

TSX:PRL

# Investor Presentation

November 2025

### **Disclaimer**

### FORWARD-LOOKING INFORMATION

Certain statements made in this presentation may constitute forward-looking information under applicable securities laws. These statements may relate to our 2025 Operating and Financial Targets, our profitable growth prospects, our dividend, our ability to profitably grow our business and facilitate access to credit to more and more underserved consumers, our ability to fund the various existing and new strategic initiatives and support the dividend, our ability to achieve continue margin expansion in fiscal year 2025 and our expectations regarding the integration and effects of the acquisition of QuidMarket. As the context requires, this may include certain targets as disclosed in the prospectus for our initial public offering, which are based on the factors and assumptions, and subject to the risks, as set out therein and herein. Often but not always, forward-looking statements can be identified by the use of forward-looking provided in the prospectus for our initial public offering, which are based on the factors and assumptions, and subject to the risks, as set out therein and herein. Often but not always, forward-looking statements can be identified by the use of forward-looking provided in the prospectus of the provided in the prospectus of the provided in the prospectus of the context. For our variations of them or similar terminology. Many factors could cause our actual results, level of activity, performance or achievements or future events or developments to differ materially from those expressed or implied by the forward-looking statements, including, without limitation, the factors discussed in the "Risk Factors" section of the Company's annual information form dated March 12, 2025 for the year ended December 31, 2024 (the "AIF"). A copy of the AIF and the Company's other publicly filed documents can be accessed under the Company's profile on SEDAR+ at www.sedarplus.ca. The Company cautions that the list of risk factors and uncertainties described in the AIF is not exhaustive and other factors could

### NON-IFRS MEASURES AND INDUSTRY METRICS

This presentation makes reference to certain non-IFRS measures and industry metrics. These measures are not recognized measures under International Financial Reporting Standards as issued by the International Accounting Standards Board ("IFRS") and do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement those IFRS measures by providing further understanding of our results of operations from management's perspective. Accordingly, these measures should not be considered in isolation nor as a substitute for analysis of our financial information reported under IFRS. We use non-IFRS measures, including "EBITDA", "Adjusted EBITDA", "Adjusted Reltrone", "Adjusted Return on Equity", "Adjusted Net Income Margin", "Adjusted Payout Ratio" and "Net Charge-Offs". This presentation also makes reference to "Annualized Revenue Yield", "Ending Combined Loan and Advance Balances" and "Total Originations Funded", which are operating metrics used in our industry. These non-IFRS measures and industry metrics are used to provide investors with supplemental measures of our operating performance and thus highlight trends in our core business that may not otherwise be apparent when relying solely on IFRS measures. We also believe that securities analysts, investors and other interested parties frequently use non-IFRS measures and industry metrics in the evaluation of issuers. Our management also uses non-IFRS measures and industry metrics in order to facilitate operating performance comparisons from period to period, to prepare annual operating budgets and forecasts and to determine components of management compensation. Please refer to Appendix of this presentation for the reconciliation of EBITDA. Adjusted Return on Equity and Adjusted Net Income, Net Charge-Offs and Ending Combined Loan and Advance Balances presented by reference herein. For reconciliations of these n

### **CERTAIN OTHER MATTERS**

Any graphs, tables or other information demonstrating our historical performance or any other entity contained in this presentation are intended only to illustrate past performance of such entities and are not necessarily indicative of our future performance or such entities. Unless otherwise indicated, information provided in this presentation is provided as of September 30, 2025.

# Building a new world of financial opportunity

### US\$2.5+ Billion

in Credit Facilitated1

### **US\$563 Million**

LTM Revenue<sup>2</sup>

>1,200,000

Consumers Served<sup>3</sup>

46% | 72% | 83%

Revenue, EPS and Adj. EPS<sup>4</sup> CAGR since 2019

30% | 33%

YTD 2025 Annualized ROE and Adj. ROE4

# We Enable Credit to Underserved Consumers

Traditional financial institutions rely on credit scores, but that locks out millions of everyday consumers

We are changing that through our proprietary Al-powered technology. And driving profitable growth and shareholder return in the process



THE AMERICAS'
FASTEST GROWING
COMPANIES 2025



**TSX30**.





Note: Financials shown in US\$

1) From inception to September 30, 2025; Propel facilitates loans and lines of credit; 2) LTM period through September 30, 2025; 3) From inception to October 31, 2025; 4) See "Disclaimer – Non-IFRS Measures and Industry Metrics" and "Appendix"; CAGR period shown FY2019 – FY2024

