

## **Affiliate Information Pack**

▶ About Provident Personal Credit Limited

▶ Why join the Provident programme?

▶ Some facts about Provident

▶ Products

▶ Who are our typical customers?

▶ Understanding our product

▶ Agents

▶ How repayments are structured to help

## **Affiliate Information Pack**

### ▼ About Provident Personal Credit Limited

As one of the UK's leading home credit providers, Provident Personal Credit Limited ("Provident") provide small, short-term, unsecured cash loans - typically £50 to £500. Local agents deliver the money direct to their customers' homes and call every week to collect repayments. On our home credit products there is an up-front, fixed charge with no default or penalty charges whatsoever – even if a customer misses a repayment or takes longer to repay their loan. The service is simple, convenient and transparent.

Provident's website is affiliate friendly with short application forms and detailed product descriptions. Provident offers loans through a range of products all detailed in this pack.

## Affiliate Information Pack

### ▼ Why join the Provident programme?

It has never been easier to earn money from your website or email list with Provident Personal Credit! By joining our popular affiliate programme, you could earn a generous commission on each loan issued to individuals that you refer, all accurately tracked.

Provident Personal Credit is the leading home credit provider in the UK and Republic of Ireland and we provide small cash loans from £50 to £500 to applicants including those who have a poor credit history and even County Court Judgements. So what better way to earn money by placing your business with us when other mainstream merchants and loan providers may not be able to serve.

**We pay one simple CPA commission rate of £50 for every loan issued to an individual that you refer to us.**

### How Provident works?

When you refer a potential customer to Provident's website and they apply, Provident will give that prospect a decision in principle online. If successful, that prospect becomes a lead and is referred to our nationwide branch network for review by a local agent. The agent visits the customer in their home and if approved, will grant the customer their loan. That loan conversion is reported back to the affiliate networks and then to you.

Our service targets for issuing a loan to new customers once a lead has been accepted are:

1. Local agent will establish contact within 24 hours
2. Local agent has a face to face visit within 48 hours and
3. Final decision by local agent i.e. Cash/Money card/Voucher delivery or Decline of customer within 72 hours.

Being the leading home credit loan company in the UK and Republic of Ireland we offer products with affordable, fixed weekly repayments, which is just what our customers want. This is why they keep coming back to us again and again.

Provident is dedicated to working with affiliates to drive high quality leads, we and LBi, our partner media agency are always on hand to discuss targeting criteria as well as ways to improve conversions and thus your earnings.

Any questions or to join our affiliate programme please contact us at [provident@lbi.com](mailto:provident@lbi.com)

## Affiliate Information Pack

### ▼ Some facts about Provident

Here are a few basic facts to get you started with Provident:

We're an established and respected home credit company with full nationwide coverage.

We provide our customers with small unsecured loans with affordable repayments. Sometimes our customers will have poor credit ratings, perhaps with CCJs against their names.

Many of our customers simply like the lack of additional charges in our home credit products and the face-to-face service we do offer.

- The average loan to our customers is around £300.
- We now have around 1.8 million customers across the UK and Ireland.
- We have over 11,500 agents nationwide who deliver a friendly door-to-door service to our customers every week.

We offer loans up to £500 for new customers, and up to £2,500 for existing customers. Typically our customers are from ordinary families, have moderate incomes and need to manage their finances carefully. What they really want to do is borrow small amounts with fixed repayments they can afford.

We pride ourselves on building a strong relationship based on trust with our customers. Because agents visit their customers each week, they know their circumstances and can assess their ability to take on a loan and make the repayments. Our agents receive commission based on how much they collect, not how much they lend. This means that there is no incentive for our agents to offer more than customers can afford to repay.

## Affiliate Information Pack

### ▼ Products

Our loans can be taken in a variety of ways, depending on what suits the customer, including:

#### Cash loans

Simple unsecured loans from £50 - £500, with simple weekly repayments.

#### Provident Money Card

Provident make it simple by pre-loading a Provident Money card with a loan. As well as being able to shop online, the card has its own PIN making it a safe way to spend or withdraw from cash machines. The Provident Money card is not a credit card and there are no additional charges. Customers know how much cash is left on the card and it's up to them when they spend it.



Loan amount £300, 52 weekly payments of £10.50, total amount payable £546. Typical **272.2% APR**

#### Love2Shop Gift Vouchers

Customers can now choose to take out their loan in the form of Love2shop – The high street gift vouchers. These gift vouchers are accepted in over 85 retailers throughout the UK, that's 18,000 stores on the high street. Gift vouchers make the perfect gift for hard to buy for family and friends as it makes shopping easier and lets them choose their own gifts. Vouchers also give customers control of their spending and an agent will call weekly to collect their repayments.



Loan amount £100, 48 weekly payments of £3.50, total amount payable £168. Typical **235.5% APR**

## Affiliate Information Pack

### ▼ Who are our typical customers?

- 70% are female
- 31% are aged 18-34
- 46% work either full or part-time
- 40% use the Internet at home
- 24% spend the money they receive from Provident on household items
- 37% spend the money they receive on gifts for Christmas and birthdays
- 15% spend the money they receive on home improvements
- 11% spend the money they receive on clothes
- 7% spend the money they receive on car items
- 6% spend the money they receive on furniture
- 4% spend the money they receive on electrical goods

Source:

Provident Personal Credit Current Customer Tracker Survey  
March 2008 Moving Annual Average Data.

## Affiliate Information Pack

### ▼ Understanding our product

At Provident, we believe our product should be clear, simple and straightforward for customers to understand and the website reflects this.

Our home credit APR may be higher than some other lenders, but that is because we have built the costs of weekly visits to customer's homes and the cost of not imposing default charges into our pricing structure.

Other lenders' APRs contain many additional costs and often may not include other costs such as:

- default charges
- some optional insurances

This is why it may be unfair to compare our APR with those of other loan providers.

We include all the charges up-front in our APR. That way, customers will always know exactly how much they have to pay back.

## Affiliate Information Pack

### ▼ Agents

Provident grants its loans through agents. They come from the same communities as their customers and many were customers before becoming agents.

Agents:

- call at customers' homes every week to service their credit requirements at a time arranged to suit the customer;
- understand customers' needs, requirements and ability to pay, because they see them every week;
- offer a personal, face-to-face service and
- provide a routine of weekly contact that helps keep customers up to date with their repayments.

### ▼ How repayments are structured to help

Our customers want to pay off their loans in small amounts, from home, every week and they want the security and affordability of knowing that the amount they owe will not go up. They value the certainty and convenience that Provident offers.

Whatever happens in their lives – unemployment or the breakdown of a relationship, for example, our customers will always know exactly how much they have to pay in total.

We believe that Provident can help to give customers peace of mind through the certainty of our products.

## Affiliate Information Pack

► Any questions, queries or feedback please contact us: [provident@lbi.com](mailto:provident@lbi.com)

Dated: 25<sup>th</sup> January 2010

Copyright © Provident Financial Management Services Ltd 2010. Written credit quotations are available on request. Available to UK residents aged 18 and over. Applications subject to acceptance. Calls may be recorded. Provident Personal Credit Limited. Registered Office: Colonnade, Sunbridge Road, Bradford BD1 2LQ. Registered Number 146091 England.

Provident Money Card is issued by Vanquis Bank Limited. Vanquis Bank can be contacted at its registered office, which is at Colonnade, Sunbridge Road, Bradford BD1 2LQ. Registered Number 2558509 England. Vanquis Bank Limited is authorised and regulated by the Financial Services Authority.