



EASYCREDIT

“Easy Asset Management” JSC

www.easycredit.bg 0700 18 100



About us

- One of the fastest developing nonbank financial institutions in Bulgaria with over 15 years of experience. EasyCredit is founded in 2005. It is owned by Bulgarian entrepreneurs, and it is growing as a successful international company. The main principles the company follows are responsibly and transparently granting loans to all people that have limited access to bank services.
- Over 500 000 clients have used our services
- Over 2 100 000 granted loans
- Over 4 000 credit consultants and employees are taking care of our clients in all of our 190 offices in the entire country
- We have international departments in Romania, Poland, North Macedonia, and Ukraine.
- Over 130 000 loyal clients
- 85% of the population of Bulgaria is familiar with the brand of EasyCredit
- 64% of our clients would recommend us
- Specially created loyal clients program - EasyBonus

Mission

Responsibly and transparently providing of accessible personal loans, that are being lend in the home of the client

Vision

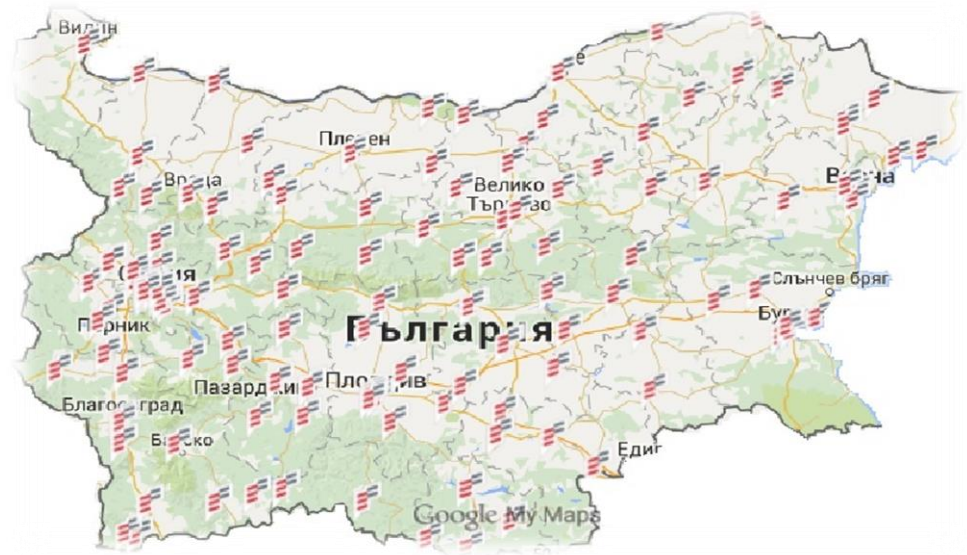
To be a leader in all countries where we operate

Values

- Moral and ethics
- Responsibility
- Loyalty
- Transparency
- Social responsibility

Business model

- Home crediting, where the contract and the loan are being received directly in the home of the client from the Credit consultant in a convenient day and time
- Responsible and transparent lending
- Rich portfolio of different products, with loan amount from 100 to 8 000 BGN
- Weekly, biweekly, and monthly installments, ensuring comfort and predictability of loan repayment



Partnerships

Long-standing partnership with Bulgarian post services (BG posts) for ensuring access to funds, and installment payments in over 2 000 post offices in the entire country.



A new partnership with Western Union, by which we make it easier for our clients that want to make money transfers in the country or abroad. They can do it conveniently and fast in the offices of EasyCredit.

Products of the company

EASYCREDIT

Accessible cash loans for everybody

up to 3 000 BGN
weekly payments

EASYMONTH

Loans for everybody

up to 2 500 BGN
monthly payments

EASYMAX

Loans for people on employment contract

up to 5 000 BGN
biweekly payments

EASY VIP

Loans for loyal clients

up to 8 000 BGN
weekly payments

CREDITPENSIONER

Cash loans for pensioners

up to 2 500 BGN
monthly payments

EASYINCREDO

Loans for working people

up to 8 000 BGN
monthly payments
up to 3 years

EASY2

Accessible loans for all clients

up to 4 000 BGN
biweekly payments

Clients profile

Our typical client is a person that has no access to bank products, and wants to have a normal standard of living.



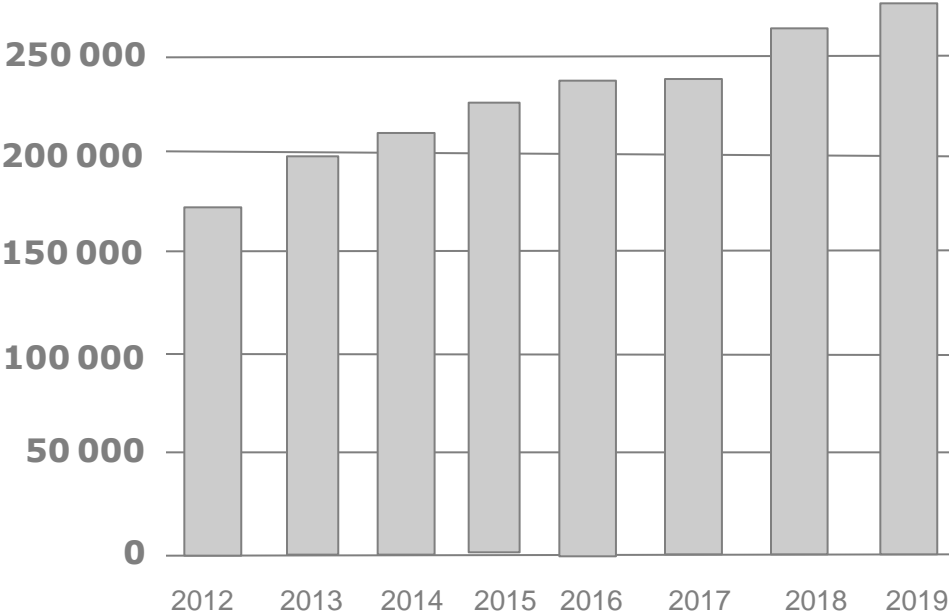
Female Male

49% 51%

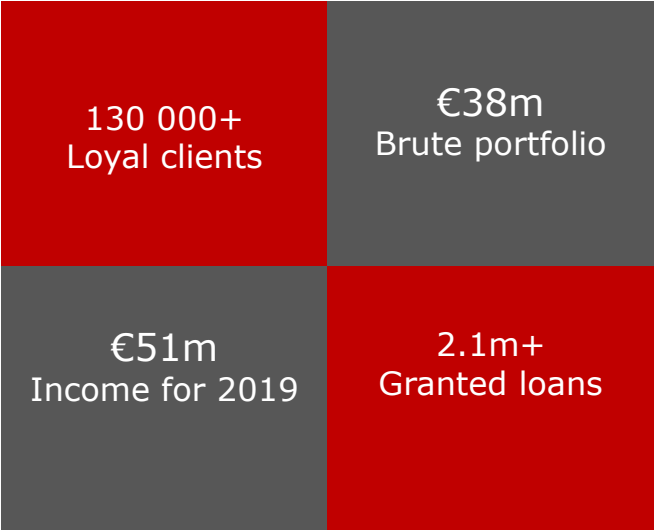
- ✓ unmarried
- ✓ people with low income
- ✓ average age of 44 years
- ✓ high school education
- ✓ €314 average loan size



Yearly sales



Statistics





EASYCREDIT

Good loans. Good friends.