



## LendEnable Changes its Name to CreditEnable™

*Name reflects ambition to unlock \$4.5 trillion of unmet SME credit demand*

September 26, 2018

LendEnable announced today that it has changed its name to CreditEnable™.

The name change reflects the company's ambition to become the first technology-enabled global marketplace for SME credit.

It also underlines CreditEnable's™ mission to leverage technologies, AI and big data insights to efficiently and effortlessly bring together SME lenders and borrowers.

Speaking about the company's decision to change its name, Nadia Sood CEO said, "The US \$8.1 trillion SME credit market needs a substantial overhaul to make it work better for lenders and SMEs alike. The application of sophisticated analytics, intelligent technology and a significantly deeper data set will enable both SME lenders and borrowers to profitably grow."

"According to the International Finance Corporation (IFC), there is a \$4.5 trillion of unmet demand from credit worthy, ambitious SMEs that wish to access capital to invest and grow. The name CreditEnable™ perfectly encapsulates our ambition to work with lenders and SMEs alike to unlock this huge potential for fuelling growth and benefiting economies worldwide."

We have chosen the name CreditEnable™ because it perfectly describes the role we aim to play as an enabler that helps the market in more efficiently unlocking the \$4.5 trillion<sup>1</sup> USD of unmet demand from credit worthy SMEs that exists today.

### **About CreditEnable™**

CreditEnable™ is a global credit insights and technology solutions company. The firm's lender solutions enable profitable growth by substantially reducing the time involved with underwriting SME loans, provide efficient access to quality borrowers and improve the quality of SME loan books. The firm's borrower solutions help SMEs better understand lender's credit requirements, get prepared for debt and secure the capital they need at an affordable rate.

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<sup>1</sup>Source: 'MSME Finance Gap: Assessment of Shortfalls and Opportunities in Financing Micro, Small and Medium Enterprises in Emerging Markets' (International Finance Corporation, 2017, [www.ifc.org](http://www.ifc.org)).