



INVESTOR SURVEY RESULTS REPORT

2018

GENERAL PLATFORM STATS



Funded ever

Interest repaid

€ 82 857 513

€ 870 409

Average deposit

€4394

Average interest rate

10.9%

*as of 01.10.2018

INVESTOR TYPES



12% Legal entities 88% **Private investors**

*as of 01.10.2018

TOP INVESTOR COUNTRIES



4. Estonia (6%) Great Britain (2%) 3. Latvia (10%) 6. Lithuania (4%) 5. The Netherlands (5%) Czech Republic (2%) 1. Germany (42%) Austria (2%) Switzerland (2%) 2. Spain (11%)

Other countries (14%)

*as of 01.10.2018

INVESTOR SURVEY: KEY METRICS



Survey time period: July 25 - August 25, 2018

Target audience/active investors (in total)

2419

on July 25, 2018*

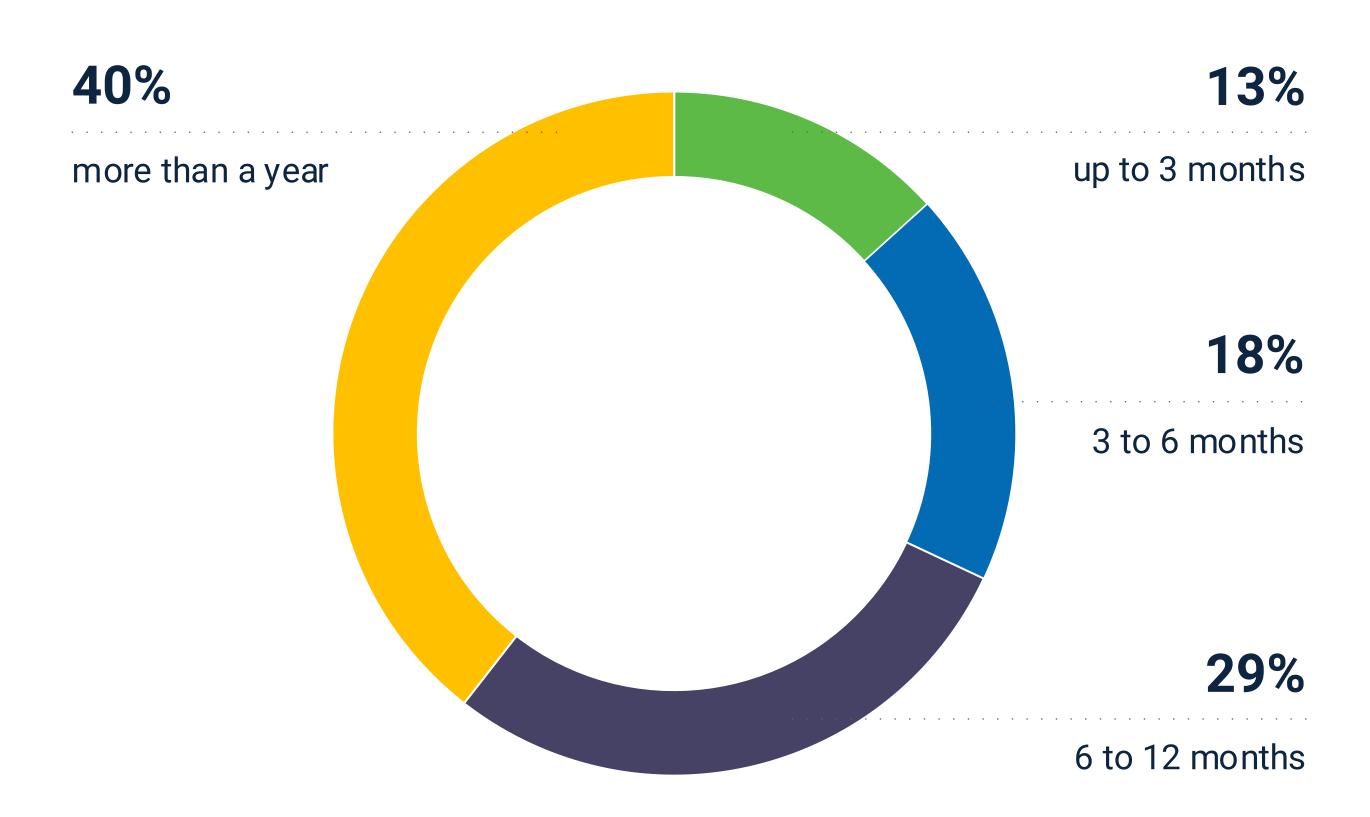
Responses in total

504

INVESTOR COMMUNITY

VIAINVEST has succeeded at building trustworthy relationships with the existing customer base - 40% of respondents have been investing with VIAINVEST for over a year.

