



SALAD

MONEY

TRANSFORMING CREDIT

THE SOCIAL & ECONOMIC
IMPACT OF FAIR AND
AFFORDABLE LENDING
FOR **UK WORKERS**

MORE THAN YOUR SCORE™

Impact Report
2023 - 2024

SALAD MONEY HELPS WORKERS IN STABLE EMPLOYMENT AND EXCLUDED BY MAINSTREAM FINANCE AVOID TOXIC HIGH-COST LENDING

In 2023-24 we helped customers to:

- Save an average of **£497 in interest** each, on an average loan amount of £940 – **keeping £30m in their household budgets.***
- And we helped **279,764 applicants** (not just customers) identify **£63.5m in unclaimed benefits** they were entitled to, an average of **£227 each.****

	1 Sept 2023 to 31 Aug 2024	1 Sept 2022 to 31 Aug 2023	Change
Loans agreed	60,492	26,914	+125%
£ advanced	£56,878,100	£26,200,000	+117%
Average loan size	£940	£973	-3%
Total interest saved	£30,055,732	£13,386,700	+125%

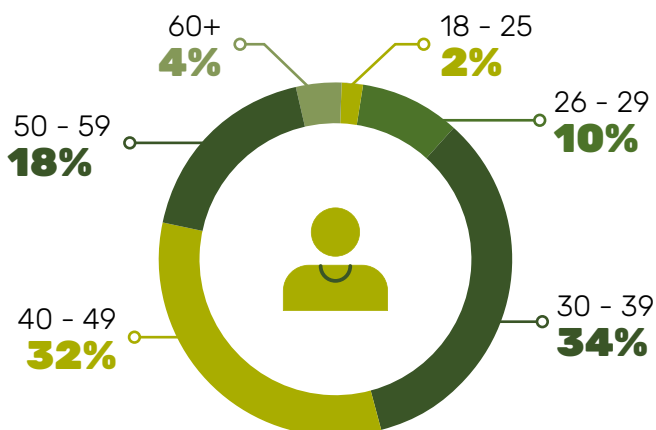
* Calculated by comparison with the lender most commonly used by our customers.

