

# Petal



Safe, simple credit  
for everyone.

# Traditional credit scoring has blind spots

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**Data from Experian, BCFP and others shows there are at least 65M U.S. consumers that lack a representative credit score.**

Unscoreable and thin-file consumers are disproportionately young, black and Hispanic, first- and second-generation immigrant, and low- and moderate-income.

**Regulatory and market changes post-2009 have further restricted access, contributing to a 60% decline in credit card adoption among 18-29 year olds over the last decade.**

Younger consumers are starting to build credit later, which impacts scores over time and restricts access to appropriate financial products now and in the future.





# Petal

Credit that's honest,  
simple, and accessible.

# Here's how we're fixing this

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## **We've developed technology to underwrite without credit scores.**

Petal is pioneering automated cashflow underwriting, a paradigm shift in consumer lending with the potential to expand access, reduce prices, and level the financial playing field.

## **We've reinvented the credit card experience.**

We've created a customer-centric product designed for simplicity and transparency, powered by complete, real-time financial data, supported by a modern, flexible infrastructure, and built in a true engineering culture.

## **We're a mission-driven brand.**

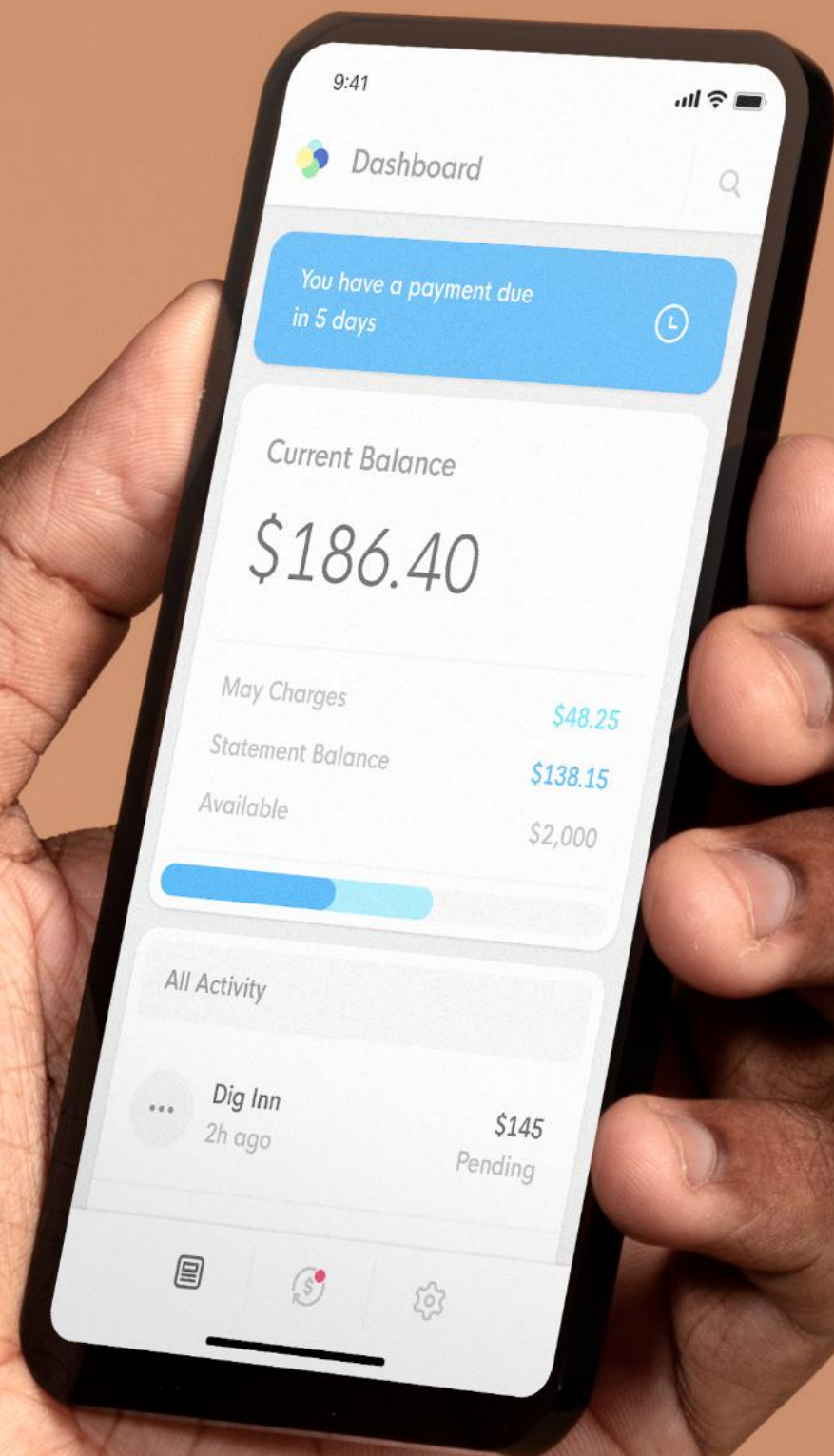
We make credit honest, simple and accessible, and are committed to helping every customer financially succeed.

## Superior economic value.

We provide new-to-credit customers with 10x more credit, a lower APR and no fees.

