

Subject: Indicina February 2022 Investor Update
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To: investors@indicina.co
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Dear Investors and Advisors,

February brought new enterprise customer sign-ups for Decide with the primary demand to help segment the Retail customer base. We've spent the last few weeks working with technical teams to integrate the APIs. We hit a snag with Google on the digital marketing campaign for Decide, which slowed down sign-ups, but we're actively working with their team to get our ads re-instated. Lastly, we onboarding more Senior Engineering talent focused on upgrading our infrastructure to handle the increased volumes.

Monthly Metrics

	Jan-22	Feb-22
Revenues	\$2,325	\$2,539
<i>One-off</i>	\$0	\$0
<i>Others</i>	\$2,325	\$2,539
Credit Decision Engine	52%	64%
Decide	23%	10%
Originate		
Integration Fees	0%	0%
Monthly Fees	13%	12%
Application Fees	6%	10%
Interest Commission	5%	5%
New Client Sign-ups	7	7
Total Customers	96	102
<i>Banks</i>	5	5
<i>Non-bank Lenders</i>	75	74
<i>Tech Start-ups</i>	16	23
Clients Billing	30	31
Transaction Volume	2,918	2,627
Transaction Value	\$377,438	\$653,611
Collections	\$52,124	\$48,579
Decide API calls	354	10,748

Growth

The product roadmap is progressing as planned. New versions of both Originate and Decide will launch next quarter as part of our overall 2022 strategy to deepen product-market fit. Business development efforts are still focused on working through the Nigeria pipeline and selectively growing the Non-Nigerian client base. The bulk of the inbounds for Decide is from the East African market interested in the Mpesa parser.

What else?

Standing Ask: (1) Customer referrals within your network – Banks, Non-bank financial services, and Technology SaaS clients.

We'll also appreciate referrals for a VP, Product and Head of [Growth](#).

Yvonne Johnson
MD/Co-founder



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