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# FINANCIERA EDYFICAR

## Americas Center Consumer Banking Conference

April 2011

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# Financiera Edyficar

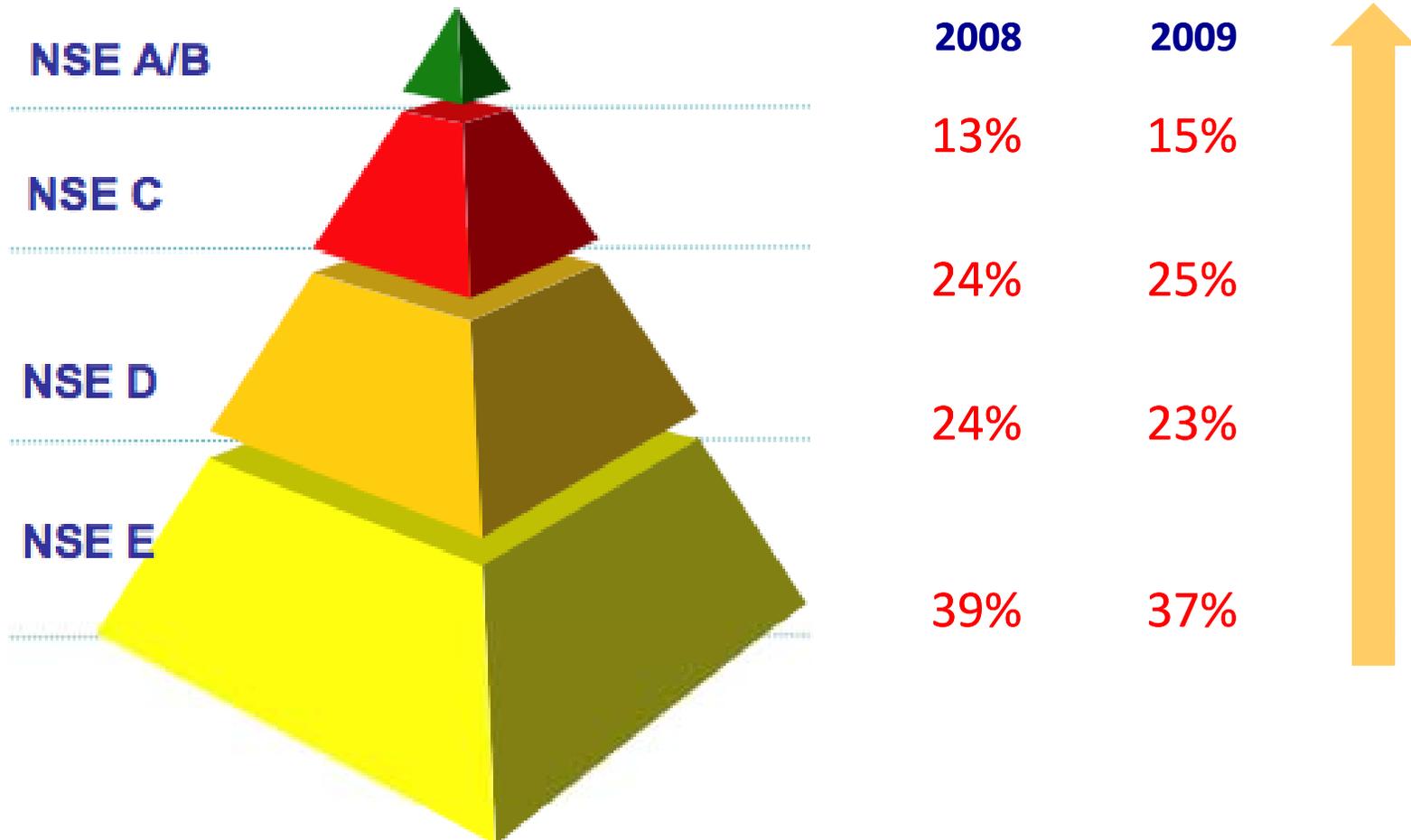
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## Agenda:

- 1. Peru's People Distribution**
- 2. Our Clients:**
  - a. Who They Are*
  - b. Where They Are*
  - c. What's Their Economic Contribution*
- 3. Financiera Edyficar:**
  - a. Our History: A History of Growth and Solid and Healthy Position*
  - b. Our General Methodology*
  - c. Our Markets and Specific Methodologies*
  - d. Advantages of BCP's Acquisition*

