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# FINANCIAL PRODUCTS MAKING BETTER CHOICES

A social business giving everyone a fair chance.

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# FAIR FINANCE

We are a social business revolutionising financial services to give everyone a **fair chance**.

We offer financial products and services designed to meet the needs of people who are financially excluded.

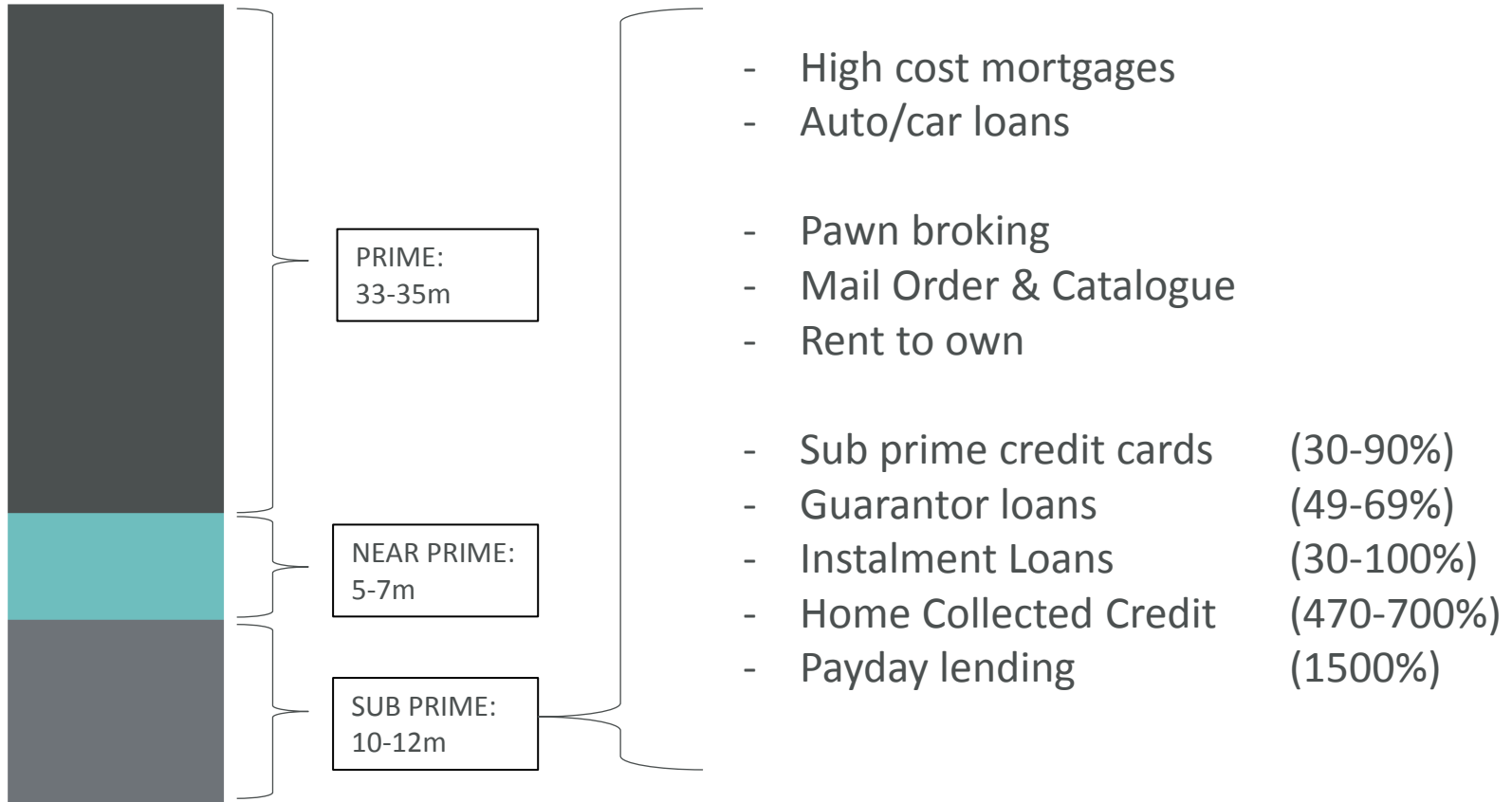
We are committed to providing high quality products and services that are affordable and accessible.

Our customers are ignored by the mainstream financial services industry and often exploited by the sub-prime lenders

When we have helped to put the loan sharks and predatory lenders out of business, then we will know we have been successful.



