



INVESTOR SURVEY RESULTS REPORT

2018

GENERAL PLATFORM STATS



*as of 01.10.2018

Funded ever

€ 82 857 513

Interest repaid

€ 870 409

Average deposit

€ 4394

Average interest rate

10.9%

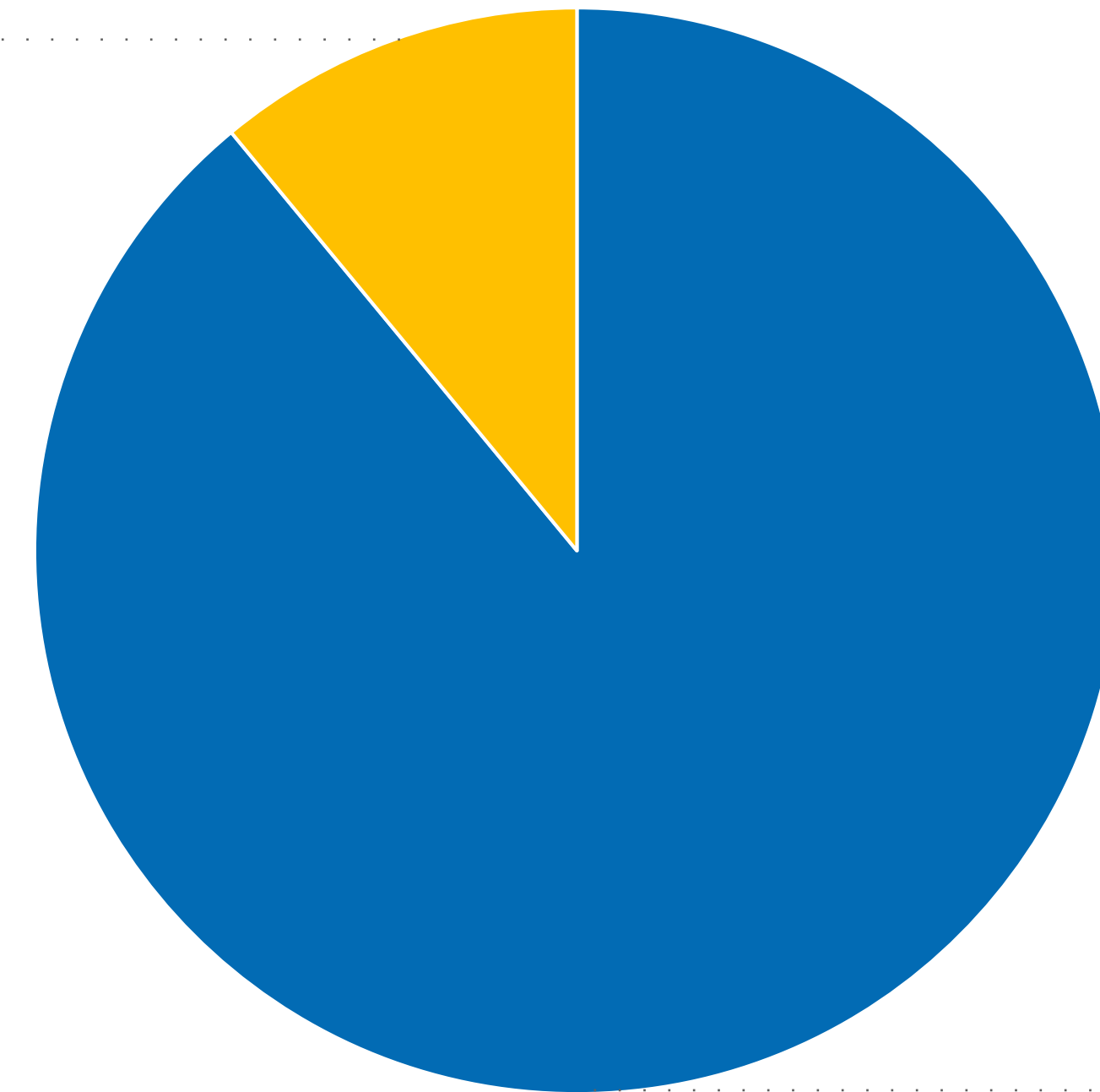
INVESTOR TYPES



*as of 01.10.2018

12%

Legal entities



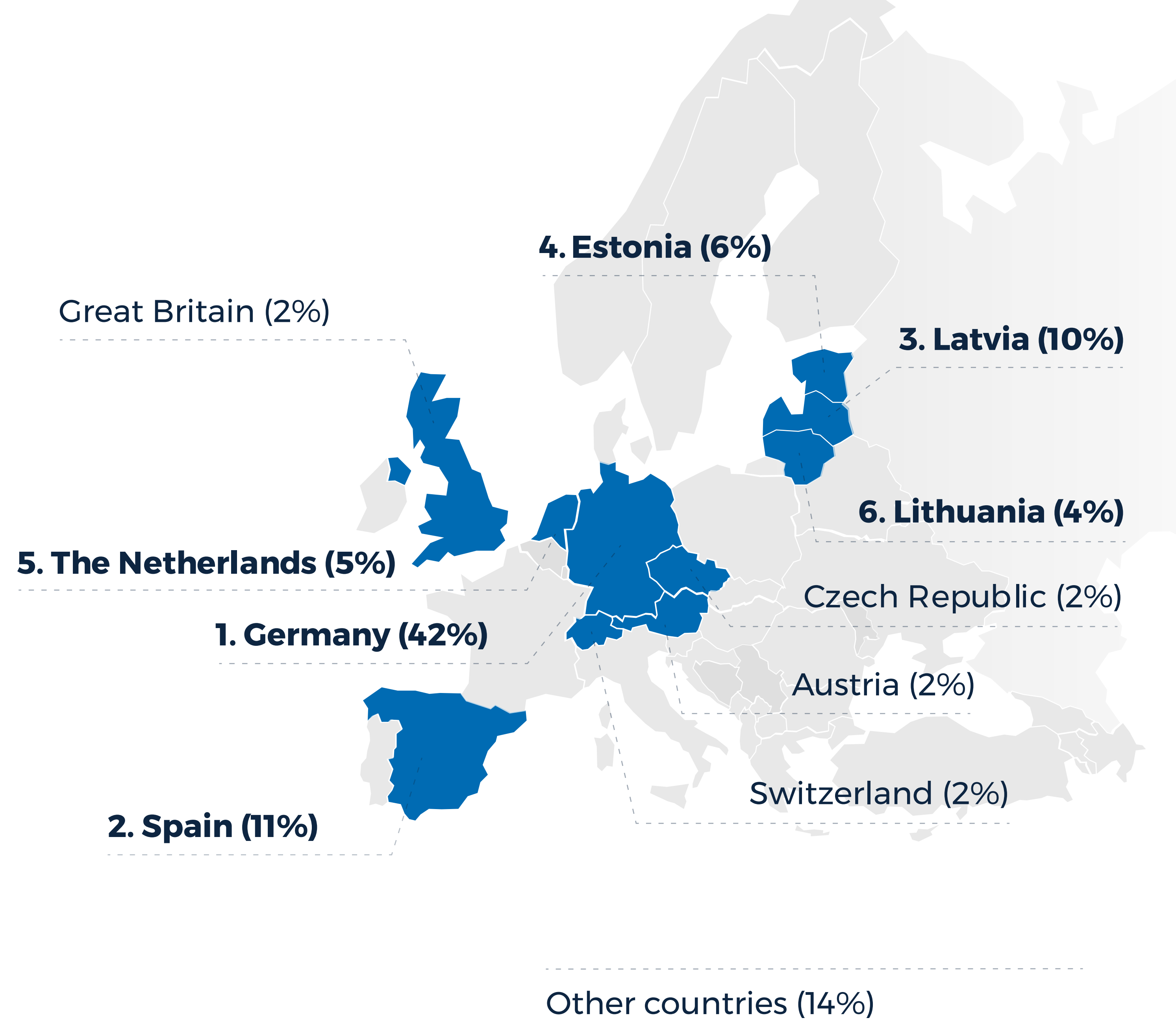
88%

Private investors

TOP INVESTOR COUNTRIES



*as of 01.10.2018