# **Investment Highlights**

Consumer Fintech lending platform serving the US, UK and Canadian markets

Al-powered tech platform unlocking credit opportunity

Innovative,
transparent products
and services,
including 3 bank
programs and 4
Lending as a Service
partnerships

Profitable, scalable business with ample growth opportunity

proven team with deep industry knowledge

Quarterly dividend of C\$0.21 per common share

# **Our Mission**

### Inclusion

Every individual deserves access to credit

### **Evolution**

Committed to giving consumers the potential to evolve to better credit products over time

### Experience

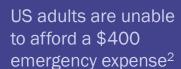
Provide a best-inclass consumer experience

### Financial Inclusion for the Underserved Consumer

### ~90 Million

Estimated size of US, UK + Canada underserved market1

37%



36%

**UK** working population living paycheque to paycheque<sup>3</sup>

54%

Canadians say they're living paycheque to paycheque<sup>4</sup>



### **Inaccessible Traditional Lenders**

Lending based on credit scores

Tier-one banks

Credit unions

Credit cards



Best-in-class lending products for underserved consumers



### **Higher APR Alternatives**

350%+ APRs

Payday loans

Lease to own

Tribal lending

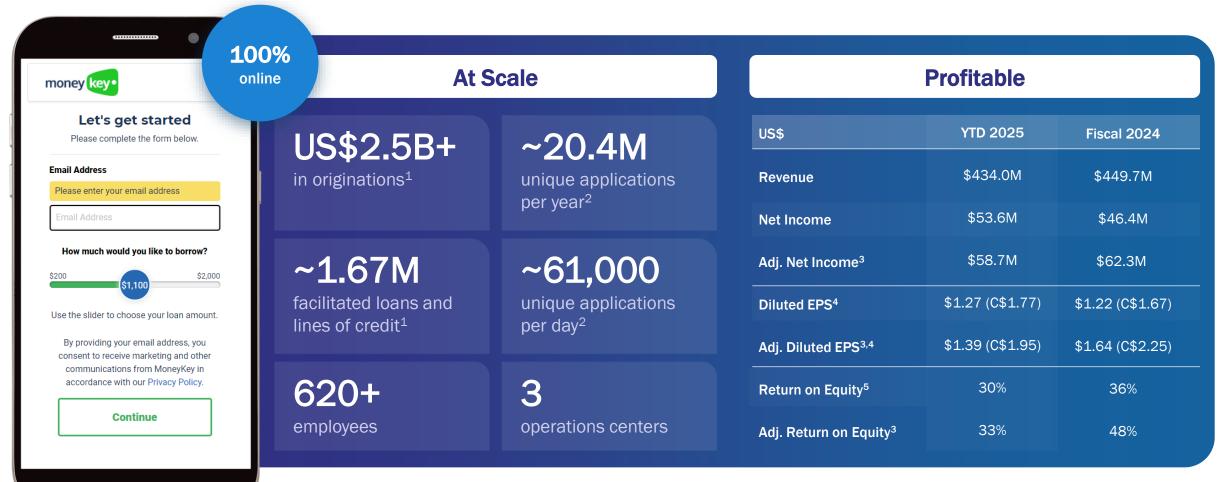
Bank overdraft

- National Survey of Unbanked and Underbanked Households by the Federal Deposit Insurance Corporation ("FDIC"), TransUnion's Empowering Credit Inclusion Global Report (June 2023), PwC Overlooked and financially underserved (April 2022).
- Willis Towers Watson PLC (June 2022).
- BDO Affordability Index in 2022.

