

# RATESETTER-MAKING MONEY SIMPLE

As part of the largest independent survey into P2P, NESTA, in partnership with the University of Cambridge, surveyed 6,663 RateSetter lenders and borrowers between 21 July and 25 August 2014. There were 3,305 responses from borrowers and 3,358 from lenders.

3,305 BORROWERS

3,358 LENDERS

BORROWERS RECOGNISE THAT THE OFFERING FROM PEER-TO-PEER LENDERS IS BETTER THAN THE BANKS...

95%

are likely to approach a peer-to-peer lender first if they were to borrow again

84%

would approach a peer-to-peer lender even if a bank was to offer them a loan on similar terms

BORROWERS SAY THAT INTEREST RATE, EASE OF USE, SPEED AND FLEXIBILITY ARE IMPORTANT...

BETTER INTEREST RATE 92%

EASE OF USE 90%

SPEED 86%

FLEXIBILITY OF TERMS 85%

RateSetter has raised the bar regarding personal finance. Easy, transparent and impressive.

LENDERS SAY THAT INTEREST RATE, CHOICE, EASE OF USE AND THE LEVEL OF CUSTOMER SERVICE ARE IMPORTANT...

100% INTEREST RATE AVAILABLE

95% THEY CAN CHOOSE HOW MUCH / LONG

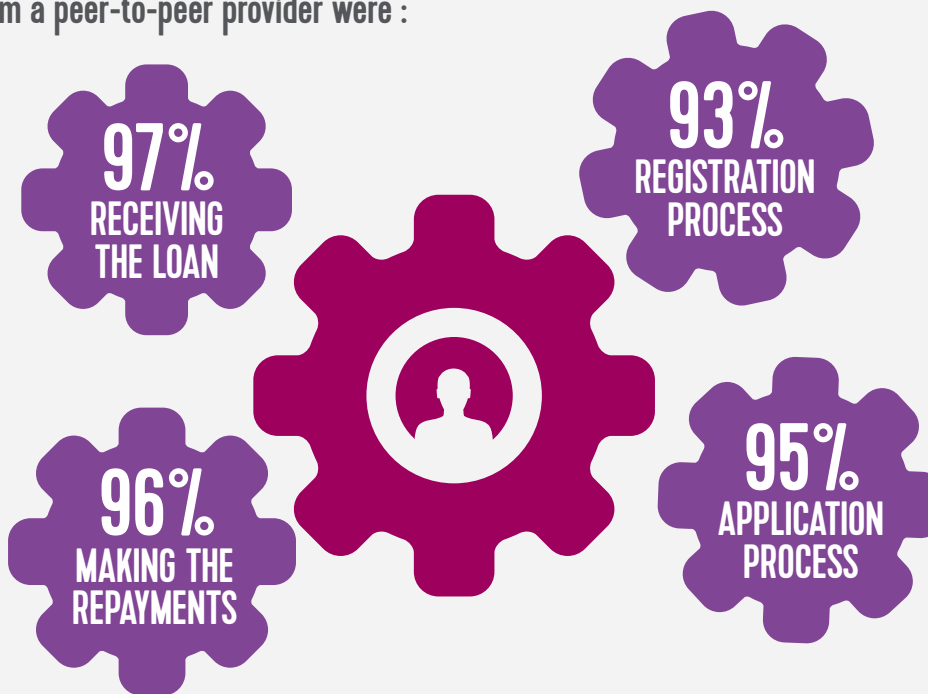
89% EASE OF USE

78% LEVEL OF CUSTOMER SERVICE

I find RateSetter by far the easiest to use and understand. Others follow in their footsteps...

## RATESETTER BORROWERS SAY THAT THEY FIND THE LOAN PROCESS EASY...

Borrowers were most likely to say that the easiest aspects of obtaining a loan from a peer-to-peer provider were :



BORROWERS' FINANCIAL NEEDS ARE BEING OVERWHELMINGLY MET BY PEER-TO-PEER LENDING...



The vast majority of borrowers (96%) said that they obtained all of the money they needed through peer-to-peer lending

## PEER-TO-PEER LENDING CONTINUES TO ATTRACT MONEY AWAY FROM TRADITIONAL OPTIONS...

SAVE 64%

When saving into peer-to-peer, 64% of RateSetter borrowers say that this is money they would save and 58% say it is money they would invest.

INVEST 58%

## LENDERS HOPE TO TAKE ADVANTAGE OF PEER-TO-PEER LENDING WITHIN ISAs...



Six in ten RateSetter lenders (63%) say they will lend more following the introduction of peer-to-peer ISAs...



...while around a third of lenders (36%) say they will lend around the same amount

BORROWERS ARE MORE LIKELY THAN LENDERS TO SAY THAT CURRENT PEER-TO-PEER REGULATION IS ADEQUATE...



59% BORROWERS

48% LENDERS

Six in ten (59%) borrowers said they think existing regulation is adequate in contrast to half of lenders (48%).

BOTH RATESETTER LENDERS AND BORROWERS ARE HIGHLY LIKELY TO RECOMMEND THE INDUSTRY...

95%

of RateSetter borrowers, would recommend peer-to-peer lending to someone they know



92%

of RateSetter lenders say they are likely to recommend peer-to-peer lending to someone with money to lend

"Peer-to-peer is the best thing that has happened to the financial world in the UK for decades" a RateSetter lender



FOUNDED IN 2010

LARGEST PEER-TO-PEER PLATFORM BY MONTHLY VOLUME

2012-2014

108% INDUSTRY GROWTH  
192% RATESETTER GROWTH

£260MIL<sup>+</sup> LENT IN THE PAST YEAR

Rate%Setter™