

# Commentary

on the 2024 Annual Report

2024 was a transformational year for Lendermarket, marked by investments that reshaped the business and positioned the company for strong, scalable growth in the years ahead. While the financial result for the year reflects an increase in operating expenses and a planned loss, these outcomes were expected and aligned with our long-term strategy.



## Crowdfunding Authorisation Secured

One of the most significant achievements of the year was receiving **Crowdfunding Authorisation from the Central Bank of Ireland**. This licence represents a major step forward in our regulatory journey and provides a robust framework for serving investors and borrowers across Europe. With this authorisation, **Lendermarket is now passported to operate in 29 European countries**, expanding our reach and strengthening our position as a compliant and trusted platform across the continent. It enhances our credibility, increases transparency, and supports long-term regulatory alignment in an evolving financial landscape.

## New Technology with Lendermarket 2.0 Launch

To support the next phase of growth, we successfully launched **Lendermarket 2.0**, Lendermarket's new technology platform. Lendermarket 2.0 brings improved performance, security, and flexibility, enabling us to scale our operations, respond faster to user needs, and introduce new features more efficiently. This upgrade represents a leap forward in our infrastructure and sets the stage for continued growth.

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## Team and Brand: Investing in People and Visibility

We also made meaningful investments in talent and brand. Throughout 2024, key hires strengthened our capabilities across compliance, marketing, technology, and operations. In parallel, we launched new branding and advertising campaigns that began building broader recognition and trust in the market. These activities are the foundation for expanding our presence and reaching the next wave of investors.

## Results Already Taking Shape

While these investments temporarily increased our cost base, the impact is already becoming visible. Platform activity continues to grow significantly. Investor interest is rising, and early indicators confirm that our strategy is delivering the intended momentum. These are strong signs that Lendermarket's growth engine is accelerating.

## Positioned for Growth in 2025 and Beyond

Looking ahead, Lendermarket enters 2025 with a solid foundation: a robust regulatory licence, a scalable technology platform and a stronger team. These elements will allow us to capture new opportunities and deliver sustained value to our users and stakeholders.

**In summary**, 2024 was not only a year of change, it was a year of preparation. The strategic steps taken have reshaped the company and positioned Lendermarket for a promising future.

**Carles Federico**

CEO of Lendermarket

