



FlexiCredit Survey

Key Insights and Recommendations Q3 2025

Study Methodology

- **Objective:** To understand how and why customers are using FlexiCredit to inform product and marketing improvement efforts.
- **Respondents Profile:** Stratified random sample of FlexiCredit customers based on early settlement behavior.
- **Methodology** - In-app push survey to stratified random sample of 19K FlexiCredit customers based on a representative proportion of customers who do recurring early settlement and those who do not. (~3.8K who do recurring early settlement, and ~15K all other FC customers).
- **Survey Period:** 20-24 Sep 2025.
- **Sample Size:** n=638



FlexiCredit Survey Executive Summary

-  **What attracted customers** - FlexiCredit's instant and flexible loan messaging resonates with customers with >70% applied because of this.
-  **What they use it for**
 - Primarily for **emergencies** and **daily expenses** (e.g. groceries, petrol).
 - **Income Segment Differences** - Apart from emergencies lower-income customers (<RM2K) use it more for daily needs especially in between paychecks, while higher-income (>RM4K) customers use it more for debt consolidation.
 - **Early Settlement Users**- These users use it more for extra cash thinking it helps them (1) **save on interest** and (2) improve their **credit score**.
-  **What customers want improved** - Customers want (1) **higher credit limits** (2) **promotional rates/benefits** and (3) even **more repayment flexibility**.



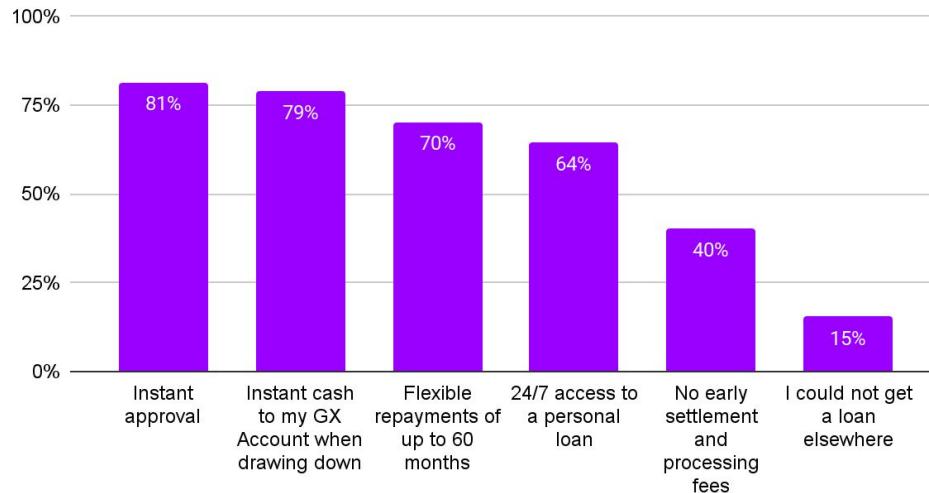
What attracted customers

Instant & Flexible

What attracted customers to FlexiCredit

FlexiCredit's CVP messaging of it being an Instant & Flexible loan has resonated with customers...

What Attracted Customers To Apply



Instant & Accessible

"Instant drawdown and i can know exactly amount if want to pay back instant without call customer service like standard bank use. That call very slow, need wait their music, consume credit phone and so much obstacles"

Flexible & Accessible

*"I like so much flexicredit because it's **so flexible** when I'm get flexicredit i can drawn down what amount i want and so fast i get the cash and repayment flexicredit so nice. Everything of flexicredit gx bank is the best! I love it"*

What attracted customers to FlexiCredit

...apart from being attracted by the CVP, higher income customers were more attracted to the lack of fees for early settlement.

