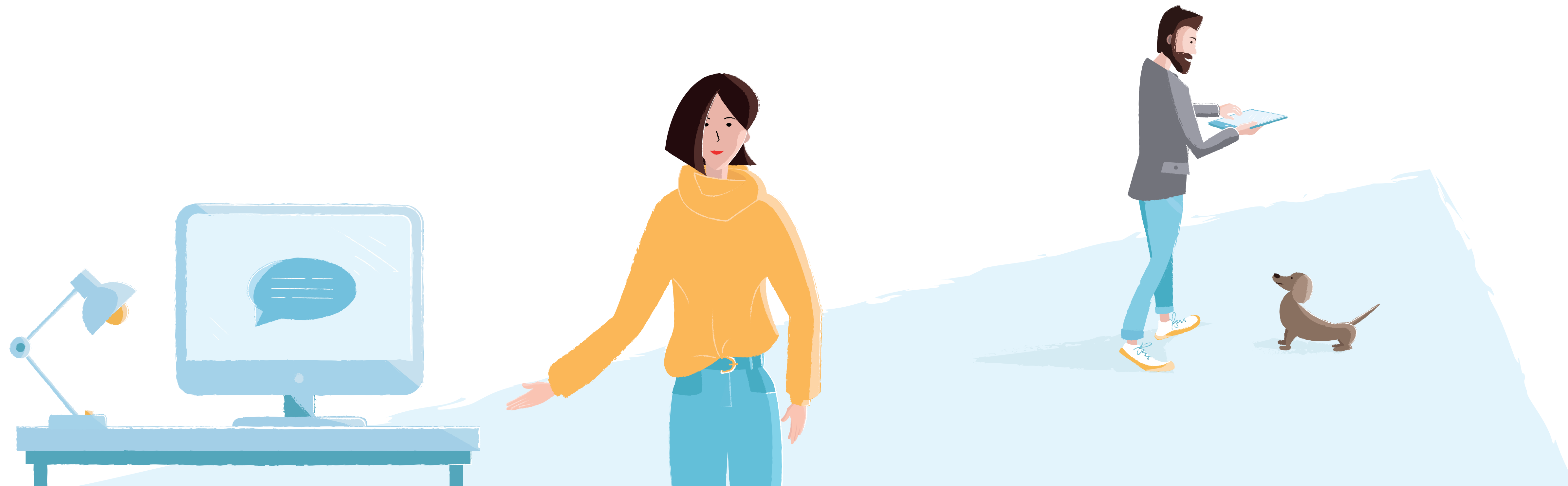




# ANNUAL INVESTOR SURVEY 2020:

## Results Overview



# GENERAL PLATFORM