

## Webrock Ventures fintech company Lara partners with Brazil's largest dental franchise chain, Odontocompany with over 2,000 clinics

**Webrock Ventures today announces that its portfolio company Lara has initiated a collaboration with Odontocompany to leverage Lara's credit point-of-sale platform. The partnership is expected to generate approximately SEK 190 million in new annual loan volume, corresponding to around SEK 80 million in annual revenues from interest and service fees. Webrock Ventures owns 44.5 percent of Brazil Finance Group, which in turn owns 61 percent of Lara.**

*"The partnership with Odontocompany strengthens Lara's position as a leading provider of point-of-sale consumer credit solutions for dental care in Brazil. Lara can be likened to a Klarna for physical clinics and serves as an excellent example of how Webrock combines Nordic technology with local expertise to build scalable, high-growth businesses in Brazil", says Joakim Pops, CEO and co-founder of Webrock Ventures.*

With a population of 215 million and over 80,000 dental clinics, Brazil represents one of the world's largest markets for dental care. Through Odontocompany's network, Lara is rapidly increasing the number of affiliated clinics and boosting lending volumes, while simultaneously enabling clinics to increase sales and strengthen cash flow without assuming credit risks.

*"With our rapid organic growth of clinics paying a 7% service fee on each loan and generating a loan portfolio with a 50% annual return, we have established a highly effective model for generating significant revenues. The partnership with Odontocompany means we will expand from 850 dental clinics to around 2,500 in short order, and dental care is just one of many healthcare categories our platform is perfectly suited for," says Pedro Vasquez, CEO of Lara.*

### **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.

**Contacts**

Joakim Pops, CEO

Phone: +46 70 713 81 00

Email: [joakim@webrockventures.com](mailto:joakim@webrockventures.com)

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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/>