

# Committed to financial inclusion



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**“We are making a real difference in the lives of millions and helping to shape more financially inclusive communities.”**

Stuart Sinclair  
Chair

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## Welcome to our 2024 Annual Report

In 2024, we proudly served our 15 millionth customer, marking a significant milestone in our commitment to financial inclusion. This achievement underscores our dedication to providing vital financial services to underserved consumers globally. By providing individuals with access to credit, we enhance their financial wellbeing and contribute to the broader development of the communities we serve.

## A strong performance

I am pleased to report that 2024 was another strong year for us thanks to the successful execution of our Next Gen strategy. This strategy continues to transform the business, driving us towards our goal of being the leading provider of financial services to underserved communities. We saw good growth momentum this year, supported by an excellent customer repayment performance, and delivered pre-exceptional profit before tax of £85.2m.

We have continued to improve our service to our 1.7m customers by offering more products and channels, for example, introducing our mobile app in Mexico and expanding retail credit through strategic partnerships in both Romania and Mexico. For our shareholders, we delivered another strong dividend performance and a successful share buyback programme was completed in Q3. For our colleagues, we provided more training and development and for our communities we helped thousands of people through our 'Invisibles' programme. The Board is engaged closely with management to ensure we continue delivering our strategic goals.

## Dividend and returns

Reflecting on the Group's strong performance and our confidence in the business's long-term growth potential, the Board is recommending an 11.1% increase in the final dividend to 8.0 pence per share. Subject to shareholder approval at our AGM in May, this will bring the full-year dividend to 11.4 pence per share, an increase of 10.7% on 2023. This represents a pre-exceptional payout ratio of 46% of post-tax earnings, in line with our progressive dividend policy. I am also pleased to report our intention to commence a further share buyback programme of up to £15m, enhancing capital efficiency whilst maintaining a robust balance sheet to support the Group's growth strategy and progressive dividend policy.

## Responsible business

We entered into the second year of our responsible business strategy and I am very pleased with the progress we are making on our sustainability journey, an area we are deeply committed to. Early in 2024, the Board approved the Group's updated Code of Ethics which was subsequently communicated to all colleagues throughout the business. You can find further details of our responsible business strategy and stakeholder engagement from page 44.

## Culture

A key part of delivering on our strategy is fostering a culture that reflects our values: being respectful, responsible and straightforward. One of the highlights of my year has been getting out into the business and spending time with our colleagues in the markets we serve. During my visits this year, it was inspiring to see our teams' passion and enthusiasm for our customers first hand, and it is clear that their commitment to supporting customers who are often ignored by mainstream finance companies and banks is at the heart of what they do.

## Looking ahead

As we move into 2025, we remain focused on our strategic priorities. The financial services world is constantly evolving and so are we. We are committed to adapting and innovating to meet our customers' needs. We will also continue to invest in new technologies and expand our product range, making sure we stay relevant, competitive, and – most importantly – there for our customers when they need us.

Finally, I would like to take this opportunity to thank our shareholders, customers and colleagues for their continued support and trust in our Company. Together, we are making a real difference in the lives of millions and helping shape more financially inclusive communities.

Stuart Sinclair  
Chair

26 February 2025