INVESTOR SURVEY: KEY METRICS



Survey time period:
July 25 - August 25, 2018

Target
audience/active
investors (in total)

2419

on July 25, 2018*

Responses in total

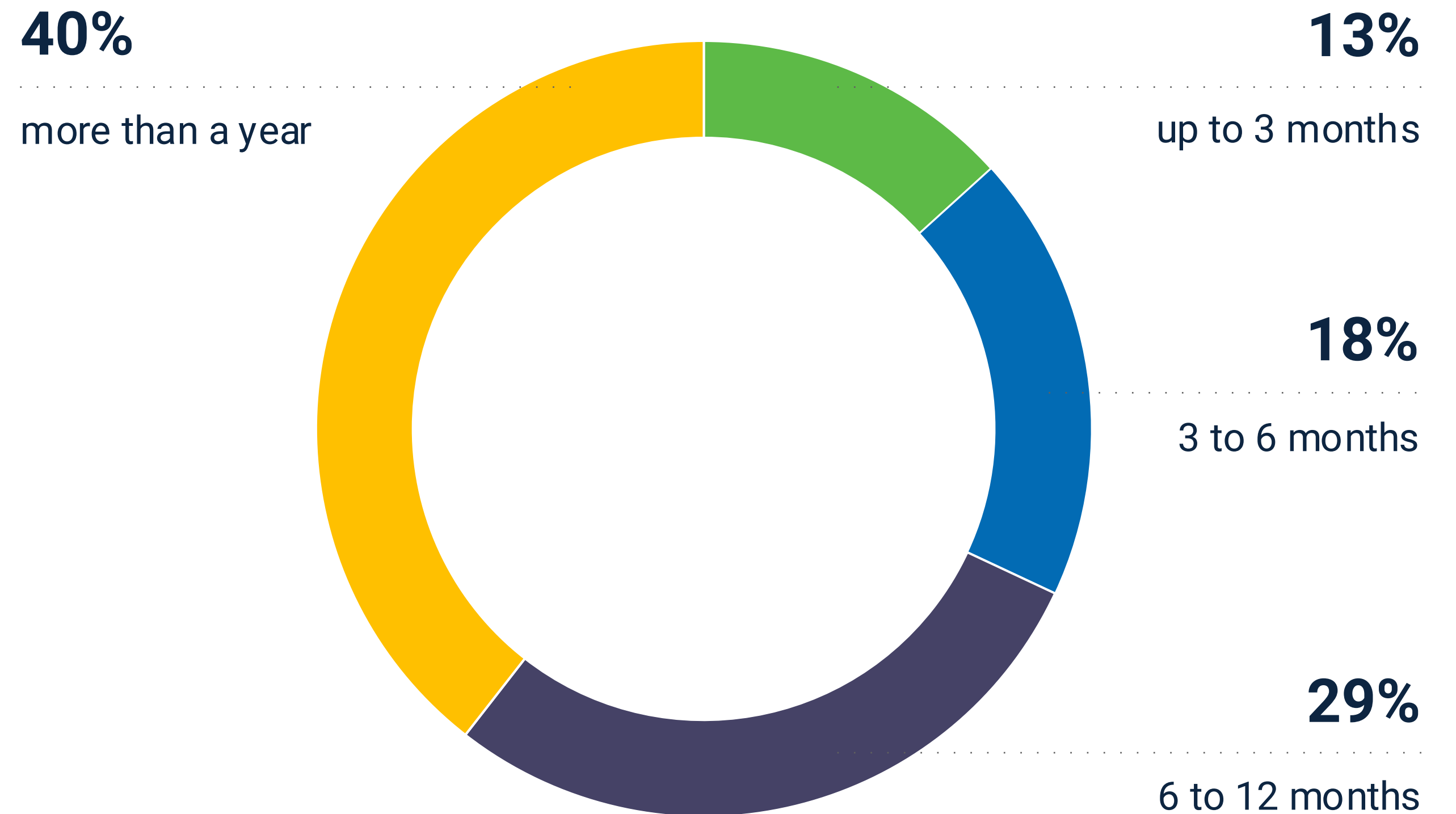
504

RESULTS OVERVIEW

INVESTOR COMMUNITY

VIAINVEST has succeeded at building trustworthy relationships with the existing customer base - **40%** of respondents have been investing with VIAINVEST **for over a year**.