STATS

Funded ever

**€ 221 212 560**

Average deposit

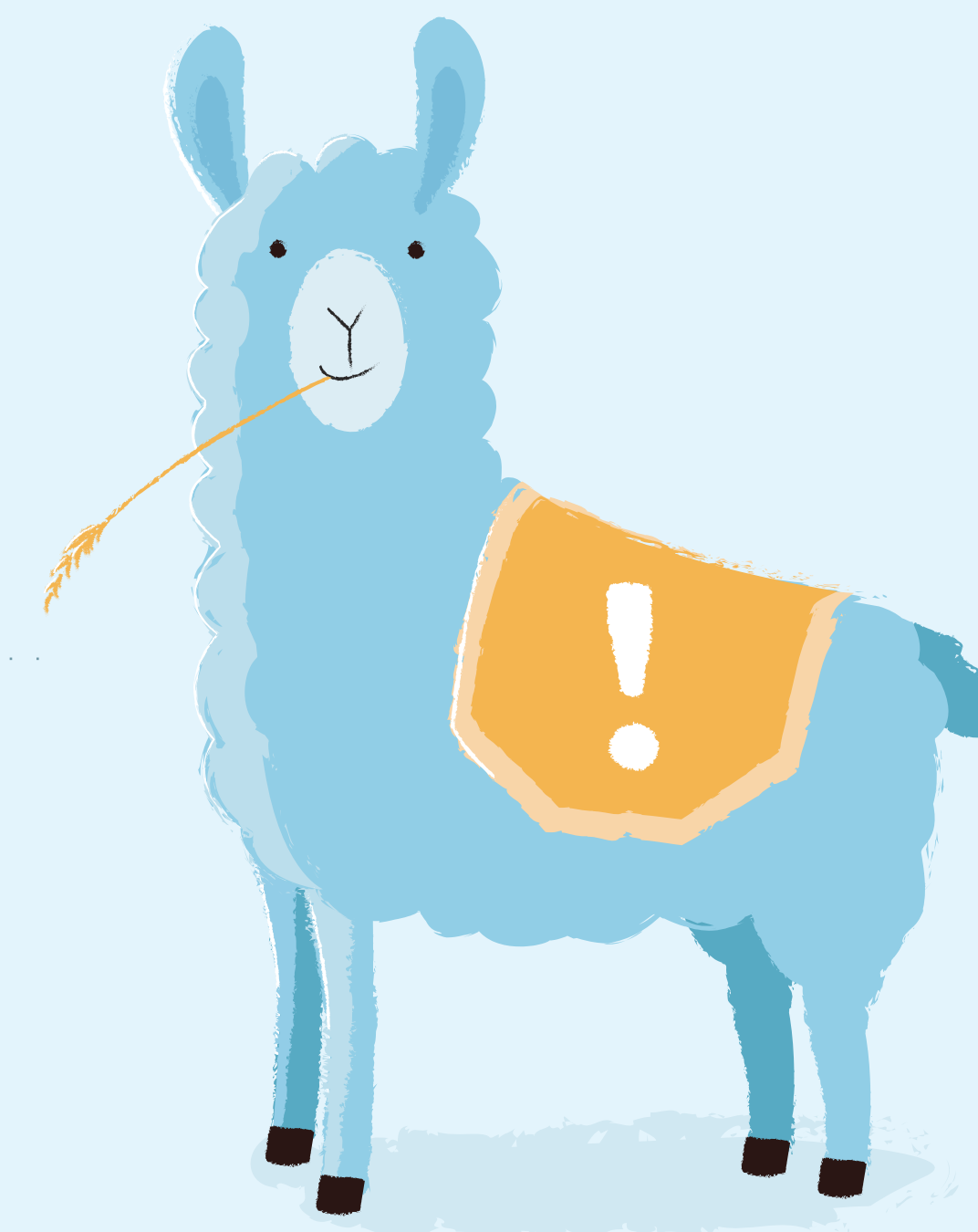
**€ 4 021**

Registered investors