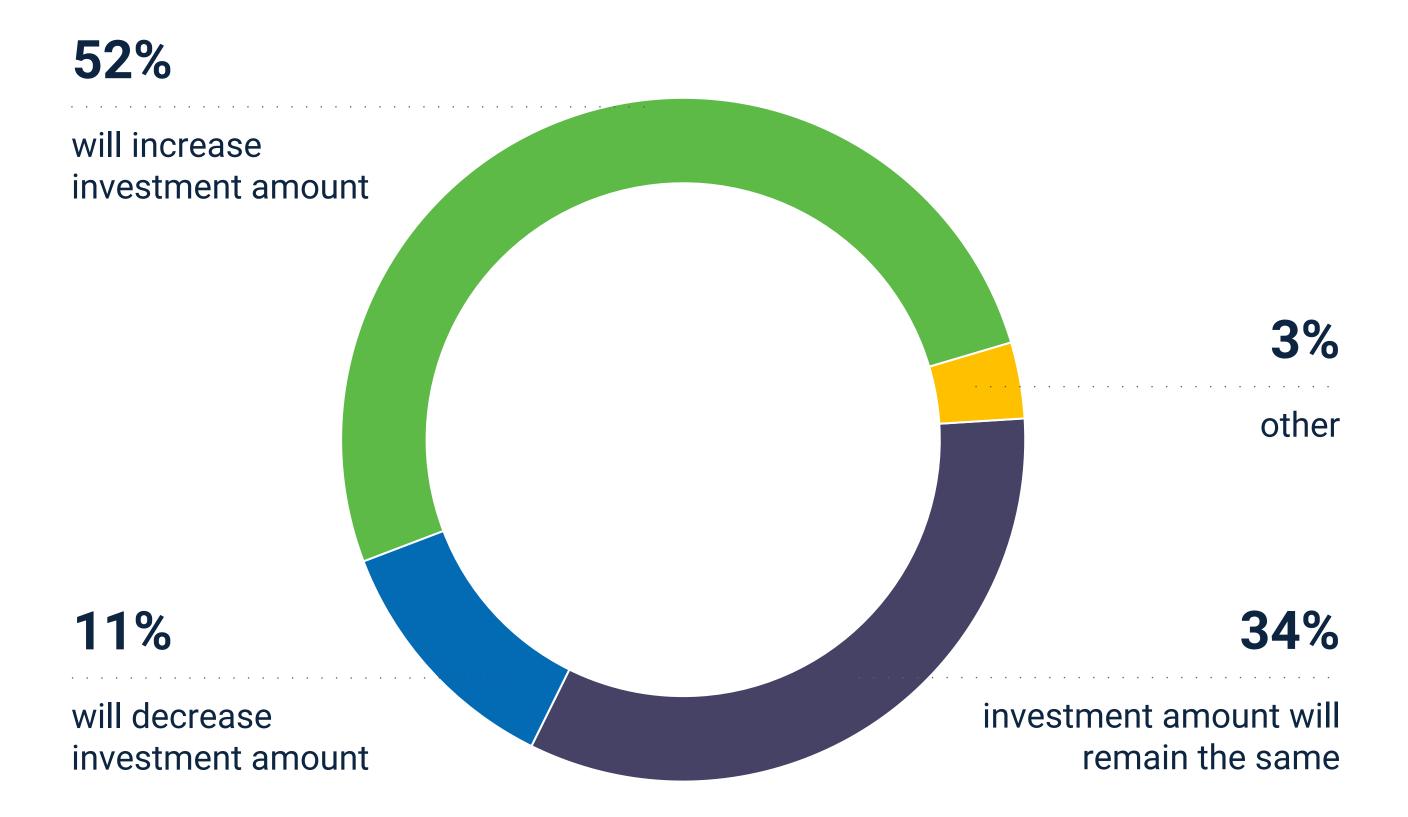
OVERALL DURATION OF USING THE PLATFORM



INVESTOR COMMUNITY

More than one half of investors are planning on increasing their investment amount, while at least one third of them is intending to keep it at the existing volume, indicating brand loyalty as well as the sustainable character of the platform in the long run.

