



REINVENTING PEOPLE'S RELATIONSHIP WITH MONEY



CONTENT

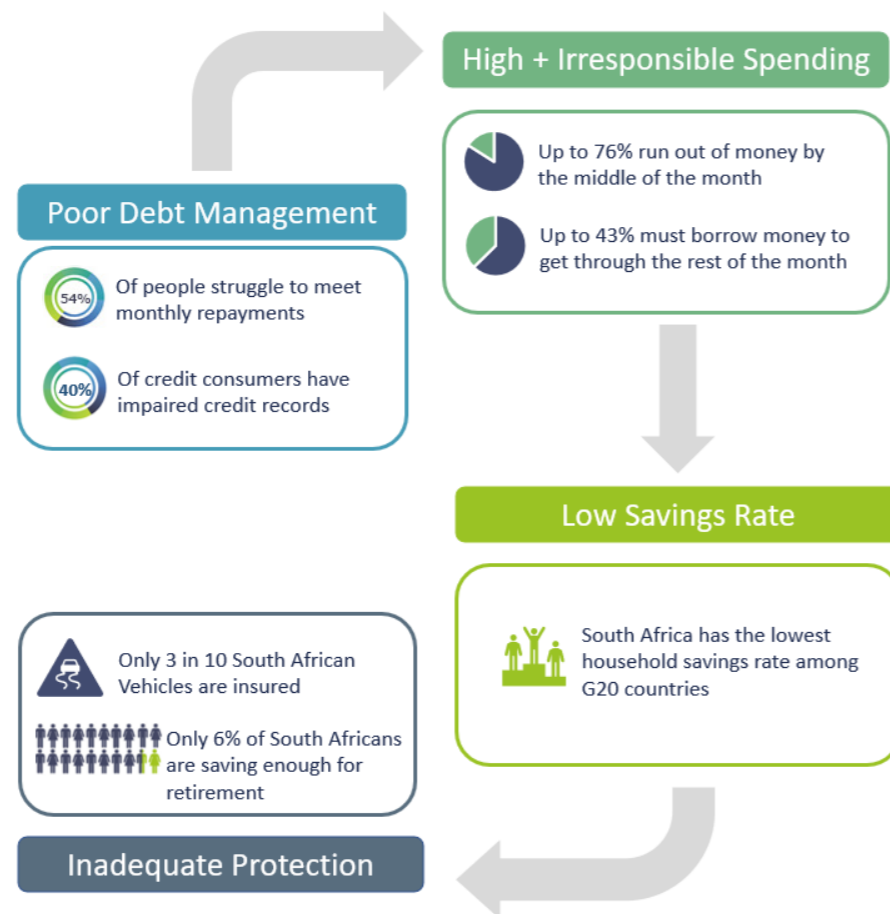
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SA DEBT CYCLE

The obstacles that the South African credit population face stem from the lack of education and support to better manage their financial standing. Consumers are not money savvy, responsive to changes in their financial needs or have access to the guidance and education needed to achieve their financial goals

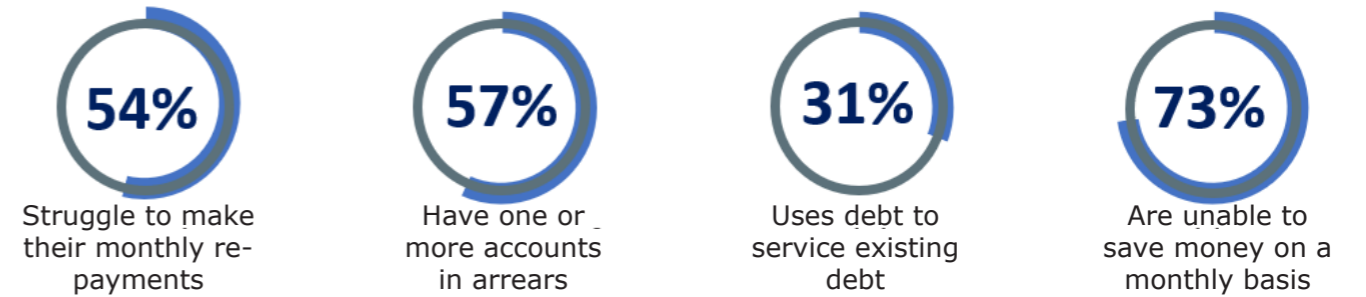
South Africa has 25m active credit consumers more than 10m are behind on their payments



