Subject: Indicina April 2022 Investor Update
From: Yvonne Johnson <yvonne@indicina.co>
To: investors@indicina.co
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Dear Investors and Advisors,

Since our last update, we've gone live with one Bank client and done a soft launch of a new product - Credible. The client - with Pan African operations - is using Decide to increase the pool of pre-qualified customers for its lending products. This is a common ask among enterprise clients who want to quickly drive lending volume by better mining their Retail customer base.

Credible is our *"Credit Karma for Africa"* product that's built on Decide and serves as a credit management platform for Consumers. Strategically, it creates a stickier relationship with our lending clients who are the only ones that can be listed under the marketplace section. So far, we've had 150 sign-ups and are slowly ramping up a digital campaign.

YTD Metrics

	Jan-22	Feb-22	Mar-22	Apr-22
Revenues	**$2,325**	**$2,539**	**$11,125**	**$10,551**
One-off	*$0*	*$0*	*$0*	*$0*
Others	*$2,325*	*$2,539*	*$11,125*	*$10,551*
Total Customers	95	101	110	109
Banks	5	5	5	4
Non-bank Lenders	75	74	76	70
Tech Start-ups	15	22	29	35
Clients Billing	30	32	36	38
Transaction Volume	3,113	2,721	3,475	3,829
Transaction Value	$418,809	$668,288	$1,338,217	$1,158,884
Collections	$52,131	$49,515	$208,902	$169,419
Decide API calls	370	10,751	7,720	425,059

Product
Decide is increasingly becoming our North Star product and we're focusing on driving increased value to our clients. This includes negotiating new data partnerships. Decide currently analyzes bank statement data to enable cash flow-based lending. We are working on a more complete open banking data stack to complement the existing analytics stack.

In addition, a future release will automate the creation of credit score-cards via a no-code interface. This drastically speeds up the decision process while improving portfolio quality across cohorts.

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

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