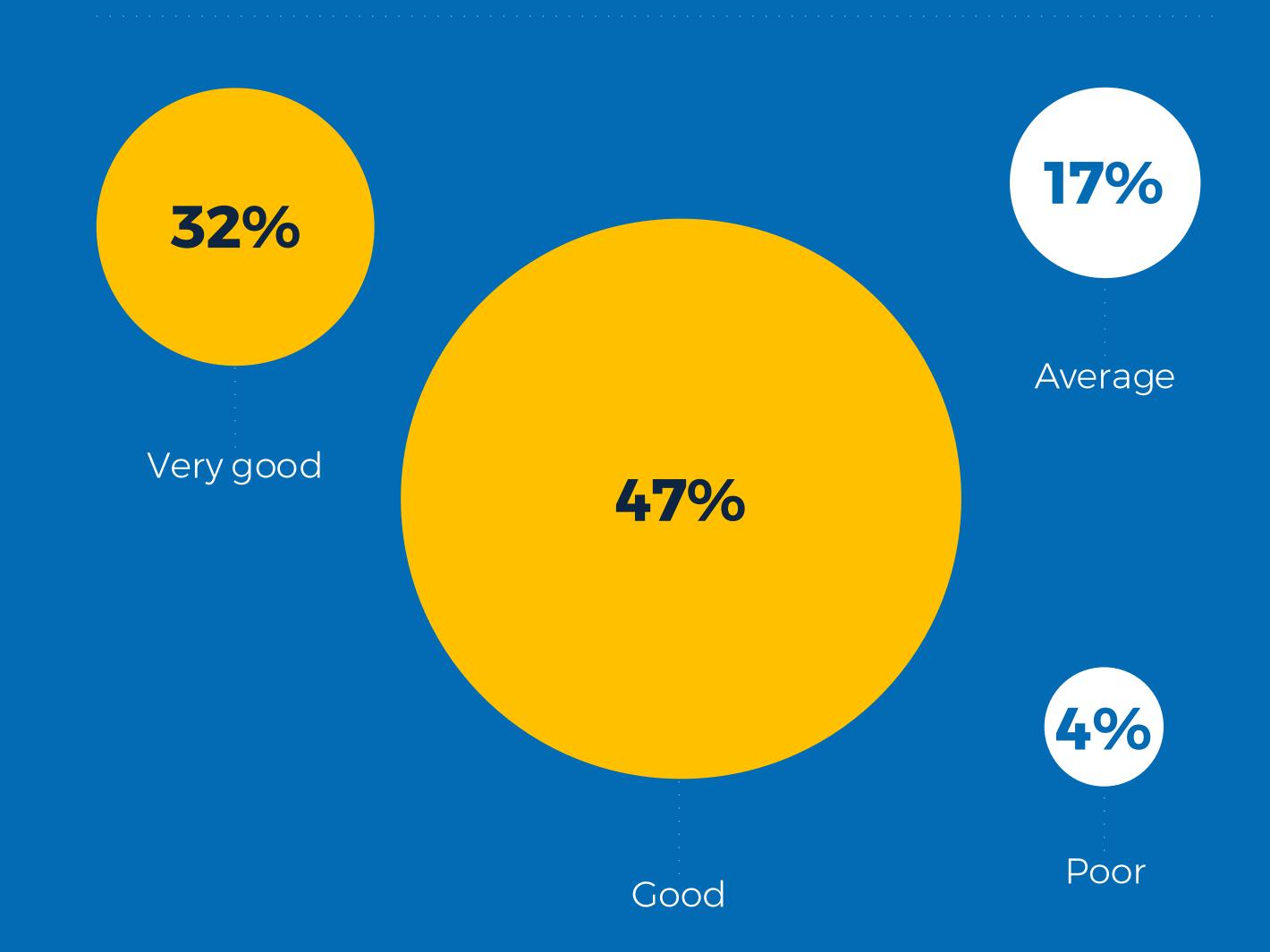
FUTURE INVESTMENT PROSPECTS



GENERAL PLATFORM ASSESSMENT

Almost half of respondents rate their general investing experience as good, while almost one third of them admitted that their investing experience has been very good.

