

MONDAY
JULY 31 2017

PORTFOLIO UPDATE

BAILADOR TECHNOLOGY
INVESTMENTS



KEY POINTS



**LENDI & DOMAIN FORM
JOINT VENTURE**



**ONLINE MORTGAGE
PROCESS WITH 30
LEADING LENDERS**



**ACCESS TO
DOMAIN'S MONTHLY
AUDIENCE OF 4M+**

**Lendi partners with
Domain Group to
offer Australia's first
end-to-end property
search and finance
platform**

Domain
LOAN FINDER
POWERED BY  **lendi**

Lendi scores major partnership with Domain Group

Bailador portfolio company Lendi has partnered with Fairfax's Domain Group to offer a digital platform for Australian consumers looking to secure a home loan. The partnership made news across a number of major publications including the AFR, Australian and SMH.

Domain Loan Finder powered by Lendi offers customers a simple online process to connect with more than 30 leading lenders – including Westpac, Commonwealth Bank, NAB, ANZ and Macquarie. Consumers will also have access to home loan specialists for personalised help and advice via phone, chat, message or video.

Domain chief executive officer, Antony Catalano, said: "Lendi is a fast-growing consumer brand with a superior product offering, and we are very excited that Lendi will be powering Domain Loan Finder to help Australians secure the best home loan available to them.

"Domain Loan Finder helps consumers apply for loans that are genuinely available in the market – it is not just another rates comparison website.

"We expect Domain Loan Finder will quickly become a must-use and valuable digital tool for all Australians looking to secure a home loan. We will actively market our home loan solution to our large and highly engaged audience of more than four million a month in a highly relevant, personalised and timely way."

He added: "We are very much looking forward to working with Lendi to pursue this significant opportunity to continue to create value through digital innovation for audiences and customers."

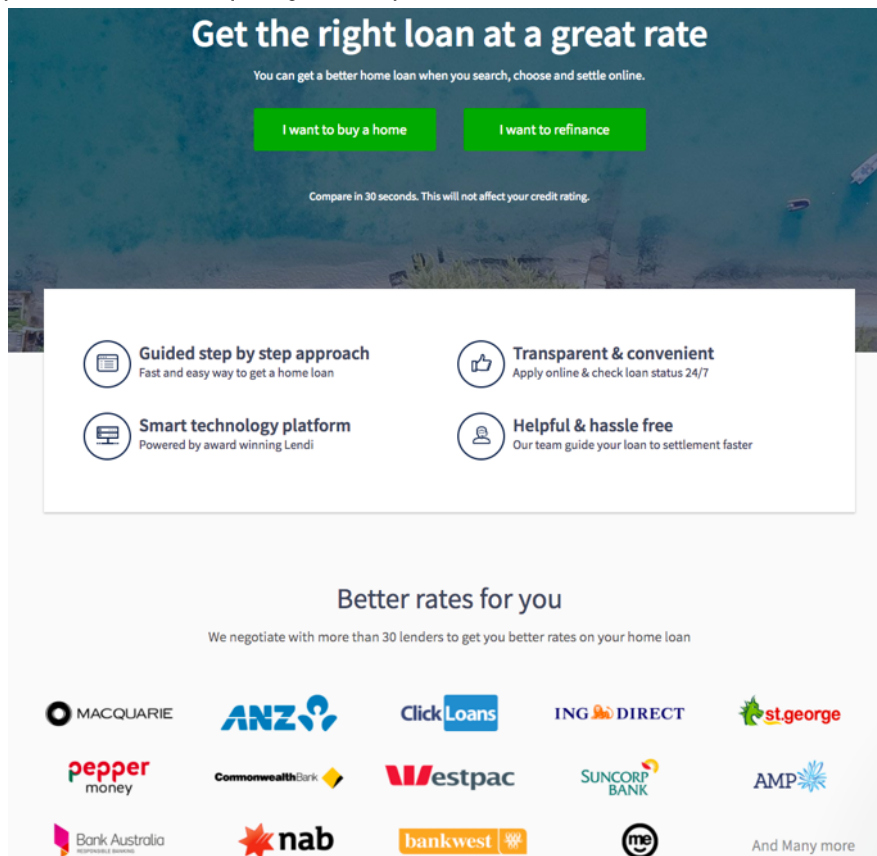
Major opportunity for Lendi

The partnership with Domain Group is a major opportunity for Lendi. Lendi managing director David Hyman said: “We’re excited to be working with Domain to bring the Lendi experience to a wider audience. Our partnership with Domain empowers the entire customer base and it’s all about keeping them happy.

“Tapping into Domain’s strong market position, we’re looking forward to bringing an integrated home loan experience to the property buying process.

“With more and more consumers turning to online channels as part of their home loan research, there’s a huge opportunity to enhance that journey with contextual and relevant engagement as they progress through the property buying journey.”

The prospect of rising interest rates and growing mortgage stress creates a churn opportunity as consumers look to refinance. In addition, with 90% of home loan applicants originating online and outside traditional banking hours, Lendi is perfectly positioned to capitalise on a rapidly disrupted market.



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Powered by award winning Lendi
- Helpful & hassle free**
Our team guide your loan to settlement faster

Better rates for you

We negotiate with more than 30 lenders to get you better rates on your home loan

And Many more

Lendi: History & recent performance

Lendi started in 2013 as an online and phone-based broking business founded by David Hyman, Sebastian Watkins, Martin Lam and Mark Kalajzich. The company now employs over 150 people across four Australian offices with headquarters in Sydney.

Lendi was the first loan platform to use smart technology to match all types of home loan borrowers to the right lender and right loan product, with approval granted in an easy online process.

The company has established itself as the number one online home loan provider in the multi-billion dollar mortgage industry through innovative use of data and execution technology.

Lendi has captured 1% of the third party home loan market, and has aspirations to reach 5% within five years, putting it at the size of Aussie Home Loans today.

As of June 2017 Lendi had achieved 100% year-on-year growth and settled over \$4bn in loans.



Bailador & Lendi

Lendi exemplifies the type of companies Bailador invests in. Lendi is a fast-growing Australian company, with a proven business model, that is using technology to disrupt traditional industries. Lendi is serving the multi-billion dollar mortgage industry in a more efficient way, by enabling borrowers to complete a home loan application 100% online.

Bailador first invested \$4m in Lendi in May 2016. A year later, Bailador invested a further \$1.5m in the company at a valuation representing a 42% uplift on the price of our original investment. Bailador participated in a larger round alongside existing investors.



Articles

Media Week: Lendi and Domain partner to offer home loans

Broker News: Domain announces broking joint venture

Sydney Morning Herald: Domain enters mortgage broking game with Lendi

ABC: Domain enters mortgage broking business

The Australian: Lendi breaks the fintech mould

Further Information

For more information, please visit bailador.com.au, email investorservices@bailador.com.au, or call +61 2 9223 2344.