

# Setting New Goals with POS Finance solutions

## Market Challenges

We know that the UK sporting goods market is fiercely competitive, having received a major boost during the pandemic as more people exercised at home.

Hybrid working is here to stay, but consumers are spending cautiously due to the economic crisis. That's why we've tailored our modular LendTech platform to help you offer flexible finance options to more customers than ever.

- UK Sporting and Outdoor Equipment Retailers industry is valued at £11.2bn in 2023.
- Market size is expected to decline by 2.3% in 2023 due to diminished household income and increasing competition.
- Over the last 5 years, this market increased faster than the UK economy overall.

Reasons to provide  
Point of Sale Finance

✓ Generate More Sales

✓ Increase Conversions

✓ Provide More Options

✓ Grow Customer Base

## Solution Benefits



Technology &  
Lending Provider



Financial Eligibility  
Solution (Soft Search)



Increased Approval  
Rates



Simple & Fast  
Integration

## Results driven for our Merchants clients

**40%**

Increase

Our credit solutions have increased conversion rates by up to 40%

**36%**

Reduction

Increased conversion rates has reduced cost per acquisition by 36%

**70%**

Growth

Our seamless application process has increased credit sales by up to 70%

### How It Works

Our unique LendTech solution lets us act as both lender and credit engine. Once you've signed up with us, your dedicated Retail Success manager will be by your side at every step - from onboarding and integration, to managing and marketing your credit solution.

#### Step 1 - Define Your Requirements

What do you want to achieve by offering finance? Is it attracting new customers, outpacing competitors, or increasing basket values? This will help us create the right fit for you.

#### Step 2 - Agree Commercial Rates

We have higher acceptance and conversion rates, plus lower delinquency rates than many of our competitors - so our commercial rates are more than worth it.

#### Step 3 - Platform Integration

Our custom-built tech is modular and agile, meaning we can onboard your eCommerce platform seamlessly, to suit you, in a matter of days.

#### Step 4 - Payments & Transactions

Our experts handle every aspect of the payment process - from eligibility checks, to check-out and collections. All you need to do is deliver the goods.



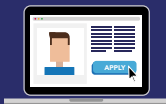
### Where We Fit

#### Eligibility Check



Customers benefit from our soft search feature. They can check if they're eligible for credit - without hurting their credit file.

#### Add to Checkout



Our tech seamlessly integrates with any product or checkout meaning eligible customers can choose 'Pay with ZOPA'.

#### Credit Application



A hard credit check is undertaken by our in-house assessors. Unlike other lenders, this is done in seconds, preventing cart abandonment.

#### Credit Approval



As we are both tech provider and lender, we can approve customers within 60 seconds, using information they will already have to hand.

#### Goods Delivered



We'll pay you the order value, less our fee, on receipt of delivery - and handle collecting payments from the customer ourselves.

**~ 50%**

By providing credit options at the checkout, we've helped our retailers increase sales by up to 50%

*A typical user journey of a eCommerce user*

### Book a Demo

Ready to grow? Our experts can demo our unique credit solution in just 15 minutes. Get in touch today!

Tel: +44 (0)1782 491838

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