GENERAL INVESTING EXPERIENCE



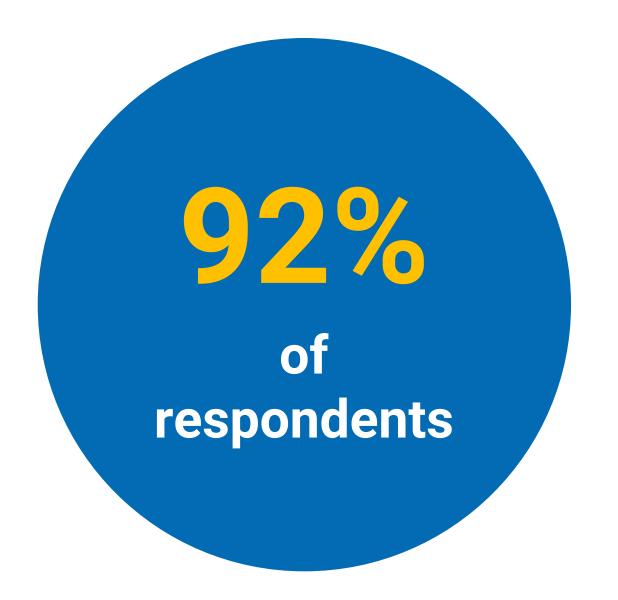
GENERAL PLATFORM ASSESSMENT

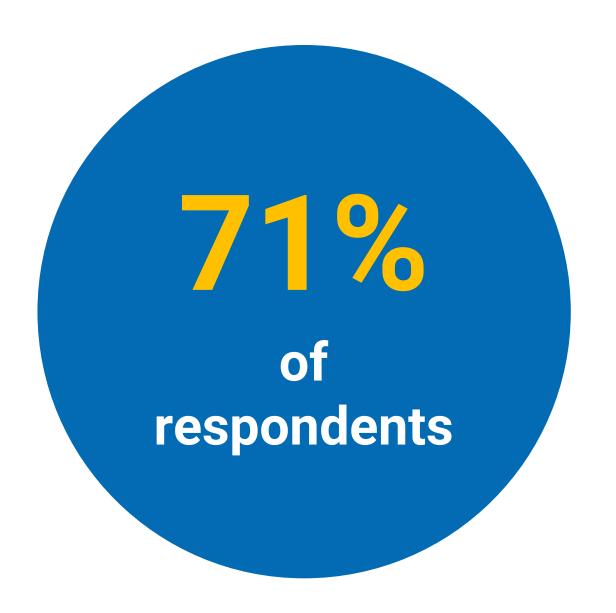
The absolute majority of all respondents find VIAINVEST platform as trustful, yet some respondents believe that more time is needed to be able to assess the platform more thoroughly.

Meanwhile 71% of respondents admits that VIAINVEST is among their top choices when it comes to P2P investing.

