



***FIXED INCOME BONDS***

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[www.creditloanscanada.com](http://www.creditloanscanada.com)

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***Diversified, secured, and predictable high  
yield income.***

# **The CreditLoans Management Team**

## **David Gens – Executive Chairman & Co-Founder**

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- Founded Merchant Advance Capital
- Provided over \$18 million of financing to Canadian small businesses to date



- Offices in Vancouver & Toronto
  - 12 Full-Time Employees
- **Over \$5.1 million invested from over 40 investors – >15% rate of return per year**

## **Ali Pourdad – Co-Founder, President & CEO**

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- Chartered Accountant, previously with PricewaterhouseCoopers LLP
- Lead Auditor on JP Morgan Asset Management Fund and Philips Hager & North – assets in excess of several billion dollars
- Owned & operated IT services business – >30 employees

## Michael Jover – Co-Founder, COO

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- > 10 years experience in collections industry
- Managed staff of >20 employees at CBV Collection Services
- Founded RightCreditSolution – a personal debt consultancy



## **Nathan Slee - Board Member & Shareholder**



- Founder of Credilogic, Canada's first online payday lender which operated under the brand 310-LOAN.
- Grew the company to 25 employee operation and led successful sale of the company to US-based QC Holdings Inc. for C\$12 million.
- In 2011, Mr. Slee was named to the prestigious Business in Vancouver Forty under 40 list.

## Kevin Jardine – Shareholder & Advisor

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- Previously Founder and President of Sport Mart Inc., Canada's largest independent sporting goods retailer with 70 superstores at the time of his departure.
- Served as a Director and Board Member for British Columbia Lottery Corporation and the Forzani Group.
- Received the Canadian Retailer of the Year and the Queen's Diamond Jubilee Medal, an award given to Canadians in recognition of their significant contributions and achievements.
- Presently founder and President of Jardine Capital Corp., a diversified investment and brand development company that specializes in consumer branded and strategic businesses.

## Pirooz Pourdad – Shareholder & Advisor



- Vice president with PricewaterhouseCoopers Corporate Finance Inc.
- Over 30 years experience in corporate finance and M&A
- Assisted numerous owners in the sale of their businesses across a broad range of sectors, including manufacturing, distribution, retail, transportation, hospitality and professional services

# Today's Investment Environment



**More people are investing in private Fixed  
Income Bonds than ever before**

# The Good Ol' Days – Freedom 55



# The 90's – Freedom 65



**GIC Rates: 5-6%**

# Today – Freedom 105



**GIC Rates: 1%**



## The Opportunity

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### Senior Bonds Pay

1-Year	3-Year	5-Year
7.0% per year	8.0% per year	9.0% per year

### Junior Bonds Pay

1-Year	3-Year	5-Year
12.0% per year	13.0% per year	14.0% per year

**Opportunity to earn high yield income in today's low interest rate environment**

# The Lending Industry

## The Canadian Lending Landscape

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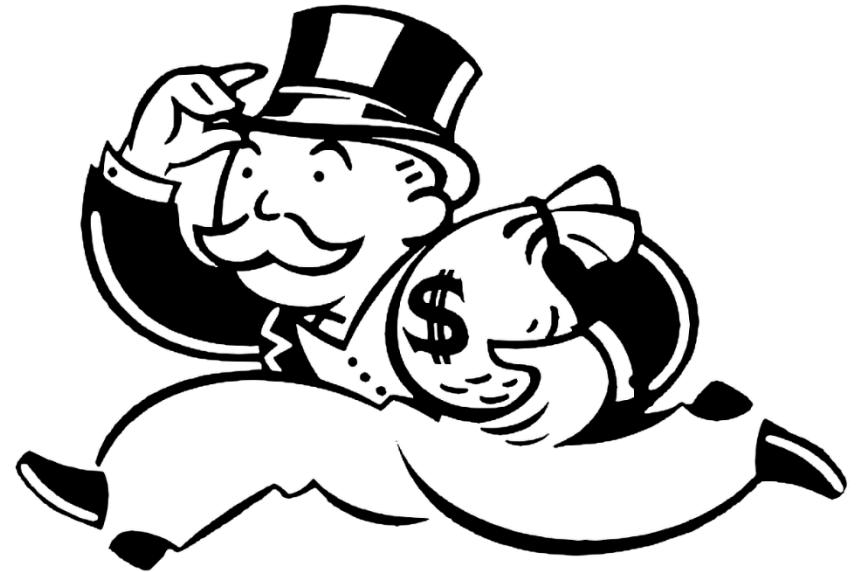


