

Errol Damelin, founder & CEO of

**Wonga.com**

International innovations in serving the underbanked



## The vision

- Solve short-term cash flow problems in a responsible manner
- Deliver a solution that **empowers** consumers
- Provide a **superior alternative** to traditional sources of credit

## The challenges

- Can this need be met **responsibly**?
- Achieving **total automation**
- No unique ID key
- **Need for quick learning** – traditional risk models not accurate over the short-term!

# Our solution

Ultra-flexible cash advances of up to £750,  
for between five days and a month

Welcome to **Wonga**. We can deposit up to **£200** in your bank account by **17:44 today**.

If you are an existing customer please [login](#) and we may be able to lend you more, depending on your current [trust rating](#).

how much cash do you want?

—  +

**131** (max £200)

how long do you want it for?

—  +

**9** Days

(Repayment date: Fri May 08 2009)

Borrowing **£131** + Interest & fees **£17.62** = Total to repay **£148.62**

**Apply now!**

## Online delivery

- **End-to-end** loan process is entirely online
- Unrivalled **speed** and **convenience**
- Extending online presence to a mobile solution (more on that later)...

## Key innovations

- Online distribution - first **100% automated** and real-time lender in the UK
- UK's only **24/7** cash advance – decision & money in minutes around the clock
- Only short term lender offering **complete flexibility** with loan size, term and cost

## Responsible lending

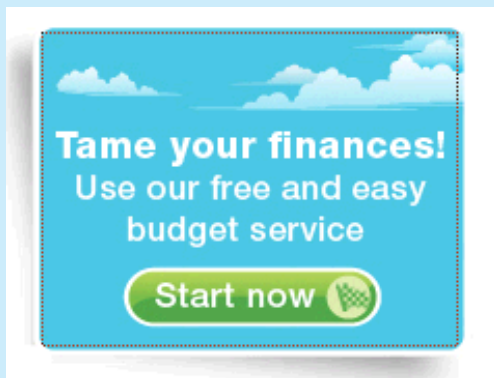
1. Transparency
2. Selectivity
3. Customer control

- We also run a major CSR initiative with



## Financial education

Suite of useful tools and advice:  
financial jargon explained, free budgeting  
service, downloadable guides and links to  
independent consumer bodies



**Tame your finances!**  
Use our free and easy  
budget service

[Start now](#)



**Quick Guide to Borrowing**

Click here to download our free guide now!

[Download now!](#)



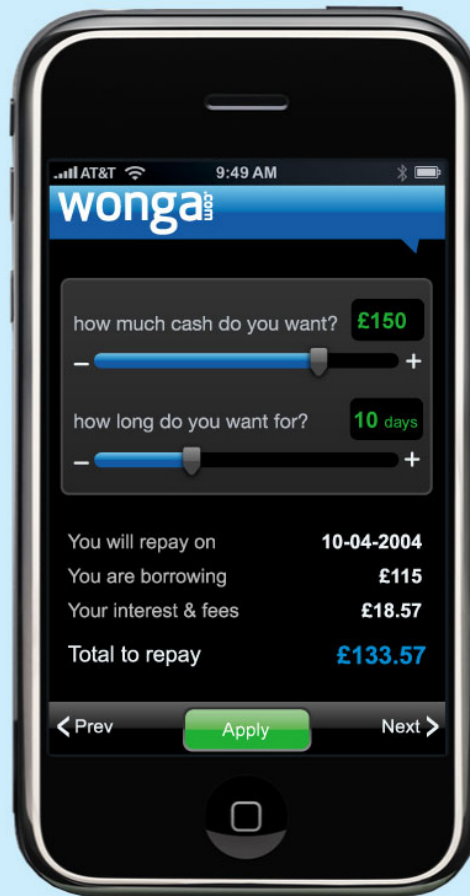
**The Smart Guide to Borrowing (PDF download)**

Our comprehensive booklet, yours to download and keep for £1.00. Packed with general advice and tips about consumer loans, borrowing and managing debt.

[Buy Now](#) 



# Coming soon



# The results

- Revolutionising unsecured personal lending
- Significant volume
- Market leading risk performance
- One year into operations, already profitable
- Customers love us - excellent satisfaction ratings and a world class Net Promoter Score (NPS)

## Feedback

- Ongoing research shows consumers like the transparent, speedy and flexible nature of Wonga
- Customers feel in control and know the debt will be settled and then forgotten about quickly
- Why customers use Wonga?

In fact, I'll let some customers give you  
a few examples of Wonga moments...