VIAINVEST A PLATFORM TO TRUST

VIAINVEST - AMONG THE FAVOURITE PLATFORMS





GENERAL PLATFORM ASSESSMENT



Auto invest

Convenient website design

Extra credibility ensured by VIA SMS Group

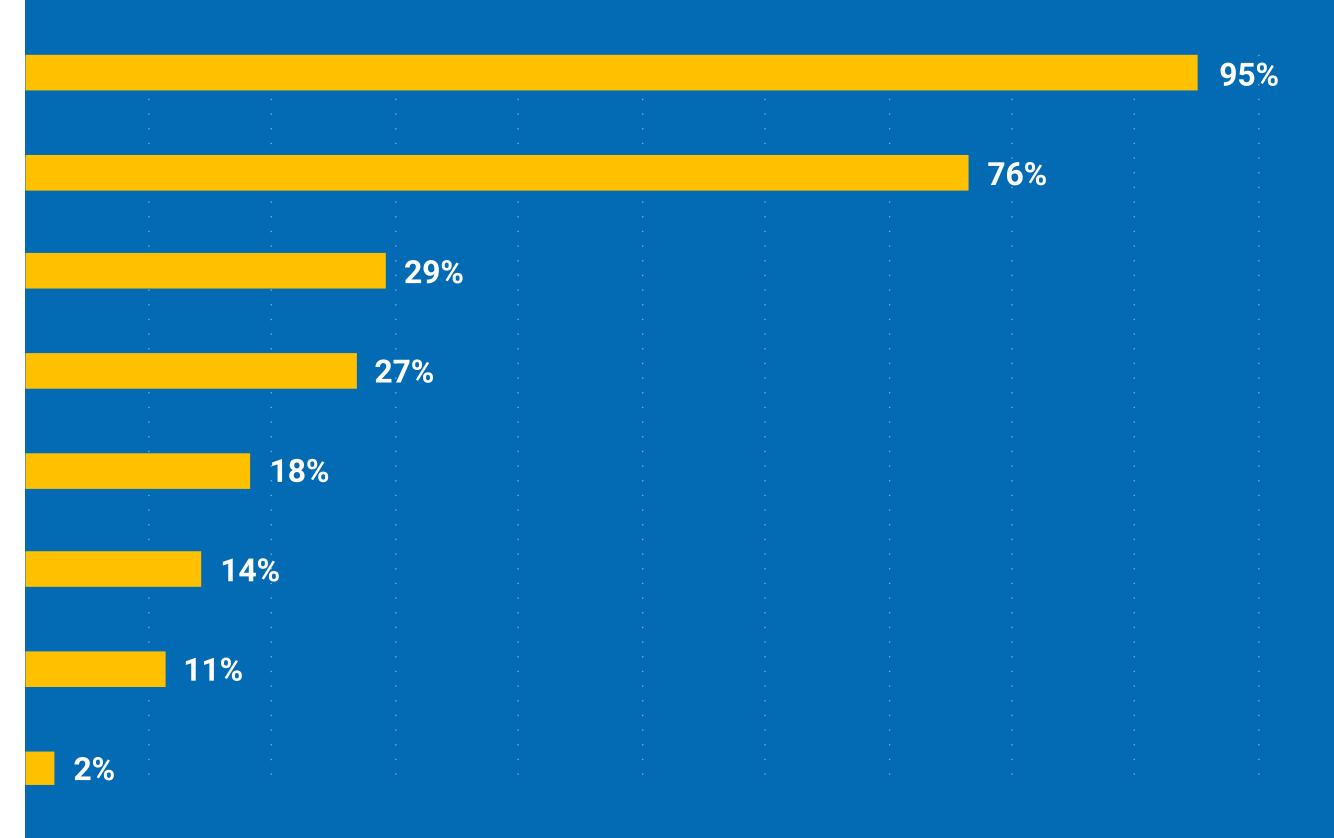
Investor Support Service

Initialize Buyback function

Regular communication via e-mail and social media

Other

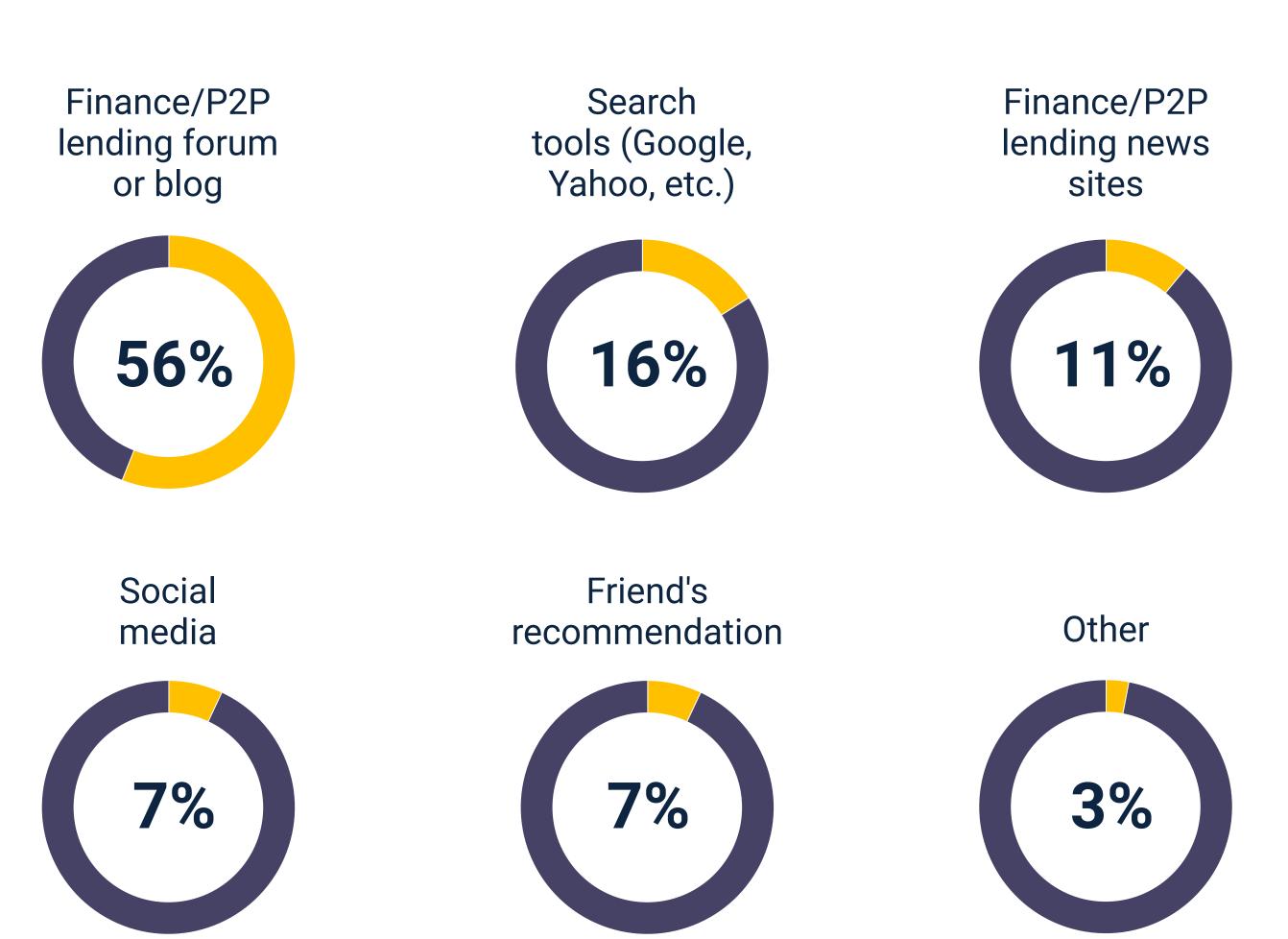
MOST VALUABLE FEATURES*



INVESTOR COMMUNITY

When asked about information sources, more than half investors admit that they have found out about VIAINVEST platform from finance or