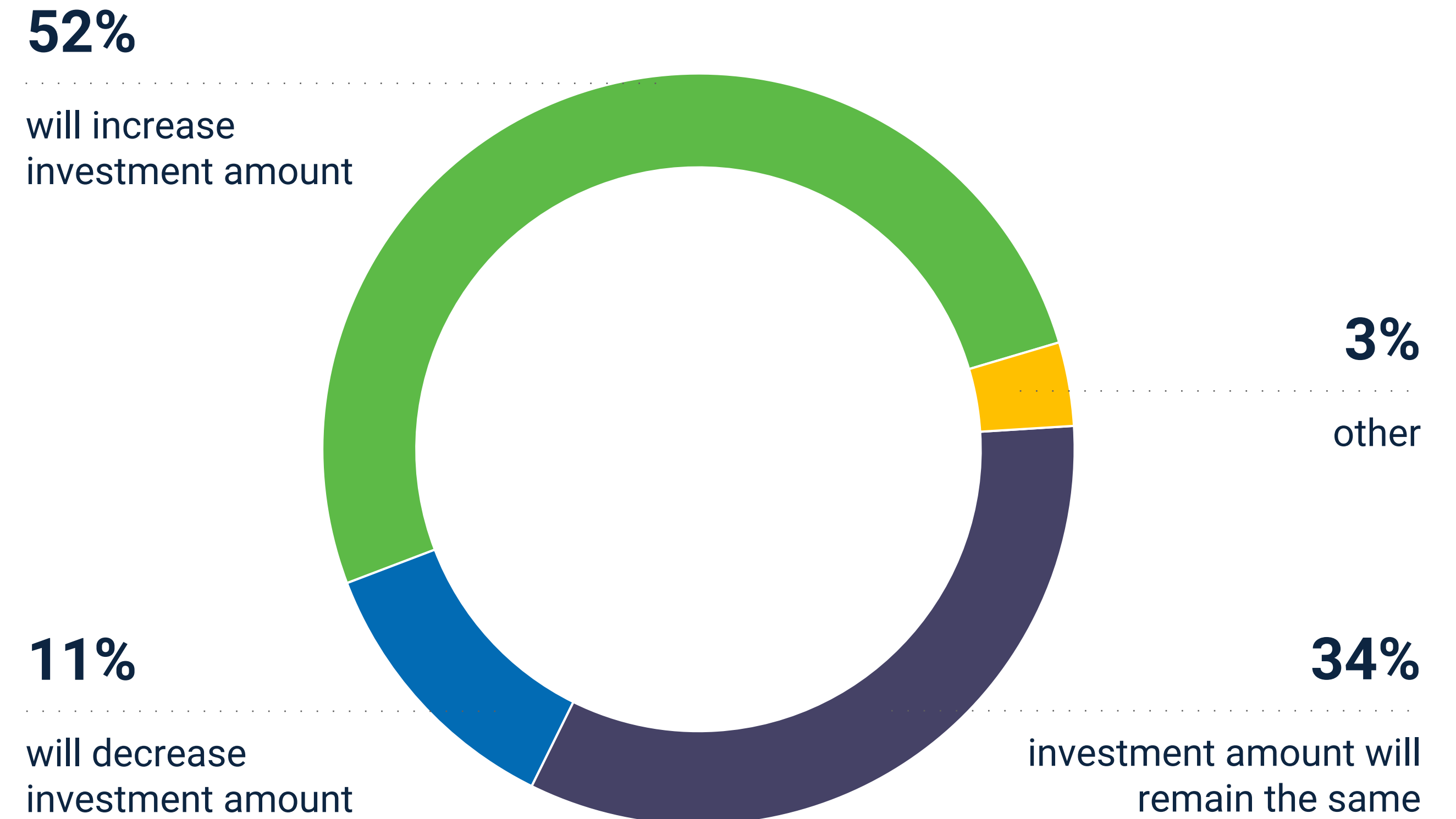
OVERALL DURATION OF USING THE PLATFORM



INVESTOR COMMUNITY

More than **one half** of investors are planning on **increasing their investment amount**, while at least one third of them is intending to keep it at the existing volume, indicating brand loyalty as well as the sustainable character of the platform in the long run.

