

Webrock's portfolio company FinanZero reaches 15 million customers and 50 million loan applications

Webrock Ventures today announces that its portfolio company, FinanZero, has achieved two key milestones: reaching 15 million registered customers and processing over 50 million loan applications. By partnering with over 70 financial institutions, FinanZero is revolutionizing Brazil's loan comparison market with tailored solutions for millions of Brazilians.

"We're thrilled to share exciting news from our portfolio company, FinanZero, a prime example of our venture studio model in action. FinanZero's achievement highlights the strength of its platform and commitment to improving access to financial services in Brazil. We look very much forward to supporting FinanZero on their continued growth journey", says Joakim Pops, CEO and Co-Founder, Webrock Ventures.

Since its founding in 2016, FinanZero has made significant strides in simplifying and democratizing access to credit. By partnering with a growing network of financial institutions, the company offers personalized loan options that meet the diverse needs of Brazilian consumers.

"We're incredibly proud of what we've accomplished. Since the beginning, we've grown from just one to over 70 banking partners, offering customized loan options that make financing more accessible to all Brazilians. Reaching 15 million registered customers and processing over 50 million loan applications is a testament to our commitment to innovation and continuous improvement in the Brazilian financial sector", said Olle Widén, CEO and co-founder of FinanZero.

These milestones underscore FinanZero's ambition to reshape the way consumers find and access the best credit options. The continued growth of the platform sets a new benchmark for credit solutions in Brazil and paves the way for long-term growth.

Webrock Ventures ownership in FinanZero amounts to 18.5 percent of the shares and votes.

About FinanZero

FinanZero, Brazil's leading credit marketplace for consumer loans, was founded in 2016 by Swedish entrepreneurs Olle Widén and Kristian Jacobsson together with Webrock Ventures. The platform manages the entire loan process, giving Brazilian consumers access to all relevant lenders and the best offers through a single application. FinanZero processes over one million loan applications per month and partners with 70 lenders.

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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 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/>