# Peru's People Distribution

*Base of Social-Economic Pyramid is getting narrower*

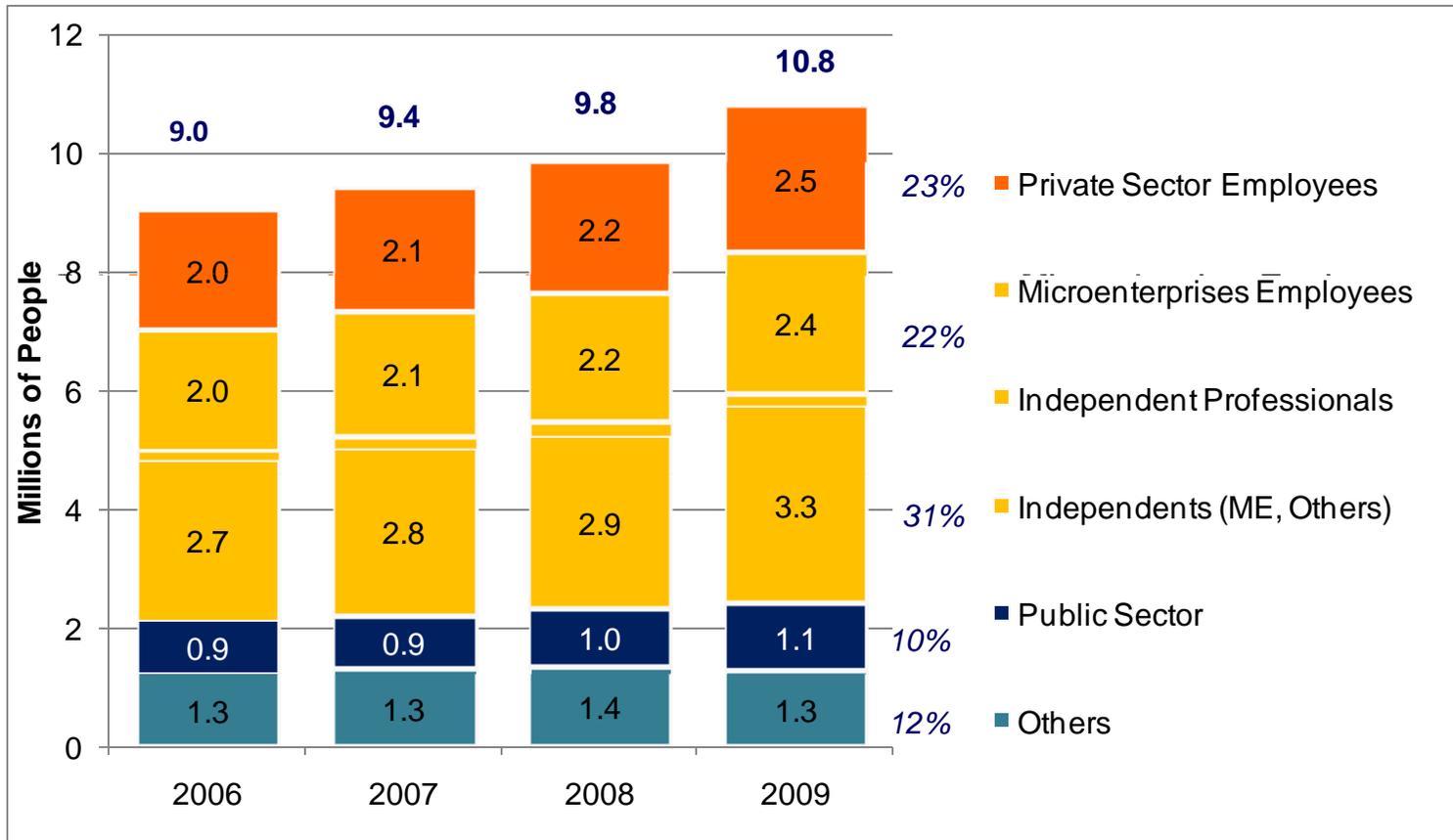


*Poverty (NSE E) decreased from 55% to 35% in last 10 years*

Source: Ipsos Apoyo

# Peru's People Distribution

Active Labor Force: One Third of ALF is 30 years old or younger

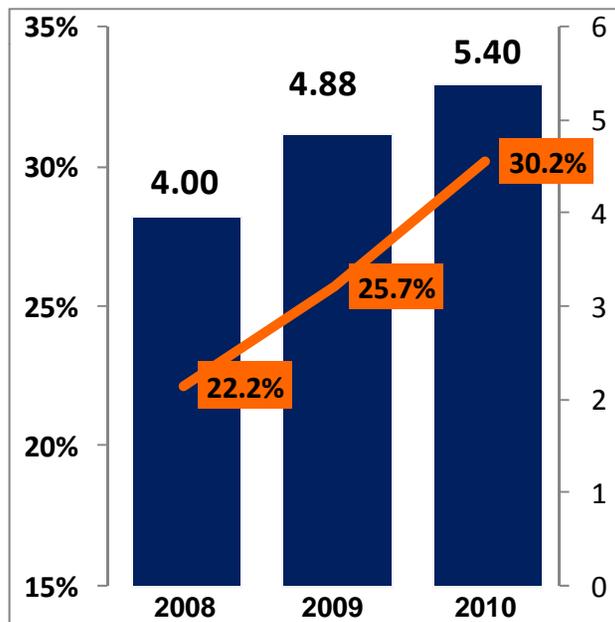


Source: ENAHO, October – December 2009

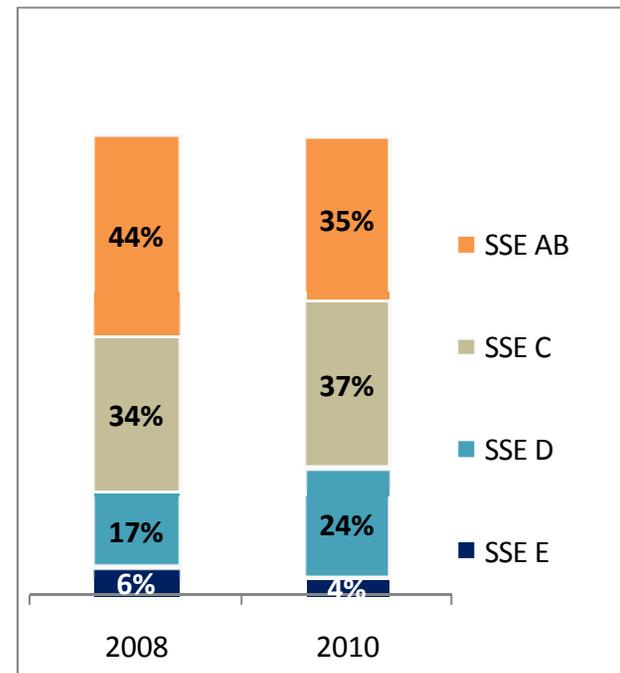
# Peru's People Distribution

*Growth in Bank Usage is concentrated in NSE C and D*

**Evolution in Bank Usage in Perú**  
(Millions of People and Percentage of GDP)



**Distribution of Bank Usage Growth per SES in Lima**  
(In Percentage)



Source: Perú Urbano – IPSOS  
