



PROFI CREDIT

Profireal Group

Press Release

Profireal Group, the financial group enters Russian market in February

Prague February 3rd, 2014 – Profireal Group, the financial group enters the market of consumers loans with its credit division named PROFI CREDIT in Russian Federation. The first three affiliates were established as jointventure with J&T group in St. Petersburg. In forthcoming years, PROFI CREDIT would like to rank among top three loan providers in European part of Russia.

„Russian market is for us a great challenge due to its segment of consumers' loans, which is one of the most rapidly growing markets in the world. According to rating agency Expert RA, the amount of contracted loans in Russia grows by more than a third every year“, David Chour, chairman of the board of directors of the Profireal Group claimed.

PROFI CREDIT will grant unsecured loans through its net of professional financial consultants, online or in sale offices. Clients can apply for a credit in amount of RUB 5 000-70 000 with maturity term from 1 to 12 months. While repaying properly, both the amount of granted loan and maturity term grows. *„We assume that average loan will range between RUB 25 000-30 000. Till end of 2014, we plan to open 15 new affiliates in St. Petersburg and during 2015 we would like to provide our services also in other regions“,* Ondrej Smakal, Global Chief Marketing Officer of PROFI CREDIT revealed the company future plans.

Russian affiliate of PROFI CREDIT will lead Mr. Nikolai Kolev, long-time executive manager of PROFI CREDIT Bulgaria. In Russian, Profireal Group will cooperate with J&T group, which has its own bank in Moscow. *„We cooperate with Profireal Group on financing of its activities in Central Europe. We are glad that our cooperation is intensifying and we trust Russian market a lot“,* Stepan Aser, General Director of J&T Bank said.

Currently PROFI CREDIT operates in the Czech Republic, Slovak Republic, Poland and in Bulgaria. Since 2000, it has granted to its clients more than 700 000 loans in total over EUR 1,37 billion. The company uses its own net of credit advisors, more than 6000 credit advisor all around the Europe. *„Russia will not definitely be the last country to which we plan to expand. Currently markets of South America and Asia are analysed“,* concluded David Chour.

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PROFI CREDIT Czech, a.s. is important provider of non-bank loans. It is part of credit division of international financial group called Profireal Group, which operates besides the Czech Republic in other three countries of Central and Eastern Europe. Since 2000, PROFI CREDIT Czech belongs among top five players on the market of non-bank loans. Last year the volume of granted loans exceeded CZK 2 billions in the Czech Republic.