	Below RM2,001 (n=71)	RM2,001 - RM4,000 (n=286)	RM4,001 - RM8,000 (n=163)	More than RM8,000 (n=88)	Total (n=608)
Instant approval	76%	84%	83%	76%	81%
Instant cash to my GX Account when drawing down	72%	80%	80%	79%	79%
Flexible repayments of up to 60 months	64%	75%	73%	56%	70%
24/7 access to a personal loan	55%	65%	65%	68%	64%
No early settlement and processing fees	36%	37%	38%	55%	40%
I could not get a loan elsewhere	26%	19%	11%	5%	15%

Application Reasons Vary by Income Segment

While the core CVP of instant and flexible loan were key application drivers, there were some differences across income groups, namely:

- **Income < RM4K:** More applied due to inability to get a loan elsewhere.
- **Income RM8K+:** More applied due to No early settlement fees

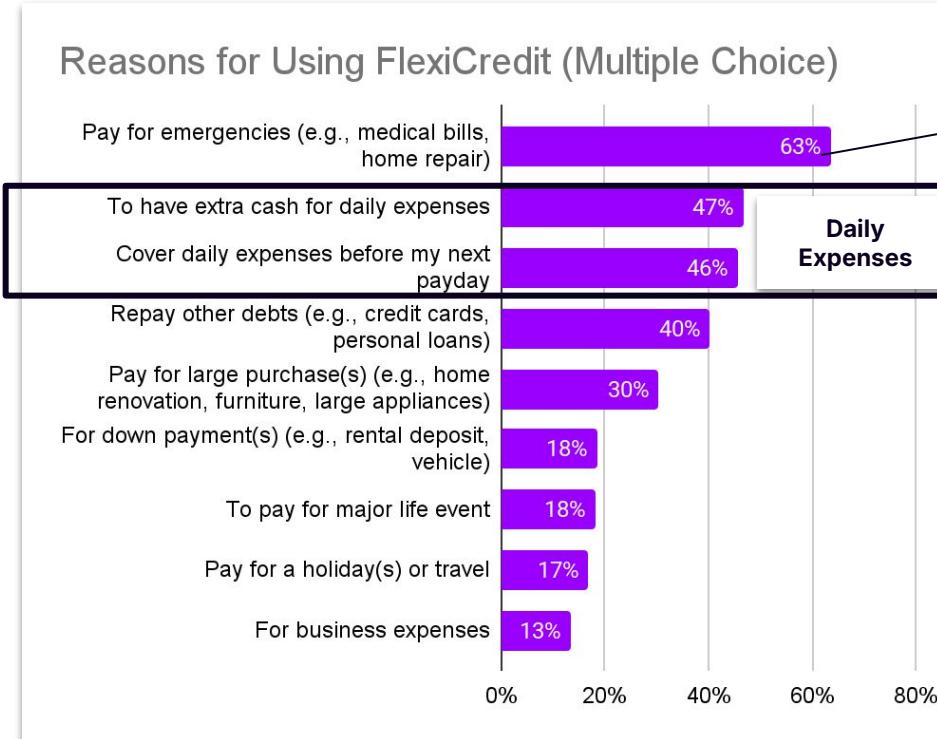
Consider: For higher income customers consider focusing comms on the flexibility with no fees for early settlement.

Usage insights by Segments

Emergencies & Daily Expenses

Top Reasons for Using FlexiCredit

FlexiCredit customers mainly use it for Emergencies and to help them in their Daily Expenses groceries and transport but focus differs by segments...



TOP EMERGENCIES USE CASE	
Medical	65%
Car repairs	53%
Home repairs	46%
Income Loss	24%
Pet	13%

TOP DAILY EXPENSES USE CASE	
Groceries	81%
Petrol	60%
Dining	36%
Shopping	33%

Notably Transport cost is a recurring theme for using loans

Purpose for Using FlexiCredit Split by Income

...lower income customers (<RM4K) use it more for daily expenses between paychecks, while higher income use it more for debt consolidation..

What is your monthly income?

FlexiCredit Usage Reasons (MCQ)	Below RM2,001 (n=71)	RM2,001 - RM4,000 (n=286)	RM4,001 - RM8,000 (n=163)	More than RM8,000 (n=88)	Total (n=608)
Pay for emergencies	70%	64%	67%	49%	63%
To have extra cash for daily expenses	48%	52%	42%	38%	47%
Cover daily expenses before my next payday	69%	52%	32%	31%	46%
Repay other debts	35%	37%	44%	49%	40%
Pay for large purchase(s)	24%	29%	33%	35%	30%
For down payment(s)	17%	22%	18%	9%	18%
To pay for major life event	18%	18%	20%	15%	18%
Pay for a holiday(s) or travel	11%	18%	15%	20%	17%
For business expenses	7%	13%	12%	23%	13%

Use Case Differs by Income Groups

Beyond emergencies, FlexiCredit usage varies with income levels.