	Petal	Leading Intro Credit Cards
Limit	\$500 – \$10,000	\$300
Fees	None!	Annual fee, international fee late fee, overlimit fee
APR	14.74% – 25.74%	25.74% – 30.74%
Credit Score	No credit history necessary	Credit history required





Simple, intuitive dashboard.

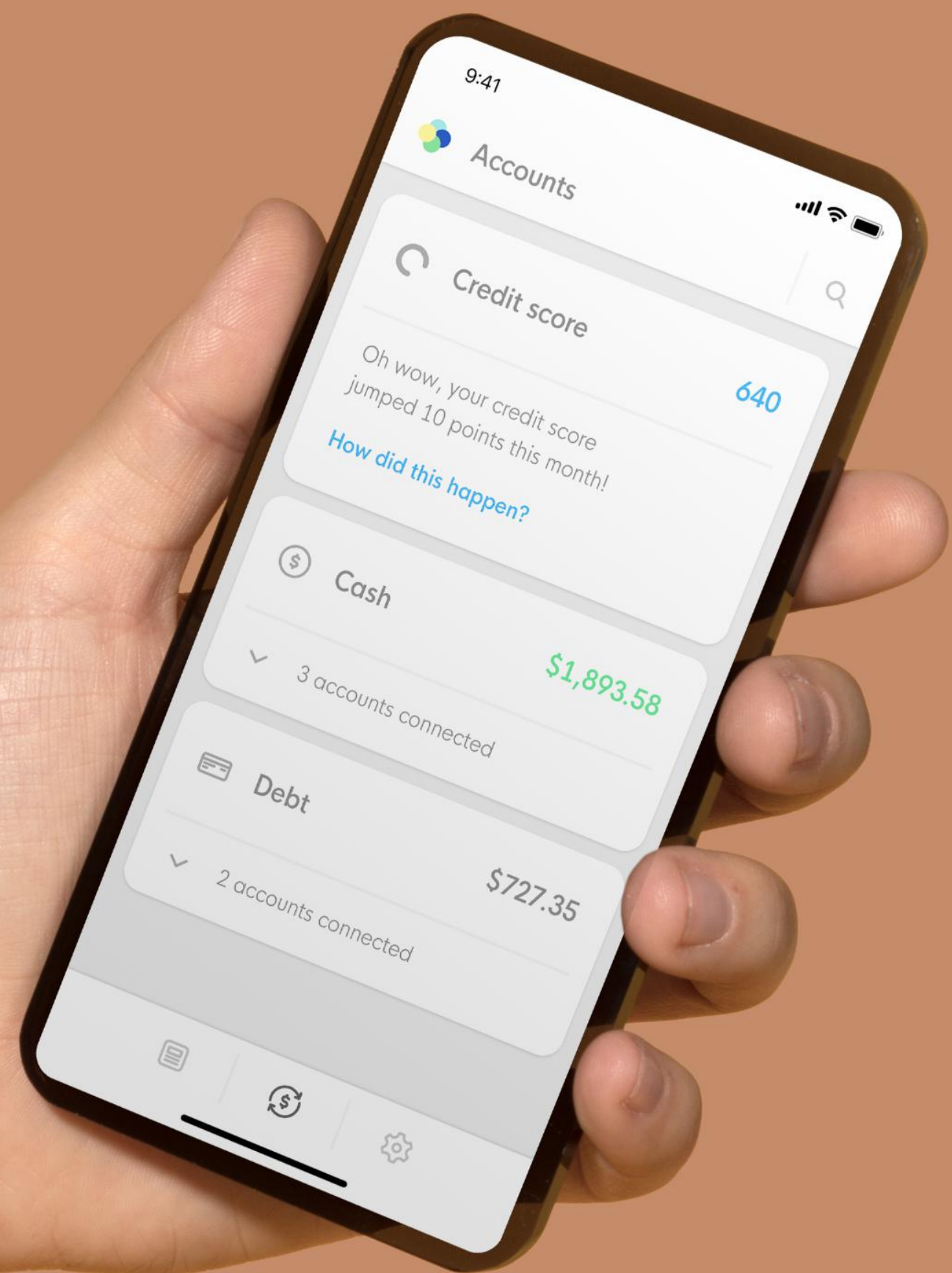
See monthly spending, easily understand when to pay, track purchases and events in an integrated feed.





# Smart, dynamic payments.

We express interest in dollars, not APRs, to achieve radical transparency and contextual financial education.



# A true financial hub.

See all your accounts in one place, and manage your money with confidence.



# We analyze the full financial picture

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Petal combines customer-permissioned bank account data with credit bureau data to **predict creditworthiness, even in the absence of a credit score.**









Our technology **scores more consumers more accurately** and enables the extension of credit to more consumers at lower cost.

Automated underwriting dynamically evaluates cashflow and assets in addition to liabilities, **lessening reliance on credit bureaus.**

**Our machine learning credit models** have been back-tested on large datasets, validated by independent third parties, and developed in strict compliance with applicable law and regulation.

# Our technology enables more inclusive and more accurate credit decisions

**That means we can approve more people without taking on additional risk.**

Credit Decision	Liquid assets	Strong cash flow	Fixed obligations	No FICO score	
<b>Petal</b>					<b>Approved!</b>
Traditional Credit Cards					<b>Denied</b>