**Big Five Bank Oligopoly Dominates Canadian Lending**

## Bank Loans

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- Secured by real estate or liquid assets
- Low interest and low risk
- Leaves large segment of the population underserved



## Payday Loans

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With nowhere else to go, many hard working Canadians turn to the payday loan trap

## CreditLoans

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**Finally, an option in between payday loans and the bank**



**CreditLoans – the missing piece of the puzzle  
in Canadian consumer finance**

## Our Product and Brand

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- urLoan™ - [www.urLoan.com](http://www.urLoan.com)
- Unsecured consumer term loan
- Terms of 6 to 36 months (principal + interest payments)
- From \$1,000 to \$15,000 (avg ~\$3,000)
- Standard APR 29.00 – 46.95%
- Loan protection plan insurance required (sold through CreditLoans Canada)

## Is The Interest High?

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- That depends on what you compare to:
- Payday loans: **500%** to **2,000%+** effective interest rates
- Microfinance loans: global average **37%**, as high as **70%+<sup>1</sup>**

**When it comes to interest rates, whether or not borrowing is a good decision *depends on what you use the money for***



## Proof – What Our Customers Say

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“When it comes to customer service, this company can't be beat! I needed a loan to clear up some previous debts and to re-establish my credit. Because of my credit history, the bank would not let me have a loan. UrLoan approved me the next day and I paid off my old debts. Then, the day the first payment was due, I was laid off from my job. UrLoan gave me time, until I found another job, to make my payments. When my loan was under half the amount borrowed, they gave me another loan that I needed. **Yes, the interest is high, but when you have past history of bad debt, as I had, this is a great opportunity to re-establish your credit.** My agent, Michael, has gone above and beyond the call and was always available to answer my questions!”

- **Bev Boyle, 100 Mile House, BC**

“As many of you can relate I was in debt and unsure who or where to turn to for help. I was overwhelmed and unprepared. **I was advised to check out UrLoan and it changed my credit forever.** Not only was I given a loan the next day but it was also hassle free. I found the staff to be friendly, nonjudgmental and incredibly helpful. This is my second loan with UrLoan and I know if something unexpected happens I can go to them again. I would highly recommend UrLoan, they are the Olympic Gold in financial services.”

- **Shawna-Lee Bryant, Regina, SK**

## **Our Typical Customer**

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**Meet Melissa from Ottawa, Ontario**

## The Life Event – Divorce

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- Divorced at 25 years of age



- Severe financial consequences resulted in defaults on debts and damaged credit

## Hard Working with Good Income

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- More than enough income to service debt

## Needed a Second Chance

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- Needed a lender who could understand her story
  - Looked at her as a person
  - NOT just a statistic

**When a borrower consolidates prior bad debts with CreditLoans, the company's bad debts are almost zero.**

## **Big Market – Lets Us Choose The Best Borrowers**

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- Over 3 million Canadians
- Lending Opportunity of >\$1.5 billion
- **Many qualified borrowers for loans**