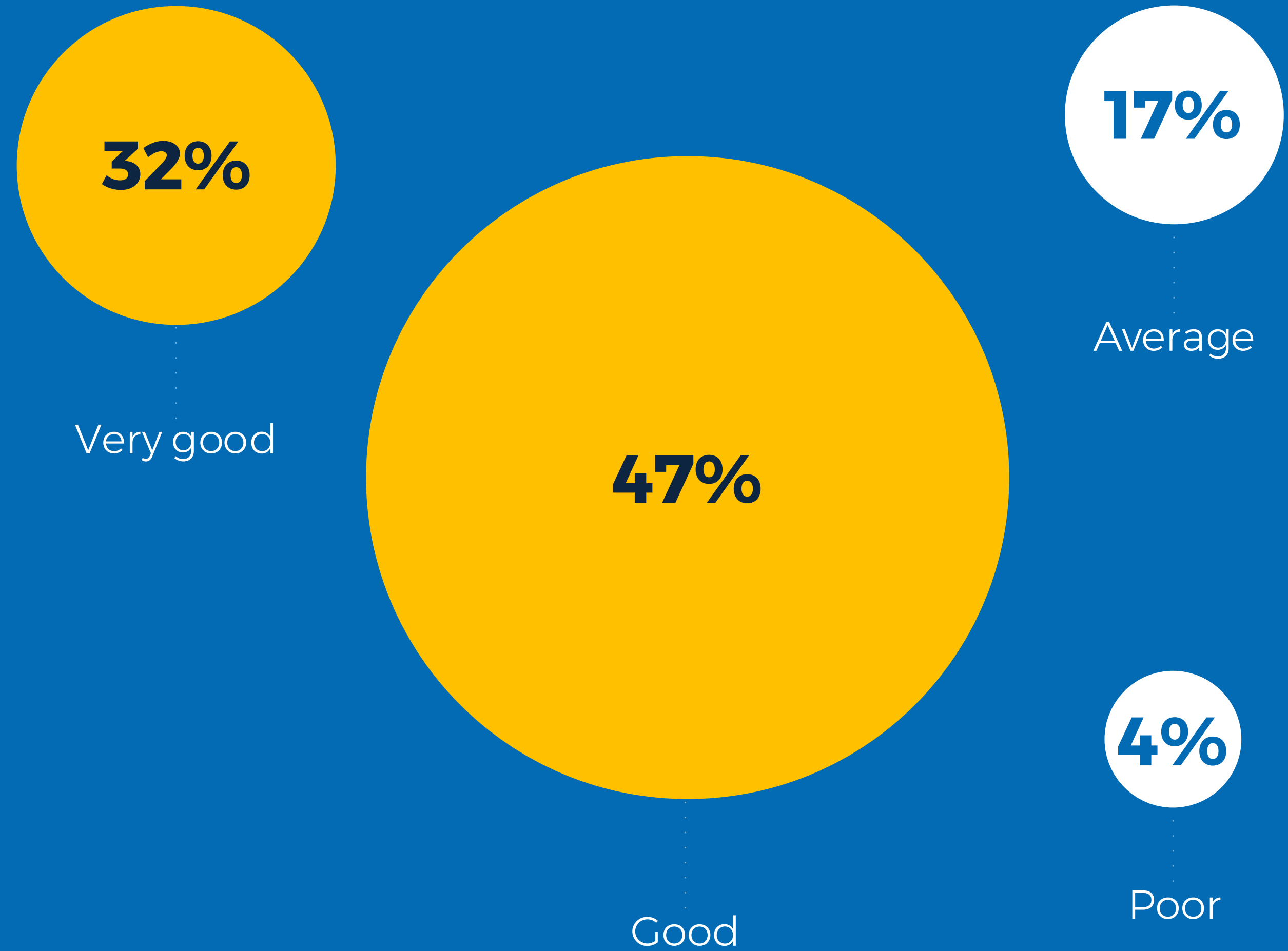
FUTURE INVESTMENT PROSPECTS



GENERAL PLATFORM ASSESSMENT

Almost **half of respondents** rate their general investing experience as **good**, while almost **one third** of them admitted that their investing experience has been **very good**.