SSE: Socio Economic Status

# Our Clientes: *Where They Are*

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SSE A



SSE B



SSE C+



SSE C-



SSE D



SSE E



# Our Clientes: *Who They Are*

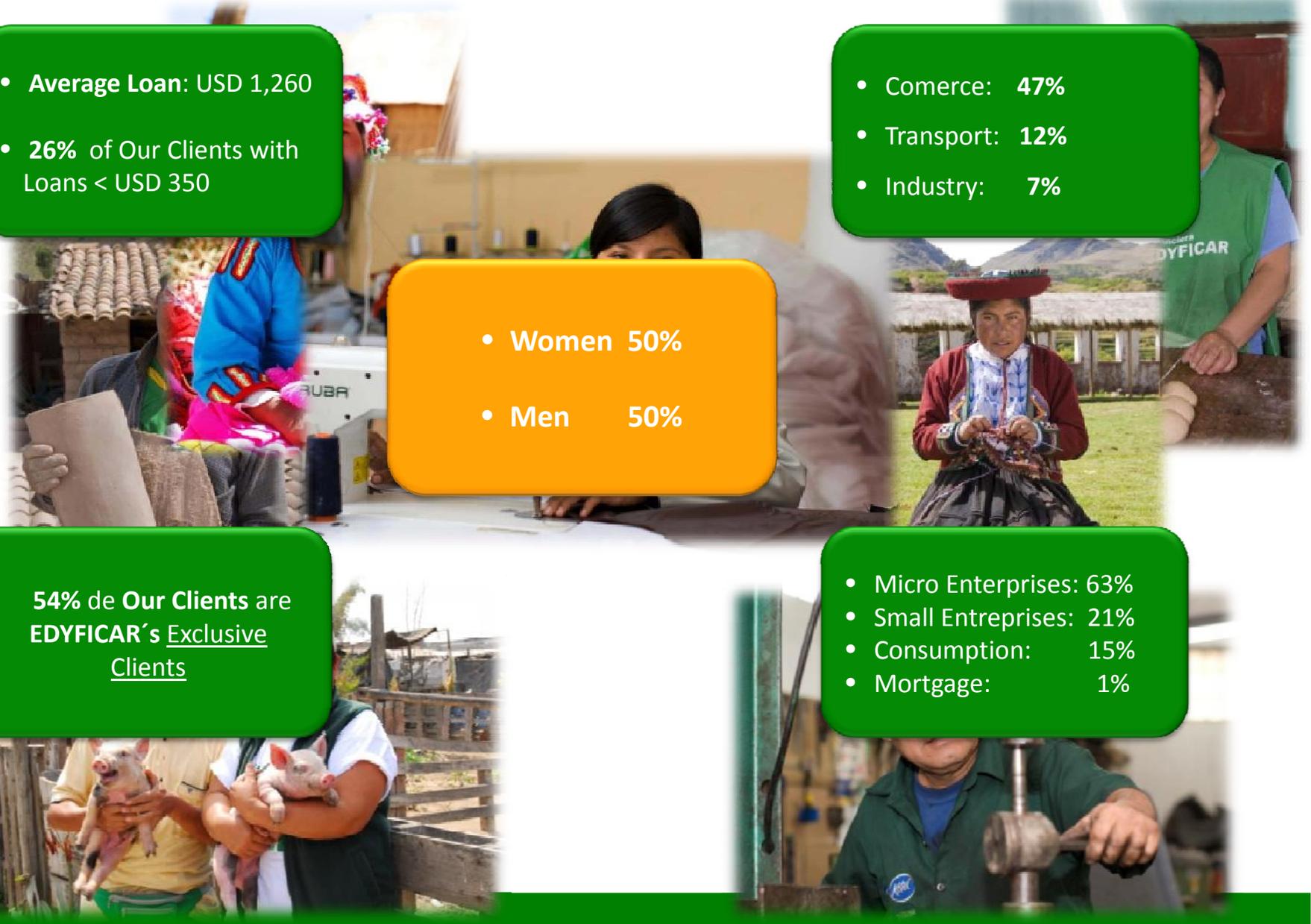
- Average Loan: USD 1,260
- 26% of Our Clients with Loans < USD 350

- Comercio: 47%
- Transport: 12%
- Industry: 7%

- Women 50%
- Men 50%

54% de Our Clients are EDYFICAR's Exclusive Clients

- Micro Enterprises: 63%
- Small Enterprises: 21%
- Consumption: 15%
- Mortgage: 1%



# Our Clientes: *What's Their Economic Contribution*

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- *Micro and Small Enterprises have impressive economic contribution:*