- **Income < RM4K:** Over half use FlexiCredit for **daily expenses**, especially those earning <RM2K, who use it to **bridge the gap between paychecks**.
- **Income > RM4K:** Customers use it more for **debt consolidation**.

Top Areas

This document is strictly private and confidential.

Note: Analysis using [internal income data](#) aligns with these findings

Purpose for Using FlexiCredit Split by Draw Down Amount

... smaller drawdowns (<2K) were associated with covering daily expenses in between paychecks. Larger loan amounts were more for debt consolidation..

FlexiCredit Usage Reasons (MCQ)	Below RM1,000 (n=135)	RM1,001 - RM2,000 (n=201)	RM2,001 - RM4,000 (n=109)	RM4,001 - RM8,000 (n=75)	More than RM8,000 (n=88)	Total (n=608)
Pay for emergencies	72%	60%	62%	68%	56%	63%
To have extra cash for daily expenses	53%	49%	45%	43%	38%	47%
Cover daily expenses before my next payday	56%	54%	42%	35%	23%	46%
Repay other debts	29%	38%	43%	51%	50%	40%
Pay for large purchase(s)	24%	27%	39%	41%	27%	30%
To pay for major life event(s)	16%	19%	15%	23%	19%	18%
For down payment(s)	16%	18%	21%	25%	14%	18%
Pay for a holiday(s) or travel	10%	20%	18%	17%	17%	17%
For business expenses	9%	9%	20%	16%	18%	13%

**Smaller Loans
more than 50%
for daily expenses**

**Large Loans more
than 50% to for
debt repayment**

Top Areas

Note: Analysis using
[internal ticket size data](#)
aligns with these findings

Early Settlement

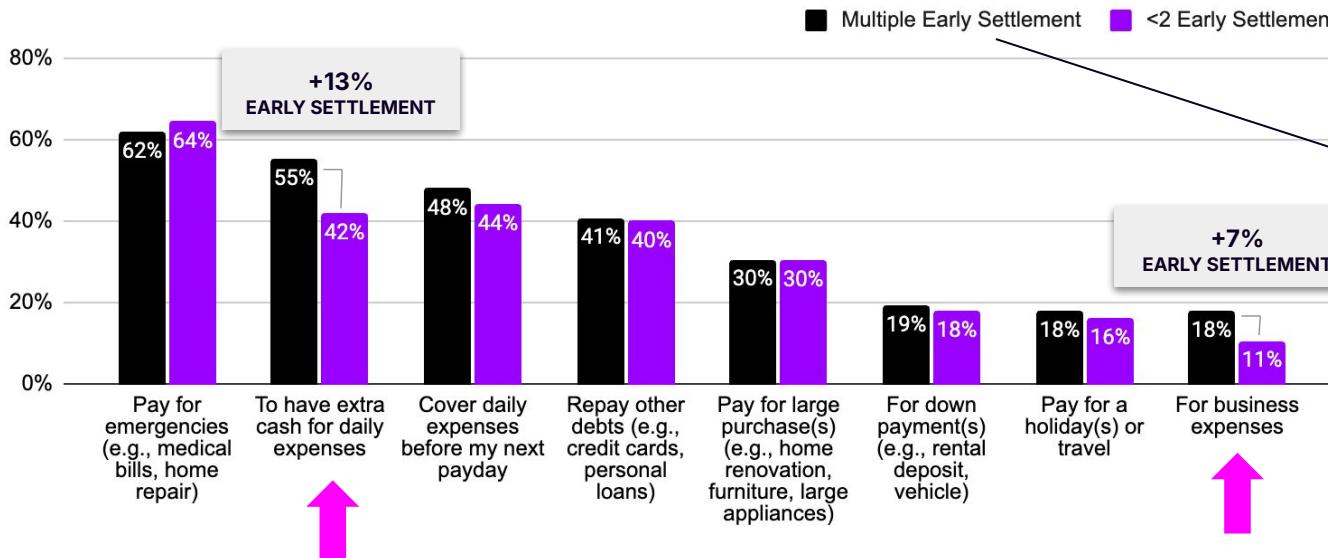
Analysis using CCRIS and Internal Data Based on Main Purpose of Using FlexiCredit

Reasons for Regular Early Settlement

Why are customers performing early settlement?