**18 555**

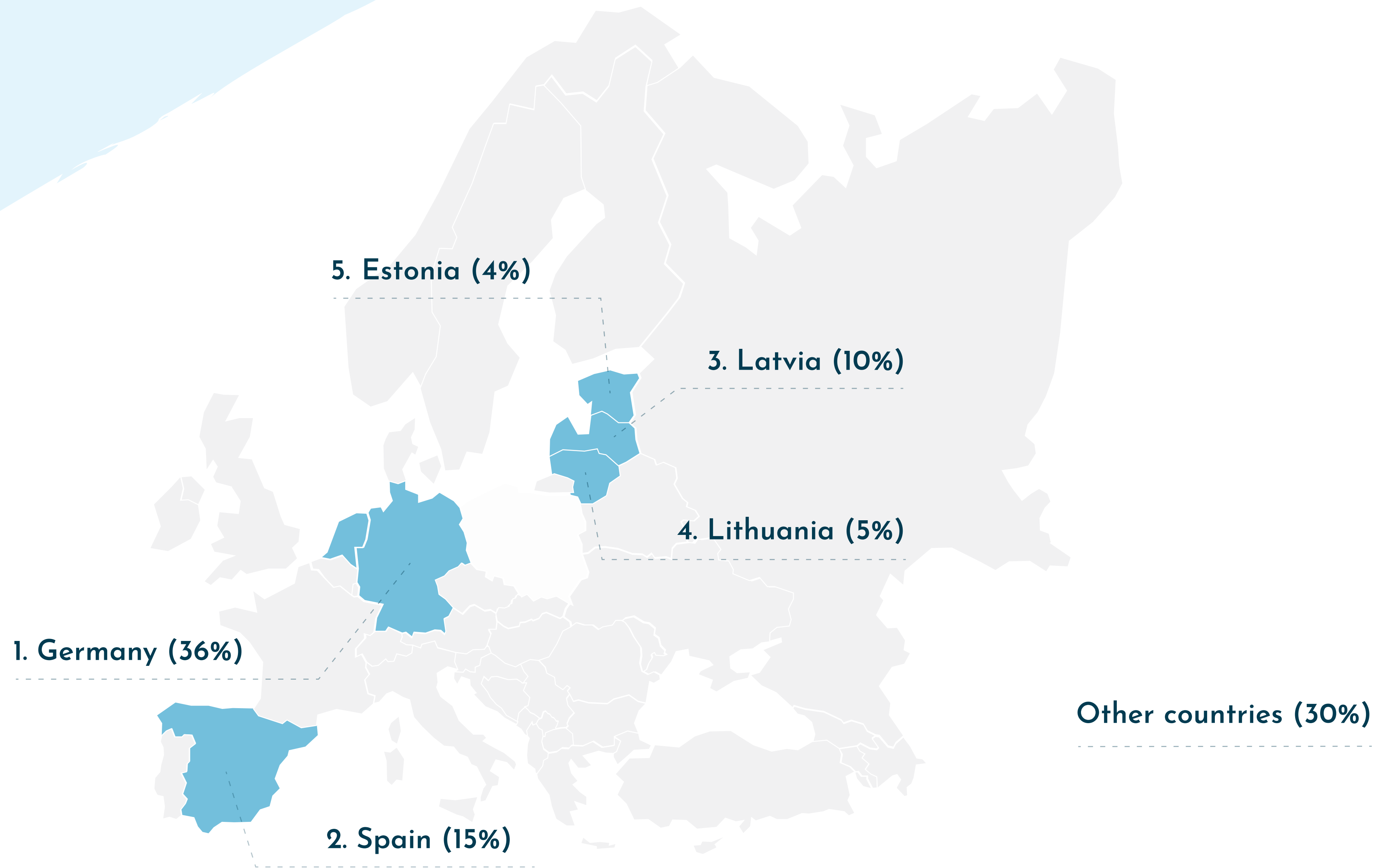
Average interest rate

**12%**



\*as of 15.10.2020