**42.1%** of **Peruvian GDP** with only **17.1%** of **Peruvian Financial Debt**

**77.0%** of **Jobs Nationwide**

**98.6%** of **Total Enterprises Nationwide** are Micro or Small Enterprises

- *And have a lot of room to grow:*

**1 of every 4** grown ups become **Entrepreneurs**

**Potential Market** is estimated at **5.8 MM** people

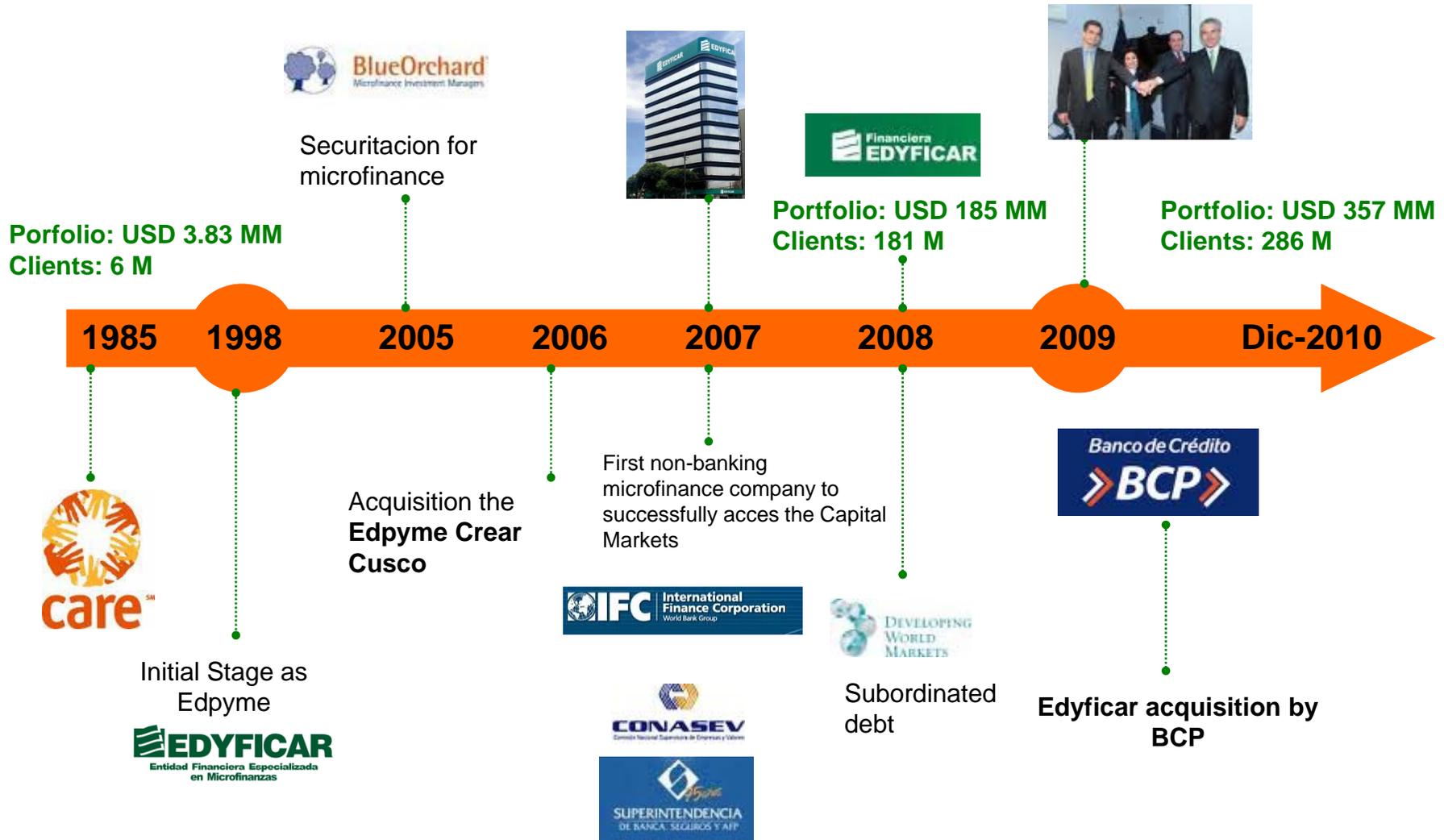
- *Based on Economics and Regulation*

Perú is ranked as **1°** as **Entrepreneur Country** (Global Entrepreneurship Monitor 2008)

Perú has the **Best Environment** worldwide for Microfinances (Global Microscope 2010)