## Law Of Large Numbers Makes It Profitable



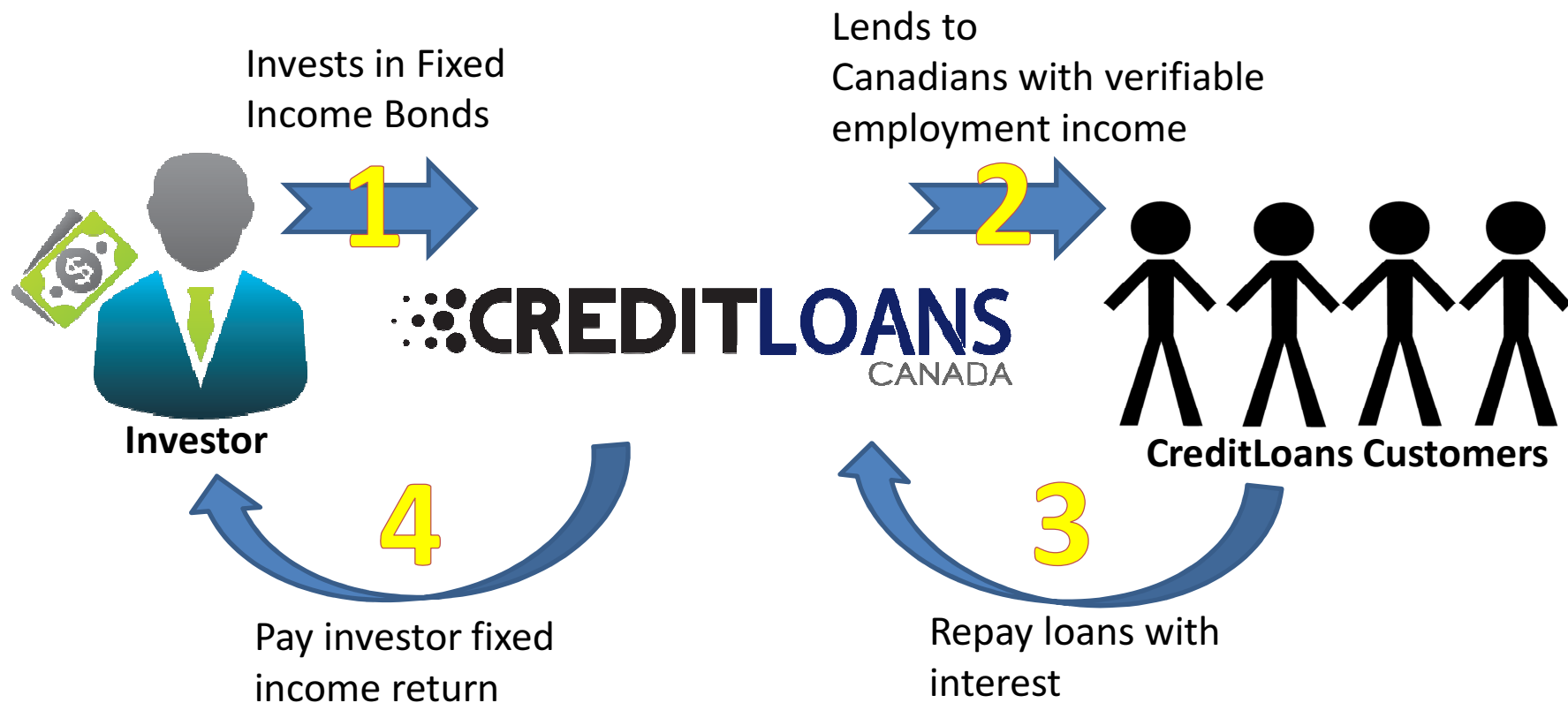
- Vast majority of borrowers repay debt without incident
- Interest + insurance fees covers operating costs, bad debts, and interest payments on the Fixed Income Bonds

# **The CreditLoans Fixed Income Bonds**

*Diversified, secured, and predictable high  
yield income.*



# The CreditLoans Fixed Income Bond



## **Why Invest In The Fixed Income Bonds?**

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## **Security – Knowing Your Money Is Safe**

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**Fixed Income Bonds are backed by performing loans to customers**

**Investor capital remains protected up to 35% default rate on loan portfolio (current default rate <12% - *worst* case scenario 25%)**