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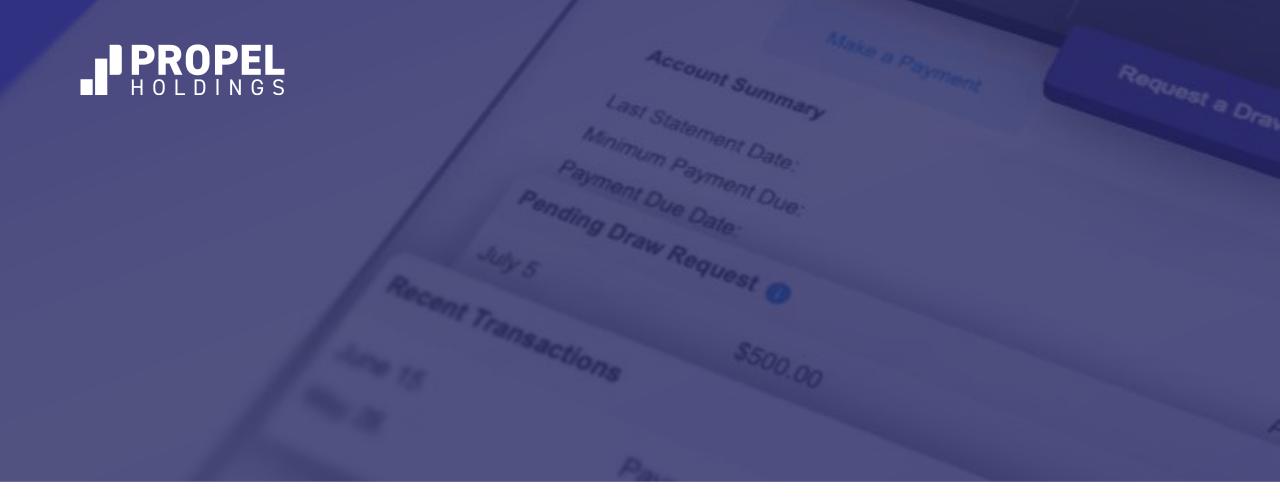
# **Propel Today**

Highly profitable, diversified and scalable business with significant growth opportunity



- 1. From inception through to September 30, 2025. Includes QuidMarket data from transaction close (November 15, 2024)
- 2. Trailing twelve months as of September 30, 2025. Unique applications exclude QuidMarket.
- . See "Disclaimer Non-IFRS Measures and Industry Metrics" and "Appendix".
- 4. EPS results converted from USD to CAD at \$1.399 and \$1.370 for the YTD 2025 and Fiscal 2024 periods, respectively.
  - See 'Supplemental Financial Measures" in the accompanying Q3 2025 MD&A for further details concerning certain financial metrics used in this investor presentation including definitions.

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# **Our Products**

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# **Operating Brands, Products and Services**

Product/Service	money key•	creditfresh	fora	pathward* Line of Credit	& Quid <b>Market</b>
Geography Served					
Loan Amount Range	USD \$200-\$3,500	USD \$500-\$15,000	CAN \$1,000-\$15,000	USD \$1,000-\$8,000	GBP £300 - £1,500
Operating Structure	Direct Lender Credit Services Bank Program	Bank Program Lending-as-a-Service	Direct Lender Embedded Lending	Lending-as-a-Service	Direct Lender
Consumer Product	Installment loans Lines of credit	Lines of credit	Lines of credit	Lines of credit	Installment Loans
Year Launched	2011	2019	2022	2023	2011 (Acquired 2024)

# **Putting Customers First**



### **Consistently Lowered Cost of Credit Over Time**

Introduce lower cost of credit products for qualifying customers



### **Graduation Programs**

Propel platform offers the capability for existing customers (direct or bank customers) to graduate to lower rates and higher loan amounts.



### **Ability to Improve Credit Score**

Some programs offered through the Propel platform offer the opportunity for consumers to positively impact their credit rating.

"It was so simple, easy and quick. Within 24 hours, I got accepted and had access to a line of credit. Greatly appreciated in this time of need. Thank you so much!"

-Propel consumer

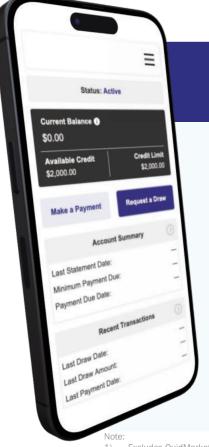
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# **Our Platform**

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# Industry-Leading Proprietary Technology<sup>1</sup>



### **Three Major Subsystems**

- Al-Powered Acquisition + Underwriting Engine
- Loan ManagementSystem
- Customer Self-Service
  Portal (Mobile
  Optimized)

### **Open Architecture**

### Integrates easily and securely with:

- 30 marketing partners & channels
- 10+ data providers
- 5 unique bank partners
- 1 CSO lender
- 6 transaction processors