# Financiera Edyficar: *Our History*



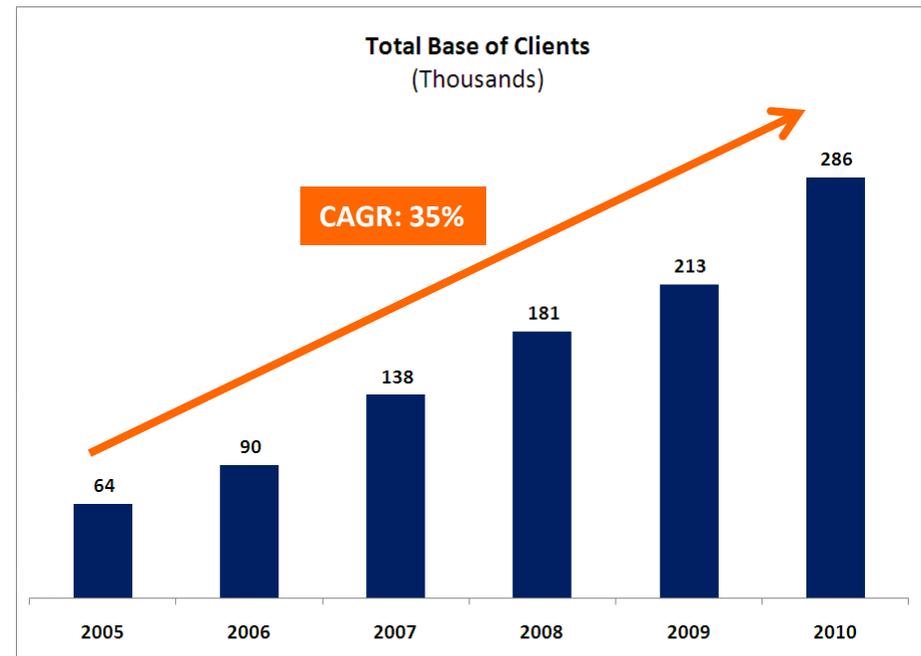
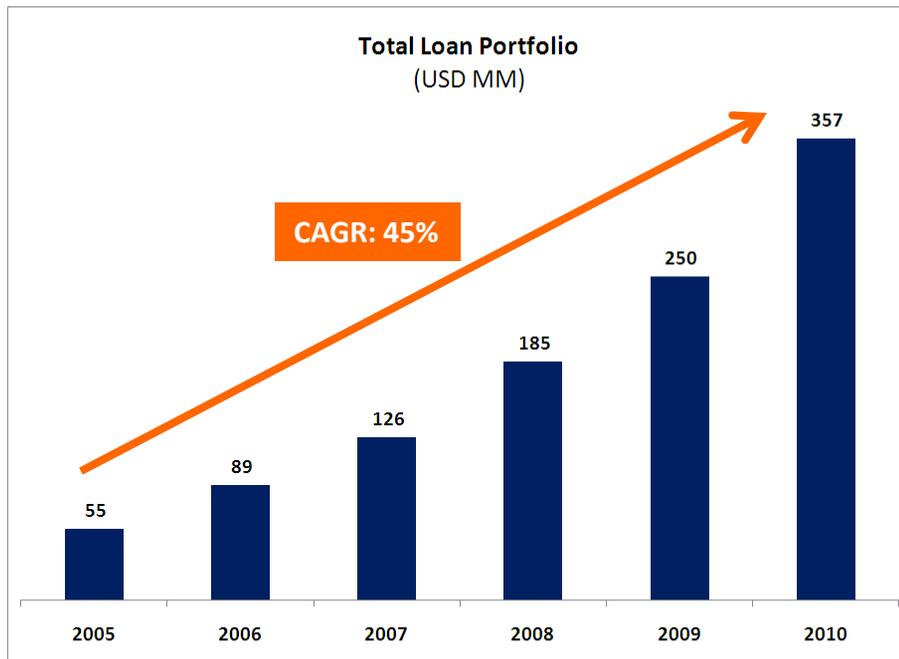
# Financiera Edyficar: *Our History is a Growth History...*

