

## Kriya (formerly MarketFinance) – £10m Award

### Key Achievements to Date

- In Q4 2022 we officially launched our first sole trader solution and successfully serviced our first sole trader customers through Kriya Payments (previously MarketPay).
- We kicked off a project to utilise credit insurance in Kriya Payments in order to further increase our acceptance rates and help even more UK SMEs.
- We have now successfully deployed both CIF and our committed co-investment.

### Assessment Period 9 (September 1<sup>st</sup>, 2022 – December 31<sup>st</sup>, 2022)

These Public Commitments are based on Kriya's Updated Business Case which was approved in October 2022. The former Public Commitments, including rationale for the changes can be viewed [here](#).

**COMMITMENT 1 – Introduce a product giving SMEs funding tailored to their needs by H1-2021**  
We know that customers find it hard to manage multiple products across multiple providers; it's why many stay with the incumbent banks.

We will deliver a solution that radically reduces the complexity of managing finances for our customers, combining the product sophistication of a large lender, with the user- friendliness of a FinTech:

- **3 SOLUTIONS, 1 INTERFACE:** Loans, Revolving Credit, and Invoice Finance in a single interface to meet the varied funding needs of SMEs
- **FRICIONLESS EXPERIENCE:** minutes to apply, same day decisions, dedicated customer support team, removing all friction from the process of obtaining finance
- **UNPARALLELED FLEXIBILITY:** fully featured account management portal, giving customers the ability to pay off debt, manage credit limits, and optimise their working capital position with our intelligent Working Capital Manager tool.

We are partially on track to deliver this commitment. To date, we have delivered 3 innovative cashflow solutions within a single user-friendly interface. We are also very excited to continue investing in Kriya Payments (previously MarketPay) having already processed over 10,000+ transactions. We will not deliver the Working Capital Manager tool due to optimising internal capacity in favour of other projects which are delivering larger customer impact.

**COMMITMENT 2 – Expand our offering to SMEs who need it most**

Smaller SMEs (<10 employees) comprise >90% of SMEs but are at the greatest borrowing disadvantage. We will expand our target market to better serve these categories (including businesses such as sole traders, low turnover (<£250k) SMEs and startups).

We commit to start lending to at least two of the categories above by Q2-2022.

This will help enable us to lend £550m+ to >2.3k SMEs by 2022. We aim to have lent £1.6bn to 15.5k SMEs by 2024.

We are on track to deliver this commitment by year-end 2024. To date, we have already lent £500m to nearly 2,194 UK SMEs since the start of our BCR initiative.

**COMMITMENT 3 – We will collaborate with innovative players to expand our reach to more than 1m SMEs through a range of partnerships.**

**We will create a lending engine that can be simply embedded in the following 3rd party customer journeys:**

- **1+ challenger banks who don't have the balance sheet or risk appetite to lend to SMEs, bringing more choice to SMEs and increasing competition in SME lending in 2022 (at least 1 in 2021)**
- **5+ SME service providers (e.g. accounting software) by 2022, placing our offering at the point of need (at least two in 2021)**
- **1+ major bank, making our offering available to their customers who otherwise face much more limited choice, in 2022**
- **2+ innovative suppliers (e.g. API or payments providers) to fuel growth of wider ecosystem in 2021**

**We aim for 50%+ of our lending to be originated through these partnerships by 2022.**

This commitment has been met.

**COMMITMENT 4 – Embed the benefits of credit insurance into our products**

**We want to transform the way SMEs manage their cashflows through offering a credit-insured invoice finance product, facilitating prompt payment and competitively priced lending for SMEs. We are currently developing a new solution aiming for full market launch by the end of 2021, while working in close partnership with multiple credit insurance providers.**

This commitment has been met.

**COMMITMENT 5 – Expand our geographic footprint to secure the UK's best talent**

**We serve SMEs across the UK and will reflect that in our own geographical footprint creating 50+ jobs outside London by 2022, including in our existing Manchester office.**

**Throughout the next 4 years and beyond we will continue recruiting to support our commitments and aim to create 200+ jobs in total across the UK by 2024.**

We are on track to deliver this commitment by year-end 2024, having already welcomed more than 122 new team members with 38 of them based outside London.

**COMMITMENT 6 – Diversity & Inclusion**

**Kriya's success to date has been driven by the dynamism that comes with having a highly diverse team. Over 50% of our team are from diverse backgrounds - something we strive to maintain.**

**We believe in engaging with talent at grassroots levels - and so we commit to partnering with at least 2 organisations promoting underrepresented talent pools.**

**This will play a key part in facilitating our aim of hiring 20+ new starters (including any apprentices) from diverse backgrounds by 2022.**

This commitment has been met.

**COMMITMENT 7 – Co-investment**

**We will provide at least £14m of our own funding to deliver our commitments outlined above.**

This commitment has been met.