** 279,764 applicants identified unclaimed benefits using our in-application calculator.

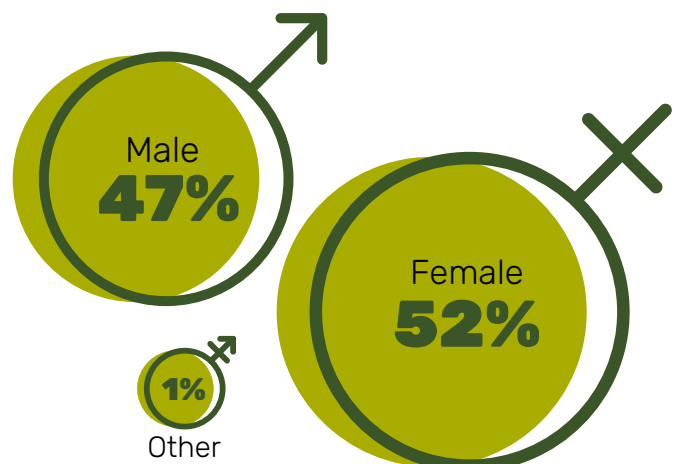
OUR CUSTOMERS

1 Sep 2023 to 31 Aug 2024

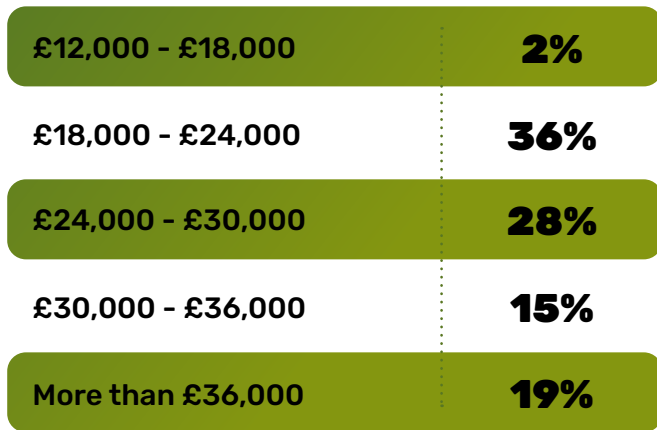
Age



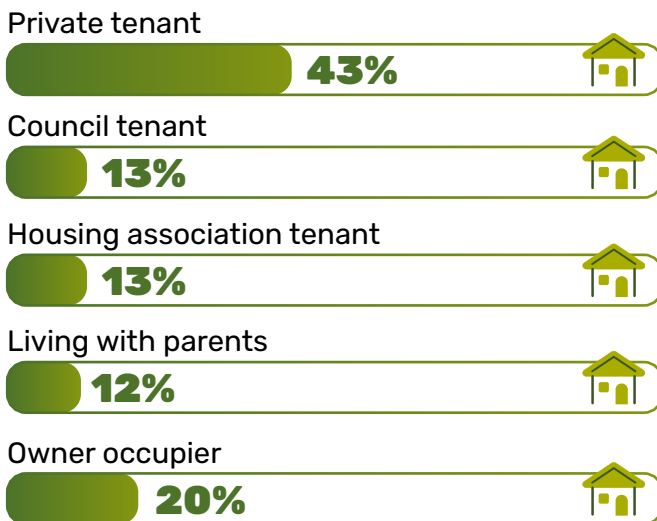
Gender



Annual income (net)



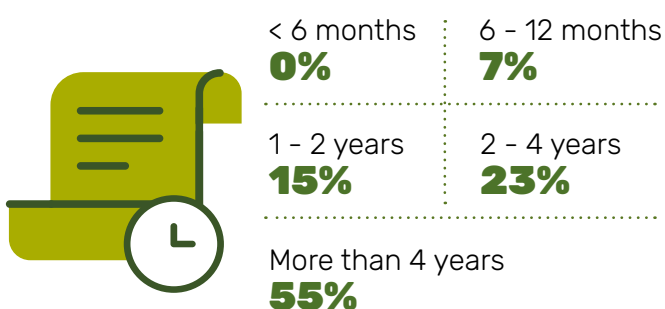
Residential



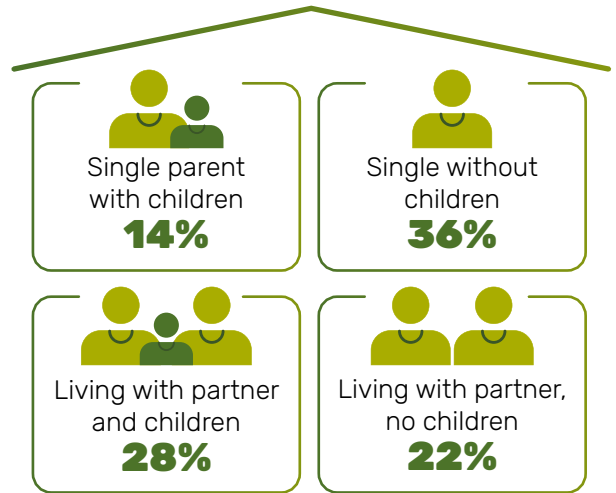
Benefits



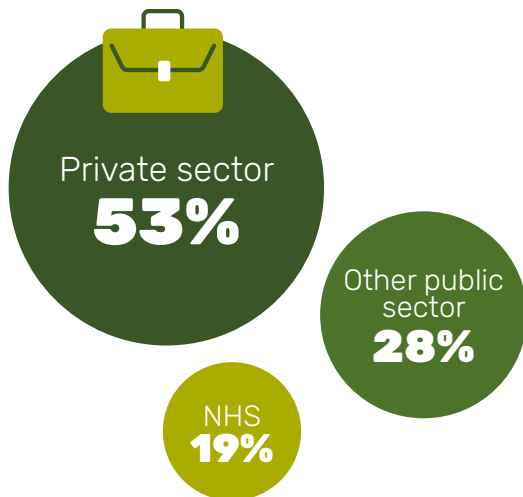
Employment length



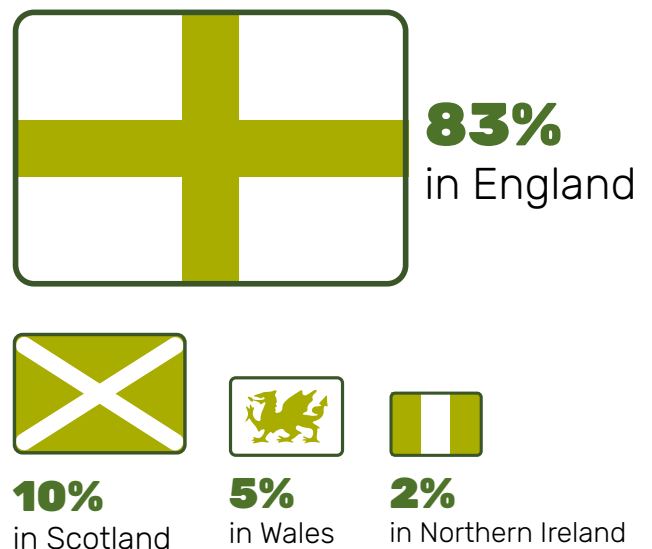
Household



Employment



Country



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A hand is shown dropping a coin into the top of a piggy bank. The piggy bank is a light-colored ceramic pig. The background is a blurred green, suggesting foliage.

