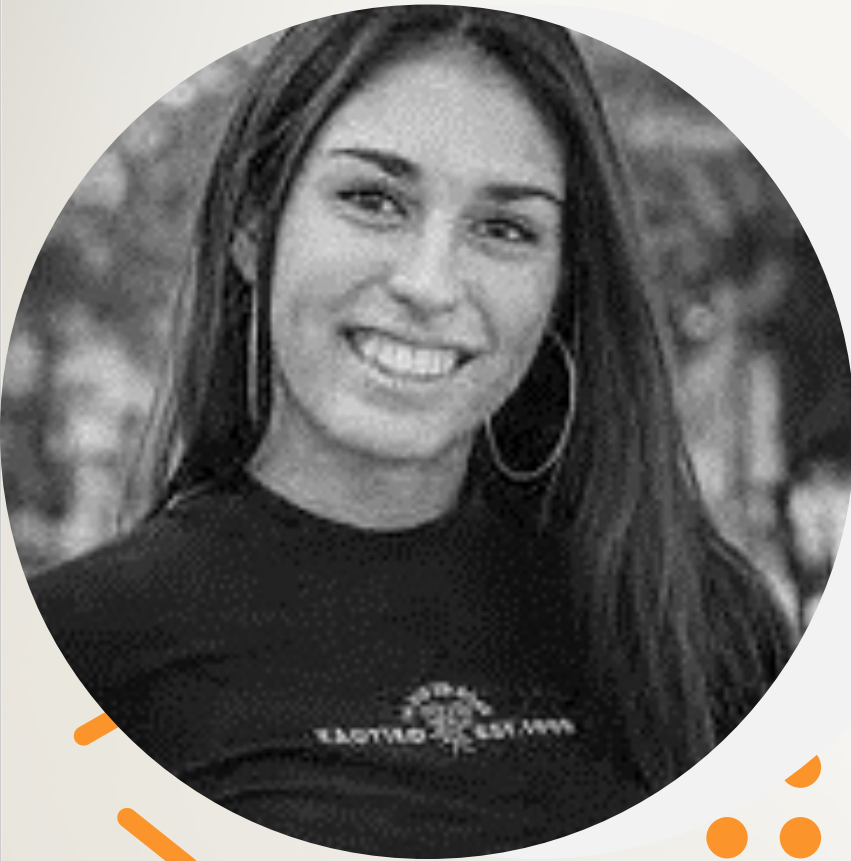
Prepaid to Postpaid

Enhanced Airtime

AIRTIME CREDIT INTEGRATED WITH CALL COMPLETION SUITE





Offer a customer multiple options to complete a call not just credit



**Tatiana
Calderon**

 34, Casada

 Chapinero, Bogota

 Employed

YABX CUSTOMER GENERATOR FOR CREIVALORES

Using big-data ML, Yabx creates segments of look-alike profiles for the bank

These profiles are similar to the existing loyal customer base with captured intention to be shared as customer leads

Persona behavior - Traveller

Tatiana is a consistent traveler and shopper. Her behavior is very similar to the current base of good customers of Credivalores

