

## **Credit Saison Enters Brazil and Mexico Markets**

### **- Starting lending business in both countries, where fintech markets are growing -**

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Credit Saison Co., Ltd. (Head Office: Toshima-ku, Tokyo; Representative, Executive President and COO: Katsumi Mizuno; hereinafter "Credit Saison") has established operating companies in Brazil and Mexico and sequentially will launch lending businesses serving local individuals and micro, small and medium enterprises.

Having positioned our global business as our "third pillar" following payment business and finance business, Credit Saison has been expanding with a particular focus on the Southeast Asia and India markets. In April 2022, we established IHQ (International Headquarters) in Singapore to facilitate speedy decision-making in a rapidly changing and diverse business environment, and we have been promoting business development, not only in Asia, but globally.

Currently, India has a burgeoning lending market that caters to the financing needs of micro, small and medium enterprises (MSMEs) and individual customers who do not have access to adequate financing through the traditional banking system. Under our "senior lending"(\*2) model, Credit Saison India provides direct and indirect financing to end customers, while cooperating with local fintech operators and utilizing their customer channels and credit and collection functions. In this way, Credit Saison India has grown to a mainstay of our global business in less than four years since they had launched this business.

\*2 Senior lending ... having greater seniority in the borrower's capital structure than subordinated loan. Lenders limit the risk, while borrowers borrow at lower rates.

When we investigated expanding our India business model to other countries with the aim of making a further leap forward in our global business, we concluded that Brazil and Mexico are the best countries because there are world-leading market potential and mature fintech ecosystems(\*3). Brazil and Mexico are also attractive markets with the potential for future economic growth seeing from the recent increase of global investment to Latin America.


\*3 Fintech ecosystem ... an industrial ecosystem consisting of participants from a wide variety of industries, including fintech companies, financial institutions, government agencies, lawyers, and investors.

Credit Saison will use the know-how we have developed in Japan, Southeast Asia and India to provide financial services that meet local needs through cooperation with local companies in Brazil and Mexico, thereby helping to enrich the lives of customers in both countries. We will also accelerate financial inclusion globally, with the aim of creating a sustainable society.


■ **Company Profile of Credit Saison Brazil**

Company name	Credit Saison Brazil Participações Sociedade Limitada	
Located	Sao Paulo, Brazil	
Established	February 2023	
Business	Lending business in Brazil	
Shareholder	Saison International 100%	

■ **Company Profile of Credit Saison Mexico**

Company name	Credit Saison Mexico S.A. DE C.V., SOFOM E.N.R. *Under application.	
Located	Mexico City, Mexico	
Established	March 2023	
Business description	Lending business in Mexico	
Shareholder	Saison International and other Credit Saison Group company 100%	

■ **Company Profile of Saison International**

Company name	Saison International Pte. Ltd.	
Located	Singapore	
Established	June 2014 * Renamed in April 2022	
Business	Overseas business development and management	
Shareholder	Credit Saison Co., Ltd. 100%	