90%

of applications auto-decisioned

96%

of ad hoc card payments made online

### **110+ Person In-House**

Tech team

US\$37.3M<sup>2</sup>

invested to date

### **Cloud-hosted**

scalable, resilient architecture

- 1) Excludes QuidMarket operations
- 2) Represents investment in internally developed software through September 30, 2025

# **Looking Beyond Traditional Credit Scores**

Traditional financial institutions rely on credit scores, but that locks out millions of everyday consumers

We use Al to build our own risk score — and can use up to 5,000 data points, including:



**Employment Data** 



Consumer Behaviour



**Income Verification** 



**Consumer Verification Data** 



Transactional Data

# **Expanded Access to Credit** and **Profitable Growth**

Our Al-powered technology works at a scale and speed that make us leaders in the industry

~20.4M

Unique applications a year

~61,000

unique applicants processed per day

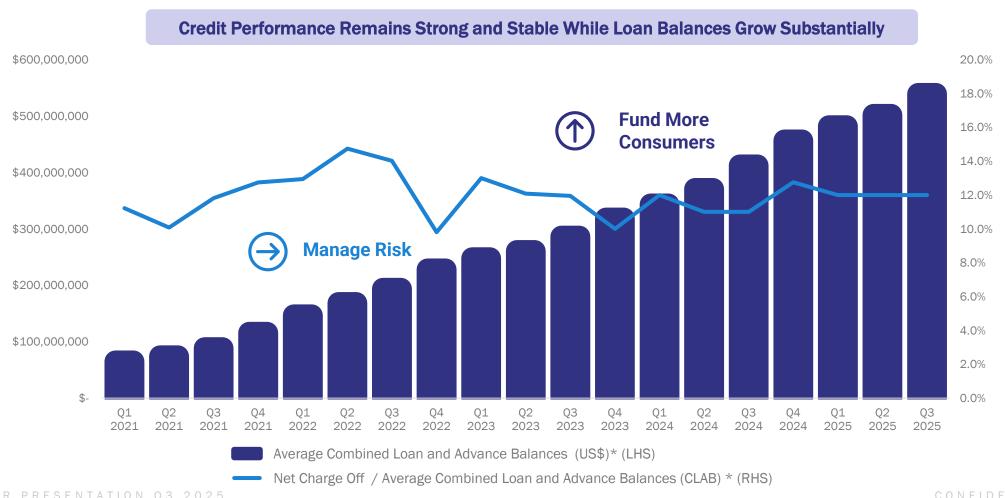
<6 seconds

automatic credit adjudication

14 years

Of proprietary data

# **Driving Growth While Managing Risk**



# **Best-in-Class Operations + Customer Service**

Serving customers with urgency, respect and exceptional customer service

280+

strong operations team across 2 centralized locations

24/7 online platform

7 days

a week live agent service

★ Trustpilot

Excellent 4.4+ Ratings

The application process was **simple and quick**. The customer service representative was professional, courteous, and very knowledgeable.

Propel Consumer

Note: Data shown excludes QuidMarket

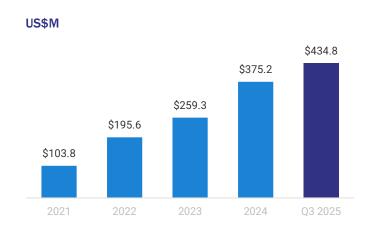


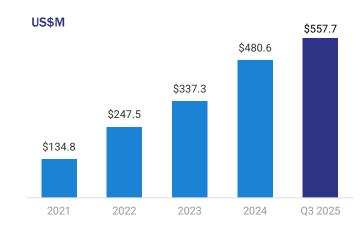
### Robust Loan and Revenue Growth

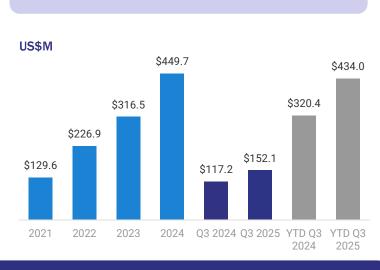
### **Loans and Advances Receivable**

# Ending Combined Loan and Advance Balances\*









### Record Loans and Advances Receivable, Ending Combined Loan and Advance Balances\*

- Record new and existing customer originations in Q3 2025, even with tighter underwriting posture
- Expansion across underserved consumer market
- Growth and expansion of Bank Partnerships
- Expansion through key marketing partners and initiatives