P2P lending related forums or blogs, indicating the immense power of word of mouth and referrals. Meanwhile a significant amount of investors found their way to us thanks to web-based search tools.

SOURCE OF INFORMATION*



^{*}multiple choice question

GENERAL PLATFORM ASSESSMENT

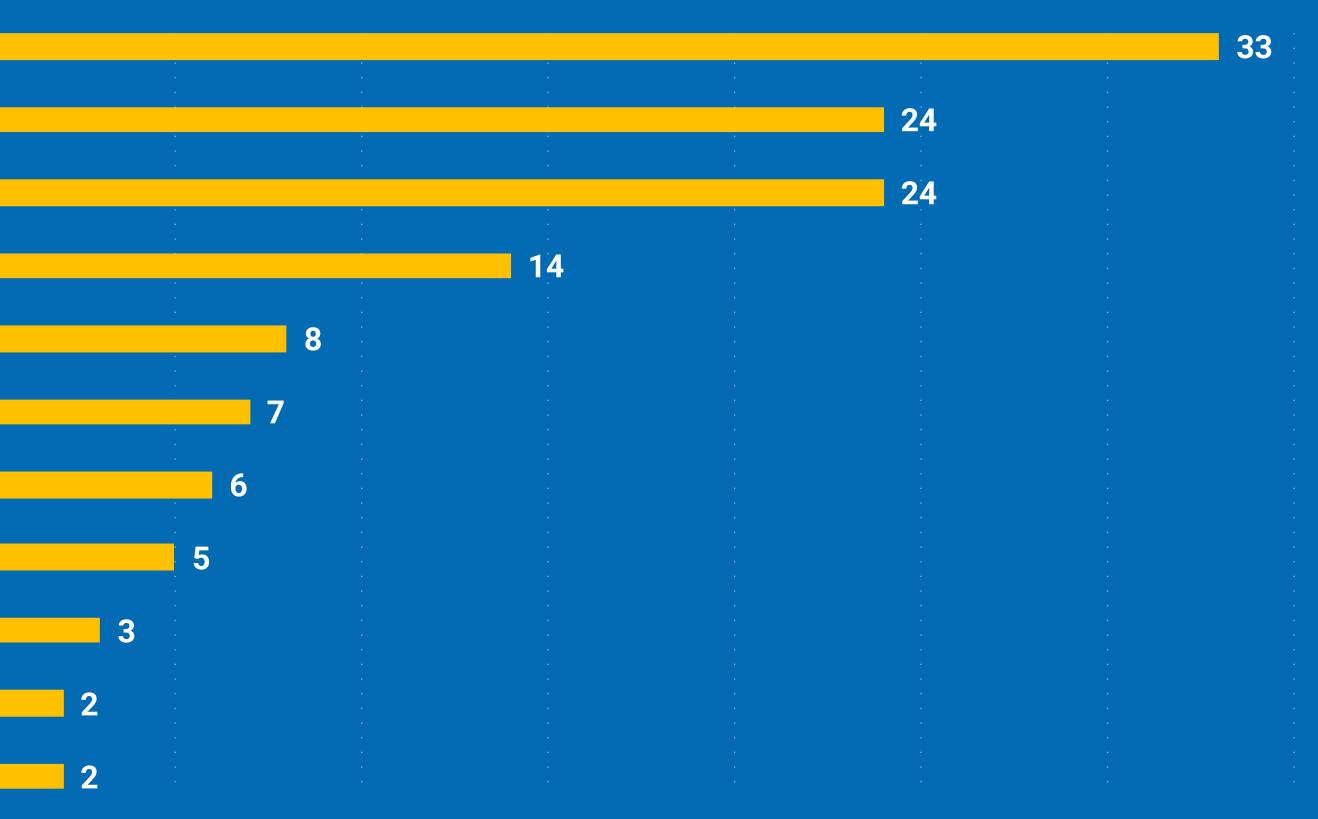
Nothing, everything works great! Interest rates More diversification options Unclear and inconvenient tax withholding rules More statistics and improved reports UX and improved filters Secondary market Mobile app Auto invest Extra security login