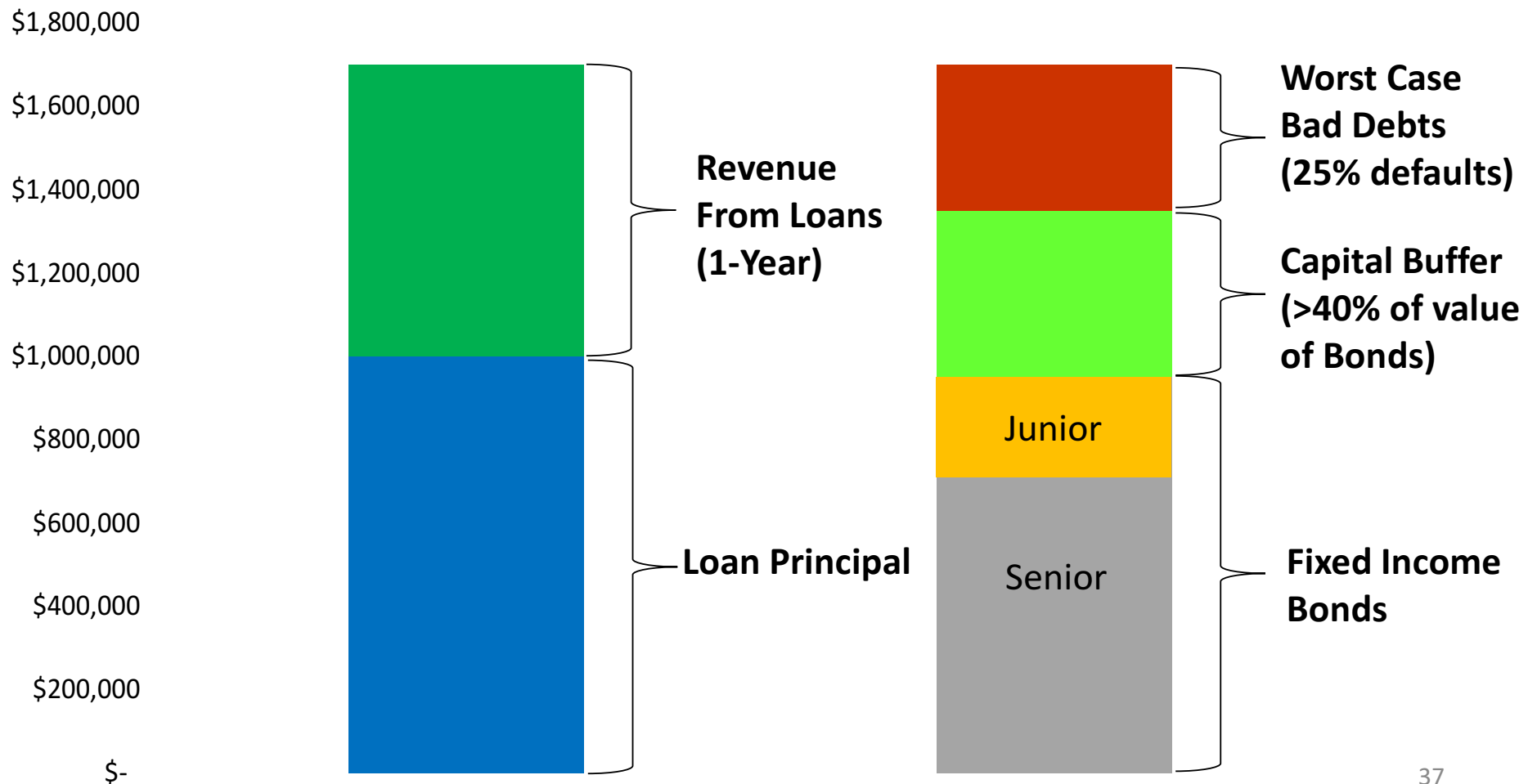
## Your Assets Are Covered

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<b>Senior Bonds</b>	<b>Junior Bonds</b>
MAX <b>71%</b> Loan to Value on Performing Loan Book	MAX <b>95%</b> Loan to Value on Performing Loan Book

# Bond Security – Loan to Value On All Bonds

Capital Coverage - Example: \$1 Million of Loans



## **Insurance – Further Protection**

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**Loans are insured against death, disability,  
critical illness, and involuntary job loss**

