



Press release  
November 9<sup>th</sup>, 2023

## Smart Lenders AM announces the signing of an exclusive partnership with the Ooodles platform via its fund The Lending Smart Fund 1

**The Lending Smart Fund 1 continues its development with the signing of a new partnership.**

**This fourth partnership comes having already signed agreements to acquire the future loan originations with:**

1. Silvr, the European champion in *non-dilutive financing of e-merchants and SaaS* based on their future revenues ("Revenue-Based Financing");
2. Student Finance, an impact-based platform for financing vocational training;
3. And Triple Dragon, which specializes in financing the video game and mobile app industry.

**Ooodles, based in the UK and incorporated in 2021**, has developed a unique financing model for digital products (laptops, mobile phones, cameras and other gaming consoles) based on **lease agreements with monthly payments**.

The company **relies on Smart Lenders AM to develop its monthly rental model** enabling the adoption of the new mode of consumption, linked to use rather than ownership.

### **Financing technology products through Device-as-a-Service**

The company caters to several types of customers such as individuals (B2C), small businesses (B2B) and employees of corporate clients (B2B2C) who are 100% comfortable with technology, who need to use the latest technologies across multiple high-end brands, who have above-average purchasing power, and who are digital natives.

Ooodles focuses on high-end products, with low risk of technical failure and low depreciation, high demand from the user base and the second-hand market, and source the devices from selected manufacturers with ESG credentials.



The price of the rental/subscription varies depending on the device chosen and the duration of the rental (usually 3 to 36 months).

Finance leasing allows Ooodles to offer (at an additional charge) contract extensions, product updates, lifetime warranties and other flexible terms in line with the needs of a rapidly changing customer base.

The fintech has developed its own decision-making model through open banking, for each type of customer (B2C/B2B).

« The hardware segment is still stuck on a buy-and-sell model, as customer demand shifts to a subscription model. Ooodles offers a flexible rental platform that allows SMBs and professionals to regularly upgrade to the latest devices, while saving time and money. The partnership with The Lending Smart Fund 1 will allow us to invest in strengthening our device offering to meet unmet demand. »

**Leonardo Poggiali, CEO of Ooodles**

« Through The Lending Smart Fund 1, Smart Lenders AM is proud to participate in the early financing of this new Device-As-A-Service industry through Ooodles, one of the most promising companies in this field. We were impressed by the expertise and complementarity of the team, the technology deployed, the data collection and analysis. »

**Erich Bonnet, Président de Smart Lenders AM**

### **The Lending Smart Fund 1, a fund dedicated to new financing platforms in Europe.**

The investment strategy of this fund, launched in 2022, is to build a portfolio composed of **5 to 7 financing partnerships** with online lending fintechs. The credits in the portfolio are essentially depreciable and over periods of a few weeks to 6 years.

This new fund, which aims for an AUM of **€150 million** in **several closings, and matures in 2030**, will accelerate the development of these new financing players. It is an innovative and powerful tool to **support the economy and the European fintech ecosystem**.

The Lending Smart Fund 1, **reserved for professional investors**, will distribute a **quarterly coupon** at the end of the subscription period and can accept US investors.



## About Smart Lenders AM

Smart Lenders AM is a management company specialized in the management of loan portfolios whose issuance and negotiation take place through online lending platforms, also called Marketplace Lending or Crowdfunding. Created in 2014, the management company moved to Paris on January 1, 2018, transferred from London. It is registered with the AMF and has AIFM full-scope status.

Smart Lenders AM's activity is the selection of loans and the construction of portfolios according to a quantitative and algorithmic approach.

The company focuses specifically on consumer loans and small business loans in the United States and Europe. Since its launch, Smart Lenders AM has invested in over \$2.5bn in loans on behalf of European institutional and professional investors.

Smart Lenders AM, a leading player in online credit investment for European investors, has credit granting authorization.

Smart Lenders AM is a signatory to the United Nations Global Compact.

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