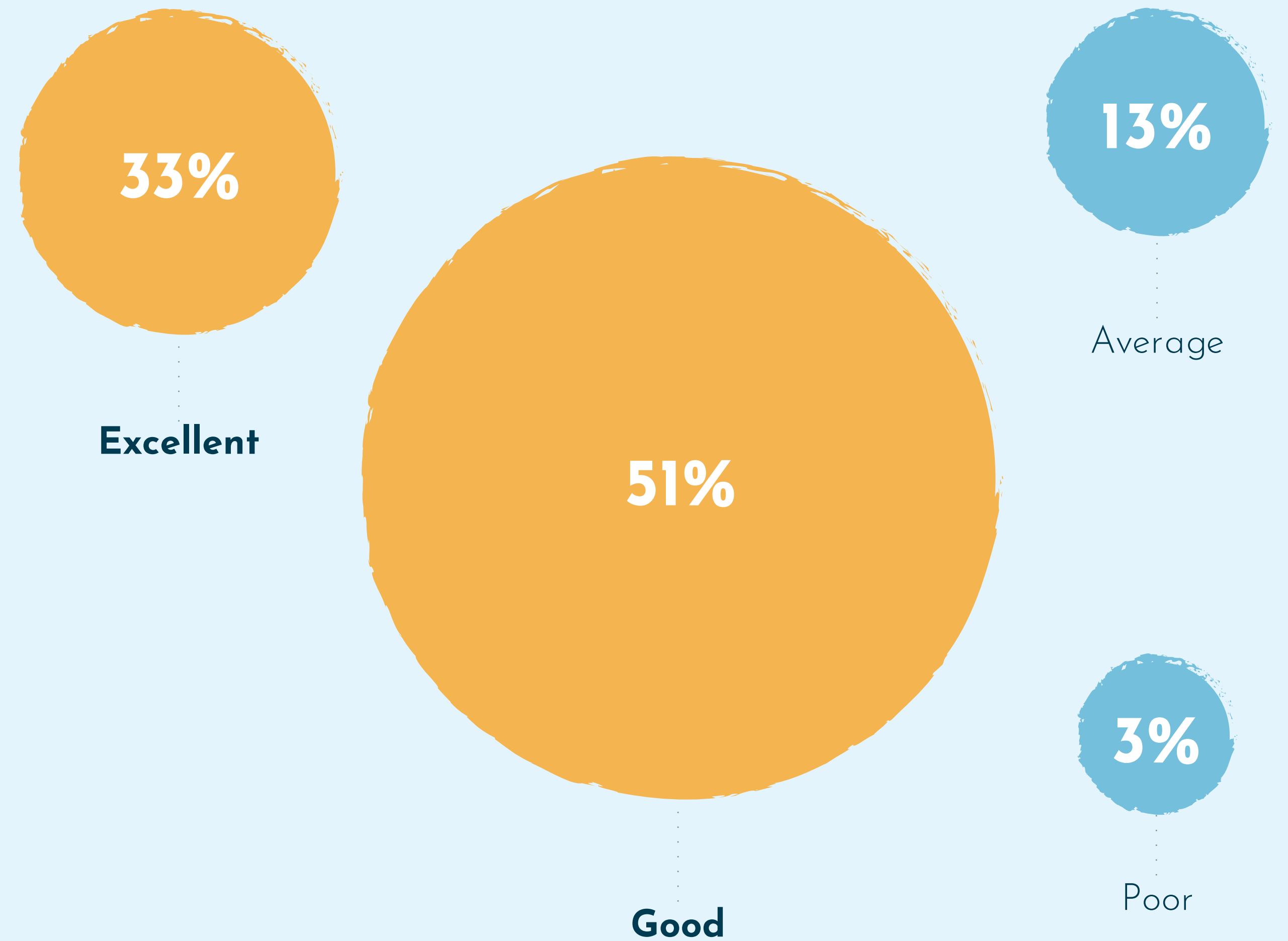
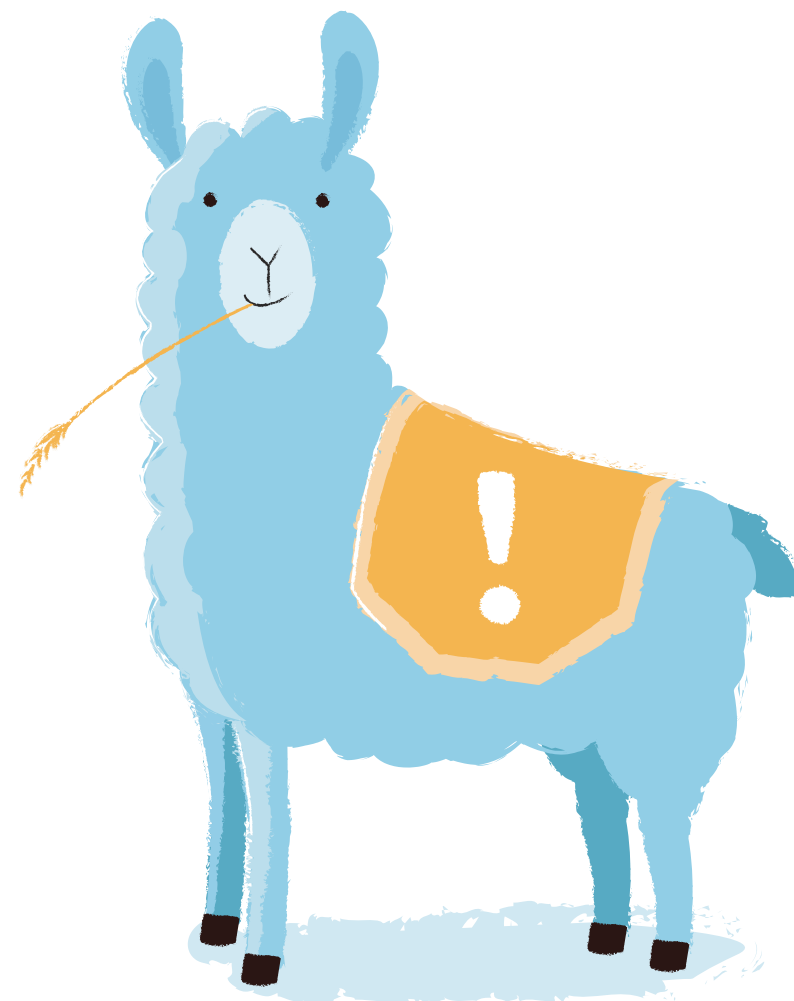
# TOP INVESTOR COUNTRIES



