**PROBLEM: DATA SUPPLY OUTSTRIPS CREDIT RISK SOPHISTICATION**

**THERE IS A BOOM OF CONSUMER “BIG DATA”**

- 4.1m GB about each person in 2012
- Emerging market data growing from 1/3 to 2/3 of total

**GLOBAL DATA GROWTH, EXABYTES, IDC**

- 2005: 130
- 2010: 1,227
- 2015: 8,591
- 2020: 40,026

**UNTAPPED POTENTIAL FOR RISK ASSESSMENT**

**RISK ASSESSMENT IS BASED ON LEGACY TECHNOLOGY**

**US And Other Developed Countries**
- Legacy technology and credit risk assessment algorithms
- 10-100 factors used

**Emerging Markets**
- Insufficient credit bureau data
- Absence of technology
- 70% manual reviews

**STRONG NEED FOR BETTER CREDIT RISK SOLUTIONS**
NEW APPLICANTS

PRODUCT: DEMYSTDATA SOFTWARE DELIVERS ACCURATE RISK SCORES

BIG DATA
- Social & Online
- Telco & Proprietary
- Client Data
- Data History
- Risk Outcomes

ANALYTICS
- Summarized component indicators
- Realtime modeling on hundreds of thousands of features

SCALABILITY
- Self-configuration to each touchpoint
- Dynamically learning to each client
- Flexible licensing options
IMPLEMENTATION: REALTIME SCORING THROUGH AN API

PREDICT API ENDPOINT

http://api.demystdata.com/engine/predict?apikey=12345678&api=500&profile=1@email=markhookey@gmail.com

```
{
    "normalizedprediction": 8.2142857142857143,
    "saved_id": "5213daf31cf597938000000c",
    "profile": {
        "character": 3.75,
        "socialnetworks": 6,
        "verifiedemail": "1",
        ...
    },
    "requesttime": 0.427339
}
```

- Tailored API endpoint for accurate risk assessment
- Hosted scoring, or within firewall
- Flexible implementation options
  - Synchronous or asynchronous
  - Disable at any time
  - Timeout and persist options

Typical API output
- 0-10 normalized score for input in to decision waterfall
- Customer profile data for later re-optimization
WE UNLOCK THE MARGINAL 20% OF CREDITWORTHY APPLICANTS

90% on Facebook
35% on LinkedIn
65% Verified E-mail Account

Opportunity to accept the best 20% of declines

DemystData Score

Default rate

APPLICANT DISTRIBUTION

Low risk

High risk

Declines

Accepts
# Optimizing the Customer Risk Workflow

## 2014 Configuration Options

<table>
<thead>
<tr>
<th></th>
<th>Pre-Screening</th>
<th>Identity Verification</th>
<th>Credit Assessment</th>
<th>Collections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term Loans</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Personal Loans</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Credit Cards</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sme Loans</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auto Loans</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Auto Insurance</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payments</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>