GENERAL INVESTING EXPERIENCE



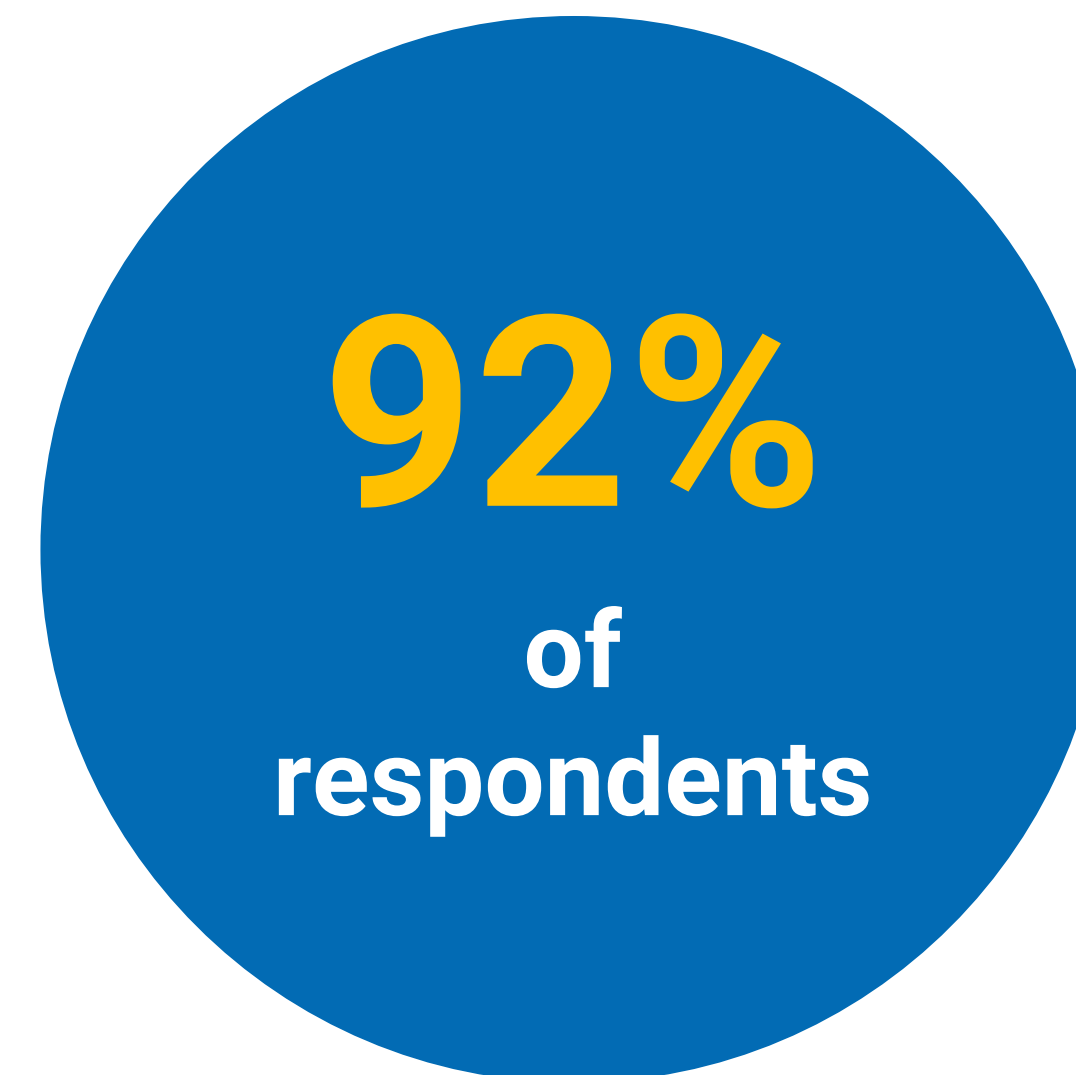
RESULTS OVERVIEW

GENERAL PLATFORM ASSESSMENT

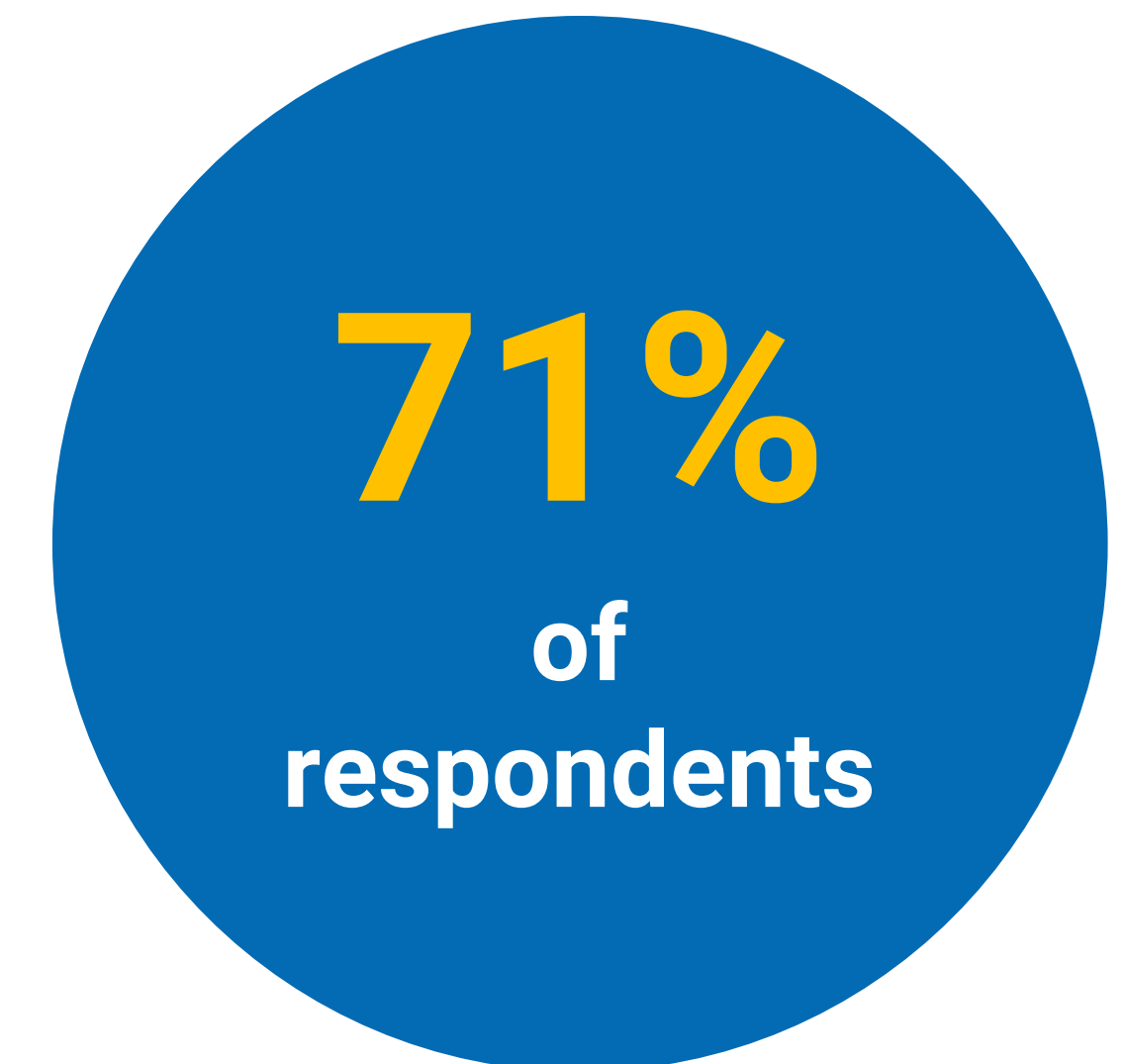
The **absolute majority** of all respondents find VIAINVEST platform as **trustful**, yet some respondents believe that more time is needed to be able to assess the platform more thoroughly.

Meanwhile **71%** of respondents admits that VIAINVEST is **among their top choices** when it comes to P2P investing.