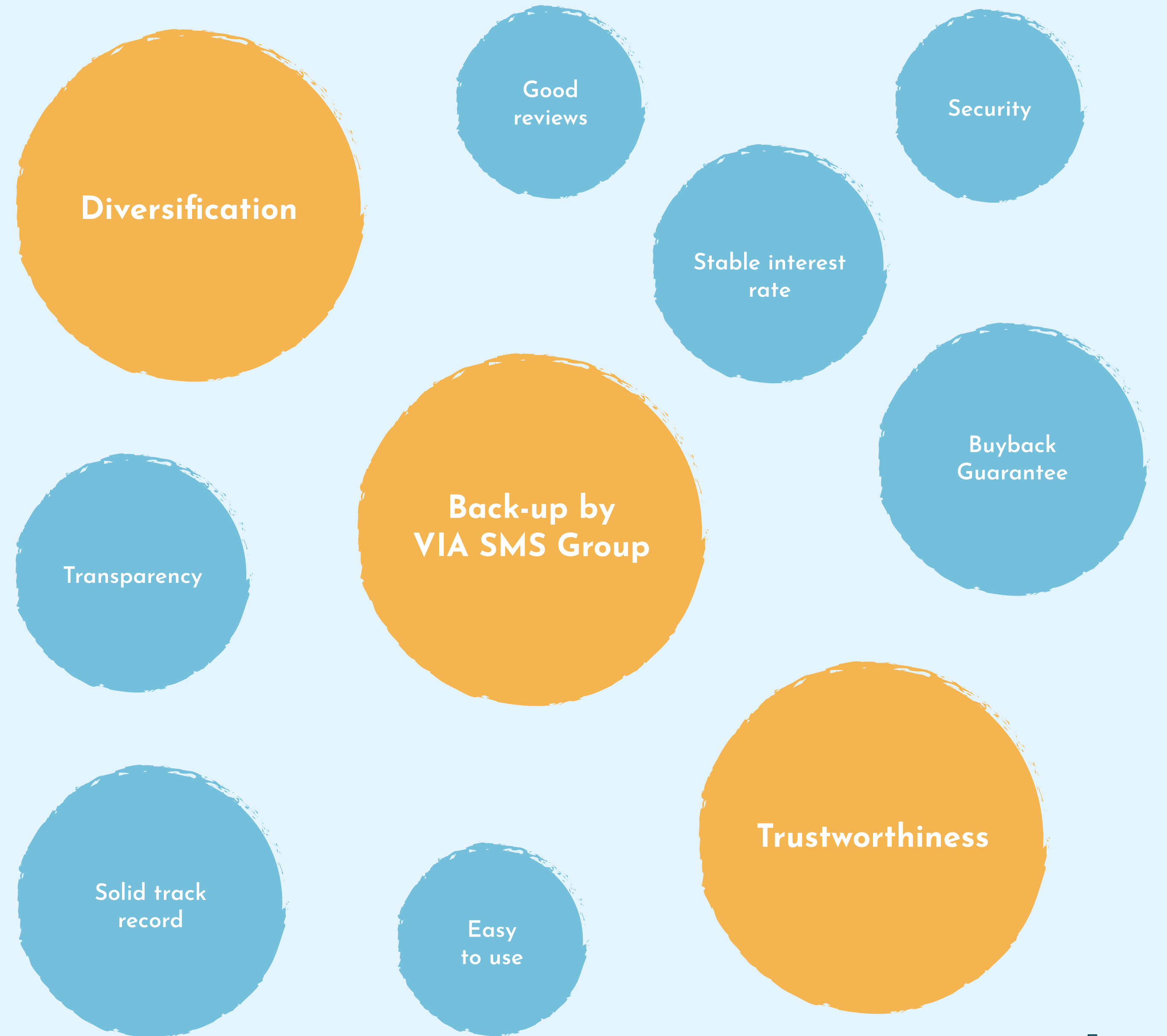
\*as of 15.10.2020

# GENERAL INVESTING EXPERIENCE

We are beyond happy to see that customer satisfaction rates stay stable even in these uncertain times - more than a half of all survey participants have indicated that their overall investing experience has been **good** so far, furthermore, one third pointed out it was **excellent**.