Customers who regularly settle their loans early tend use FlexiCredit relatively more for **Daily Expenses** & their **Business**. They think it helps them to (1) **Save on interest** and (2) **Improve their Credit Score**

FC Usage: Early Settlement Customers Vs Other Customers



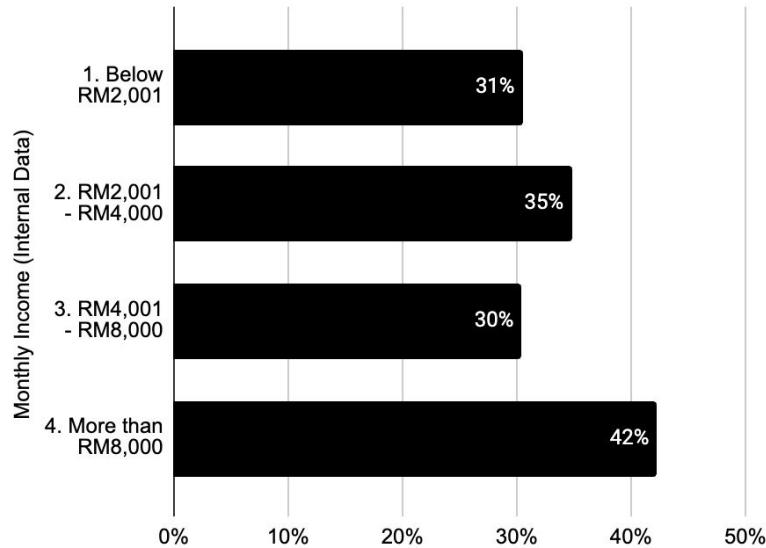
Reasons For Recurring Early Settlement	
I can save on interest	58%
I have enough money to pay off the loan early	52%
I want to improve my credit score	46%
There are no early settlement fees	30%
I prefer to be debt-free	31%

Note: Multiple Early settlement defined by DSA data for customers who do early settlement 2+ times

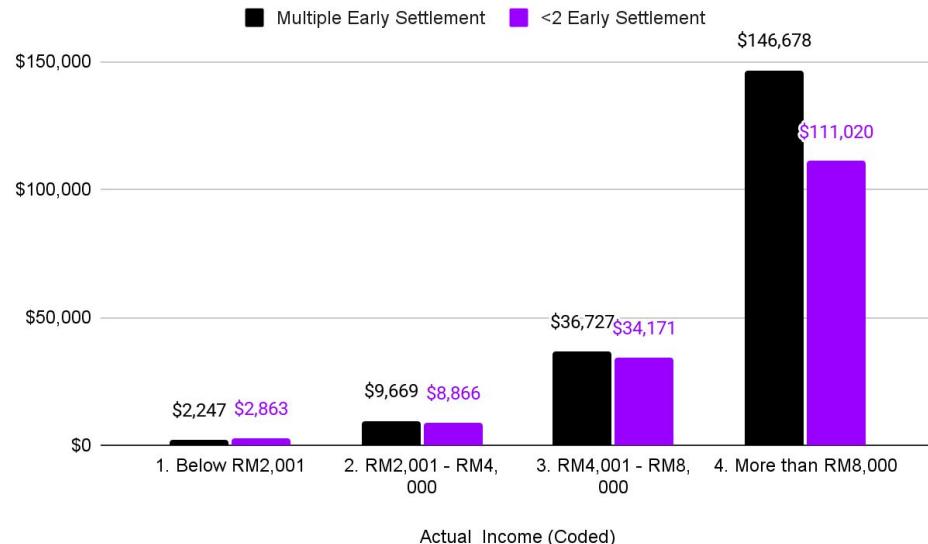
Early Settlement

Early Settlement customer tend to be higher income (RM8K+) with higher unsecured lending exposure

Proportion of Early Settlement By Income



Unsecured Exposure by Early Settlement Behavior (CCRIS)



Behavior Data By Main Use

Analysis using CCRIS and Internal Data Based on Main Purpose of Using FlexiCredit

Overview of analysis

Analysis of Primary FlexiCredit Usage and internal and CCRIS Data we identified 3 noteworthy user types

Objective:

To better understand the profile of customers we looked at the declared single main reason for using FlexiCredit and analysed their CCRIS and internal behavior data.