“

Many policymakers and regulators do not understand the lives of people who are living in poverty or who are excluded from markets.

”

This report was published in October 2024. It was written and edited by Jamie Veitch with input from the Salad Money team and designed by Research Retold // www.researchretold.com.

It covers an impact reporting period of 01/09/2023-31/08/2024

Fabian Society and Fair By Design

April 2024

TAKE EXCLUDED CUSTOMERS SERIOUSLY

Last year I wrote of the credit vacuum. One in three UK adults may have difficulty accessing credit from mainstream lenders, a 50% increase since 2016.¹

Things are getting worse. The UK's "need for good credit is outstripping supply" according to thinktank Demos. Research published in May by Fair4All Finance showed a dramatic reduction in access to credit and that more than three million people may have borrowed from unregulated or illegal lenders over the last three years.

Our 2023 impact report asked regulators, policymakers and banks to address the pernicious impact of bad, ugly or no credit on excluded households.

There has been progress. Before the election, the Labour Party pledged to encourage the development of innovative products to reach underserved and excluded consumers; to work with industry to help people to increase financial resilience and to champion financial inclusion so everyone has access to affordable services.²

The Financial Conduct Authority has proposed remedies to deliver better consumer outcomes in light of its Credit Information Market Study, which we contributed to.

And more banks and other investors are backing Community Development Finance Institutions (CDFIs) like Salad, recognising our unique reach.



Sir Tim Melville-Ross
Chair, Salad Finance Ltd

Salad is now the UK's largest personal-lending CDFI. We've lent over £100m to more than 80,000 customers, saving people hundreds of pounds in interest and enabling applicants to find thousands of pounds in benefits they were due.

We welcome the Government's commitment to a National Financial Inclusion Strategy, and the focus on better outcomes by regulators and investors. We thank our partners, institutional and retail investors and stakeholders for their support.

But we ask everyone seeking to address financial exclusion: listen to people who turn to high-cost lenders. They aren't foolish or lacking financial education, they have few good options. Do your remedies and investments increase choice for those who already have it, or address the lack of "good" credit for over 20 million people?

We are proud of the outcomes we catalyse for underserved and otherwise-excluded consumers and determined to expand our many collaborations in the interests of real financial inclusion. Please reflect on the data and stories in this report.

¹ See page 7 for data sources and references

² Financial Services Plan, Labour, January 2024, <https://labour.org.uk/updates/stories/financing-growth-labours-plan-for-financial-services/>



STUART'S STORY: SMALL MISTAKE HAD LARGE LONG-TERM EFFECT BUT SALAD OFFERED LIFELINE IN CRISIS



.....

Warehouse team leader Stuart urgently needed a loan to help deal with a family emergency but had never applied for credit online.

"My credit score is only around 400 so I've never looked for a loan on the internet before," he says.

"A few years ago, I missed a direct debit payment with someone else. **It was a simple mistake.** They had told me it would go out from my account on the first of the month, so I went and did my shopping on the second, thinking I'd made my payment.

"But they hadn't taken it, and when they tried to on the third, I didn't have enough money in the account. They charged me an extra **penalty fee of £30 and it affected my credit score** badly."

That one, **simple mistake** had a **long-lasting impact.** Stuart, who like all Salad customers is in full-time employment and has sufficient disposable income to meet the repayments of his loan, shudders to think how he would have coped without credit. He approached Salad after reading our Trustpilot reviews and was pleased how quickly we were able to assess his application and get the money to him:

"When I needed extra money to **deal with an emergency,** I was relieved to find Salad. I'm dyslexic but it was quick and easy to apply. And I was happy about the Open Banking check. I think it is amazing.

"I know people who have taken out loans with other companies and just put random figures in their applications to get a loan, and never been able to pay it back. But this meant you could see from my wages and outgoings that **I can afford the loan,** and I know I **can stay within my budget.** It seems **very fair and affordable** and was a **lifeline in an unexpected crisis.**"

MARKET FAILURES HAVE HUMAN CONSEQUENCES

Millions are being failed by unfair lending practices

Credit is not a long-term solution to wages or benefits which can't cover the cost of living. But it shouldn't make people's financial circumstances worse. Yet failures, retractions and poor practices in the credit market do just that.