# REASONS WHY INVESTORS CHOOSE VIA INVEST



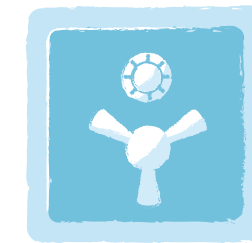
# WHAT INVESTORS LOVE ABOUT VIAINVEST



**SIMPLE AND EASY USER INTERFACE**



**INVESTOR SUPPORT**



**BUYBACK GUARANTEE**



**TRANSPARENCY**



**STABLE RETURNS**

# WHAT INVESTORS THINK SHOULD BE IMPROVED

Last year we kept ourselves busy by developing several updates that made the platform even more attractive and safe for investors. First of all, VIAINVEST has finally got a new design, we have implemented more secure investor identification procedure performed by the partner service iDenfy, updated the registration form, implemented really cool refer-a-friend program and more.

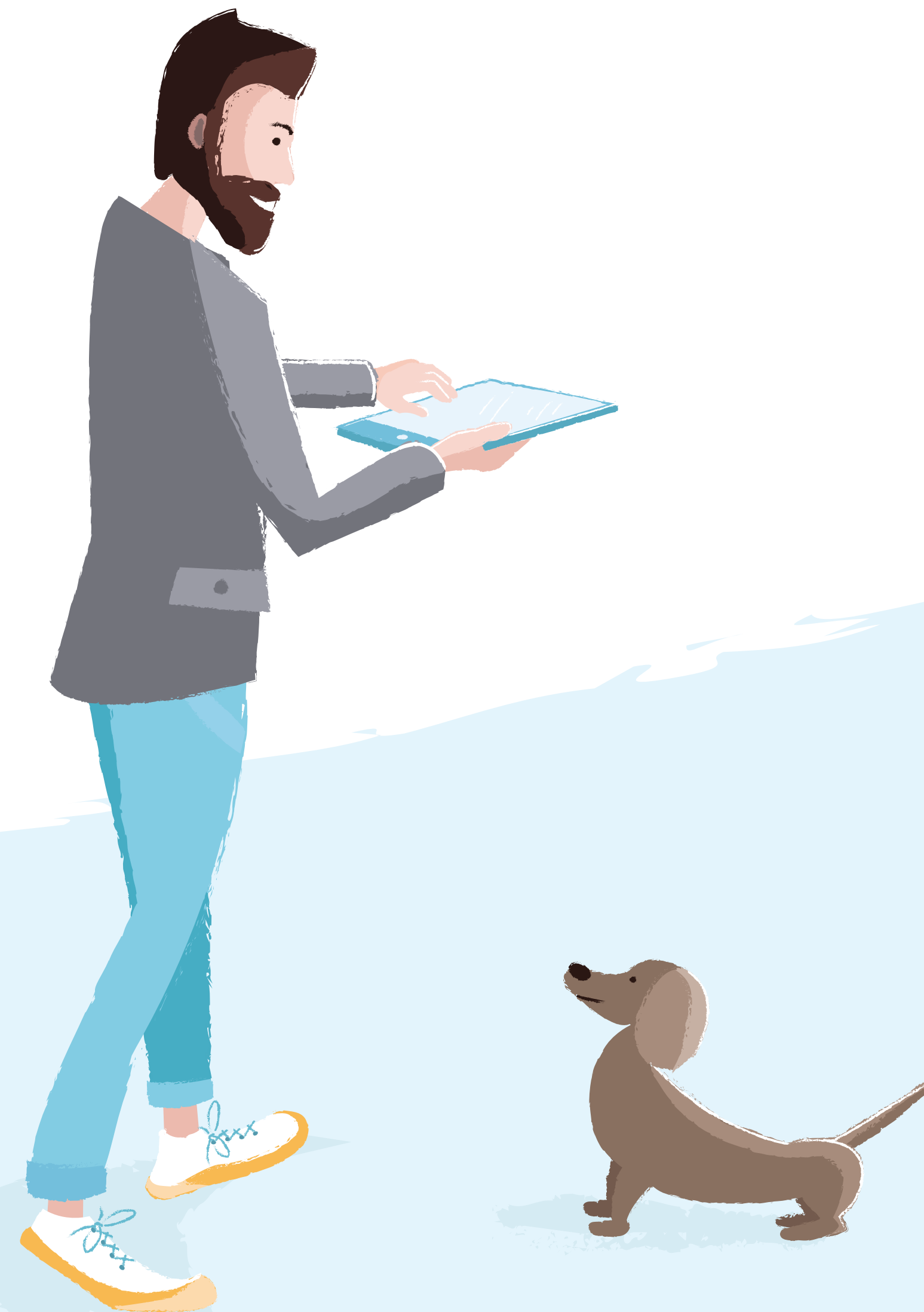


- *Everything's great!*
