

# A Different Kind of Company

We make what once was impossible, possible. Offering credit responsibly to those who others don't serve takes experience and a different way of looking at things. Our seasoned management team has on average over 15 years of experience in technology and financial services. We are committed to translating our experience and investment in technology and advanced analytics into savings for our customers. And the results show it.

## Our Growth

**2.4M**

customers served

**\$7.8B**

in loan originations

## Making a Difference

**\$6B**

saved by customers over payday loans

**40%**

reduction in portfolio APR since 2013

**85%+**

customer satisfaction for all products

**140K**

RISE customers have improved their credit score

## Elevate's Center for the New Middle Class

In 2016, Elevate launched the Center for the New Middle Class with the purpose of conducting research to better understand the behaviors and challenges of America's growing "New Middle Class".

**70%**

say that it is "extremely important" for a loan to help them build credit

**37%**

of non-prime consumers say their lack of credit keeps them from making financial progress

**35%**

of non-prime consumers believe that bank loan products are not designed for them

See Elevate 10-K for additional company information

## Contact Us

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**ELVT**  
**LISTED**  
**NYSE**



### CEO Jason Harvison

A financial services veteran with over 20 years experience, including the development and implementation of more than 10 financial products

### CFO Chris Lutes

Former CFO for Silicon Valley Bank and several companies in technology and financial services

### 650+

Employees in Fort Worth, Dallas, San Diego, London, and Bury St Edmonds, UK



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# E/evate

We are disrupting the non-prime lending space by providing responsible online credit solutions. Our innovative products provide immediate relief to customers today while helping them build a brighter financial future.

**E/evate**

**Company Overview**

# Our Customers – the New Middle Class

## Elevate Customer Profile

	US	UK
Average income	~ \$53,560 (RISE) ~ \$39,545 (ELASTIC)	~ £18,662 (SUNNY)
Attended college	~ 82%	~ 54%
Own home	~ 22%	~ 12%
FICO range (mean)	511-626	N/A



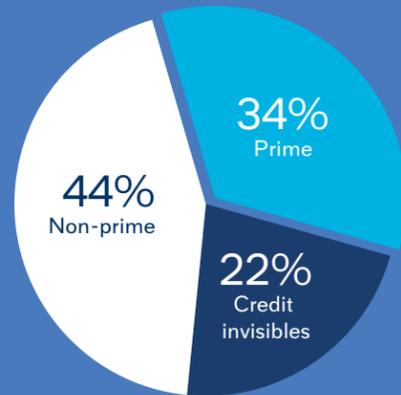
**\$170mm**

non-prime population in US & UK



**\$142B**

Total reduction in non-prime credit from banks since 2008<sup>2</sup>



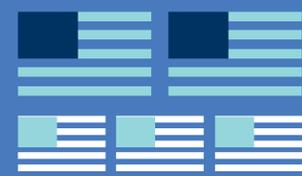
US non-prime population larger than prime:<sup>1</sup>



## Median Household Income

2015 Median HHI \$56,516<sup>3</sup>

Real Median HHI 2.4% lower than in 1999<sup>3</sup>



**2 in 5**

Americans experience month-to-month income swings of more than 30%<sup>5</sup>



**40%**

of Americans say they could not cover an emergency expense costing \$400, or would cover it by selling something or borrowing money<sup>4</sup>

<sup>1</sup> According to an analysis of TransUnion data through the third quarter of 2014 by the Corporation for Enterprise Development and FICO, "Expanding Credit Opportunities," July 2015  
<sup>2</sup> Elevate analysis, 2016  
<sup>3</sup> U.S. Census Bureau, Income and Poverty in the United States: 2015, 2016  
<sup>4</sup> Board of Governors of the Federal Reserve System, Report on the Economic Well-Being of U.S. Households 2017  
<sup>5</sup> J.P. Morgan Chase & Co., Paychecks, Paydays and the Online Platform Economy, 2016

# Our Products – Good Today. Better Tomorrow.

Elevate, together with its bank partners, offers a new generation of more responsible online credit products to serve the unique needs of non-prime consumers. Our best in class advanced technology and proprietary risk analytics allow us to make loan decisions in seconds, providing immediate relief to customers when they need it most. To do this, our team of data scientists factor as many as 10,000 individual attributes about a consumer to ensure ability to repay, affordability and credit-worthiness. This makes it possible to offer responsible credit products to people in the US & UK who otherwise might go underserved. Elevate is also committed to helping our customers build a brighter financial future. We call this "Good Today, Better Tomorrow".

## RISE

The millions of Americans living paycheck to paycheck, too often turned away by banks and traditional credit providers, deserve a better way to borrow. RISE, a state-licensed and bank issued online, unsecured installment loan is designed with their needs in mind. Rates go down over time based on successful payment history. After 24 months of payments the next loan will have a 50% lower rate and after 36 months of payments the next loan will be priced at 36%. RISE is currently available in 40 states.

## today

Millions of credit constrained Americans are in desperate need of a better product to meet their day-to-day credit needs. Today Card Mastercard is a first-of-its kind credit card that offers a prime experience to non-prime consumers. In partnership with Capital Community Bank and Mastercard, Today Card offers features previously unheard of in the non-prime credit space. As Elevate's first product with prime rates, Today Card continues our mission of providing customers a path to a better financial future.

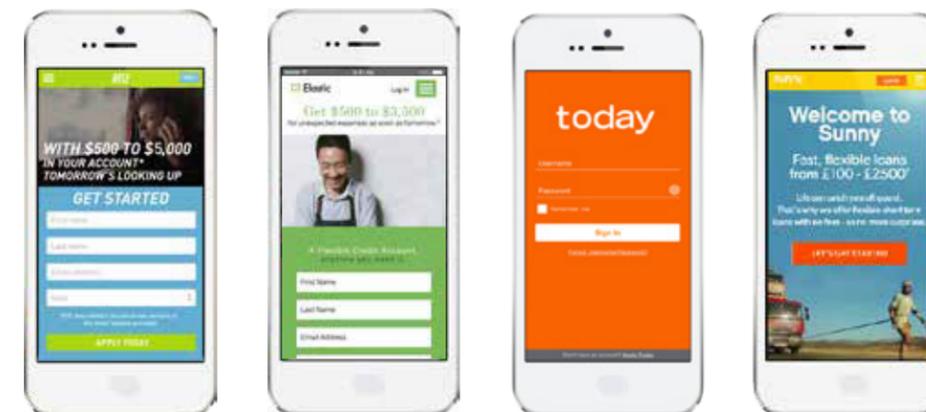
## Elastic

Many Americans live without a savings safety net to help manage life's unexpected expenses. So Elastic, a bank issued line of credit, makes it easy for customers to access money as soon as the next Business Day. As payments are made, Available Credit is replenished. Elastic offers simple pricing without any hidden fees or prepayment penalty. A portion of the customer's balance is due each billing cycle with any applicable fees. There is also a Cooling-Off Period designed to help customers on a road to better financial health.

## sunny

Sunny is a short-term installment loan available in the UK. Sunny offers maximum control and flexibility for short-term borrowers and is fee-free. Loans range from £100-£2,500. Sunny is regulated by the Financial Conduct Authority (FCA).

# The Next Generation of Responsible Online Credit



- 100% online & mobile
- Approval in seconds
- Rates can go down over time
- Financial wellness features
- Credit building features
- Flexible payment terms
- No punitive or hidden fees
- 5-day risk-free guarantee