Adults in the UK who:	
Are financially underserved ³	20.2 million
Show signs of financial fragility ⁴	8.9 million
Are experiencing in-work poverty ⁵	8.1 million
Are 'credit invisible' ⁶	5.6 million
Have borrowed from a loan shark in the past three years ⁷	3 million

Millions of people can't access credit on fair terms. It has become harder to borrow for many lower-income households, whose need for fair credit "to smooth expenditure and manage their finances remains."⁷

Many lenders use credit reference agency data as the basis for a decision, which doesn't work well for many under-served and vulnerable consumers. Much financial exclusion is perpetuated by the disproportionate, long-lasting effects a one-off "life shock" or a small mistake have on someone's credit score. Read Stuart's, Jenni's, Zak's and other stories in this report.

Financial exclusion destroys people's health and wellbeing. It traps them in cycles repaying high fees and interest when they need credit, money which would be better in their pockets, paying for household essentials or going into savings.



Those who are refused mainstream credit may need to turn to higher-cost credit, or illegal money lenders...over a third of those who have been refused regulated credit options hold loans with loan sharks, doorstep lenders, payday lenders, and pawnshops, almost four times more likely for each loan type than those who successfully applied for credit.



JRF, Cost of Living Tracker

June 2024

Seven million low-income families went **without essentials like food, heating and toiletries** in the six months to May 2024.⁸

The **extortionate interest** paid to **high-cost lenders or loan sharks** is sucking money out of households, and the **gap in access to appropriate and affordable** credit is predicted to **rise** to £3bn by 2025.⁹

³ PwC and Totally Money, Overlooked and financially under-served, www.pwc.co.uk/press-room/press-releases/over-8-million-uk-adults-financially--fragile--according-to-rese.html

⁴ PwC and Totally Money, *ibid*

⁵ UK poverty: the facts, figures and effects in the cost of living crisis (bigissue.com)

⁶ Credit Connect, 8 December 2023,

www.credit-connect.co.uk/news/almost-5-6-million-consumers-are-now-credit-invisible/

⁷ Fair4All Finance, Access to credit and illegal lending, May 2024, <https://fair4allfinance.org.uk/resources/access-to-credit-and-illegal-lending-the-shape-of-the-market-is-as-important-as-the-size/>

⁸ JRF, Cost of Living Tracker, 27 June 2024,

www.jrf.org.uk/cost-of-living/jrfs-pre-election-cost-of-living-tracker

⁹ Fair4All Finance, *ibid*

CREATING A FAIRER, MORE INCLUSIVE FINANCIAL SERVICES MARKET IS OUR REASON TO EXIST



Salad Money is an asset-locked social enterprise and a community development finance institution creating a sustainable mid-cost credit market. Our ethical product is powered by Open Banking data, not credit scores, and is a better alternative to the higher-cost options available to our customers.

Many of us take mainstream financial services like overdrafts and credit cards for granted. We accept that someone on a 'good' salary, or with a 'perfect' credit score might need to use credit. People surviving on lower household incomes or with a less than perfect credit score do too.

Salad's typical customer is in stable employment and lives to their means, but a poor credit score is holding them back. We don't think they should be locked out of a fair decision that takes account of their current circumstances, or only able to access expensive credit.

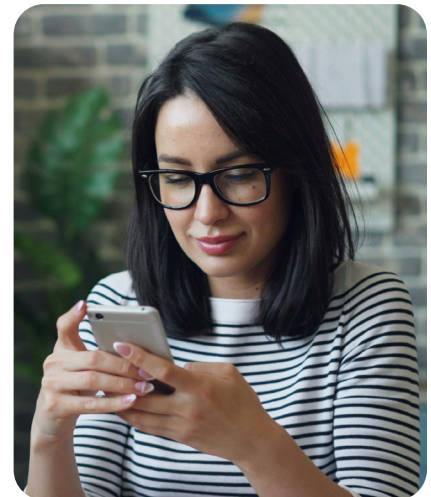
So we pioneered the use of Open Banking to see an applicant's financial transactions, coupled with our own powerful machine-learning Artificial Intelligence and backed by human decision-making.

This means we can lend money to workers excluded by mainstream lenders when what they really needed was someone to look at whether they could afford a loan, and if so, make a quick decision.

10% of the people we successfully lend to have no credit score at all yet we can serve them. Most of our customers are in long-term employment: over half have been with the same employer for more than four years, but they are low-paid.

They can demonstrably afford a Salad loan: their discretionary income is typically 11 times their Salad loan repayment.

