



IMPORTANT ANNOUNCEMENT

M3 acquires Pinch Financial to help brokers grow their business... better, stronger, faster.

FinTech acquisition adds powerful solution to kick-start qualified applications for brokers

TORONTO, Ontario June 3, 2021 — Canada's undisputed #1 non-bank mortgage originator, M3 Group today announced it has acquired the critically acclaimed FinTech, Pinch Financial.

The acquisition instantly gets brokers ahead of the customer journey curve, helping to kick start qualified applications year round via the innovative industry leading Pinch platform for realtors, mortgage brokers and home buyers alike.

"The biggest competitive challenge for brokers today is delivering incredible experiences right from ground zero and Pinch accelerates that for us by providing brokers access to qualified home buyers across the country at the click of a button," says Luc Bernard, Chairman & CEO, M3 Group.

"Today we mark a new and exciting chapter in Pinch's story. Our focus has always been to modernize and simplify the homebuying journey for Canadians. We firmly believe that M3, with its 8,300 skillful brokers, and sterling reputation with banks, is the best partner for us to scale this vision with," said Andrew Wells, founder and CEO of Pinch Financial.

Full mortgage qualifications in 10 minutes

Founded in 2017, Toronto-based Pinch provides a platform to both real estate and mortgage brokers that enables them to qualify their borrowers for a mortgage in minutes. By automating the verification of information, Pinch can provide the customer, real estate broker, and mortgage broker with a truly qualified application and indication of purchasing power, from anywhere at any time.

Helping brokers grow their business fast

"Moving beyond moments to provide a whole customer journey from beginning to end is one of the bigger opportunities out there for brokers when you talk post pandemic," says Dino Di Pancrazio, Chief Strategy Officer & Head of Mortgage Division, M3. "There's been a rapid change in consumer behavior of late and the purchase of Pinch Financial gives our brokers an unmatched ability to generate quality leads to grow their business fast."

M3 welcomes Pinch's FinTech savvy team of developers and engineers to the leading originators family of brands.

The acquisition continues to reinforce M3's status as the clear leader for brokers in the tech race as the financial services sector undergoes unprecedented customer-centric acceleration.

Notable facts about M3

- Canada's undisputed #1 in origination
- Broker first... always, data-driven, consumer-obsessed
- 9 strong and diversified brands
- 8,300+ brokers across Canada (largest network in the country)
- \$54 billion in annual loan volumes on a TTL basis
- 133+ lending partners

About M3 Group

The M3 Group is the #1 non-bank mortgage originator and undisputed leader in mortgage brokerage across Canada. With more than 8,000 brokers and \$50+ billion in annual loan volumes on a trailing twelve month basis, the broker-led, data driven, consumer obsessed group and its subsidiaries, Multi-Prêts Mortgages, Mortgage Alliance, Invis, Mortgage Intelligence, Verico, Simplinsur/SimplAssur, M3 Tech, M3 Ventures, YourMortgageMarket.com and Pinch Financial have a single goal: be the best consumer ally when it comes to serving the financial needs of Canadians from coast to coast

About Pinch Financial

Pinch is passionate about digital mortgages. Our mission is to make getting a mortgage simple, fast, and secure. That's why we built Pinch, a mortgage platform that provides full mortgage qualifications in under 10 minutes! We provide our technology as a white label solution for real estate brokerages, mortgage brokerages and major lenders to help improve their customer experiences and sales. Based in Toronto, we're proud to be a Canadian company and we hope you will join us in helping homeowners switch to digital mortgages.