Analysis found the following 3 customer types to be noteworthy

16%

Payday Bridging Users

Small Ticket Size
Large number of drawdowns
Fewest Number of lending products
Highest DSR Ratio
Lower Income Segment (RM<2K)

13%

Daily Expense Users

Small Ticket Size
Small number of drawdowns
High number of lending products
Lower Income Segment (RM<2K)
Highest % with DPD

13%

Debt Consolidators

Largest Ticket Size
Largest number of drawdowns
Highest number of lending products
Highest Income Segment (RM8K+)
Lowest DSR Ratio

Consider
Highlight financial management use case

Consider
Monitor for DPD
Tenure extension feature might be helpful if applicable

Consider
Targeting & Leveraging

FlexiCredit Usage Merged with Internal Data



**Daily Expense users more engaged but ticket sizes are small.
Debt consolidators have larger ticket sizes and high usage frequency...**

What is your Main Reason for using FlexiCredit?	Avg No. of DrawDowns	Avg Credit Limit	Avg Ticket Size Per Draw	ENR	N
Pay for emergencies (e.g., medical bills, home repair)	6.6	RM14,597	RM3,354	RM9,123	132
Cover daily expenses before my next payday	7.2	RM9,498	RM2,273	RM7,790	82
To have extra cash for daily expenses	5.9	RM9,982	RM2,159	RM7,127	65
Repay other debts (e.g., credit cards, personal loans)	7.9	RM27,873	RM6,123	RM18,900	64
Pay for large purchase(s) (e.g., home renovation, furniture, large appliances)	4.3	RM27,433	RM6,891	RM14,583	43

Payday Bridging Users

More frequent drawdown but smaller ticket items

Debt Consolidators

Frequent drawdowns with relatively & large ticket sizes

Consider: Targeting **Debt Consolidators** who tend to provide the most revenue (i.e. ticket size, ticket volumes)

FlexiCredit Usage Merged with Internal Data

X I

...Debt consolidators appear to be served by multiple lending products but have manageable DSR.

What is your Main Reason for using FlexiCredit?	Ever DPD (Aug-Oct)	No. of Lending Products	Own Card or Loan	Own Credit Card	Own Personal Loan	DSR Ratio	N
Pay for emergencies (e.g., medical bills, home repair)	6%	1.7	80%	46%	63%	60%	129
Cover daily expenses before my next payday	4%	1.4	76%	38%	62%	70%	79
To have extra cash for daily expenses	8%	2.0	75%	46%	74%	62%	61
Repay other debts (e.g., credit cards, personal loans)	3%	2.6	92%	70%	75%	59%	63
Pay for large purchase(s) (e.g., home renovation, furniture, large appliances)	0%	2.1	77%	63%	63%	56%	40

Payday Bridging Users:

Higher DSR and fewest number of lending products (PL/Cards).

Daily Expense Users

Have second highest number of lending products and most DPD cases.

Debt Consolidators

Tend to own cards and personal loans with most loan products and lowest DSR

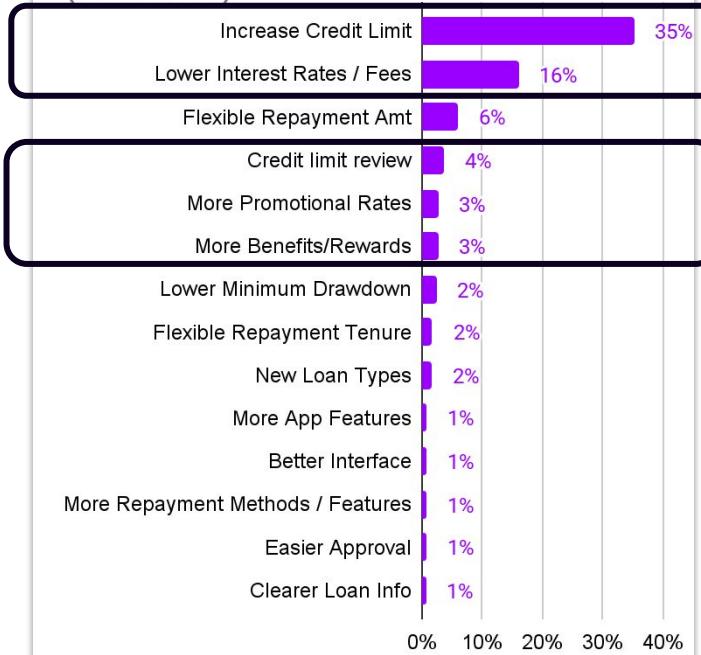
Areas of improvement

What customer would like improved (Open Text)

How can we improve FlexiCredit?

