Building the Future of Finance

About Tala

We are a financial technology company on a mission to **enable and accelerate financial health for all.**

We use **mobile technology and data science** to make financial services simple, inclusive, and accessible.

About Tala

Credit Product

Our first product is an Android app that offers instant credit and personalized financial education in Kenya, the Philippines, Mexico, and India. Most of our customers have little or no access to banks or other traditional financial institutions.

Customers who use Tala loans to start and expand small businesses, pay school fees and bills, and build more stable financial lives. We are proud to be the largest non-bank lender in Kenya and the top digital lending app across our current markets.

Key Metrics

- Total customers serviced **5 million**
- Total origination **$2 Billion**
- Lifetime Repayment Rate **Above 90%**
- Total equity raised **$200 M**

Locations

Operations

USA

MEXICO
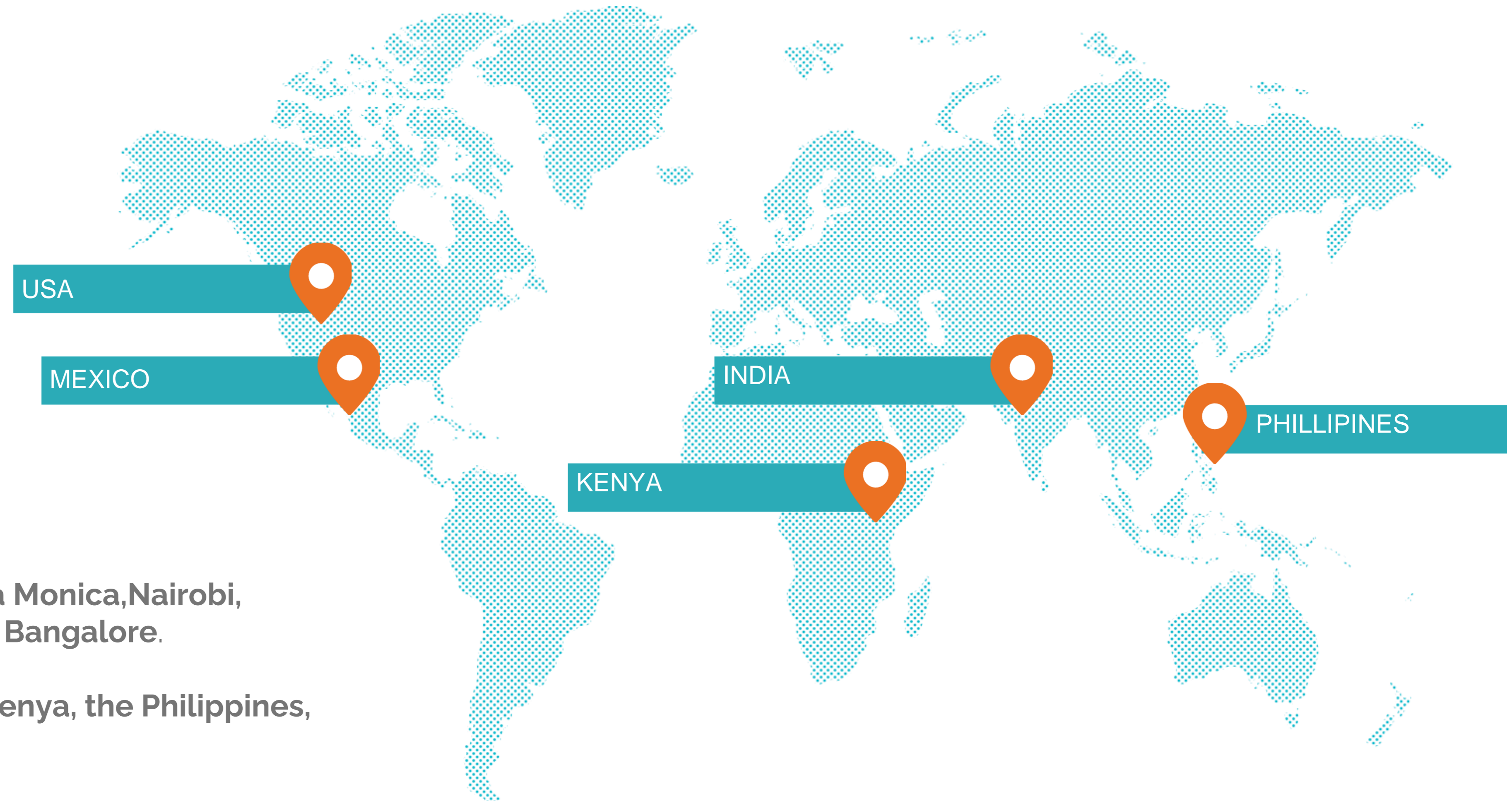
INDIA

KENYA

PHILLIPINES

We have offices in **Santa Monica,Nairobi, Manila, Mexico City, and Bangalore**.

We serve customers in **Kenya, the Philippines, Mexico and India**

Digital Credit Challenges and Opportunities

- **$2.1-2.5 trillion** unmet need for credit in developing markets, with over 2.5 billion people in those regions accessing the internet via their mobile device. (Mckinsey)

- **3 billion** people are financially underserved, according to the Center for Financial Services with only 31% of the adult population worldwide is covered by credit bureaus.

Tala's digital credit product

Tala is able to skip that formal history by looking at data from an applicant's **smartphone** in order to trust customers with loans and other services.

When a customer downloads our app, he or she fills out a simple application while our models analyze the data customers share with us.