VIAINVEST - A PLATFORM TO TRUST



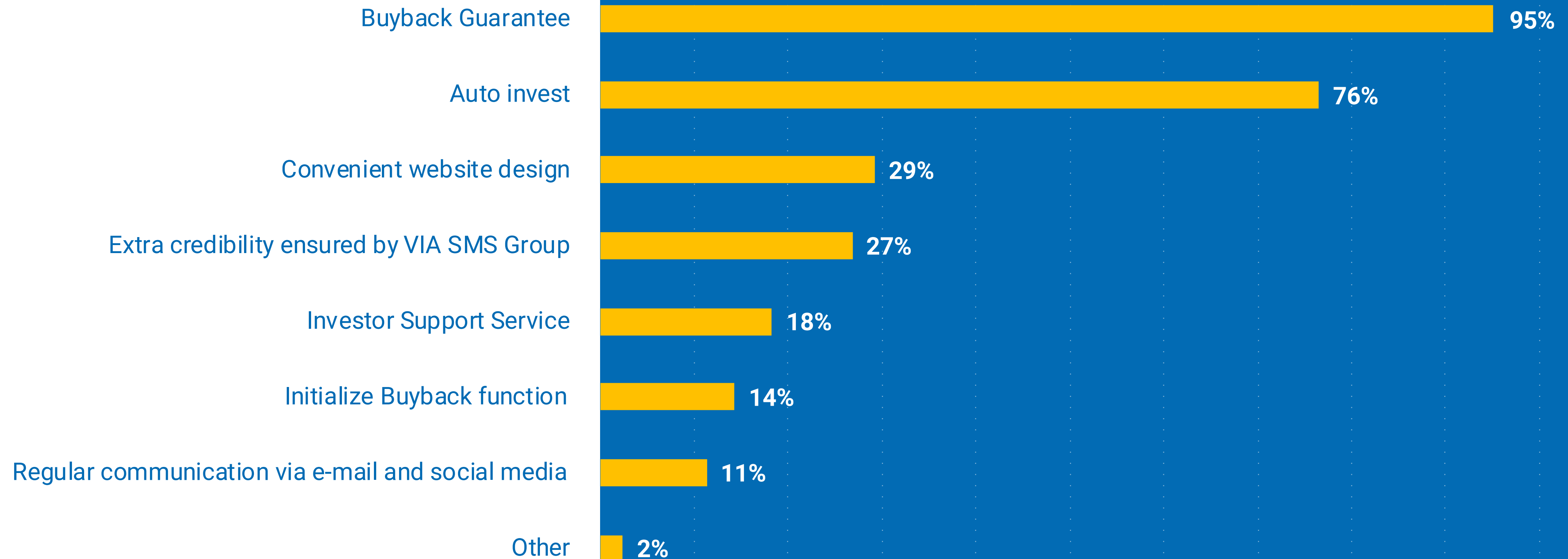
VIAINVEST - AMONG THE FAVOURITE PLATFORMS



RESULTS OVERVIEW

GENERAL PLATFORM ASSESSMENT

MOST VALUABLE FEATURES*

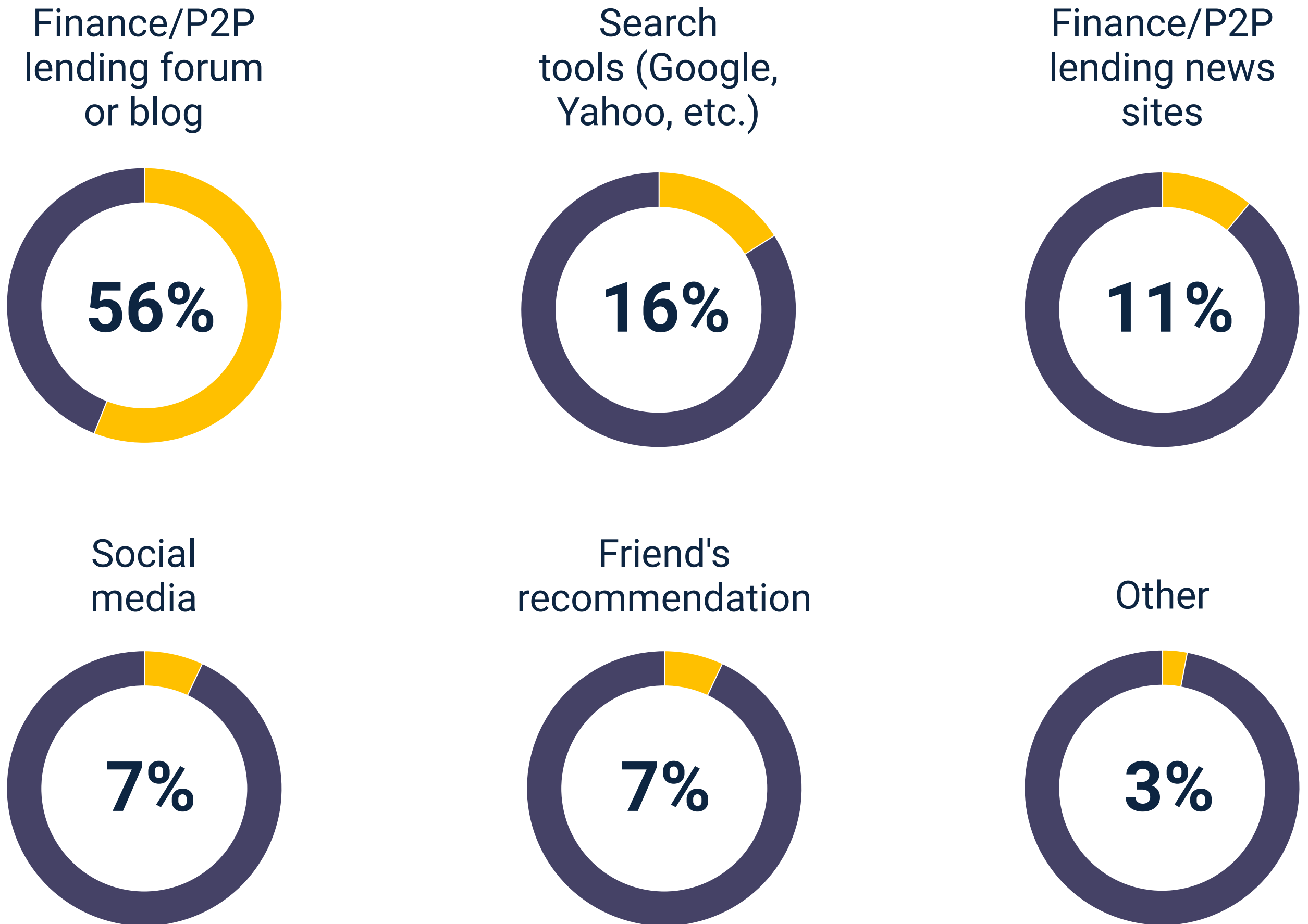


*multiple choice question

INVESTOR COMMUNITY

When asked about information sources, more than half investors admit that they have found out about VIAINVEST platform from **finance or P2P lending related forums or blogs**, indicating the immense power of word of mouth and referrals. Meanwhile a significant amount of investors found their way to us thanks to **web-based search tools**.

