Safe, simple credit for everyone.
Traditional credit scoring has blind spots

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

**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.

<table>
<thead>
<tr>
<th></th>
<th>Petal</th>
<th>Leading Intro Credit Cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limit</td>
<td>$500 – $10,000</td>
<td>$300</td>
</tr>
<tr>
<td>Fees</td>
<td>None!</td>
<td>Annual fee, international fee late fee, overlimit fee</td>
</tr>
<tr>
<td>APR</td>
<td>14.74% – 25.74%</td>
<td>25.74% – 30.74%</td>
</tr>
<tr>
<td>Credit Score</td>
<td>No credit history necessary</td>
<td>Credit history required</td>
</tr>
</tbody>
</table>
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

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.

<table>
<thead>
<tr>
<th>Credit Decision</th>
<th>Liquid assets</th>
<th>Strong cash flow</th>
<th>Fixed obligations</th>
<th>No FICO score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Traditional Credit Cards</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

Approved!  
Denied
Thank you.