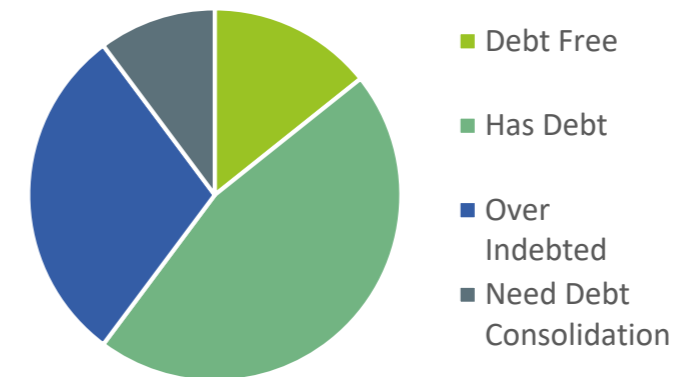
CONSUMER NEEDS

02

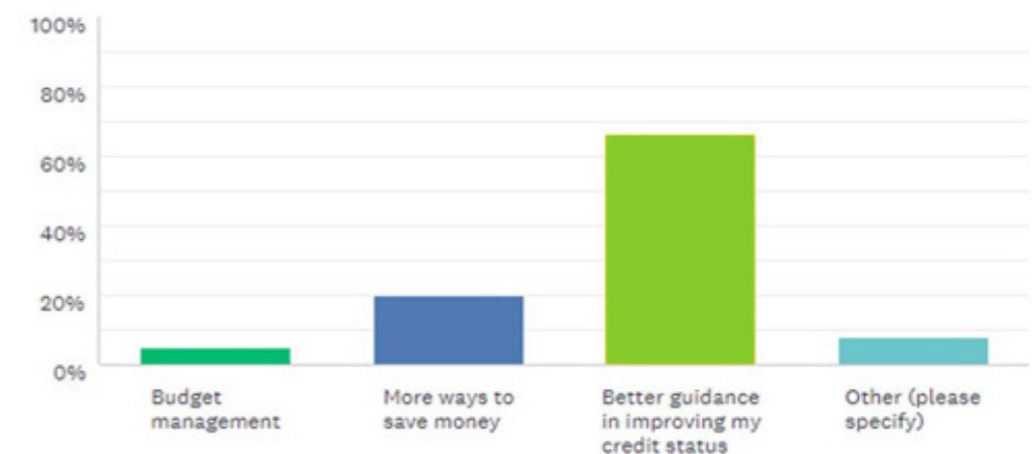
In a recent survey, some financial wellness issues were highlighted:



Debt Levels



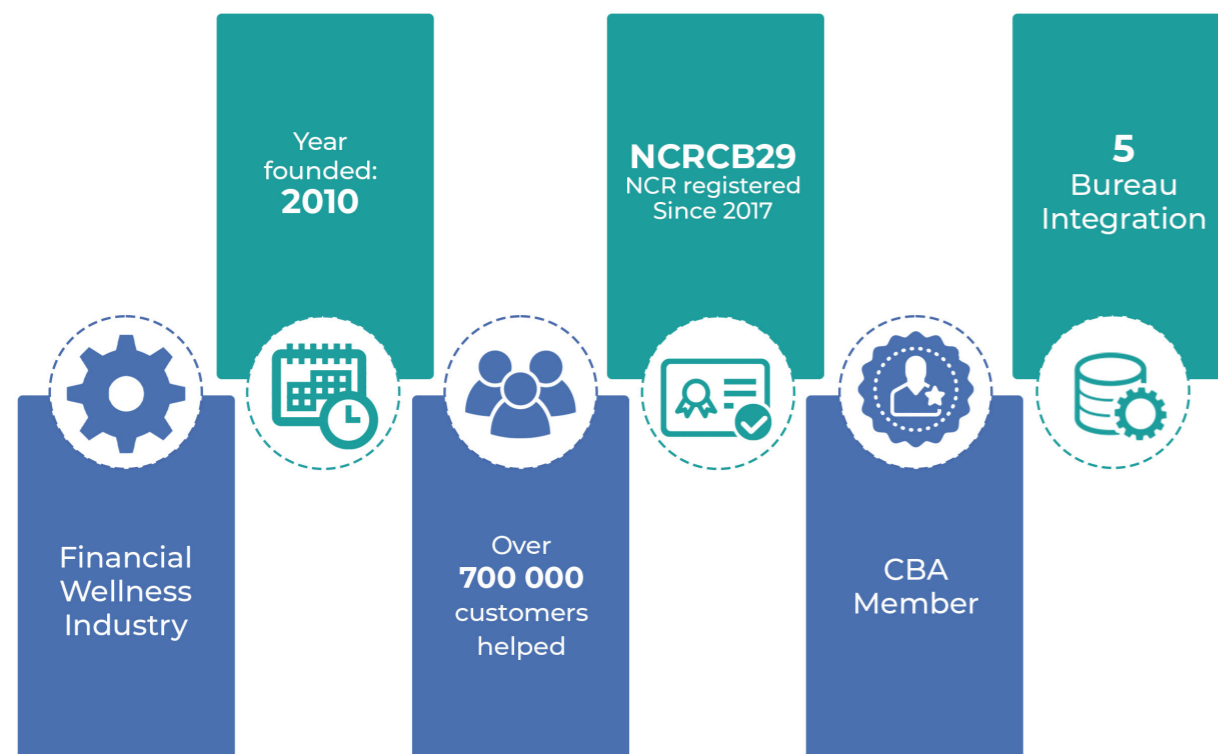
67% of our users have indicated that they require guidance on how to improve their credit status