SOURCE OF INFORMATION*



*multiple choice question

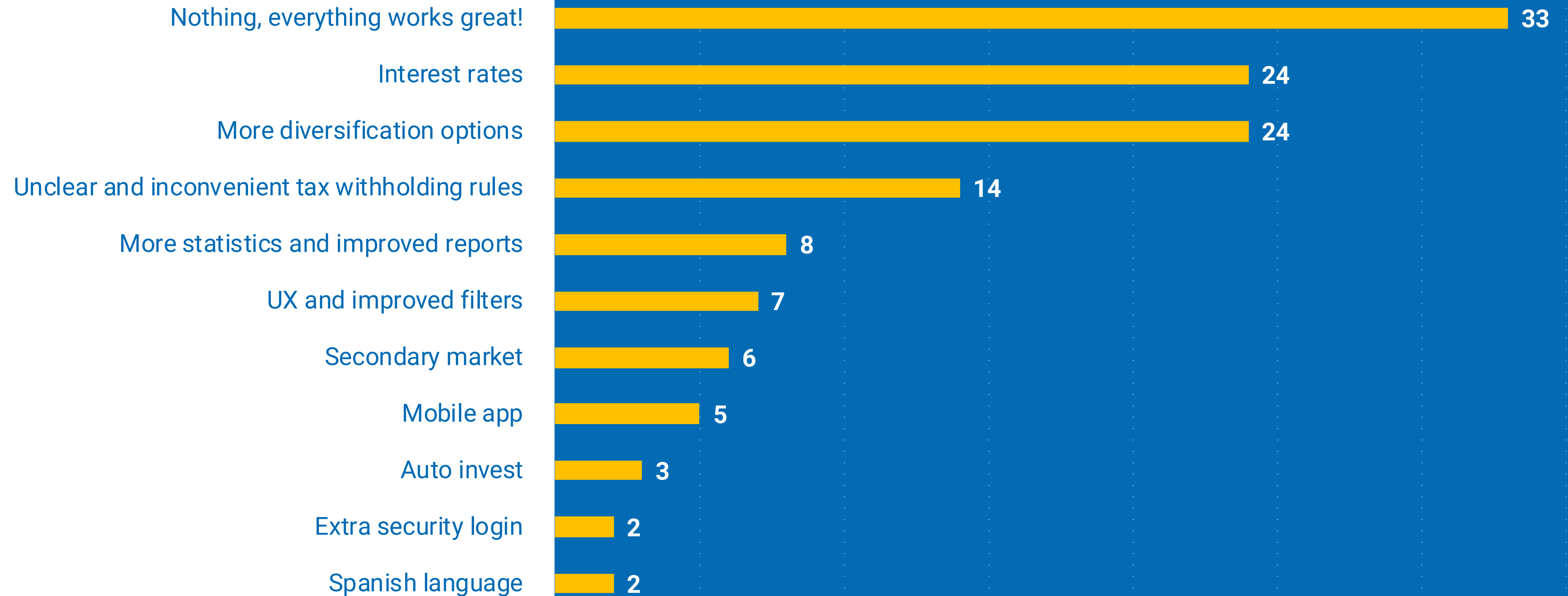
RESULTS OVERVIEW

GENERAL PLATFORM ASSESSMENT

88%

INVESTORS ARE WILLING TO RECOMMEND VIAINVEST TO THEIR FRIENDS

SUGGESTED AREAS OF IMPROVEMENT*



*multiple choice question

RESULTS OVERVIEW

INVESTOR SUPPORT SERVICE

Most of investors that participated in the survey, have never had the need to contact the support service, however the overwhelming majority of those who have done it, rate their general experience as **good** and **very good**.

