

## VEF portfolio company FinanZero announces media-for-equity investment of USD 4 mln

**FinanZero, the leading online credit marketplace in Brazil, this week announced that it has secured a media-for-equity investment of USD 4 mln from Brazilian fund 4Equity. The transaction took place at the same terms and valuation as most recent funding round in FinanZero.**

Founded by Swedish entrepreneurs Olle Widén and Kristian Jacobsson alongside Swedish venture studio Webrock Ventures, FinanZero is an online credit marketplace providing millions of Brazilians access to credit from a network of over 80 lenders at the best rates and terms in the market.

4Equity Media Ventures is Latin America's benchmark media-for-equity fund, and becomes a minority investor in FinanZero as part of the transaction. The partnership with 4Equity should contribute significantly to FinanZero's brand and business growth via significant marketing resource support.

*"The agreement with 4Equity will be essential for our growth strategy going forward. Over the past twelve months, we have been preparing our team and platform to scale and accelerate the business in 2024, a year in which we anticipate a substantial market improvement",* says Olle Widén, CEO and co-founder of FinanZero.

**For further information please contact:**

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### About Us

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VEF AB (publ) is an investment company whose Common Shares are listed in Sweden. We invest in growth stage private fintech companies, take minority stakes and are active investors with board representation in our portfolio companies, always looking to back the best entrepreneurs in each market. We focus on scale emerging markets and invest across all areas of financial services inclusive of payments, credit, mobile money and wealth advisors. VEF trades in Sweden on Nasdaq Stockholm's Main Market under the ticker VEFAB. For more information on VEF, please visit <http://www.vef.vc>.

### Attachments

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