

## Webrock Ventures' financial technology company Lara is partnering with Dental Office, one of Brazil's largest ERP platforms for dental care

**Webrock Ventures is pleased to announce that its portfolio company, Lara, has entered into a strategic partnership with Dental Office, one of the largest ERP (Enterprise Resource Planning) platforms for dental professionals in Brazil. This partnership will integrate Lara's credit point-of-sale platform directly into Dental Office's ERP platform, granting Lara access to over 45,000 dental professionals across the country. The partnership will significantly increase Lara's lending volumes and revenue streams through both increased interest income and service fees. Webrock Ventures owns 44.5% of Brazil Finance Group, which holds a 61% stake in Lara.**

*"The partnership with Dental Office is a significant milestone as it marks Lara's first collaboration with a leading ERP provider and it will accelerate Lara's growth significantly," says Joakim Pops, CEO and co-founder of Webrock Ventures. "Lara's 'care now, pay later' model is akin to Swedish fintech unicorn Klarna - but tailored to physical clinics, creating value for both patients and clinics."*

With a population of 215 million and over 80,000 dental clinics, Brazil represents one of the largest dental care markets in the world. By leveraging Dental Office's ERP platform, Lara is rapidly scaling its network of clinics, enabling clinics to increase sales and strengthen cash flow – all without taking on credit risk.

*"Our point-of-sale credit platform is superior in the market, and clinics pay us 7% service fee on every loan advanced which gives the clinic improved sales and better cashflow while generating a loan portfolio of 50% annual return for Lara. The partnership with Dental Office solidifies Lara's position as a market leader in providing credit for dental and healthcare practices," says Pedro Vasques, CEO of Lara. "In addition, an ERP integration allows us to collect treatment information and financial data, which further improves our AI powered credit analysis. This agreement also paves the way for future partnerships with other ERP providers and positions us to cover 75% of the dental market by the end of the year."*

### **About Lara**

Lara is a fintech company providing financing solutions within Brazil's healthcare sector via a point-of-sale credit platform. Since its launch in 2021, Lara has facilitated over 18,000 loans totaling SEK 160 million, maintaining credit losses below 10 percent, significantly outperforming the Brazilian industry average for unsecured consumer loans.

### **About Brazil Finance Group**

Brazil Finance Group is a pioneering fintech reshaping financial services in Brazil. Focused on underserved markets, it builds industry-leading companies with robust credit portfolios, delivering superior returns and stable cash flows. By leveraging cutting-edge technology, the Group addresses critical financial needs in healthcare via 61 percent-owned Lara and in the SME sector via wholly owned Qred.

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**About us**

Founded in 2018, Webrock Ventures is a venture studio that starts and builds companies in Brazil in partnership with successful Swedish tech companies. Brazil has over 215 million people and is one of the world's largest economies and the population is among the most digitally engaged in the world. Webrock leverages established Swedish companies' proven business models and technology to gain a head start in Brazil's fast-growing digital industry that often matures later than in Sweden. By bringing together ideas, capital, resources, and talent, Webrock acts as a co-founder, building growth companies from the ground up. With a 35-60 percent ownership stake in its portfolio companies, Webrock ensures substantial value for a limited initial investment. The company's share WRV is traded on Nasdaq First North Growth Market with Redeye AB as Certified Adviser.

For more information, please visit: <https://webrockventures.com/>