INVESTORS EVER HAVING CONTACTED SUPPORT SERVICE

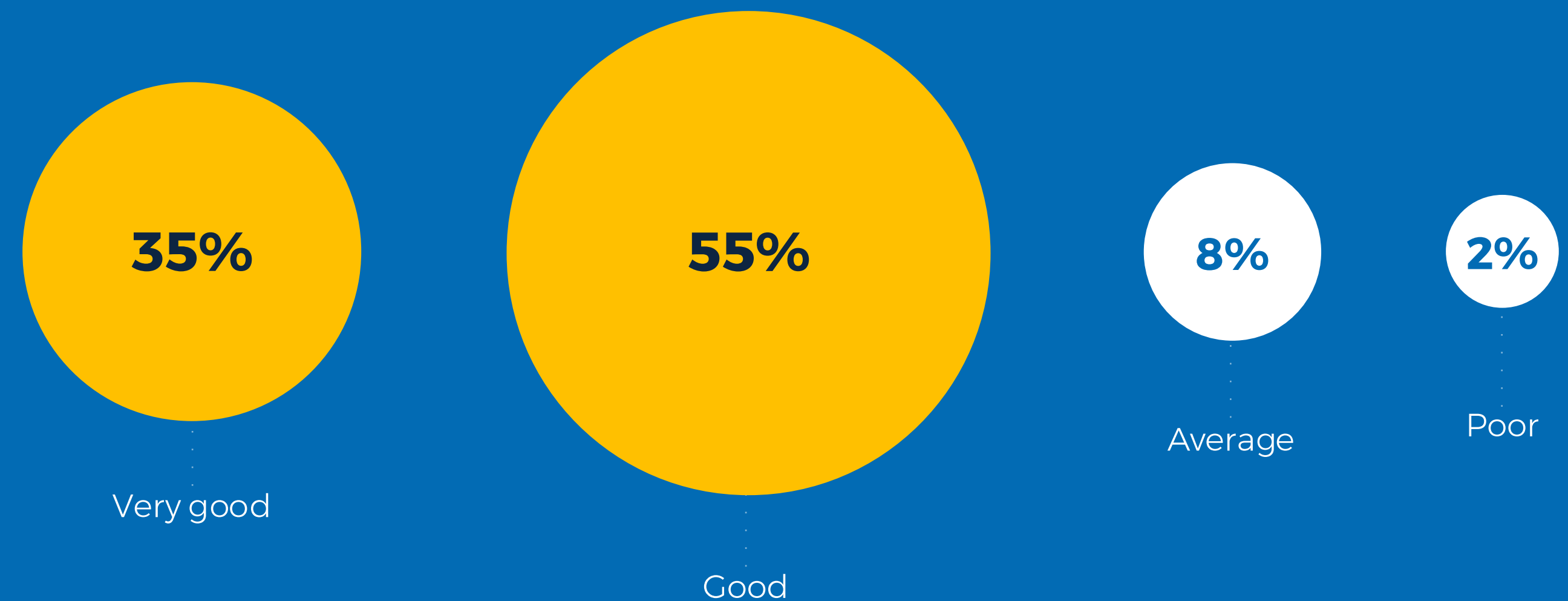


YES **46%**



NO **54%**

GENERAL SUPPORT SERVICE EXPERIENCE



INVESTOR SUPPORT SERVICE

Based on the feedback provided by the surveyed investors, in most cases the level of communication skills of the staff at the support service has been either **excellent** or **good**. When asked about the areas of improvement, many of the respondents walked the extra mile and shared **positive feedback** regarding the performance of the support team.

INVESTOR SUPPORT SPECIALISTS' COMMUNICATION SKILLS - RATED



69
I was positively surprised by the expertise, helpfulness and what was very important for me - patience. There isn't one problem that couldn't be solved.

69
Many thanks to the competent and friendly member of your support service team.

69
Based on my 2 conacts with you, you are perfect! Just keep up the level!

RESULTS OVERVIEW

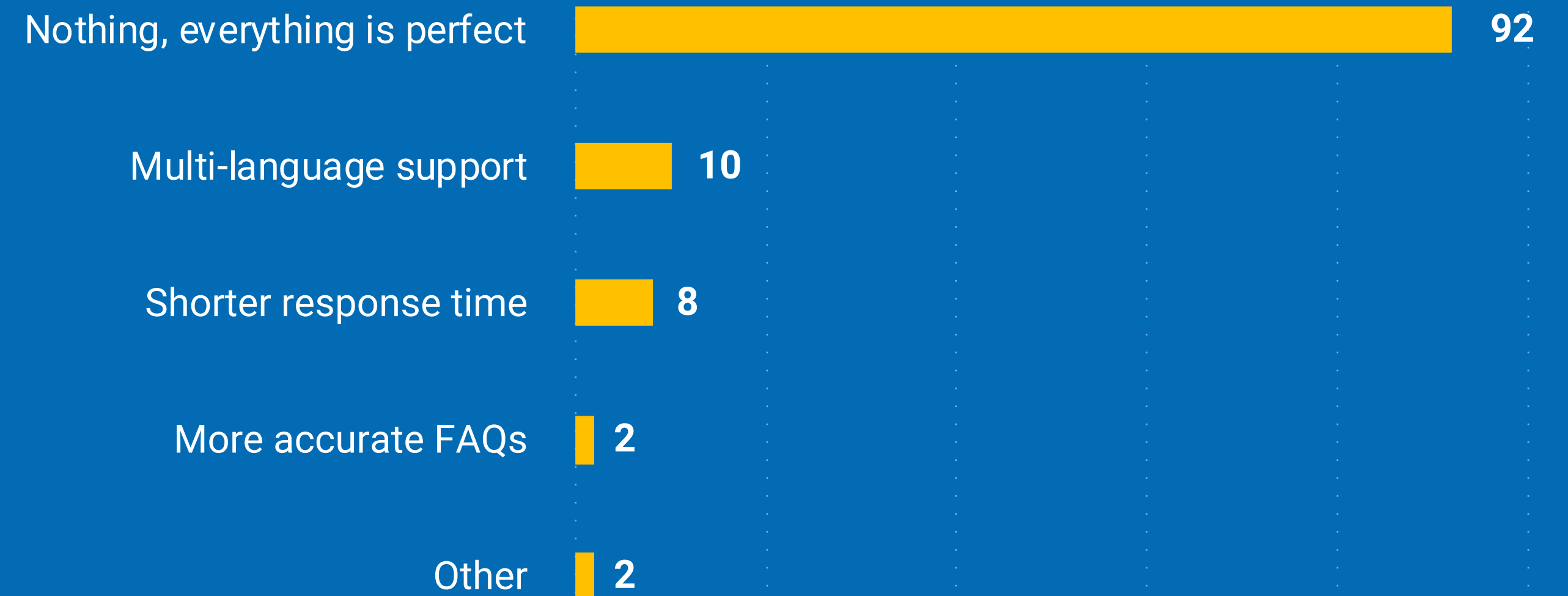
INVESTOR SUPPORT SERVICE

The overwhelming majority of respondents could not name an aspect that would require improvements in the performance of investor support service, however some would appreciate **multi-language** (German and Spanish) **support** as well as quicker response times in individual cases.

93,5%

PROBLEMS WERE SOLVED DUE TO INTERACTION WITH SUPPORT SERVICE

SUGGESTED AREAS OF IMPROVEMENT



THANK YOU!
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