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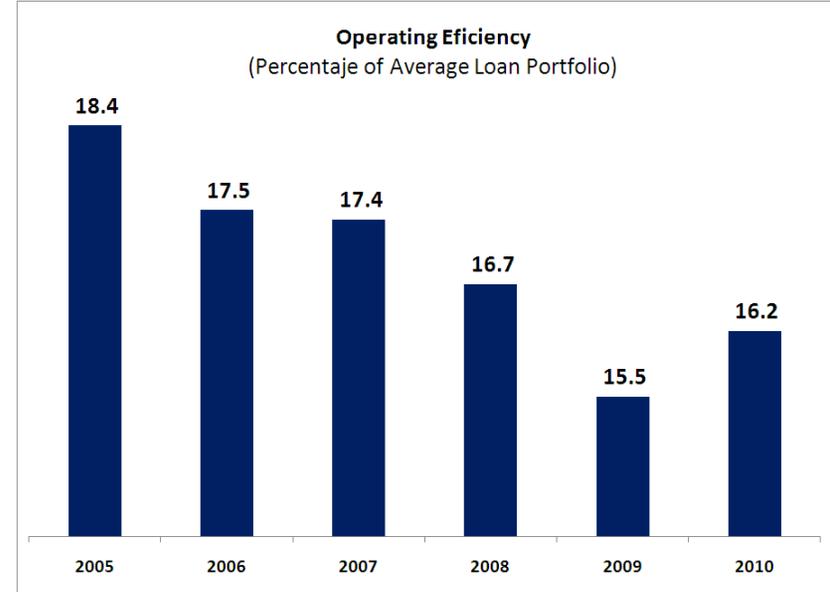
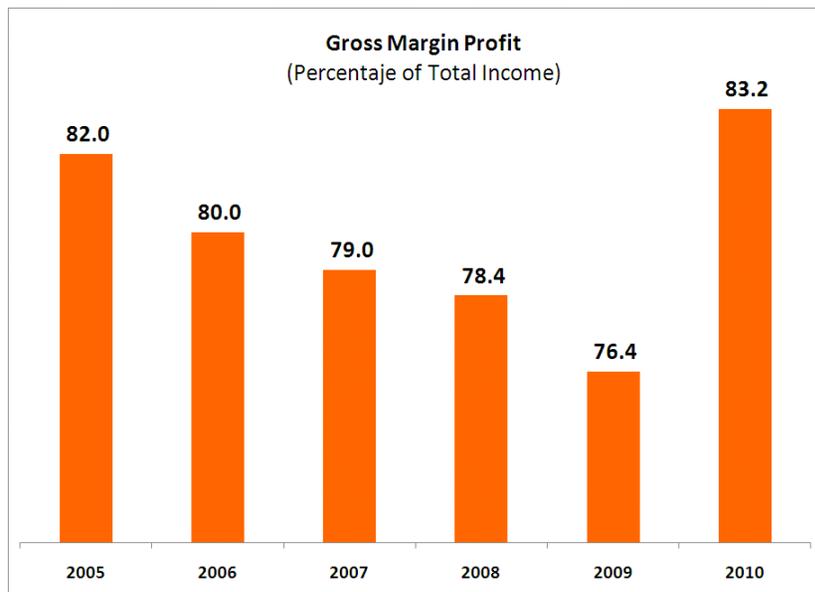
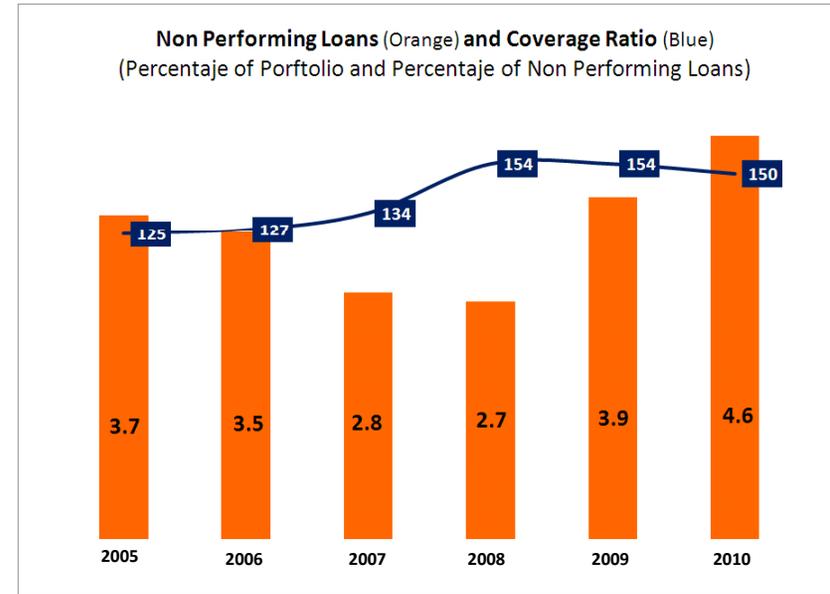
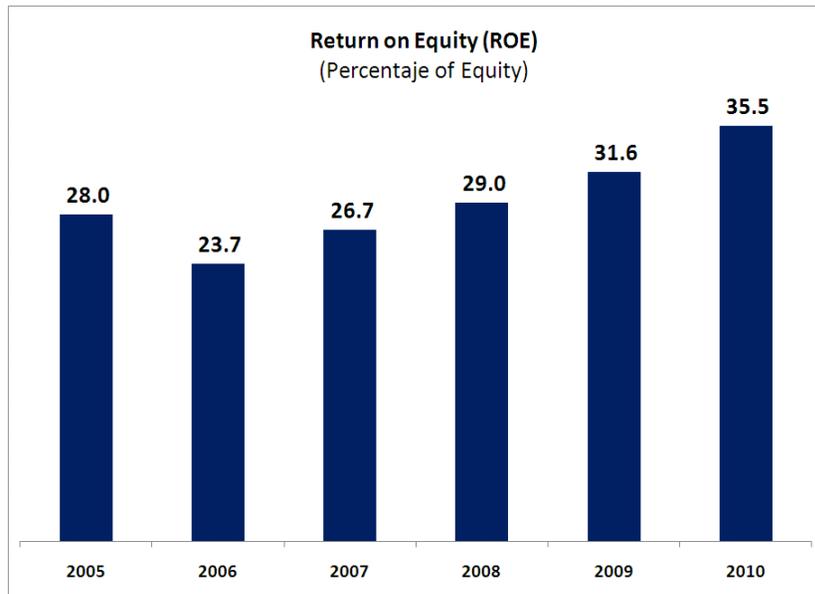
**Edyficar's acquisition represented an opportunity :**

- ▶ To acquire a successful business model for a high-growth segment.
- ▶ To maintain a key role in the microfinance segment.