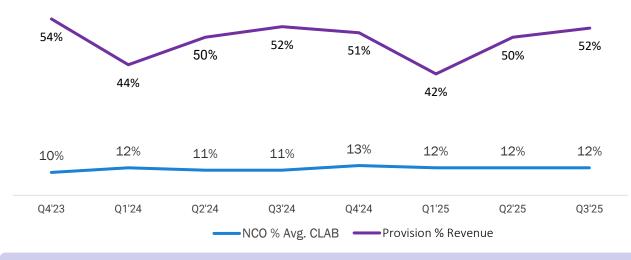
- Origination expansion in Canada
- Significant growth of QuidMarket in the UK
- Macro: strong consumer demand, transition to online lending, tightening of credit throughout financial system

# Annualized Revenue Yield\* 113% in Q3 2025 from 114% in Q3 2024

- Greater proportion of existing vs. new customer originations in Q3 2025
- Higher allocation of US portfolio originations towards lower fee tiers with higher credit quality
- Continued aging of the loan portfolio and associated graduation program for existing customers

# Stability and Scalability of Business Model

Provision for loan losses and other liabilities ("Provision") and Net Charge-offs as % of Average CLAB\*



### Operating Expenses as % of Revenue\*\*



## Q3 2025 Provision % Revenue and Net Charge-offs as % of Avg. CLAB\* reflect stable credit performance

- Q3 2025 provision % revenue consistent with Q3 2024 and within targeted range
- Uptick in US delinquencies managed by disciplined underwriting posture leading to achieving targeted credit performance
- Strong credit performance in the UK and Canada
- IFRS-9 requires high provision at origination, without commensurate revenue
- Net Charge-offs as % of Avg. CLAB\* of 12% in Q3 2025 is in line with seasonal expectations to drive continued profitable growth

# Operating Expenses\*\* reflect investment to scale and grow business further

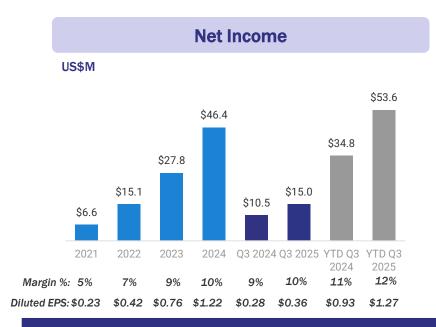
- Continued Investment in infrastructure enabling considerable growth in revenue and Ending CLAB\*
- Expanding and diversified marketing channels and partnerships driving high quality and expanding originations
- Ongoing effective cost management and proprietary technology platform driving increased automation and efficiency to further optimize operating expenses
- Continuing to invest in infrastructure and personnel to support near-term business development initiatives that we expect to contribute to significant growth and profitability over time

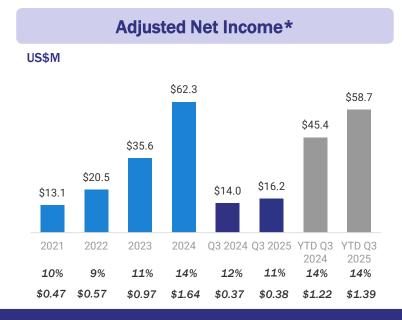
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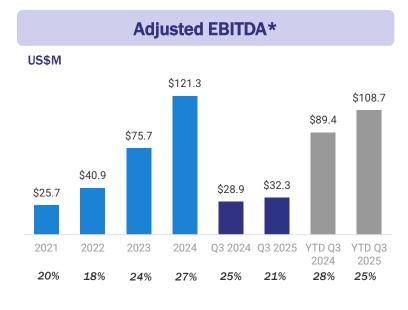
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<sup>\*</sup>See "Disclaimer – Non-IFRS Measures and Industry Metrics" and "Appendix"

# **Generating Strong Profitability**







- All Q3 2025 metrics increased significantly over Q3 2024
- All metrics represent year-to-date records
- Q3 2025 Adjusted Net Income\* and Adjusted EBITDA\* impacted by lower Stage-1 provision adjustment vs. Q3 2024 as a result of moderating new customer growth in Q3 2025
- Adjusted Net Income\* and Adjusted EBITDA\* remove Stage-1 provisions on good standing accounts, non-recurring items including transaction costs, unrealized FX gains / losses, and amortization related to intangible assets acquired through QuidMarket

