



EASYCREDIT

Easy Asset Management JSC
www.easycredit.bg



General company information

Easy Asset Management JSC (better known as Easy Credit) is:

- One of the most dynamically developing non-bank financial institutions in Bulgaria, specialized in granting short-term loans since 2005 with more than 12 years of experience. 100% owned by Bulgarian entrepreneurs
- 159 offices in Bulgaria, over 2 000 post offices in which the service is provided
- Over 3,500 men and women who take care of the clients of Easy Credit in Bulgaria
- Over 100,000 loyal customers
- 93% of the population of Bulgaria knows the brand Izi Credit *
- 64% of our clients would recommend Easy Credit *
- Easy Credit has held a leading position for two consecutive years on the main customer retention and satisfaction index *, which makes it the company with the lowest reputational risk

General company information

Easy Credit is also successfully developing as an international company under the iCredit brand.

- In 2009, the company expanded in its first foreign market outside Bulgaria, entering Ukraine. Thus, the financial institution has become the first Bulgarian company in the non-banking sector to internationally expand.
- Two years later, in 2011, iCredit opened its first offices in Romania. Over the years, the company has continued to grow on the international stage.
- In 2014, we began to operate also in Poland.



The image shows a map of Europe with three countries highlighted in red: Poland (PL), Ukraine (UA), and Romania (RO). The iCredit logo is in the top right corner. Below the map, there is a 'Main facts' section with three bullet points and three website URLs.

iCredit

Main facts:

- 1300+ employees and credit consultants
- 130 own offices
- Network over 105 cities throughout Europe

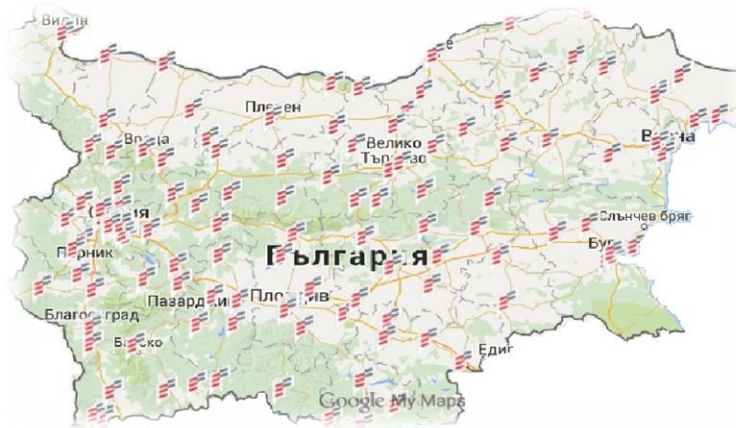
www.icredit.ua
www.icredit.co.ro
www.icredit.pl

Key Facts:

- *Over 1,300 employees and credit consultants*
- *Over 130 offices in different countries*

Business model and partnerships

- Home loans (Signing a contract and getting the loan directly at the client's home from a credit consultant in a convenient day and time)
- Responsible lending, with loans being granted under clear terms for the client, facilitated procedure and transparent terms
- Loans are repaid through fixed weekly, two-week, or monthly repayments, which guarantees customers peace, predictability and a high degree of control over repayment of the loan.
- Partnership with BG Posts and providing access to financial facilities in more than 2000 post offices



- **159 офиса** и над **2 000** пощенски станции на Български Пощи
- Над **3 500** кредитни консултанта обслужват **95%** от населението на страната, покривайки над **2 000** населени места.
- Над **100 000** лоялни клиента

Мисия, Визия и Ценности

EASYCREDIT

МИСИЯ
Да предоставяме ОТГОВОРНО и ПРОЗРАЧНО бързи и достъпни кредити, директно в домовете на клиентите ни.

ВИЗИЯ
Да бъдем лидер във всички страни, в които оперираме.

ЦЕННОСТИ

СОЦИАЛНА АНГАЖИРАННОСТ
Вярваме, че грижата за обществото е наш дълг, затова организираме програми за повишаване на финансовата култура и подкрепяме проекти, подобряващи средата, в която живеем и работим.

ПРОЗРАЧНОСТ
Открити и честни сме с отношението с нашите колеги, клиенти и партньори.

МОРАЛ И ЕТИЧНОСТ
Уважаваме, ценим и разбираме нашите колеги и клиенти.

ДОЯЛНОСТ
Градим дългосрочни отношения с нашите служители и клиенти, основани на доверие и взаимна подкрепа.

ОТГОВОРНОСТ
Предоставяме отговорно нашите кредити, като се съобразяваме с нуждите и възможностите на клиентите ни.

0700 18 100
WWW.EASYCREDIT.BG

Mission

- To provide responsible and transparent, fast and affordable credits directly to our clients' homes.

Vision

- To be a market leader in all countries where we operate.

Values

- Morality and Ethics
- Responsibility
- Loyalty
- Transparency
- Social engagement