**Since 2005, Edyficar's loan portfolio presents a compounded annual growth rate of 45%**

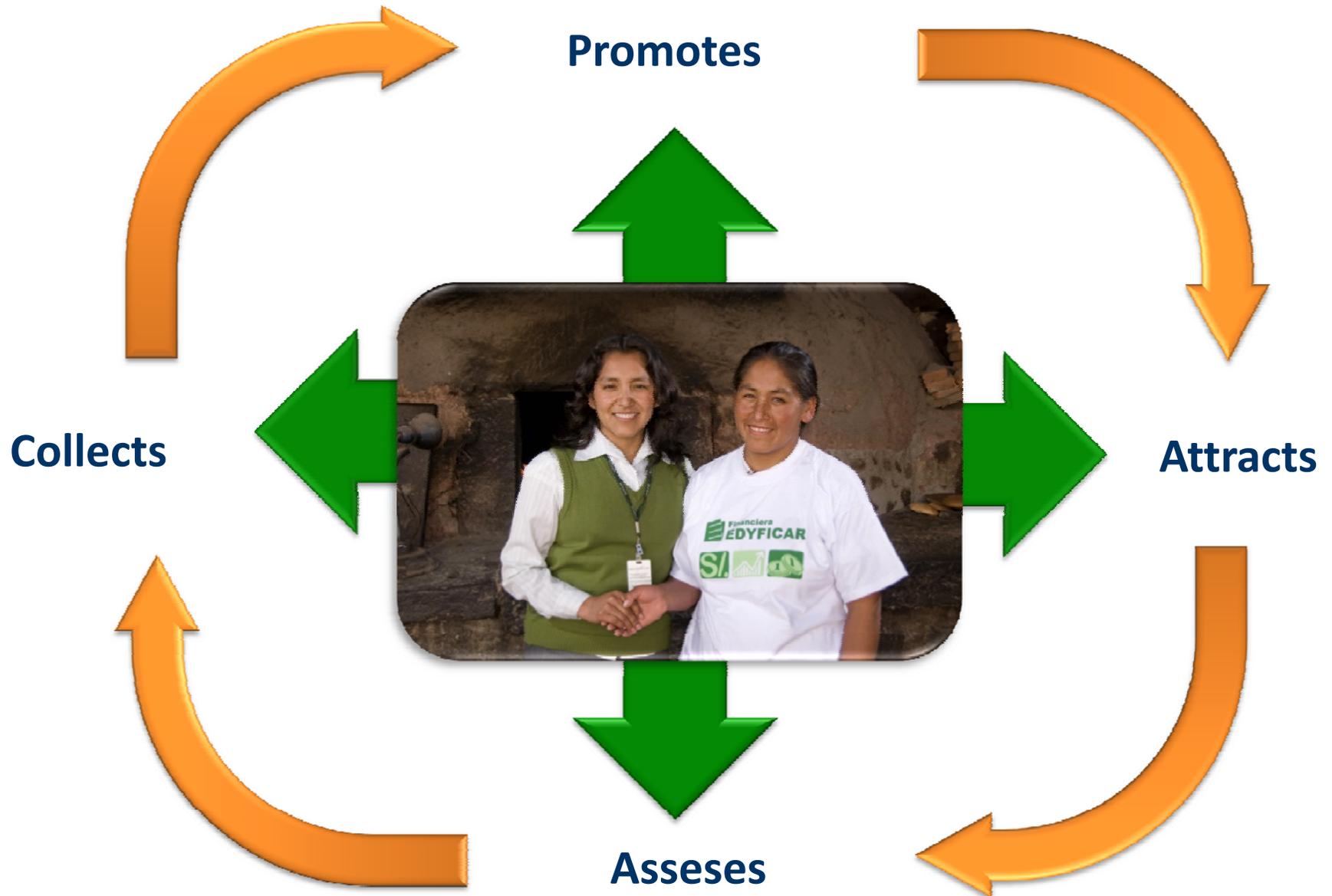


# Financiera Edyficar: ...with a Solid and Healthy Position



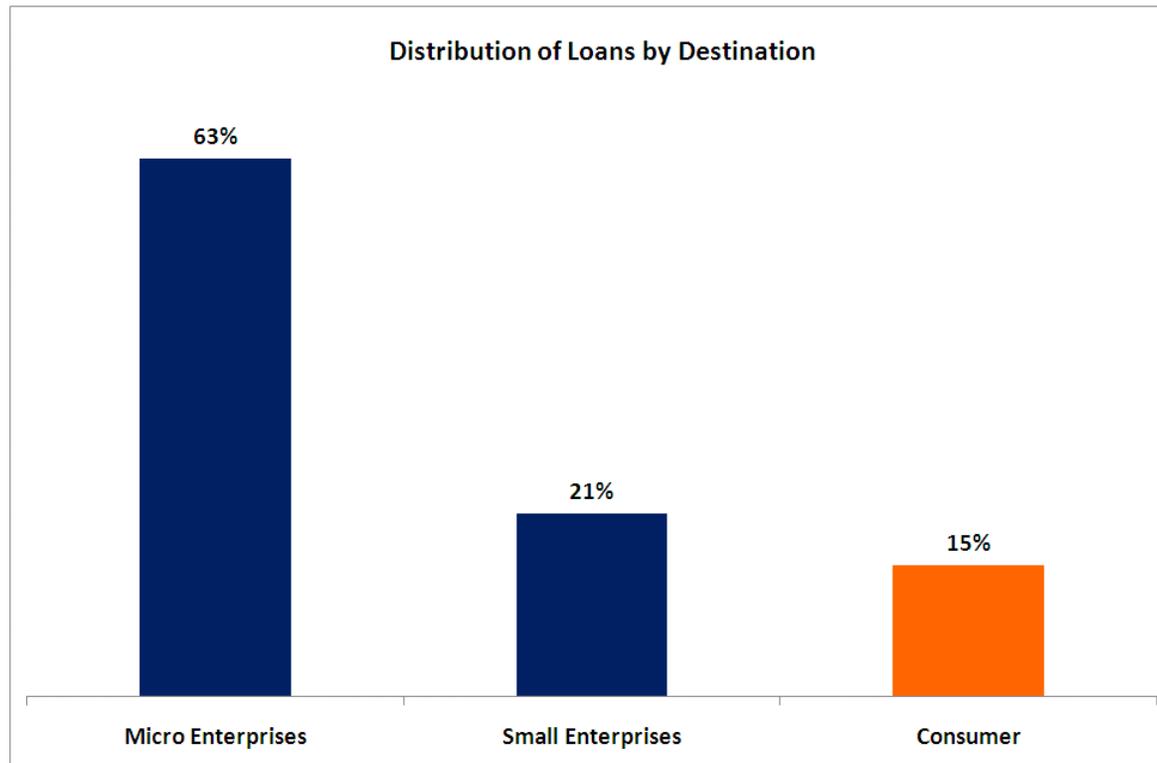
# Financiera Edyficar: *Our Methodology is based on the Analyst*