Product Suitability – Credit Card

Credivalores credit card is the most product for Tatiana along with handset loan

Channel Suitability – MiClaro app

YABX CREDIT SCORE



YABX CONVERTIBILITY INDEX



Profile

Education



Estrato



Income

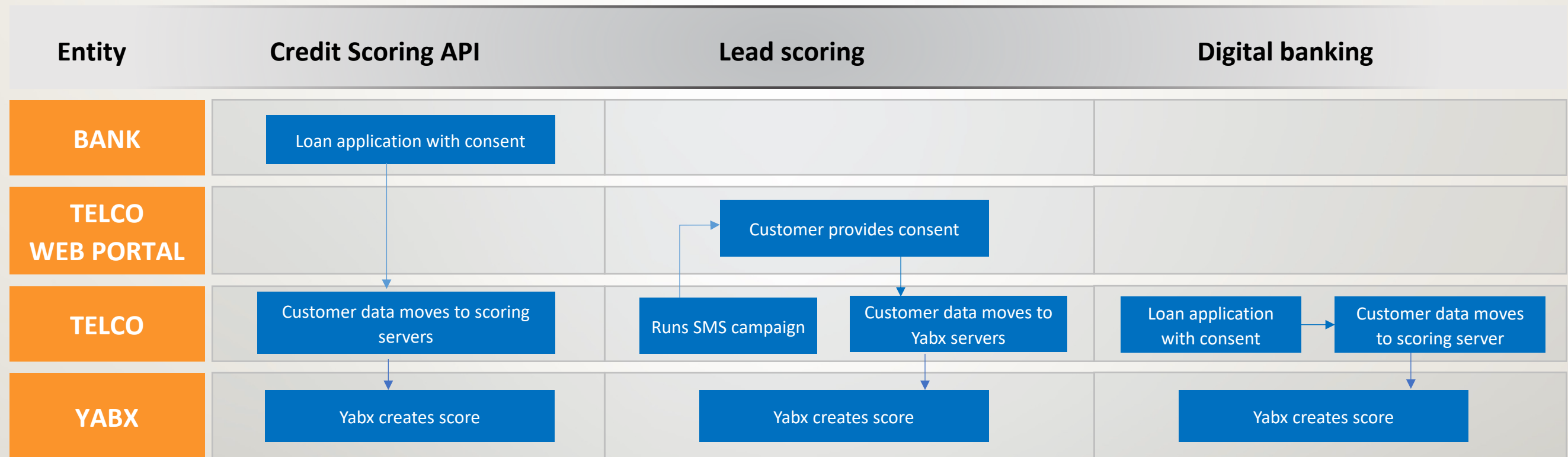


Spends

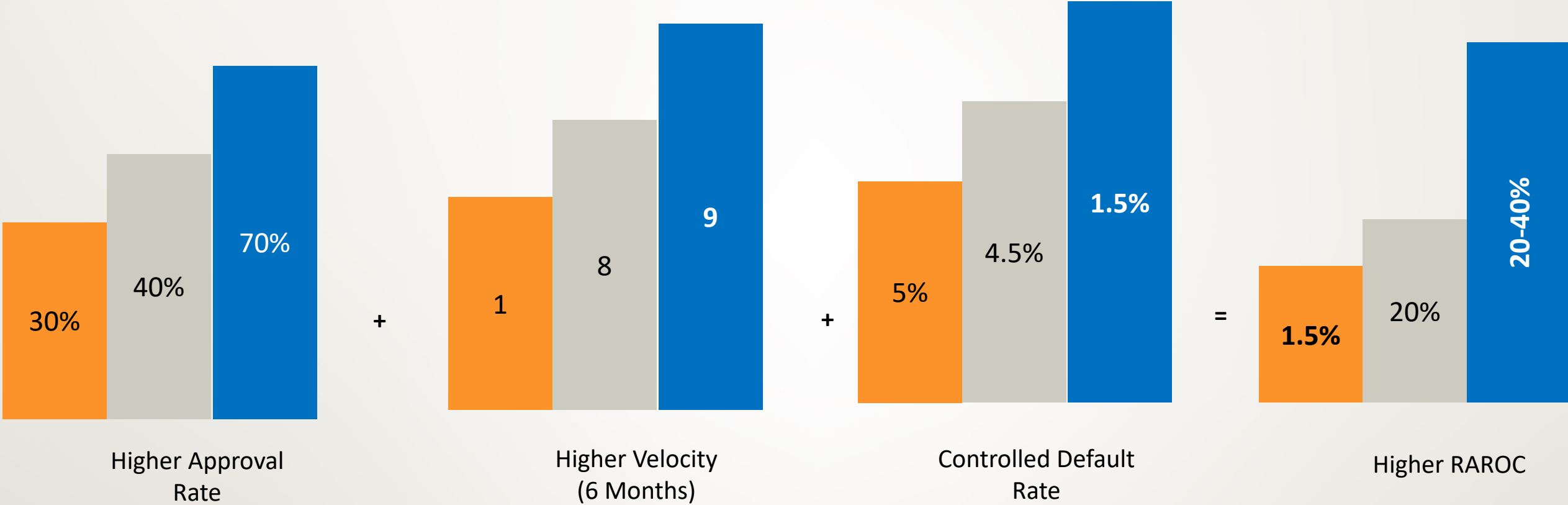


Data privacy and Customer consent

- Consent is collected from the customer (through Telco channel or web portal) before customer data is passed through scoring model
- All the scoring activity at Telco is realtime
- Raw data never leaves Telco servers – The data remains Telco property
- Telco is data controller and Yabx is data Processor



Value Proposition for Banks



Please reach out if you have questions

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THANK YOU