- Introduce secondary market
- Add more statistics on the platform performance
- List more loan originators from countries that are not represented on the platform yet
- Improve website speed
- Provide higher interest rates
- Provide more investment opportunities into consumer loans
- Boost the effectiveness of auto invest

# VIAINVEST - AMONG FAVORITE PLATFORMS

## 86%

Oh, boy, this truly lifts us up - the amount of respondents who would name VIAINVEST as their top choice when it comes to P2P investing **has grown by 6%** since the last year!





# TRUST - THE BASIS FOR A PRODUCTIVE LONG TERM RELATIONSHIP

91%

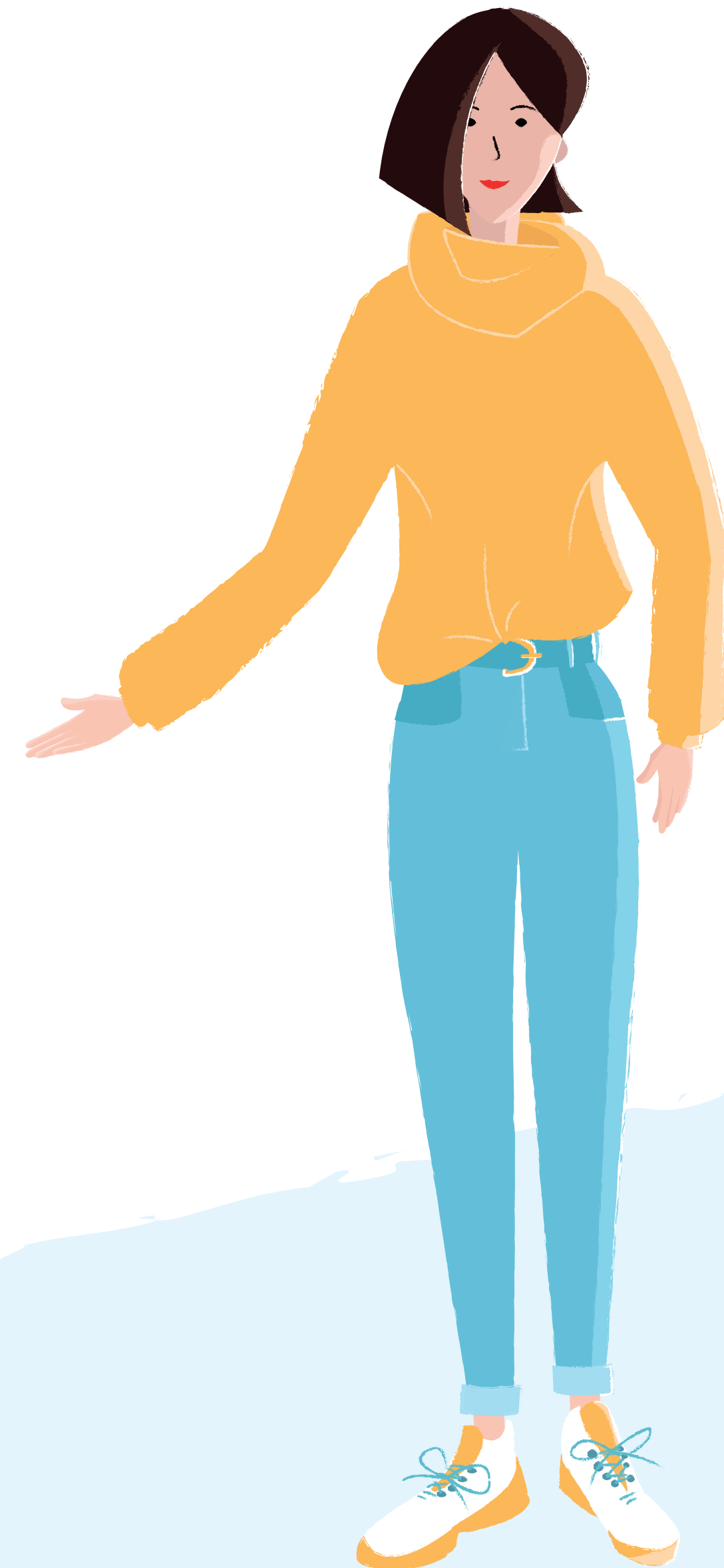
of all respondents indicated that VIAINVEST is a trustful platform