BUSINESS OVERVIEW 03

Our Mission is to Reinvent people's relationship with money

Kudough at a glance



Partners



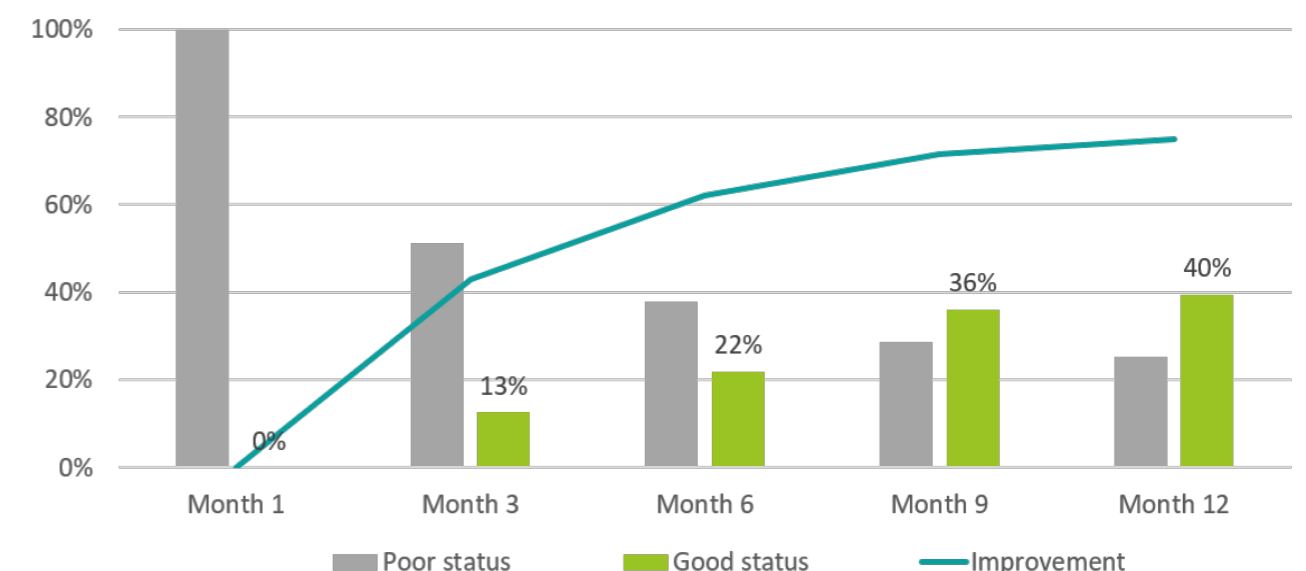
STEPS TO FINANCIAL FITNESS 04

Kudough's Financial Fitness Benefit offers a full range of debt management and improvement services for your customers to choose from. The entire journey is underpinned by financial education, guidance and expert advice. Our 3-Step Process takes individuals on a financial journey (regardless of their starting point) with the end goal being for them to build and secure financial wealth and freedom for themselves and the ongoing monitoring of the members credit profile and debt management performance