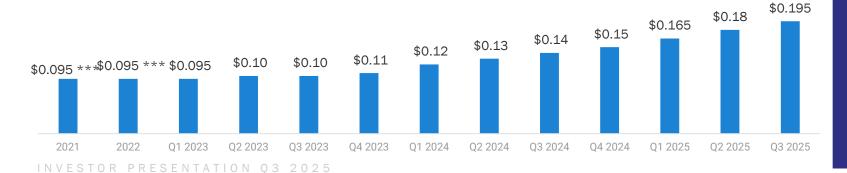
- Profitability supported by the following:
  - Continued growth in revenue
  - Stable credit performance
  - Operating leverage in the business and effective cost management
  - Continued tech enhancements driving increased automation and efficiency across the business
  - Lower cost of debt from lower interest rates and recent reduction in the CreditFresh and MoneyKey credit facility costs

# Focus on Maximizing Shareholder Returns









# Continued earnings growth leading to strong ROE and Adj. ROE\* and ability to raise dividend

- Company's operating cash flow and debt capacity sufficient to drive significant growth
- Revenue growth and increasing profitability driving strong ROE and Adj. ROE\* performance
  - FY2024 and Q1 to Q3 2025 ROE and Adj. ROE impacted by C\$115M equity financing for acquisition of QuidMarket in Q4 2024
- Strong results and financial position supported ability to increase quarterly dividend to C\$0.21 (C\$0.84 annualized) in Q4, continue funding growth and expanding profitability

<sup>\*</sup>See "Disclaimer – Non-IFRS Measures and Industry Metrics" and "Appendix". Comparative figures have been updated to conform with current presentation

<sup>\*\*</sup>Payout Ratio calculated as quarterly dividend divided by Net Income and Adjusted Payout Ratio calculated as quarterly dividend divided by Adjusted Net Income

<sup>\*\*\*</sup> Dividend per quarter shown for FY2021 and FY2022; FY2021 represents Q4 2021 only (Propel went public on the TSX in October 2021)

# Well Capitalized For Continued Growth

- **Company well-funded** for continued growth, new strategic initiatives and to support increased dividend
- **Three credit facilities supported** by syndicate of lenders to ensure redundancy across Company's funding partners
- Approximately \$125 million in undrawn credit capacity as of September 30, 2025
- **Debt: equity 1.2x** as of September 30, 2025
- **Cost of debt capital decreased** to 11.0% in Q3 2025 from 13.4% in Q3 2024

- **Recently upsized CreditFresh** facility by \$70 million to \$400 million and refinanced MoneyKey to \$15 million in Q2 2025 while decreasing the cost of debt by ~150 bps\*
- Propel's total debt capacity increased to \$434 million with recent transactions
- Balance sheet also supported by C\$115 million bought deal equity raise to finance acquisition of OuidMarket in 04 2024

### **Credit Capacity** (in US\$M)

\$125.3M Capacity at 9/30/25

\$308.4M

**Utilized at 9/30/25** 

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### **Growth Outlook:**

# **Updated FY2025 Operating and Financial Targets**

Ending Combined Loan and Advance Balances*, **, ***	Revenue (US\$)	Adjusted EBITDA Margin**, ***	Net Income Margin	Adjusted Net Income Margin**, ***	Return on Equity****	Adjusted ROE**, ***
18% - 22%	\$590M - \$650M	23% - 25%	10.5% - 14.5%	11.75% - 12.5%	27%+	29%+
2024: 42%	2024: \$450M	2024: 27%	2024: 10%	2024: 14%	2024: 36%	2024: 48%

### Notes:

<sup>\*</sup>Year-Over-Year Growth

<sup>\*\*</sup>See "Disclaimer - Non-IFRS Measures and Industry Metrics" and "Appendix"

<sup>\*\*\*</sup>Operating and Financial Target updated from initial FY2025 Operating and Financial Targets disclosed March 12, 2025; See "Update on Fiscal Year 2025 Operating and Financial Targets in the accompanying Q3 2025 MD&A for further details \*\*\*\* See "Supplemental Financial Measures" in the accompanying Q3 2025 MD&A for further details concerning certain financial metrics used in this investor presentation including definitions

# **Growth Strategy**



# Serving lower risk markets

Extension of existing product suite into near-prime market as rates offered continue to decrease (sub 36%).



