

Subject: Indicina December 2021 Update
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Dear Investors and Advisors,

Happy New Year!

2021 was a record year for the African start-up ecosystem and there's a lot to be bullish about in 2022. Last year, African tech raised close to [\\$5bln](#) (more than 2019 and 2020 combined), with FinTech accounting for over 66% of deals. The ecosystem minted 5 new unicorns - again mostly all in FinTech - and a few global VCs wrote their first checks for African start-ups. [One](#) of those VCs participated in our \$3mln seed round.

Indicina also had a great year, which you all made possible. As a reminder, we're on a journey to build API-driven digital credit infrastructure. The Fintech opportunity in Nigeria is the largest on the continent. 45% of adults are banked and digital payments in 2019 hit \$250 billion. Only 2% of the population has accessed credit. Indicina's product is an innovative application of data science to financial services to ultimately drive greater economic inclusion on the continent.

2021 demonstrated proven demand for our API-driven digital credit infrastructure. We grew our client base to 88 customers including 5 Banks, 72 non-bank lenders (MFB/MFI), and 9 tech start-ups. Our sales pipeline now includes all major Nigerian banks and also clients in East African and Southern Africa. Lastly, we expanded our product portfolio to include [Decide](#) - a stand-alone financial analytics API. A key challenge we will address in 2022 is delayed monetization as a result of a longer enterprise sales cycle and poor product pricing.

Monthly Metrics

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Revenues	\$780	\$434	\$3,954	\$1,455	\$2,859	\$5,116	\$4,212	\$2,616	\$2,667	\$4,140	\$1,921	\$3,102
<i>One-off</i>	\$0	\$0	\$1,447	\$490	\$0	\$1,972	\$602	\$1,364	\$530	\$615	\$0	\$0
<i>Others</i>	\$780	\$434	\$2,507	\$965	\$2,859	\$3,144	\$3,610	\$1,252	\$2,136	\$3,525	\$1,921	\$3,102
Credit Decision Engine	79%	16%	35%	42%	40%	7%	7%	12%	37%	31%	55%	63%
Decide	0%	0%	0%	0%	26%	28%	38%	2%	11%	30%	3%	4%
Originate												
<i>Integration Fees</i>	0%	0%	37%	34%	0%	39%	14%	52%	20%	15%	0%	0%
<i>Monthly Fees</i>	0%	35%	0%	0%	3%	7%	11%	16%	16%	12%	24%	18%
<i>Application Fees</i>	18%	27%	23%	15%	20%	8%	8%	15%	13%	9%	11%	7%
<i>Interest Commission</i>	4%	22%	6%	10%	12%	13%	22%	3%	3%	3%	7%	8%
New Agreements	0	3	3	3	1	8	6	11	3	8	7	3
Total Customers												88
<i>Banks</i>												5
<i>Non-bank Lenders</i>												74
<i>Tech Start-ups</i>												9
Clients Billing												39
Transaction Volume	1,429	5,025	20,679	3,493	2,956	5,455	6,896	3,993	4,951	4,907	3,732	5,600
Transaction Value (mln)	\$2.27	\$0.42	\$0.90	\$2.60	\$2.73	\$0.92	\$1.30	\$1.71	\$1.34	\$1.19	\$0.76	\$0.71
Collections (mln)	\$0.02	\$0.03	\$0.05	\$0.06	\$0.06	\$0.10	\$0.12	\$0.06	\$0.06	\$0.07	\$0.05	\$0.05
Decide API calls						1,716	0	155	1,366	175,892	362	495

Growth Strategy

2022 will focus on deeper PMF in Nigeria with improved monetization. Key levers include a revised pricing structure. Our product strategy includes an update to Originate (our digital lending management solution), with a key focus on improving scalability and shorter merchant onboarding.

We're also deeping the API-based platform to enable third-party application development. Lastly, we launched self-onboarding for (non-enterprise) Decide clients. This greatly shortens the time to value.

What else?

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

Thank you for 2021. I'm looking forward to new heights in 2022!



Yvonne Johnson

MD/Co-founder

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