

4finance launches financial education platform www.ResponsibleBorrowing.com as part of a responsible lending initiative

Website promotes responsible lending and provides expert tips on assessing credit risks, managing finances, and explaining consumer rights

Riga, Latvia, 14 July 2016. 4finance Group, the global leader in digital and mobile consumer finance, announces the launch of a new financial education platform www.ResponsibleBorrowing.com to provide consumers with wide-ranging information on short-term loans, consumer protection, personal financial planning and responsible borrowing.

ResponsibleBorrowing.com provides consumers with the tools required to make well-informed decisions on taking out loans, finding licensed, responsible lenders and obtaining assistance and understanding when consumers find themselves in financial difficulty. The website also helps consumers evaluate risks before applying for loans and looks at the motivation for taking out short-term credit. An “evaluate your lender” section provides guidance on selecting a lender and the questions to ask them.

The Platform includes a step-by-step guide for consumers to evaluate if a short-term loan is the right solution for them. The site also provides tips on evaluating their ability to fulfil their commitments and choose the most appropriate lending services.

ResponsibleBorrowing.com will be constantly updated with the latest industry news on consumer lending, innovations, consumer rights issues and personal financing evaluation tips and tools.

The launch of the global ResponsibleBorrowing.com website will be followed by the launch of local sites in 4finance’s key markets of operation to cater for specific local market needs. Local sites will include country-specific information on local market regulations, with comment from local experts and relevant case studies.

Darren Cairns, Chief Marketing Officer, commented:

“As firm believers in responsible lending, we are delighted to announce the launch of ResponsibleBorrowing.com. A large percentage of our customers cannot access credit through the mainstream banks because their credit scores are too low – this is not right or fair. Access to credit can unlock possibilities, provide opportunities and solve short term problems, helping people move on with their lives. 4finance offers responsible financing to fill this credit gap and we are investing resources in helping consumers to understand the real issues and costs of borrowing. We want our customers to be able to pay back their loans quickly, improve their credit positions and use our services again should the need arise. We want to help build personal financial awareness today that will help our customers tomorrow and in the years to come.”

For more information, please contact:

4finance

Email: press@4finance.com

Instinctif Partners (International Media)
Mark Walter
David Simonson

Email: 4finance@instinctif.com
+44 (0)20 7866 7887

Notes to Editors



4finance is one of Europe's largest and fastest growing online and mobile consumer lending groups with operations in 15 countries globally. Putting innovative data-driven analysis into all aspects of the business, 4finance has grown rapidly, issuing over EUR 3.0 billion to date in single payment loans, instalment loans and lines of credit.

4finance operates through a portfolio of market leading brands with strong regional presence including Vivus, SMSCredit and Zaplo. A responsible lender, offering simple, convenient and transparent products and service, 4finance is meeting growing customer demand from those under-served by conventional lending.

Established in 2008, 4finance is headquartered in Riga, Latvia and operates in Argentina, Armenia, Bulgaria, the Czech Republic, Denmark, Finland, Georgia, Latvia, Lithuania, Mexico, Poland, Romania, Spain, Sweden and United States www.4finance.com