# Graduating consumers up the credit spectrum

Continue to graduate existing clients to new products with lower cost of credit.



# Geographic expansion

Expansion into new states/provinces, jurisdictions and countries.



### **Adjacent products**

Design, deliver and cross-sell complementary products aligned with Propel's core purpose.

The immediate response and service were great. During an emergency time of need it was a great relief for fast response. The online application was appreciated and easy. Thank you.

Over a million loans facilitated.

Over two billion dollars in lending.

Welcome to a new world of financial opportunity.

# Appendix

	Three Months E	Ended Sept 30,	Nine Months E	nded Sept 30,	Year Ended December 31,				
US\$	2025	2024	2025	2024	2024	2023	2022	2021	
		_		_				_	
Net income	15,006,810	10,521,257	53,583,320	34,766,689	46,375,867	27,776,133	15,127,447	6,562,442	
Interest on Debt	8,600,196	8,401,947	25,402,713	23,070,762	31,585,290	22,473,216	9,784,859	5,317,923	
Interest Expense on lease liabilities	223,375	60,980	462,848	199,654	265,482	330,732	379,480	440,043	
Depreciation and amortization	2,361,671	1,307,584	6,538,351	3,747,702	5,480,545	4,231,218	3,376,884	2,912,848	
Income Tax Expense (Recovery)	4,977,373	3,911,060	17,204,792	13,160,446	16,234,095	10,207,388	5,094,909	1,501,830	
EBITDA <sup>1</sup>	31,169,425	24,202,828	103,192,024	74,945,253	99,941,279	65,018,687	33,763,579	16,735,086	
EBITDA <sup>1</sup> margin as a % of revenue	20%	21%	24%	23%	22%	21%	15%	13%	
Transaction and Financing Costs	-	2,519,841	-	2,519,841	3,221,649	-	-	1,649,855	
Unrealized loss (gain) on derivative financial instruments	459,925	(112,925)	(626,601)	507,415	1,403,607	(592,947)	61,866	312,764	
Provision for credit losses on current status accounts <sup>2</sup>	(384,820)	1,023,630	2,466,546	7,512,570	11,993,619	9,857,071	7,389,684	2,674,338	
Non-cash change in accounting estimate	-	-	1,357,245	-	-	-	-	-	
Provisions for CSO Guarantee liabilities and Bank Service Program liabilities	1,018,002	1,272,531	2,326,291	3,931,795	4,783,304	1,430,044	(320,340)	4,312,966	
Adjusted EBITDA <sup>1,3</sup>	32,262,532	28,905,905	108,715,505	89,416,874	121,343,458	75,712,855	40,894,789	25,685,009	
Adjusted EBITDA $^{1.3}$ margin as a $\%$ of revenue	21%	25%	25%	28%	27%	24%	18%	20%	

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<sup>1)</sup> See "Disclaimer – Non-IFRS Measures and Industry Metrics"

<sup>2)</sup> Provision and change in accounting estimate adjustments included for (i) loan losses on good standing current principal (Stage 1 — Performing) balances (see "Material Accounting Estimates and Judgements — Loans and advances receivable" in MD&A)

<sup>3)</sup> Comparative figures have been updated to conform with current presentation

	Three Months Ended Sept 30,		Nine Months Ended Sept 30,			Year Ended December 31,		
US\$	2025	2024	2025	2024	2024	2023	2022	2021
Net income	15,006,810	10,521,257	53,583,320	34,766,689	46,375,867	27,776,133	15,127,447	6,562,442
Transaction and Financing Costs net of taxes <sup>1</sup>	-	1,852,083	-	1,852,083	2,367,912	-	-	1,212,643
Unrealized loss (gain) on derivative financial instruments net of taxes <sup>1</sup>	338,045	(83,000)	(46,0552)	372,950	1,031,651	(435,816)	46,400	229,882
Amortization of acquired intangible assets net of taxes <sup>1</sup>	360,787	-	1,082,361	-	240,525	-	-	-
Provision for credit losses on current status accounts net of taxes <sup>1</sup>	(282,843)	752,368	1,812,911	5,521,739	8,815,310	7,244,947	5,542,263	1,965,639
Non-cash change in accounting estimate net of taxes <sup>1</sup>	-	-	997,575	-	-	-	-	-
Provisions for CSO Guarantee liabilities and Bank Service Program liabilities net of taxes <sup>1</sup>	748,231	935,310	1,709,824	2,889,869	3,515,728	1,051,082	(240,255)	3,170,030
Adjusted Net Income <sup>2,3</sup> for the period	16,171,030	13,978,018	58,725,439	45,403,330	62,346,993	35,636,346	20,475,855	13,140,636
Multiplied by number of periods in year	X4	X4	X4/3	X4/3	X1	<b>x1</b>	X1	X1
Divided by average shareholders' equity for the period	255,164,687	124,245,048	239,404,998	115,667,962	129,028,416	91,128,575	77,624,315	27,178,215
Adjusted Return on Equity <sup>2,3</sup>	25%	45%	33%	52%	48%	39%	26%	48%
Adjusted Net Income Margin <sup>2,3</sup>	11%	<b>12</b> %	14%	14%	14%	11%	9%	10%