Customers are mainly asking for higher limits and more promos rates/benefits especially for early settlement...

How can we improve FlexiCredit? (Free Text)



Credit Limit		Promos / Benefits	
Higher Limit	Limit Review Feature / Process	Promo / Loyalty Rates	Early Settlement Benefit
"Increase credit limit" "there are no other problems but for the limit, rm1500 is very little, not that I am not grateful but the cost of living is very high now"	"To review on credit limit regularly" "Please allow credit limit increase request"	"Give special interest rate to frequent client" "More promotion and review interest rate every few months to provide a better rate"	"Interest discount for advance settlement" "make more available limit for good settlement" "Create attractive loan full settlement offer"

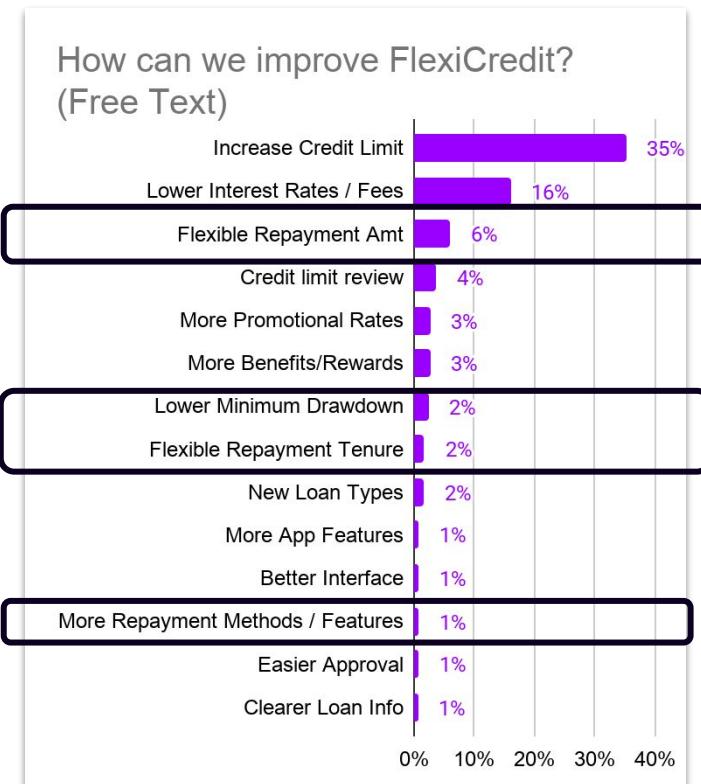
To Consider

Credit limit review - Can we offer this feature especially for eligible customers.

Loyalty benefits - Apart from financial loyalty benefits, are we able to offer non-financial benefits? (e.g. stickers?)

How can we improve FlexiCredit?

...feature wise customer want even more repayment flexibility and drawdown amounts



Repayment			Lower Min. DrawDown
Flexible Amount	Flexible Tenure	Methods	
"Make a new option that can pay whichever amount we wanted to pay back"	"..repayment schedule with another variation as early starting with 3 month repayment schedule instead of 6 month"	"Allow repayment from other financial institutions" "please [improve] repayment methods which allow us to pay debts directly from another bank not just from grabpay & early settlement discounts"	"Make the minimum drawdown from 1000 to 500 maybe will attract more customer to use this flexicredit"
"Enable to advance payment such as payment for 3-6month"	"Give a variety due date for each withdraw than just combine all to one date each month"		"Maybe start supporting for micro loans "

To Consider

Repayment Flexibility - Can we offer more repayment flexibility

Loyalty benefits - Apart from financial loyalty benefits, are we able to offer non-financial benefits? (e.g. stickers?)

