

Paris, 3rd July 2018

Lendix announces the recruitment of its European Sales Director

Since the beginning of the year, the #1 SME lending platform in Continental Europe has shown strong development ambitions: the opening of the platform in Germany and the Netherlands, the creation of local teams and a new round of financing of €32m. In this same perspective, today the platform announces the appointment of the European Sales Director.

Ralph Crockett is appointed European Sales Director of Lendix at the moment the platform crosses the EUR 200 million of monies lent to SMEs. Ralph has a strong experience in financing European SMEs and will drive growth and coordinate the sales efforts. Prior to joining Lendix, Ralph was Deputy Managing Director of CM CIC Leasing Solutions.

"We are looking forward to Ralph's arrival. Today, it is necessary to structure and coordinate the efforts of each local sales team to support our geographic expansion ambitions." said Olivier Goy and Patrick de Nonneville, founder and COO of Lendix.

More specifically, Ralph was in charge of sales and marketing for the leasing activity and managed a team of 150 people for an annual production of €850m.

Warning: Lending money to SMEs presents a risk of capital loss and requires your savings to be immobilised. Do not borrow beyond your repayment capacity.

"I am joining Lendix with great enthusiasm and the conviction to participate in a profound change in the way SMEs are financed. Thanks in particular to its strategic vision, its tools and the quality of its teams, Lendix has already shown its relevance and I am delighted to participate in the acceleration of its European development." adds Ralph Crockett, European Sales Director of Lendix.

HD photo available on request or on lendix.com

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About Lendix

Lendix is the leading SME lending platform in continental Europe (source: Altfi). In 2017, Lendix was selected in the Global KPMG/ H2 Ventures Fintech100 for the second consecutive year. Lendix enables SMEs to borrow directly from individual and institutional lenders without going through banks. Lenders invest their savings usefully and profitably to facilitate the funding of the real economy whilst businesses find new, simple and effective sources of finance. Lendix has already originated €200m of loans for more than 450 development projects by SMEs of all sizes and from all sectors. Lendix operates in France, Spain and Italy and soon in Germany and The Netherlands.

About Ralph Crockett

Ralph is the European Sales Director of Lendix.

Ralph began his career with Wang Labs and Sun Microsystems France in various financial management roles and then as a consultant at Michael Page. He joined GE Capital in 1999, successively holding regional and national sales management positions in France in the leasing division with an expatriation from 2005 to 2008 in Zurich (Switzerland) to the sales management of GE Capital Equipment Finance Switzerland. Following the acquisition of GE Capital Equipment Finance France by CM CIC Group in 2016, Ralph was appointed Deputy Managing Director of CM CIC Leasing Solutions France. More specifically in charge of sales and marketing for the leasing activity, he managed a team of 150 people for an annual production of €850m.

Ralph holds an MBA from The Tuck School at Dartmouth College.

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