

Home Credit Group celebrates 25th anniversary of global business

Founded in 1997, Czech firm has since grown into a global consumer finance powerhouse offering convenient and responsible financial services in multiple markets

Prague | Moscow, 7th February: Home Credit Group today celebrates 25 years of business operations and marks a significant milestone of a quarter of a century of extraordinary growth for one of the Czech Republic's most recognised global brands.

Since its inception, Home Credit has served over 140 million customers worldwide in nine countries, split into four distinct geographical clusters: Central & Eastern Europe, Russia & Kazakhstan, China and South & South East Asia. The Group has rapidly embraced a digital transformation strategy that now sees 80% of new business being done via mobile and has over 100 million registered users on its app.

"In many markets we have been pioneers of consumer finance, particularly to those underserved by traditional lenders. The business has overcome many challenges over the years and we have always demonstrated resilience and a continuing ability to thrive," said Jiri Smejck, Group's Chairman of the Board.

"I wanted to pay tribute to all of our staff who have contributed to the success of Home Credit," said Jean-Pascal Duvieusart, Group CEO. "Today marks an exciting milestone as our digital transformation continues at pace, alongside our plans to further develop our business."

Our four geographical clusters are managed by strong, professional teams in each country and each cluster offers strong and distinct growth potential. Within each of them, our teams are driving bespoke strategies, including developing deeper partnerships and broader product offerings.

In its home market of the Czech Republic, Home Credit created Air Bank in 2011. Originally set up as an agile, digital-first market entrant, Air Bank Group is now a strong player in the Czech and Slovakia markets in its own right, expected an unaudited profit of CZK 2.3 billion. Recent plans to combine it with Moneta Money Bank have met approval from Moneta shareholders, paving the way to combine the best of both banks that will deliver a powerful Czech banking entity whose goal is to be a retail champion. The combined Air Bank and Moneta entities will create the Czech Republic's third-largest bank by clients and will be number one in terms of share of consumer finance.

The business in Russia and Kazakhstan continues to develop successfully, underscoring its importance as an established banking operation within the wider Home Credit business. In Russia, Home Credit Bank ranks 31st in terms of assets among all Russian banks and is in the top 10 in terms of retail loan portfolio among private (non-state) banks. The bank's net profit under RAS in 2021 is expected to be 7.8 billion rubles (unaudited), which is 2.8 times higher than last year's profit posting. "In Russia we have just celebrated the 20th anniversary of Home Credit's presence. The results achieved over this period are quite strong. We are very confident in the long term potential of the bank and very supportive of the work done by the leadership team," added Jean-Pascal Duvieusart.

In South & South East Asia, the cluster continues to see solid growth driven by young, digitally savvy consumers and innovative e-commerce partnerships that complement the company's well established distribution network.

In China, Home Credit was the first ever foreign owned entity to be granted a full operating licence by the China Banking Regulatory Commission and continues to be the only foreign operator in the consumer finance sector to this day.

About Home Credit

Founded in 1997, Home Credit is a global consumer finance provider with operations in nine countries of Central and Eastern Europe, the Commonwealth of Independent States and Southeast Asia, as well as India and China. The company headquartered in Prague, Czech Republic, offers non-collateralised, purpose-driven loans, cash loans and revolving lending products both online and in partnering retail shops. It drives and broadens financial inclusion for unbanked populations and encourages economic development through supporting domestic consumption.

More information about HCGBV is available at <https://www.homecredit.net/>