Considerations for Discussion

01	Highlight financial management	<p>Daily expense and emergencies are the top use case especially the lower income group who use it in between paychecks.</p>
02	Highlight debt consolidation & early settlement capability for higher income segment	<p>~40% of higher income customers (>RM8K) use it more for debt consolidation and early settlement than other groups.</p>
03	Credit limit review	<p>Higher limits and credit limit review was the top area customers want.</p>
04	Monitor lower income segment	<p>Monitor lower income segment who tend to use FlexiCredit for daily use but have relatively higher DPD</p>

GxS

Appendix

Robustness Check Using Actual Ticket Size



Average Ticket Size and Reason for using FlexiCredit

Reasons for Using FlexiCredit (Survey MCQ)	Average Ticket Size Based on Actual GXB Internal Data					
	Below RM1,000	RM1,001 - RM2,000	RM2,001 - RM4,000	RM4,001 - RM8,000	More than RM8,000	Total
Pay for emergencies (e.g., medical bills, home repair)	63%	63%	61%	64%	54%	62%
To have extra cash for daily expenses	60%	51%	42%	42%	22%	47%
Cover daily expenses before my next payday	64%	49%	44%	35%	15%	46%
Repay other debts (e.g., credit cards, personal loans)	31%	38%	33%	50%	50%	38%
Pay for large purchase(s) (e.g., home renovation, furniture, large appliances)	26%	33%	31%	32%	31%	30%
To pay for major life event	18%	18%	17%	17%	26%	19%
For down payment(s) (e.g., rental deposit, vehicle)	17%	20%	16%	17%	17%	17%
Pay for a holiday(s) or travel	16%	17%	22%	12%	9%	16%
For business expenses	7%	14%	24%	12%	13%	14%

Top reasons similar to survey declared data

Robustness Check Using Actual Ticket Size



Income and Reasons for using FlexiCredit

Reasons for Using FlexiCredit (Survey MCQ)	Monthly Income Based on Actual GXB Internal Data				
	Below RM2,001	RM2,001 - RM4,000	RM4,001 - RM8,000	More than RM8,000	Total
Pay for emergencies (e.g., medical bills, home repair)	60%	65%	65%	49%	62%
To have extra cash for daily expenses	50%	53%	39%	37%	47%
Cover daily expenses before my next payday	67%	47%	35%	34%	46%
Repay other debts (e.g., credit cards, personal loans)	31%	33%	52%	44%	38%
Pay for large purchase(s) (e.g., home renovation, furniture, large appliances)	25%	32%	26%	36%	30%
To pay for major life event	21%	17%	22%	19%	19%
For down payment(s) (e.g., rental deposit, vehicle)	21%	19%	19%	7%	17%
Pay for a holiday(s) or travel	21%	17%	11%	17%	16%
For business expenses	8%	15%	17%	14%	14%

Top reasons similar to survey declared data

Main Reasons for using FlexiCredit & Actual Income

What is your Main Reason for using FlexiCredit?	Below RM2,001 (n=72)	RM2,001 - RM4,000 (n=244)	RM4,001 - RM8,000 (n=105)	More than RM8,000 (n=78)	Total (n=499)
Pay for emergencies (e.g., medical bills, home repair)	25%	29%	29%	17%	26%
Cover daily expenses before my next payday	29%	18%	10%	8%	16%
To have extra cash for daily expenses	17%	14%	10%	12%	13%
Repay other debts (e.g., credit cards, personal loans)	3%	13%	13%	22%	13%
Pay for large purchase(s) (e.g., home renovation, furniture, large appliances)	13%	6%	7%	17%	9%

Lower Income & Daily Expense:

Lower income customers (<RM2K) tend to mainly use FlexiCredit for daily expenses.

Higher Income & Debt Consolidators:

Customers tend to come from the higher income RM8K+.segment.

Note: Data based on column % within income segments

Additional Analysis

- (1) Age
- (2) Income
- (3) Occupation
- (4) Avg Credit Limit
- (5) ENR per account
- (6) # of times drawdown
- (7) Avg ticket size per drawdown
- .
- (8) Analytics - CCRIS - Unsecured bureau exposure
- (9) Analytics - CCRIS - Number of credit cards & personal loans
- (10) Analytics - CCRIS - average unsecured utilization
- (11) Analytics - Risk Grade - Low / Medium / High
- (12) Bureau unsecured utilization
- (13) Unsecured Bureau Exposure / Income
- (14) with / without personal loan

DPD

Can we do analysis

- (1) YC will try to do datacuts of purpose of draw downs with Data
- (2) Datacuts by Income (1) CCRIS (2)