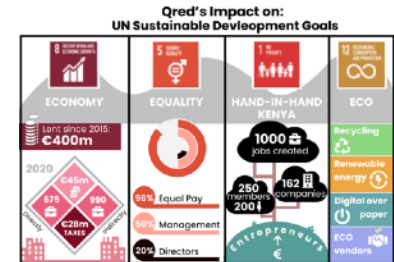
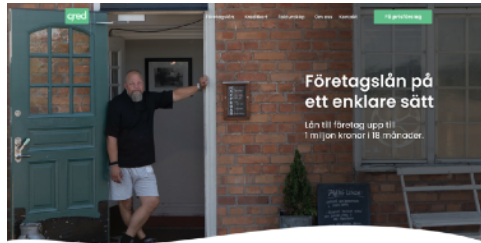
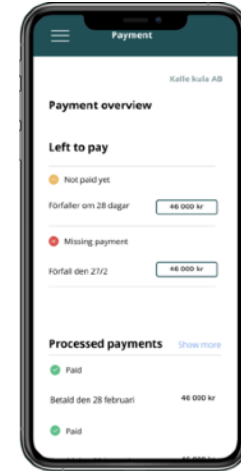
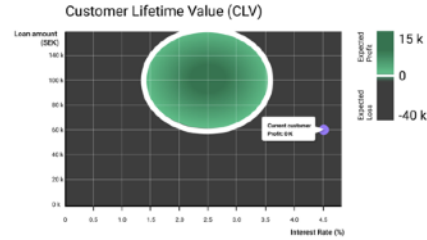
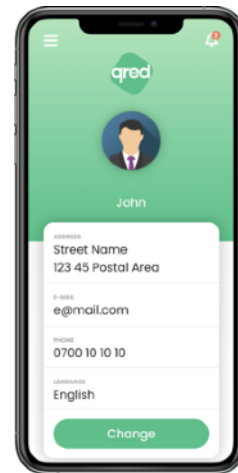
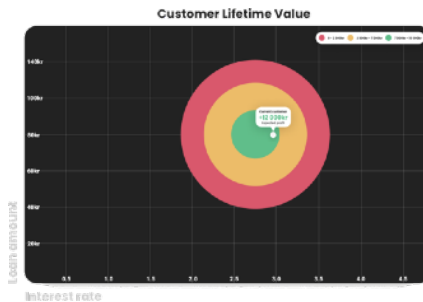


# 2019: Freeform/siloed design



# 2020: Updated designs



**Vi har förberett ditt företagslån**

inga dolda avgifter, inga starköverskrider, inga omställningskostnader - och personligt stöd varje steg på vägen

100 000 kr

100 000 kr

2.5%

4.7

100 000 kr

650 jobs created

202k Directors

59% Senior Management

95% Equality in salary

202k New jobs

326 New jobs

95% Female owned/led

95% Eco-friendly vendors

**Loan offer** Auto-adjust for optimal CLV ✓

Loan amount **100 000kr**

Interest rate **2.5%**

**Results**

Customer Lifetime Value **12 500kr**

Probability of conversion **Very High**

Probability of default **Q2**

Qred's Impact on UN Sustainable Development Goals

<b>SUPPORTING GROWTH</b>	<b>PROMOTING EQUALITY</b>	<b>COMMUNITY PROSPERITY</b>	<b>QRED'S ECO FOOTPRINT</b>
Loans provided by Qred	Women's representation	Hand in Hand Kenya	Recycling consumables in the office
€409 million total	Helping create local opportunities	Helping create local opportunities	Renewable energy in the office
Resulting in:	New businesses	New jobs	Digital over paper to reduce waste
€45 million in 2020	650 jobs created	202k Directors	95% Eco-friendly vendors
Resulting in:	202k Directors	59% Senior Management	
€28 million in taxes	95% Equality in salary	95% Female owned/led	
		95% Eco-friendly vendors	

# 2021: Holistic brand- and design system in progress