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<sup>1)</sup> Each item is adjusted for after-tax impact. Please see the accompanying Q3 2025 MD&A for further details

<sup>2)</sup> See "Disclaimer - Non-IFRS Measures and Industry Metrics"

<sup>3)</sup> Comparative figures have been updated to conform with current presentation

	As at	Sept 30,		As at December 31,				
US\$	2025	2024	2024	2023	2022	2021		
Ending Combined Loan and Advance balances <sup>1</sup>	557,694,435	432.273.487	480,602,408	337,282,804	247,488,344	134,843,170		
Less: Loan and Advance balances owned by third party lenders pursuant to CSO program	(5,590,553)	(4,645,331)	(5,892,783)	(3,779,004)	(2,988,636)	(4,260,648)		
Less: Loan and Advance balances owned by a NBFI pursuant to the MoneyKey Bank Service program	(68,835,979)	(51,673,179)	(56,360,814)	(36,736,938)	(21,088,522)	(17,782,252)		
Loan and Advance owned by the Company	483,267,903	375,954,977	418,348,811	296,766,862	223,411,186	112,800,270		
Less: Allowance for Credit Losses	(133,203,516)	(104,602,128)	(111,227,713)	(79,093,294)	(49,844,370)	(23,700,774)		
Add: Fees and interest receivable	65,050,661	49,225,554	52,592,513	36,063,899	19,265,893	12,034,604		
Add: Acquisition transaction costs	19,716,562	12,421,019	15,451,381	5,575,769	2,795,722	2,715,724		
Loans and advances receivable	434,831,610	332,999,422	375,164,992	259,313,236	195,628,431	103,849,824		

<sup>1)</sup> See "Disclaimer - Non-IFRS Measures and Industry Metrics"

	Three Months Ended Sept 30,		Nine Months	s Ended Sept 30,		Year Ended December 31,				
US\$	2025	2024	2025	2024	2024	2023	2022	2021		
Charge-offs	73,625,432	50,264,599	208,821,590	142,605,299	208,306,980	148,955,126	109,981,529	46,898,488		
Recoveries	(9,493,980)	(6,167,864)	(27,500,853)	(18,205,493)	(25,705,212)	(19,231,240)	(16,675,403)	(6,909,063)		
Net charge-offs <sup>(1)</sup>	64,131,452	44,096,735	181,320,737	124,399,806	182,601,768	129,723,886	93,306,126	39,989,425		
Change in Provision for Loan Losses	12,567,699	15,023,804	21,975,803	25,508,834	32,134,419	29,248,924	26,143,596	10,294,657		
Provision for loan losses	76,699,151	59,120,539	203,296,540	149,908,640	214,736,187	158,972,810	119,449,722	50,284,082		
Movement in financial obligation(2)	1,018,002	1,272,531	2,326,291	3,931,795	4,783,304	1,430,044	(320,340)	4,312,943		
Other lending program costs	1,279,368	890,746	3,240,404	3,072,864	2,976,386	1,504,778	1,023,363	424,073		
Provision for loan losses and other liabilities	78,996,521	61,283,816	208,863,235	156,913,299	222,495,877	161,907,632	120,152,745	55,021,098		

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<sup>1)</sup> See "Disclaimer - Non-IFRS Measures and Industry Metrics"

<sup>2)</sup> Movement in financial obligation is equivalent to Provisions for CSO Guarantee liabilities and Bank Service Program liabilities

# PROPEL HOLDINGS

Building a new world of financial opportunity.