



Press Release

October, 21th 2015

Lendix strengthens its team with appointments of former AXA Banque Executive and former eBay Europe Director of Strategy

Former Head of Daily Banking and Savings at AXA Banque, former Director of Strategy and Innovation at eBay Europe join most active French small business loan platform.

Record month in September with €1.7m lent to businesses in France, including jumbo €1m loan.

Lendix, the most active small business loans platform in France, is gearing up for its international expansion.

Former Head of Daily Banking and Savings at online bank AXA Banque Pascal Ouvrard joins the company as International Development Director, reporting to the Executive Board.

Former Director of Strategy and Innovation (Europe) at eBay Richard Briffod joins as Chief Marketing Officer, reporting to the CEO.

The announcement follows a strong start for Lendix, which since its April 2015 launch has become the most active small business loan platform in France. Lendix founder and CEO Olivier Goy said: *“We’re very happy with the response we’ve generated with lenders and borrowers alike. Our ability to underwrite the loans, and to do so for quite large sizes, is a disruptive aspect of our offer. We’re making p2p lending simple for borrowers and safer for lenders.”*

With over 25 years of experience in retail banking, as a consultant with PwC, Arthur Andersen and E&Y and as an executive at AXA Banque, Ouvrard has created new banks from scratch in several European countries. *“Pascal’s experience is perfect for what we’re doing, which is extracting from our French launch the basis for a target operating model that can be used to replicate quickly and efficiently in other countries”* said Patrick de Nonneville, COO of Lendix.

Ouvrard said: *“Helping Lendix become a European marketplace lending leader is a challenge I am very excited to tackle. The quality and experience of its team together with its*



disrupting FinTech model is positioning Lendix in a unique place to take advantage of the opening of Europe to alternative financing.”

On Briffod’s role, Goy said: *“Having Richard on the team will allow us to accelerate our communication and marketing plan in France, while Pascal will accelerate our international expansion. These are exciting times for the platform and its community”.*

Briffod said: *“I am thrilled to join the team of Lendix as CMO. I had the pleasure to work for eBay, one of the first online market place, and I can clearly see the tremendous potential of the lending market place – it will revolutionize the world of SME financing and individual investments.”*

WARNING /

LENDING MONEY TO SMEs PRESENTS A RISK OF NO REFUND, LOSS OF CAPITAL AND REQUIRES
IMMOBILIZATION OF YOUR SAVINGS.

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About Lendix

Lendix is an online marketplace for SMEs. Lendix allows individual and institutional investors to lend directly to SMEs of their choice. Lenders employ usefully and profitably their savings while facilitating real economy financing. Lendix offers to businesses new, simple and effective funding sources beyond the banks. Lendix lends to companies of all sectors and sizes (Alain Ducasse Entreprise, Saint Jean Industries, Caen Echafaudages, 5àsec...).

About Pascal Ouvrard

Pascal is the International Development Director of Lendix. With a double banking and management consulting experience, Pascal has more than 25 years of experience in the financial services industry and has worked over 13 years in several European countries. He began his career with Banque Indosuez in Paris and London and has worked 10 years for AXA Banque, for which he launched and restructured online banks in Central Europe; his last position was Head of Daily Banking and Savings in France. His consulting experience includes several Big Four as well as a strategy management consulting firm and lately he has worked as an independent consultant specialised in digital in the banking sector. Pascal is a graduate of Institut Supérieur de Gestion.

About Richard Briffod

Richard is the Chief Marketing Officer of Lendix. Passionate about technology and innovations, Richard joins from eBay Group where he was in charge of strategy & product for Digital Advertising in Europe. Prior to this role, Richard led consumer and B2B marketing for Orange in Switzerland. Richard is graduated for HEC Paris and London Business School’s Master in Finance where he first got exposure to Fintech sector. As seasoned marketing, technology and business leader, Richard is keen to put his expertise at work to drive further the development of Lendix as one of the reference lending market place in Europe.



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