Spanish language

88%

INVESTORS ARE WILLING TO RECOMMEND VIAINVEST TO THEIR FRIENDS

SUGGESTED AREAS OF IMPROVEMENT*



INVESTOR SUPPORT SERVICE

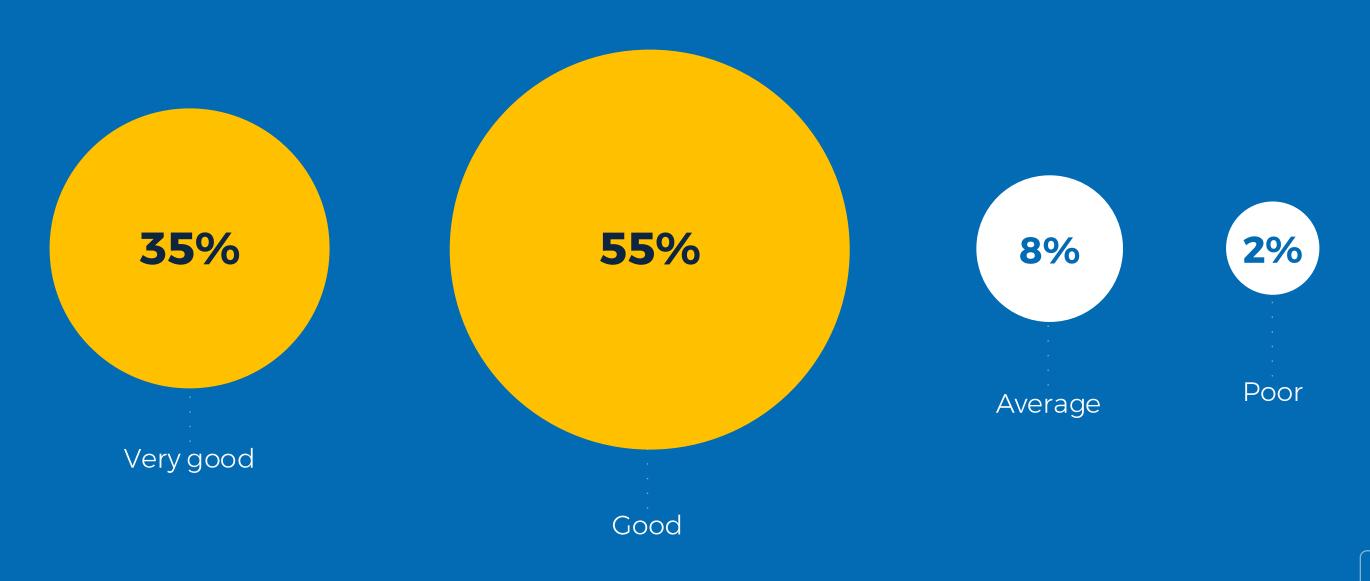
Most of investors that participated in the survey, have never had the need to contact the support service, however the ovewhelming majority of those who have done it, rate their general experience as **good** and **very good**.