Financial Fitness in Action:

75% of Kudough customers with Poor Credit Scores see an improvement in their creditworthiness over 12 months. 40% of these users moved into the Average and Good risk brackets, as shown in the analysis below. Customers with Below Average and Average score experience similar improvements.*

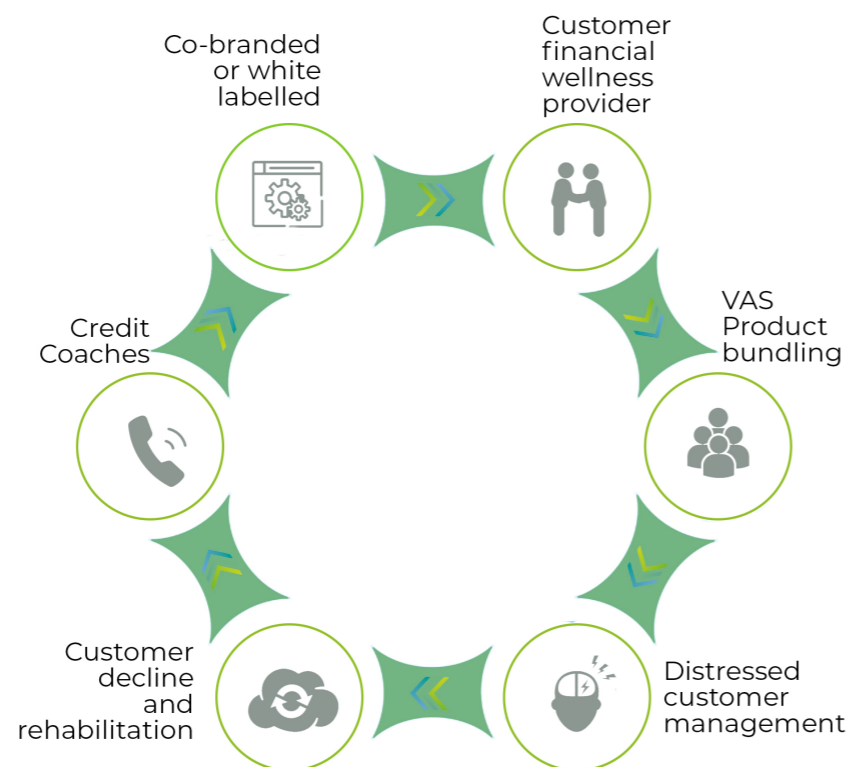


SOLUTION 05

The growing demand for debt and credit assistance has been evident due to the financial impact COVID-19 has had on the SA economy. Our Financial Fitness offering guarantees to assist consumers improve their credit rating and reach their financial goals.

Our versatility and agile system integrations means that we can deliver our Financial Fitness offering through:

- Consumer & Employee wellness services
- VAS product bundling
- Distressed customer management



Financial literacy has an influence on an economy's growth, a company's bottom line and a consumer's financial prosperity. Affecting financial behavioural change requires full consumer engagement and a long term stepped approach with the appropriate interventions throughout.

Kudough believes that its solution offering is cutting edge in both its value proposition, engagement model and technology approach, making it the ideal solution for current and future markets and social needs.

TYPICAL USER

RICHARD



Demographics

- Male
- Age 36
- Family: Married, 1 child
- Annual Income R250,000
- Location: Johannesburg

Objectives

- Obtain a personal loan for short-term needs
- Reduce debt burden
- Budget more effectively
- Save for Car or Home
- Buy life insurance to protect my family

Financial Wellbeing

- Below-average credit score
- R35,000 in credit card debt
- 3 months in arrears on debt payments
- No car insurance
- No life insurance
- No private retirement savings

Obstacles

- Low credit score means fewer willing lenders
- Struggles to meet debt obligations
- Not sure where money goes
- Lack of financial education and understanding of credit

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RICHARD'S JOURNEY

Activated the benefit and received 1st consultation in August 2020

Viewed monthly reports, followed debt improvement goals, engaged with credit coaches to understand which behaviour impact his credit standing and score

Took Debt Assessment and identified areas to lower spend and lowered his high debt utilisation over the next 6 months

By April 2021, Richard's credit risk improved to Good

Richard was able to purchase a vehicle with our assistance and continues to manage his credit

THANK YOU

Please feel free to contact me, I look forward to further engagement and to ultimately contribute to your future success



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