# SUB PRIME AND HIGH COST LENDING MARKET



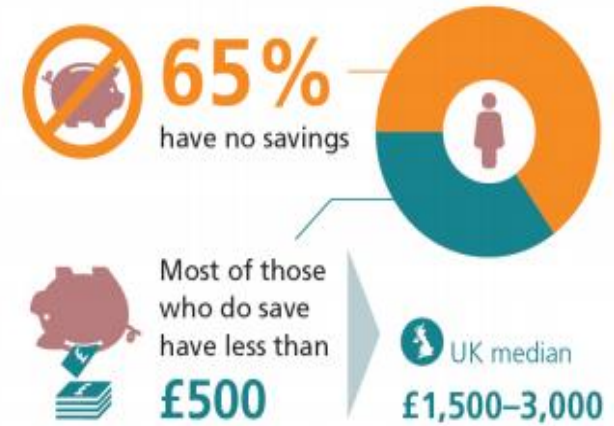
## WHO USES HIGH COST CREDIT?

- Self employed
- Credit impaired
- Low paid
- Part time employed
- Recent migrants
- No credit history
- Poor credit history
- General no assets

### Income and age



### Savings



### Loan use



### Financial distress



### Other borrowing options

64% have outstanding debt from other types of lender, mainly:

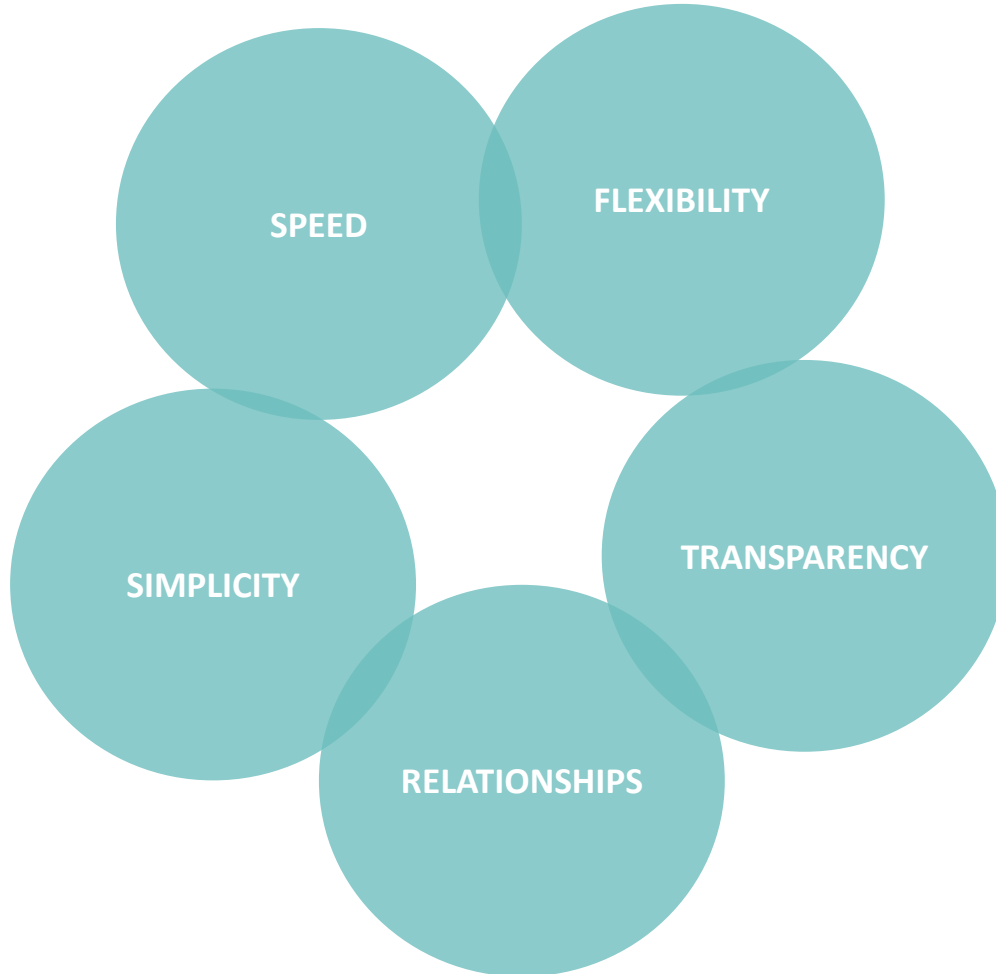


24% apply for a payday loan because it was their only option

36% also borrow from their family members

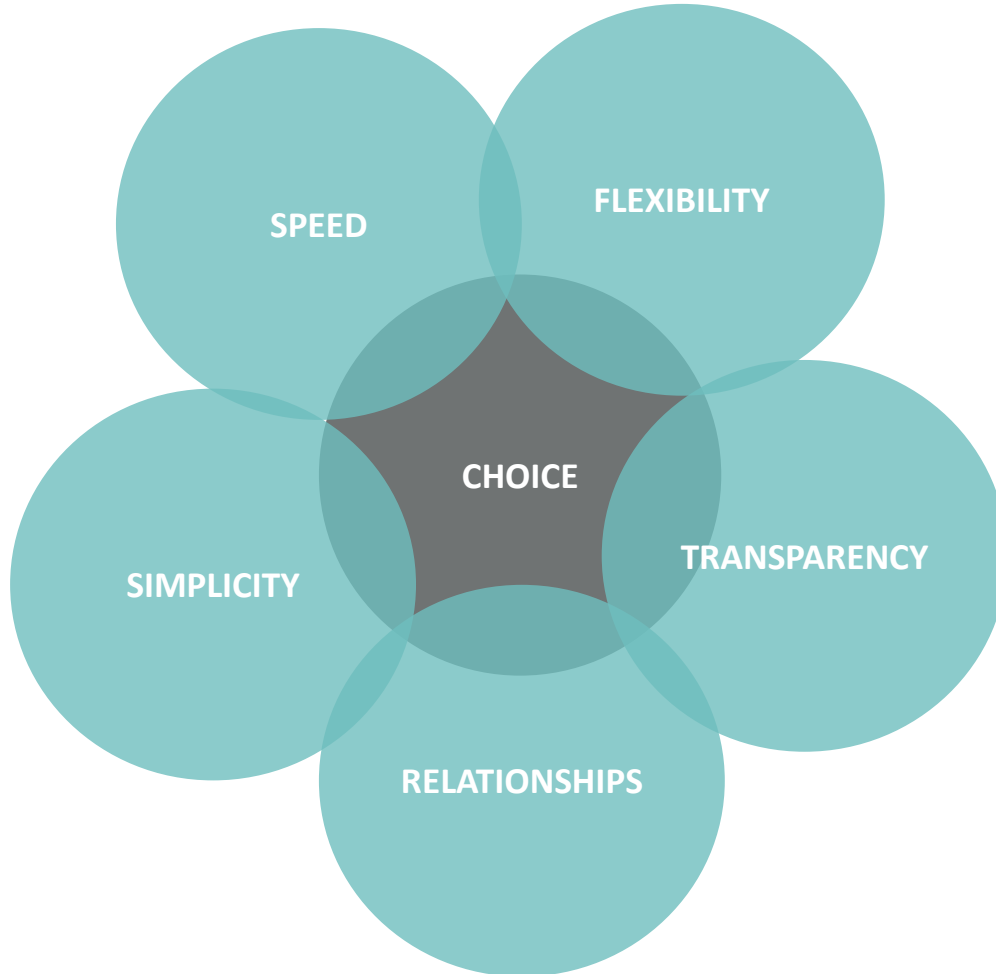
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## LACK OF ACCESS & CREDIT HISTORY: BUT ALSO DESIGN



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## LACK OF ACCESS & CREDIT HISTORY: BUT ALSO DESIGN & CHOICE



SOPHISTICATED USERS OF FINANCE: GEORGE



AZIMO



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## WHAT DOES THIS MEAN FOR POLICY: UNDERSTANDING FINANCIAL SERVICES

FINANCIAL INCLUSION



**Banks  
Credit Unions**

FINANCIAL EXCLUSION

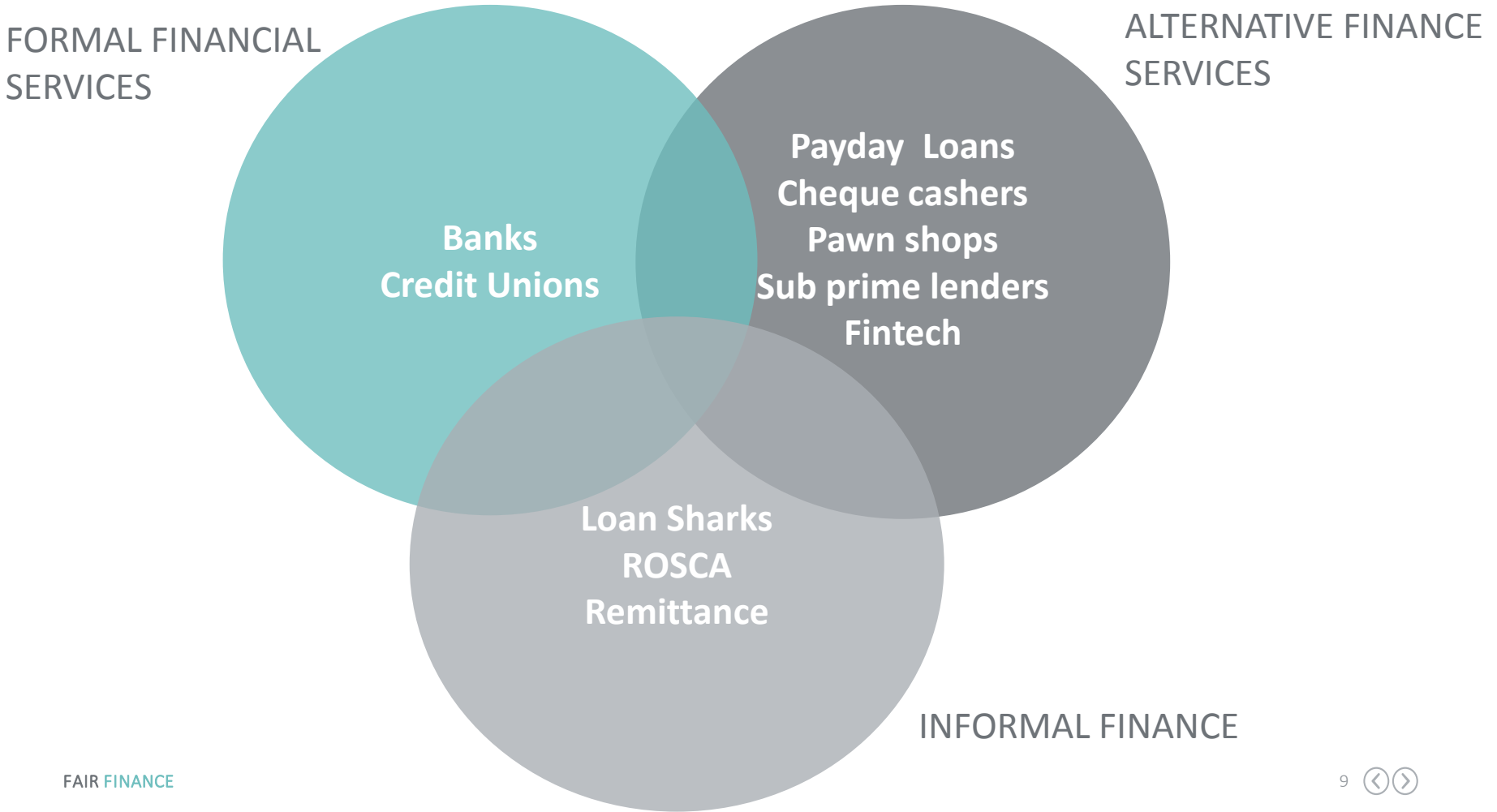


**Everything else**



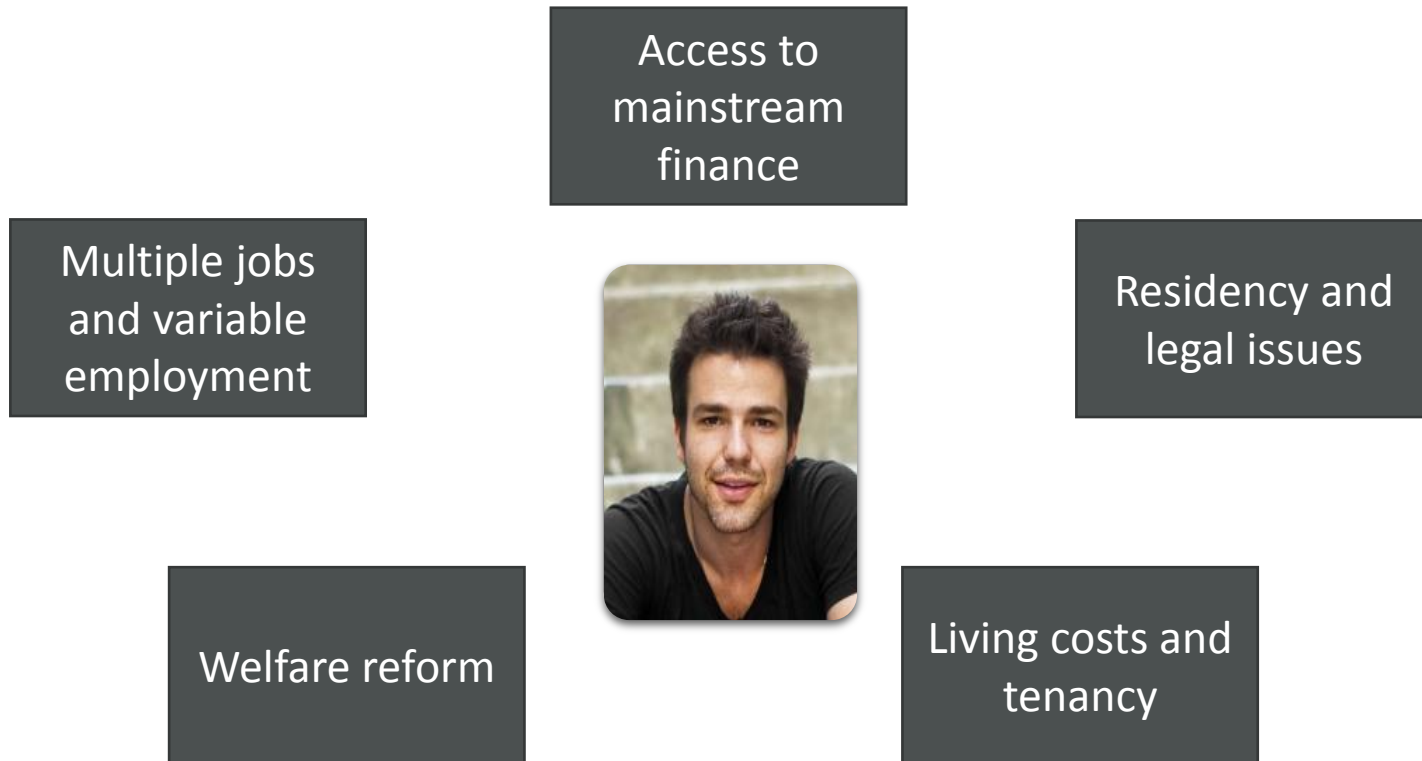
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# WHAT DOES THIS MEAN FOR POLICY: UNDERSTANDING FINANCIAL SERVICES



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## WHAT DOES THIS MEAN FOR CUSTOMERS: UNDERSTANDING THE PROBLEM



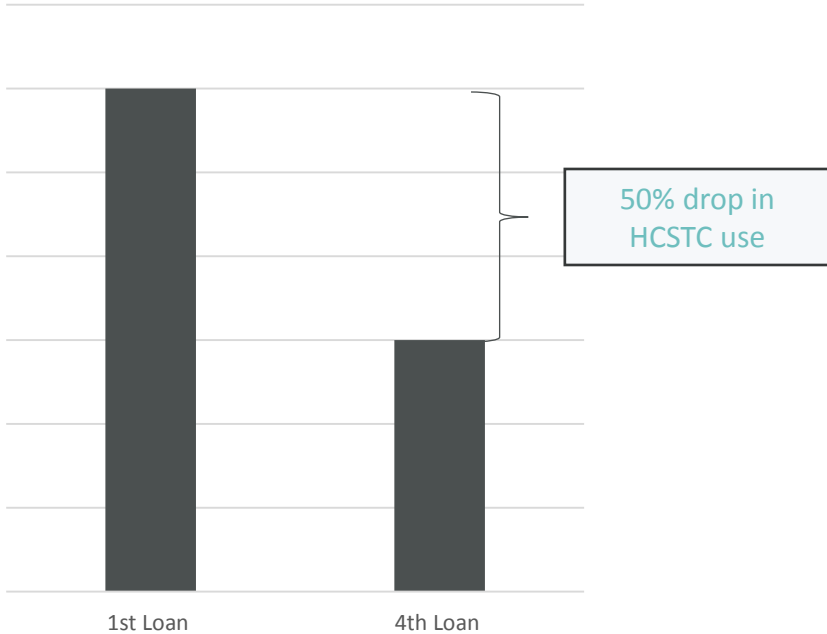
The risks our clients face are not financial, but the speed they need them resolved and the complexity of the issues results in a financial product being used.

# FAIR FINANCE £25M LENT TO EXCLUDED COMMUNITIES

Since 2010  
over 50,000  
people helped



Improving financial behaviour – reduction  
in payday loan use by clients





A [social](#) business giving everyone a [fair](#) chance.