

# Our Businesses

## CONSUMER FINANCE

Thorn's consumer finance business, provides consumers with access to a broad range of personal loans through Thorn Money, which offers unsecured loans up to \$15,000 and secured loans up to \$25,000; and Cashfirst, which provides unsecured loans of between \$500 and \$5,000.

Expansion of the consumer finance business reflects Thorn's ongoing research which indicates there is increasing demand for these types of loans as they are not being met comprehensively by other, larger finance providers.

Thorn has the capability to offer a broader range of loan products, which revolves around the group's skills to assess credit worthiness and make decisions quickly. Technology, systems and ongoing staff training enable fast processing and quick decision making within company lending guidelines.



### STRATEGIC INTENT

The consumer finance business aims to provide niche credit products to consumer markets overlooked by major lenders.

The consumer lending sector is undergoing significant change, with a number of technology start-ups beginning to populate the local market and offering a new range of finance products.

Thorn believes its consumer finance business is well placed to compete in this market and some of the initiatives carried out in the past year include expansion of product offerings to reach broader customer segments, refinement of the customer proposition, development of the Cashfirst offer in-store, and redesign of the Cashfirst website to improve customer experience.

Thorn is currently developing a comprehensive range of innovative consumer finance products to match customer needs and transform the customer experience, both online and in-store. This includes further expansion of the product offering, technology enhancements, introduction of paperless contracts and same day loan funding.



# STRATEGY

### Diversify

and expand distribution to grow sales volumes

### Develop

operational efficiency to deliver simplicity and speed

### Improve

customer engagement and transactional experience

## OUR CUSTOMERS

# LINDA, SYDNEY

*Linda is a mother of one who dedicated her time to help keep kids off the street. Cashfirst has helped her keep that dream alive.*

"I'm a normal mum, I work full-time but my real passion is the kids group I support.

Our goal is to keep disadvantaged kids away from alcohol and drugs, giving them something to do, getting them to help the community, giving them something in their lives, for their future. It's self-funded because it's hard to get donations for our cause, we aren't very big.

The kids come out with smiles on their faces and they love it, contributing to the community feeling needed, it's great, you get so much joy from looking after and helping these kids, it's worth it.

***"The kids come out with smiles on their faces and they love it, contributing to the community feeling needed, it's great."***

Cashfirst has helped us time and time again. Whenever I get behind on payments, I give them a call and they are so helpful, they organise for the payment to be moved or added over a few months or tacked onto the end of my loan, whatever I can manage.

They aren't just about the money either. They will have a chat with you, ask you how you're going, they actually care.

They help me keep my dream alive and I am always so appreciative of that."



*To preserve privacy we have not used real customer photos*