Yet if they were granted loans from other providers, they would typically repay £497 more than with Salad on an average loan of £940.



Furthermore, this year we helped 279,764 applicants (not just customers) identify £63.5m in unclaimed benefits they were entitled to, an average of £227 each.

We're dedicated to improving people's lives and design our products to help our customers, and our systems to help all applicants. This means we were well prepared for the new Consumer Duty too, which we wrote about extensively in last year's report.



TENDAI'S STORY: WE NEEDED A BABY SEAT FOR OUR OWN SPECIAL DELIVERY AND WITH THE OTHER COMPANIES WE'D HAVE BEEN PAYING BACK DOUBLE

.....

A Salad Money loan helped delivery driver Tendai and his wife prepare for their new baby and is saving them more than a hundred pounds a month compared with other firms they could have used. "It's a win, win!" says Tendai.

The couple bought a car seat, baby clothes and other essentials to be all ready for their new addition.

"You met our criteria: straightforward, secure, and affordable. We're paying back £89 per month, it would have been £198 with one of the other companies that would lend to us, but **your interest rate is much better.**"

They've both found **credit scores penalise them**, "which doesn't feel **right or fair** when so many of the things you need, you have to get on credit," adds Tendai:

"We're working but everything is expensive, and you can't compromise on safety when you are buying something like a car seat.



"It felt good to just **give you the information** you needed: wages, deductions, and so on, and we were comfortable that you check these with Open Banking. I could see it was secure and understand you need to know **whether people you lend to can pay you back.**

"We're set up with everything we need and we know **we can afford it.** I'm glad we **didn't go** with one of the **other lenders**, it's much better for our budget."

MASSIVE IMPACT **BEYOND** OUR CORE LOAN PRODUCT

£63.5m benefits boost

Around **£20bn of benefits** are **unclaimed** every year. The Government's figures show low take-up rates for a wide range of benefits, a tragedy when so many households are struggling with rising costs. Salad pioneered the use of in-application benefits checking.

Many applicants didn't think they were eligible for benefits they were entitled to. They are astounded by the amounts they've missed.

In 2023-24 we helped **279,764 applicants (not only customers)** identify **£63.5m in unclaimed benefits** they were entitled to, an average of **£227** each.



Nearly 600,000 signposted to charities and financial support

We send signposting information to many applicants based on their personal circumstances and location, highlighting debt and financial support and extra help.

In the 12 months to 31 August 2024 we sent signposting information to 572,335 applicants – more people than the entire population of Edinburgh.

We've also strengthened our MoneyMind tool to help applicants find extra support.



No Interest Loan Scheme (NILS)



The Government-backed No Interest Loan Scheme (NILS) offers no interest loans to people in vulnerable circumstances and has been rolled out by Fair4All Finance with Toynbee Hall and Fair By Design.

Salad began disbursing NILS loans in July 2023. As of 31 August 2024 we had disbursed £8.6m in 11,432 NILS loans. We continue to work with Fair4All Finance to deliver the scheme.



JENNI'S STORY: £350 EXTRA PER MONTH FOR HEALTHCARE SUPPORT WORKER

Salad helps Jenni access benefits she was due, but not claiming

Jenni, 37, is a senior healthcare support worker from Manchester, working for the NHS in cancer care. Catalogue credit and Provident loans she took out as a young mum nearly 20 years ago affected her credit score badly:

"When you are younger you make bad decisions," she says. "And as a young mum I did. When I was younger it affected my credit score from getting catalogues. As I've grown, my kids are older, I want to get myself back on track."

Jenni discovered Salad in 2021. She applied for a Salad Loan for home improvements and returned for a subsequent loan to spread some costs.

When she applied our benefit calculator told her she may be entitled to disability living allowance since her youngest child is autistic. Jenni says Salad:

"Worked out whether I can actually afford a loan but also told me whether there were other benefits I could be applying for, from my application information.

"No one had ever told me about disability living allowance before. I only found out thanks to Salad's calculator saying I might be entitled to it.

"Which I didn't know, and he's been suffering for a few years now. Now I get an extra 350 pounds a month because of his needs.

"If you apply for a normal loan, they're not going to say that. They're just going to get you to have the loan, get you to pay the interest rates back as high as a kite, but with Salad it's affordable and you're not paying loads back."

Because of Jenni's credit score, if she needed a loan the other firms which could lend to her would charge a lot more than she is charged by Salad:

"I've seen some of the interest rates. Even if it's only a small amount that you are actually applying for, you're paying double near enough every month on top of what I'm paying with Salad Money."

Jenni features in our Consumer Voices, Financial Lives films. