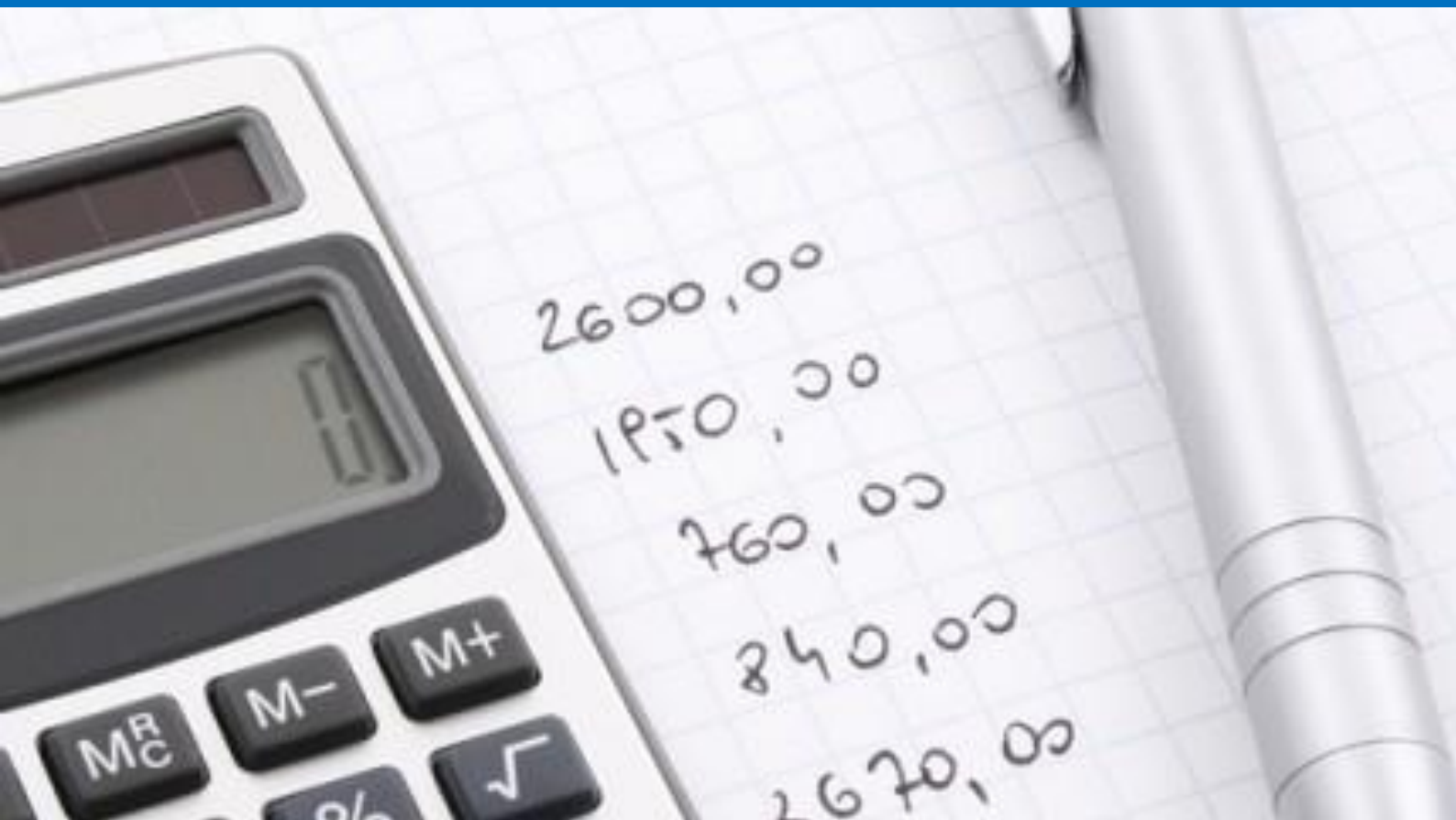


BUSINESS PLAN



Credit Broker Company «Trust Finance»



2014

Adaptation of this business plan is possible for similar project around the world.

Project Description

Project idea: startup of credit broker company «Trust Finance».

Credit broker is a company, which acts as a personnel representative of the client in financial institutions and helps to make out a bank loan successfully of necessary sum.

Directions of activity: «Trust Finance» company provides the credit services in the following directions:

- consumer credit;
- auto credit;
- mortgage crediting;
- business credit;
- bank guarantee;
- leasing.

Project Audience: natural and legal persons, representatives of small and medium business.

Project financial indicators:

Indicator	Unit	Value
Necessary investments	RUB	***
NPV	RUB	***
IRR	%	***
Payback period	years	1.00
Discount payback period	years	1.00

Excerpts from Research:

Market of credit lending or credit market is a segment of financial market, the largest in modern market economies, because the credit relations exactly are the basic mechanism which provides the moving and development of market economy in general.

Aggregate assets of banking sector in 2013 has increased by ***% and amounted to *** trln RUB (***% of GDP). A year earlier, banking assets has increased by *** %. The slowdown of the banking assets growth in 2013 was associated with general slowdown of economic growth.

Volume of debts of enterprise and organizations to banks in 2013 has increased by 12.7% and showed the same dynamics as in 2012.

The average monthly growth rate of enterprise debt to banks has amounted to *** bln RUB.

It is difficult to determine the development level of brokerage in Russia, because the brokerage services are often provided by other organizations, e. g. realtors, consulting firms.

Credit brokers are considered by many leading banks as the additional perspective sales channel. Herewith some representatives of banking sphere believe that the credit brokers are most demanded for implementation of mass products while the difficult banking products must be implemented by the credit organization directly to the client with usage of individual approach.

A consultant by credit mortgage products gains the payment for his work as a percentage of the transaction value – 0-5.0% of credit sum.

With regard to the volume of credit funds, which are issued by banks of the Russian Federation (RF) in 2013, according to the information of the Central Bank, Russian banks has issued the credits for natural and legal persons in amount of *** RUB, which exceeds by 19% the indicator of 2012. Herewith the overdue debts on all credits has increased for a year by 11.2% up to *** bln RUB.

According to preliminary experts' estimates, the market will be developing actively the next 5-7 years at least. It will not be enough for banks to have own filial networks for supporting and increasing of such growth rates. Among the alternative

sales channels are the credit brokers. According to the approximate estimates, the market share of brokers in Russia is accounted for 30%. Thus, it is possible to make a conclusion that annual volume of credit brokerage in Russia amounts to *** trln RUB approximately for today. Russia has all chances of approaching if not to American market model, where the broker office is the main «door» to the mortgage system then at least to European variant, where 60-70% of transactions are made through the brokers (thereby the annual market volume will increase in 2-2,5 times – **up to *** trln RUB**).

The research showed that 70% of companies are represented in Moscow and Moscow Region (MR) – most often they are the head offices of credit brokers. 6% of companies have the representation in Saint Petersburg and Leningrad Region (LR). 22% of companies are registered in other regions of Russia. It is important to notice that the companies which have the representation in Moscow and MR, Saint Petersburg and LR as well as other subjects of RF belong to this category.

In December 2013 the credit broker companies most often provided such services as crediting of small and medium business and consumer crediting without collateral (***% and ***% accordingly). In May 2011 (results of previous research) these services were provided by ***% of companies. In December 2013 the mortgage and lombard crediting offers (***% and ***% of studied companies accordingly) were met some rarer.

The offers of providing realtor and legal services were the less popular in December 2013 – ***% and ***% accordingly (***% and ***% in May 2011).

Content

1.0. Description of Company's Activity	6
2.0. Market Analysis	14
2.1. Main Characteristics of Crediting Market in Russia	14
2.1.1. Main Tendencies of Crediting for 2014-2015	22
2.2. Characteristic of Credit Brokerage Market in Russia	25
2.3. Basic Participants of Credit Brokerage Market in Russia	28
2.4. Analysis of Offering of Credit Brokers' Services of Russia	33
2.4.1. Consumer Crediting	34
2.4.2. Auto Crediting	39
2.4.3. Mortgage Crediting	41
2.4.4. Business Crediting	44
2.4.5. Leasing Crediting	46
3.0. Competitive Environment	50
4.0. Marketing Plan	58
5.0. Organizational Plan	62
6.0. Financial Plan	64
6.1. Assumption by Project	64
6.2. Sales Volume	65
6.3. Revenue	67
6.4. Personnel Costs	68
6.5. Costs Categories	71
6.6. Taxes	75
6.7. Volume of Necessary Investment	76
6.8. Capital Expenditure	76
6.9. Profit and Loss Statement	77
6.10. Cash Flow Statement	80
6.11. Cash Flows (by Years)	82
6.12. Financial Indicators	83
7.0. Sensitivity Analysis	86

List of Tables and Diagrams

Table 1. Financial Results of Credit Organizations Activity (at the Beginning of 2014), mln RUB	16
Table 2. Data of Issued Credit Funds to Natural Persons	35
Table 3. Term of Credit Funds Issuing to Natural Persons, at 01.07.2014, mln RUB	36
Table 4. Programs of Consumer Crediting in Banks of RF	38
Table 5. Programs of Auto Crediting in Banks of RF	41
Table 6. Programs of Mortgage Crediting in Banks of RF	44
Table 7. Volume of Credit Cash Funds Issued to Organizations (Legal Persons), at 01.07.2014, mln RUB	45
Table 8. Volume of Credit Cash Funds Issued to Organizations (Legal Persons) by Repayment Terms, at 01.07.2014, mln RUB	45
Table 9. Programs of Business-Crediting in Banks of RF	46
Table 10. Rating of the Largest Leasing Financial Organizations of RF by Volume of Credit Portfolio, 2013	50
Table 11. Analysis of Credit Brokerage Amount in Million Cities of RF, October 2014	55
Table 12. Staff Schedule	64
Table 13. Assumptions	66
Table 14. Seasonality of Loading	67
Table 15. Volumes of Services Sales	67
Table 16. Revenue by Years	70
Table 17. Personnel Costs	70
Table 18. Project Costs	73
Table 19. Projects Costs by Years	76
Table 20. Taxes	77
Table 21. Volume of Necessary Investment	78
Table 22. Capital Expenditure	78
Table 23. Profit and Loss Statement	79

Table 24. Cash Flow Statement	82
Table 25. Cash Flows by Years	84
Table 26. Accumulated Cash Flows	85
Table 27. Indicators of Economic Efficiency	85
Diagram 1. Dynamics of Banking Assets Growth of RF by 2011-2013	16
Diagram 2. Dynamics of Growth of Ruble and Currency Parts of Credit Portfolio in RF, by 2009-2014, trln RUB	18
Diagram 3. Dynamics of Sectors Debt Growth of RF Economy, 2012-2013, trln RUB	20
Diagram 4. Dynamics of Growth of Population Deposits Volumes into RF Banks, 2011-2013, trln RUB	20
Diagram 5. Growth of Population Debts to Banks of RF	21
Diagram 6. Indicators of Aggregate Financial Result of RF Banks Activity, 2012-2013, bln RUB	22
Diagram 7. Results of Survey «Relevant to the Institution of Credit Brokerage among Russians»	27
Diagram 8. Current State of Credit Brokerage Market in Russia and Growth Potential, bln RUB	29
Diagram 9. Dynamics of Offering of Different Directions of Credit Broker Companies of RF, 2011-2013	35
Diagram 10. Forecast of Leasing Market Dynamics, 2013-2014, trln RUB	48
Diagram 11. Growth of Cash Volume of Signed up Transactions for Auto Transport and Special Technique Leasing, 2012-2013, bln RUB	49
Diagram 12. Growth of Cash Volume of Signed up Transactions for Trucks, 2012-2013, bln RUB	49
Diagram 13. Strategic Canvas of Competitive Companies	59
Diagram 14. Average Project Loading	67

*We thank you for your confidence
and would like to remind you that:*

- ✓ with the purchase of the business plan of the
«VTSConsulting» company you'll have a guarantee of
getting a consultation from specialists who have
worked on a specific business plan*
- ✓ during one to two hours our team will be ready to
answer all questions related to the structure and
content of the business plan*

*Respectfully,
«VTSConsulting» team*

INFORMATION ABOUT THE «VTSConsulting» COMPANY

«VTSConsulting» company was founded in May 2010 by a team of professionals led by Vladyslav Tsygoda. Vladyslav Tsygoda is a business consultant, a recognized leader in the field of business planning in the CIS countries (according to the portal free-lance.ru), today he is the head of the rating of the consulting company.

Development of business plans, feasibility studies, investment memorandums, financial models and business presentations are the main directions of the team, which includes highly skilled analysts.

Experience of the team in the development of investment documents is more than 6 years, and today «VTSConsulting» is the only company in Ukraine, which is a partner of the project «RBC. Market research».

«VTSConsulting» team and principles of work

- ✓ a unique approach to solving problems;
- ✓ an impeccable reputation and a high degree of customer confidence;
- ✓ high professionalism regardless of field of study;
- ✓ practical experience, including the implementation of complex highly specialized projects.

We appreciate greatly the cooperation with each customer.

And we are proud of our customers!

LLC «Zemleugodie-Invest», OJSC «Petrovizard» company, Port Temryuk, LLC «Portal Logistics», SPK «Votkinsky plant», SPE «Stealth», LLC «Spetsbudproekt», group of «Nauka», I.N. Frantsevich Institute of State Enterprise UkrSRIPRI companies «SEMPROGROUP», LLC Materials of NAS of Ukraine, NTUU «Masma», «Reproto Technologies», «Maximus Construction», «KPI», Science Park «Kyiv «VOK Montage Service» company, «Rosmolodezh», LLC «Sisif Service», Polytechnic», The Russian Government, Verkhovna Rada of LLC «PRIIMAS» LLC «Plant TITAN», LLC «Project K», Ukraine

This is not a complete list of those who was pleased with the cooperation with «VTSConsulting».

«VTSConsulting» company is a team of professionals, whose knowledge and experience will allow you to save money, nerves and time: preparation of investment documents will take from 4 to 10 days.

Our customers recommend us to their friends and partners, because we work for the results and complete satisfaction of a Client. Thus, ordering business plan, information or investment memorandum from us, you do not just spend money.

You invest.

*Respectfully,
Vladyslav Tsygoda,
the head of «VTSConsulting»*