

FUNNEL

| | | | |
|------------|-------|------------|--------|
| LEADS: | 3,341 | LEADS: | 100% |
| RESPONDED: | 2,298 | RESPONDED: | 68.78% |
| RISK: | 2,298 | RISK: | 68.78% |
| APPROVED: | 1,505 | APPROVED: | 45.05% |
| REJECTED: | 793 | REJECTED: | 23.70% |
| DELIVERED: | 1,046 | DELIVERED: | 31.31% |

CREDIT

RESPONDED: 2,298

APPROVED USERS: 1,505

APPROVAL RATE: 65.49%

PLASTIC USERS: 1,046

PLASTIC RATE: 69.50%

DIGITAL USERS: 459

DIGITAL RATE: 30.50%

TOTAL CREDIT: \$21,792,100.00

AVG CREDIT: \$14,479.80

AVG INTEREST RATE (%): 39.7

AVG CAT (%): 39.66

REJECTIONS

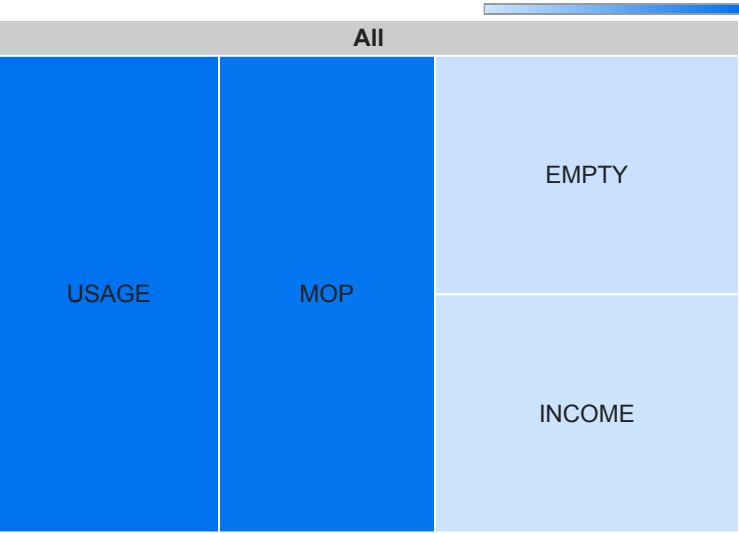
RESPONDED: 2,298

REJECTED: 793

REJECTION RATE: 34.51%

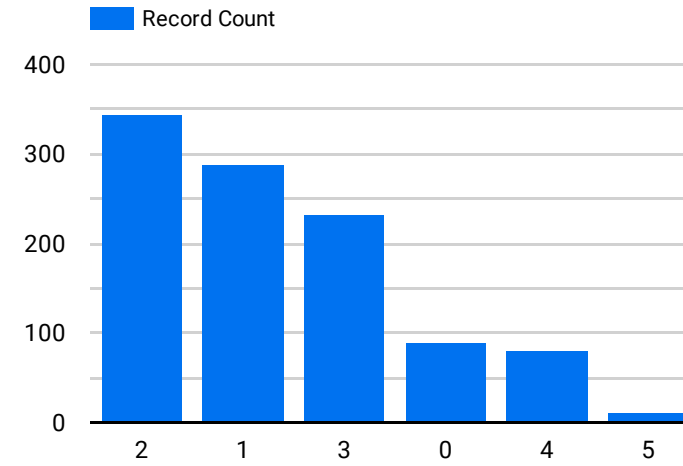
MOTIVES

| | | |
|---------|-----|--------|
| MOP: | 232 | 29.26% |
| USAGE: | 234 | 29.51% |
| INCOME: | 163 | 20.55% |
| EMPTY: | 164 | 20.68% |



DELIVERY

| | | |
|------------------|-------|--------|
| APPROVED USERS: | 1,505 | |
| PLASTIC USERS: | 1,046 | 69.50% |
| DELIVERIES: | 1,046 | 100% |
| ANSWERED SURVEY: | 1,046 | 100% |
| AVG SCORE: | 1.96 | |



TXNS

APPROVED USERS: 1,505

TXNTING USERS: 1,255 83.38%

TOTAL TXN VOLUME: \$7,582,878.19

TOTAL TXNS: 3,773

AVG TXN VOLUME: \$2,009.77

TXNS PER USER

AVG TOTAL TXN VOLUME: \$6,042.13

AVG TXNS: 3.01