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## How platforms can gain investors' trust?

Here are the most popular answers:

- ensure high level of transparency;
- ensure timely payments;
- provide outstanding investor support service



# INVESTORS EVER HAVING CONTACTED SUPPORT SERVICE



YES **40%**

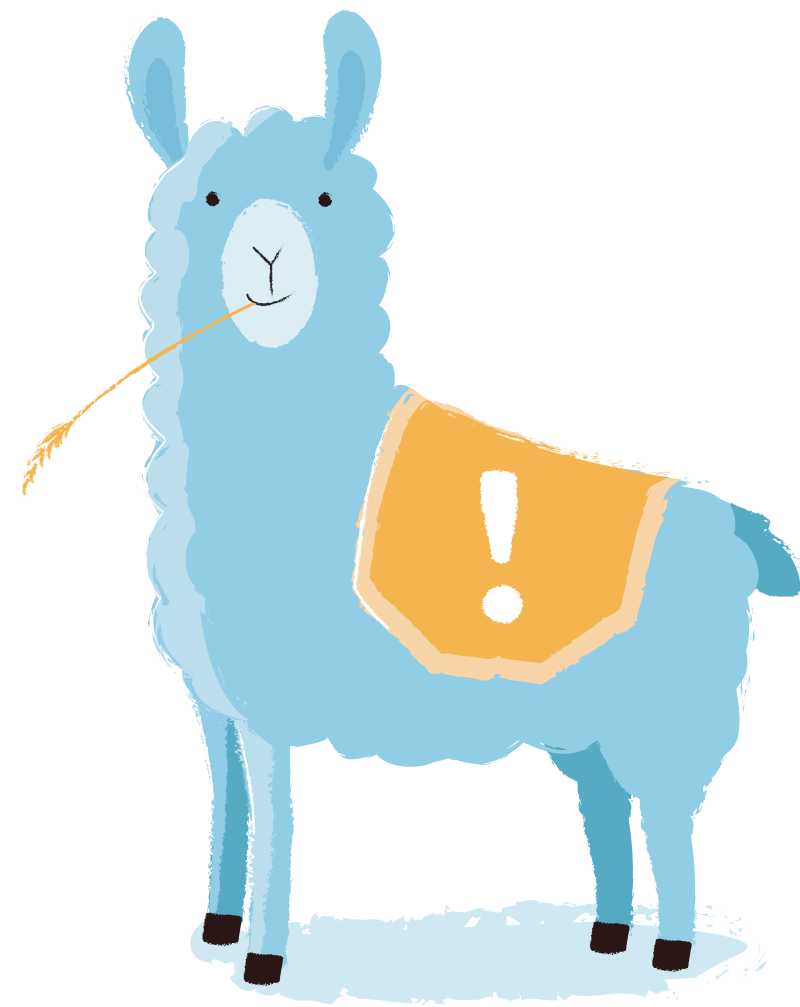


NO **60%**

## General support service experience



IN **92%** OF THE CASES  
PROBLEMS WERE  
SOLVED THANKS TO  
INVESTOR SUPPORT



**50%**

of investors rate  
communication skills of  
support service as  
**excellent**

**40%**

see it as **good**

# THANK YOU! CONTACT US:



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