If approved, the customer receives their loan offer in just a few minutes.
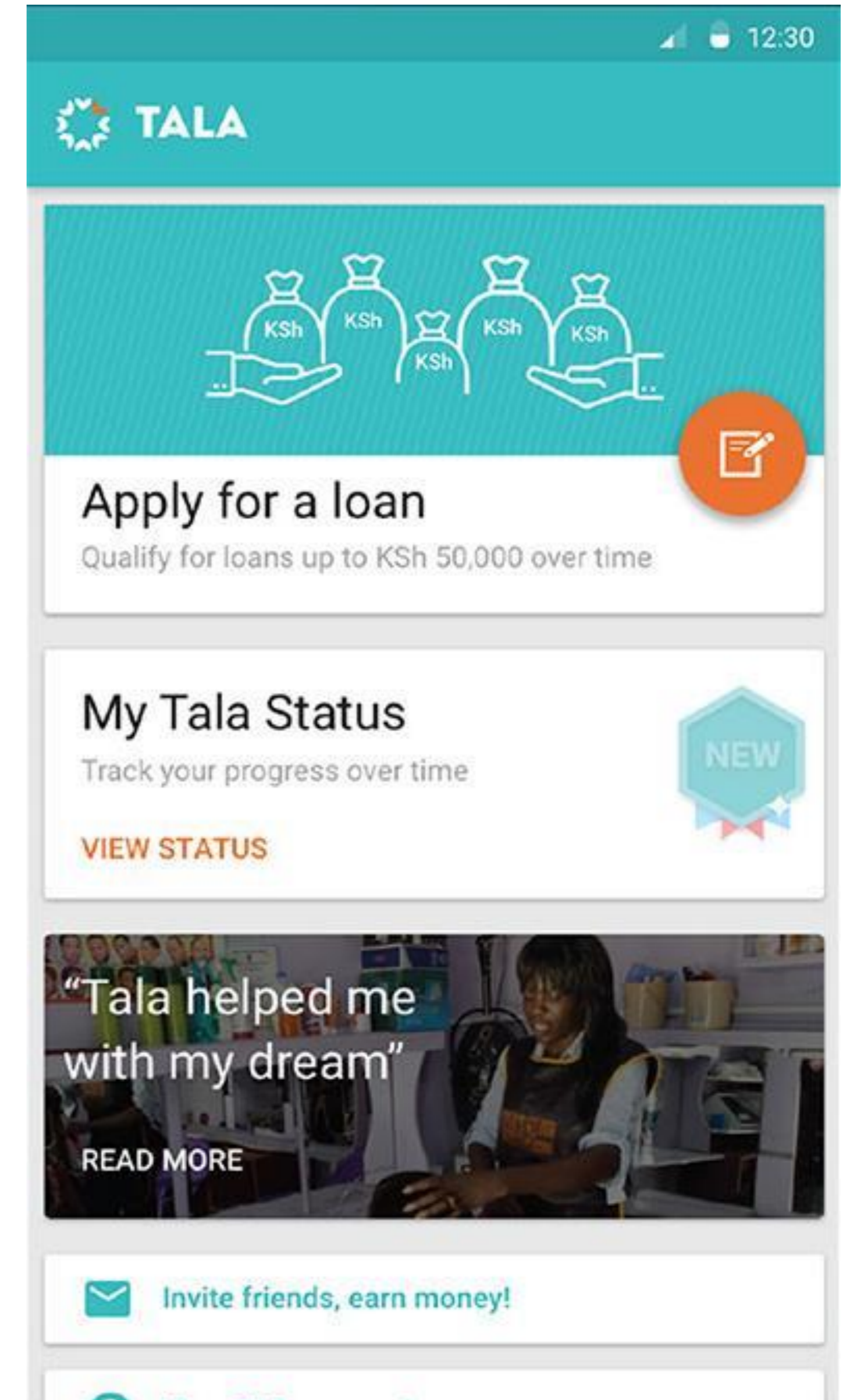
Determining Creditworthiness

How we make lending decisions

1 Advanced data science + credit models

2 Device Data - device type, ID, apps on device

3 Behavioral data and psychometric data from our customers

4 Repayment Behaviour

Customer Snapshot

Kenya

- mostly male
- working in the informal sector.
- describe themselves as self-employed or running their own business.
- skew younger (under 45)
- many have completed some form of higher education.

Philippines

- mostly female
- salaried workers
- working in the formal sector.
- Loans tend to be for personal needs

Responsible Lending
Leveraging Technology for good

1 We lower rates over time and do not compound fees

2 Customers can only borrow again once they've paid us back

3 Provide education as part of the collections experience

4 Supporting regulation and consumer protection via DLAK

Impact
Research and Engagement beyond product

DLAK

We are a founding member of Kenya's first digital lenders association – in partnership with 12 other lenders, we are trying to self-regulate and set an example for industry.

Research

We work with third parties on additional research that enhances our product offerings. An example is our work with CFSI (now the Financial Health Network) to develop a financial health score for developing populations.

Listen and Learn

We are committed to understanding and measuring our impact and engage in annual impact studies with our in-house research team.

1 2 3

Financial Inclusion

Tala Community

To help communities cope with and recover from the impacts of COVID-19, we launched the COVID-19 Rebuild Fund. Through the fund we have disbursed long-term, 0% interest loans to hundreds of entrepreneurs who are providing jobs and essential services such as clean water and accessible food to their broader communities.

Personalized Education

Tala offers personalized education to customers through our app to help customers take control of their financial lives. Advice covers credit, budgeting and saving, goal setting, and more.

Health Insurance

Tala Tiba insurance is a low-cost hospitalisation cover providing cash-back on hospitalisations for three (3) or more consecutive nights for any reason, including COVID-19. Tala customers can get paid up to Ksh 15,000 a year.