INVESTORS EVER HAVING CONTACTED SUPPORT SERVICE





GENERAL SUPPORT SERVICE EXPERIENCE



INVESTOR SUPPORT SERVICE

Based on the feedback provided by the surveyed investors, in most cases the level of communication skills of the staff at the support service has been either excellent or good. When asked about the areas of improvement, many of the respondents walked the extra mile and shared positive feedback regarding the performance of the support team.

INVESTOR SUPPORT SPECIALISTS' COMMUNICATION SKILLS - RATED

57%

of the surveyed investors rate communication skills of the support service as excellent

35%
of them see it as good



I was positively surprised by the expertise, helpfulness and what was very important for me - patience. There isn't one problem that couldn't be solved.



Many thanks to the competent and friendly member of your support service team.



Based on my 2 conacts with you, you are perfect! Just keep up the level!

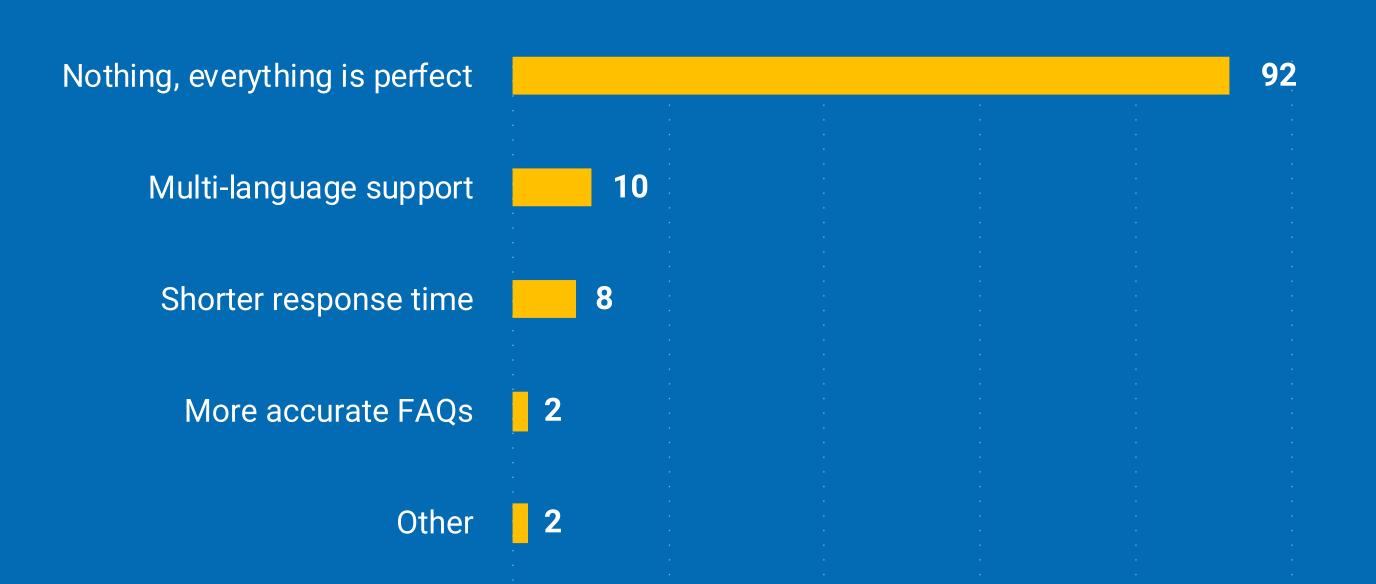
INVESTOR SUPPORT SERVICE

The overwhelming majority of respondents could not name an aspect that would require improvements in the performance of investor support service, however some would appreciate **multi-language** (German and Spanish) **support** as well as quicker response times in individual cases.

93,5%

PROBLEMS WERE SOLVED DUE TO INTERACTION WITH SUPPORT SERVICE

SUGGESTED AREAS OF IMPROVEMENT



THANK YOU!

CONTACT US:



Viainvest Ltd.

Address: 13. janvāra iela 3, Rīga, LV - 1050

Phone: +371 66102939 E-mail: info@viainvest.com

www.viainvest.com