## **Predictability – Stable Cash Flows**

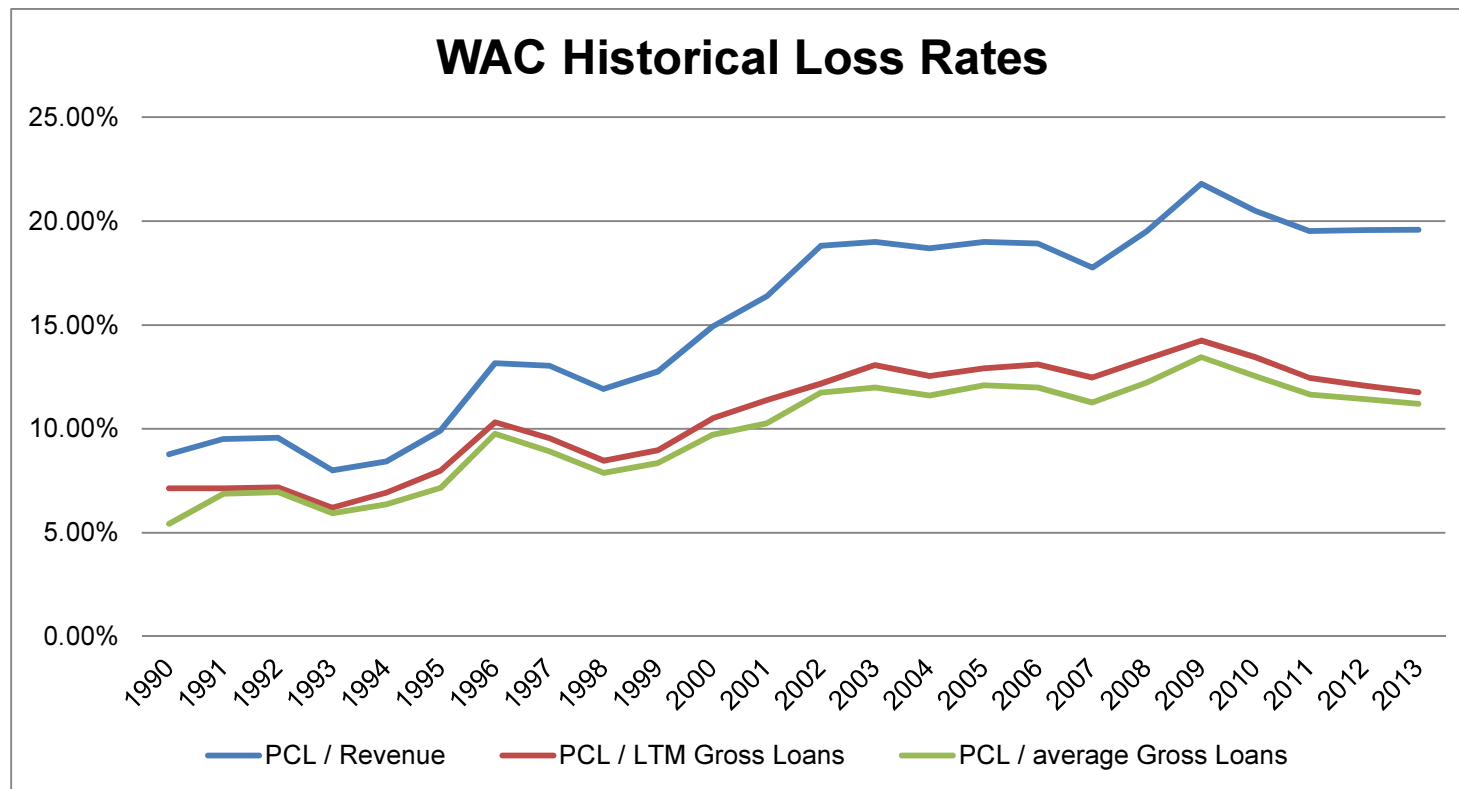
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- Interest paid monthly via direct deposit.



## Loss Rates

- While loss rates in our product are consistently high (due to their unsecured nature and customer profile), they are offset by significant interest revenue generation and tend to remain stable throughout a credit cycle
- Below are the loss rates of our largest pure-play public company comparable, World Acceptance Corp. (NASDAQ: WRLD)





## High Yield Income

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**Opportunity to earn high yield income in today's low interest rate environment**

## Our Achievements To Date

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- Made over \$2.5 million of loans to over 820 borrowers
- Paid over \$70,000 in interest payments to lenders
- Now our focus is on making more loans to more Canadians!

## **Why Invest In The CreditLoans Fixed Income Bond**

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- **Predictable high yield investment**
- **Large market = choice of best borrowers**
- **Experienced management team**
- **Your assets are covered by performing loans**

***Diversified, secured, and predictable high yield income.***

## Corporate Partners

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Creditloans Canada is proud to be partnered and in business with the following established, excellently managed and large scale corporate partners and/or advisors:



## Questions

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**Thank You**

**For More Information, Please Contact:**

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