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# Financiera Edyficar: *Our Markets and Specific Methodologies*

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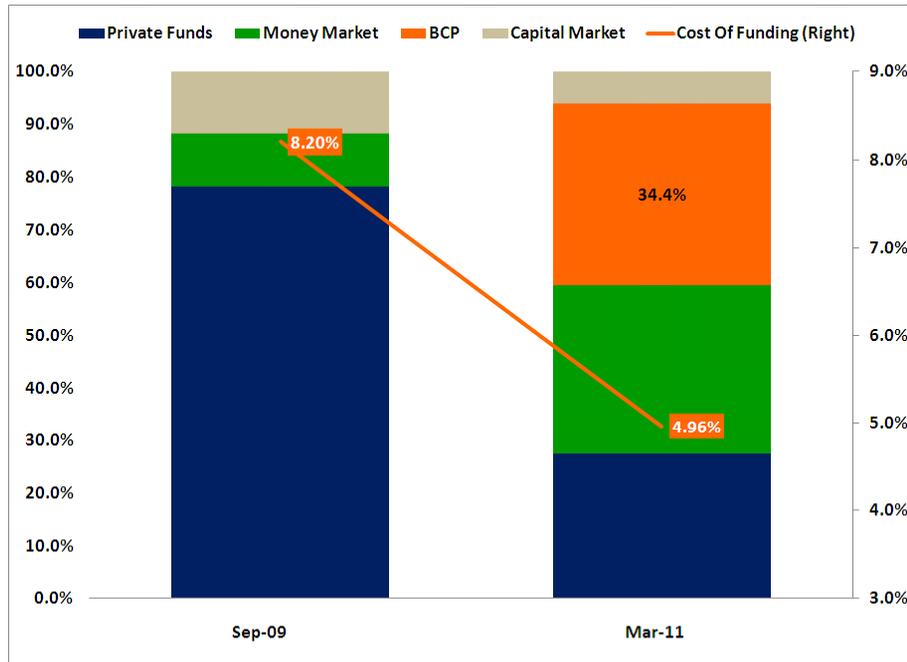
## Specific Methodologies for SE / ME Market

1. Based on Client Needs and Payment Capacity
2. Loan for Working Capital
3. Exhaustive Knowledge of Clients

## Specific Methodologies for Consumer Market

1. Based on Payment Capacity
  2. Loans for Personal Spending
  3. Credit Scoring May Be Used
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# Financiera Edyficar: Advantages of BCP's Acquisition



## Funding and Capital

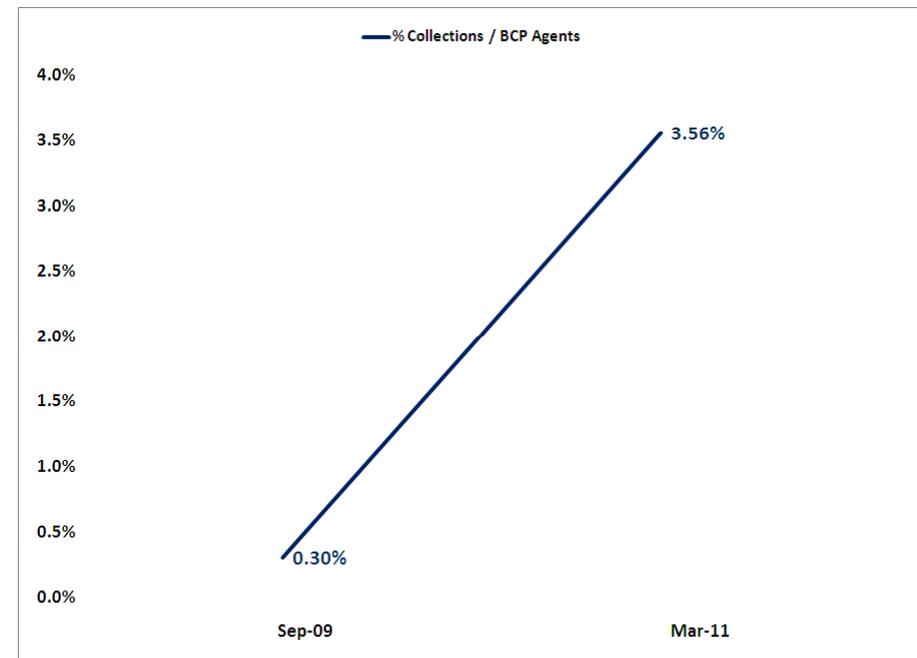
As funding from BCP grows to 34% of total, **Cost of Funding declines 40%**. In Addition, **Equity grows 41%** (from NS 115 MM to NS 162 MM)

**Institucional Rating improves** from B to A- (Best Rating for Local MFI)

## Technology and Alternative Channels

**Use of BCP Agentes for collections** increased almost twelve fold.

**Other Technologies:** Credit Scores, Collections Methodologies, Productivity Models, Contingency Site.



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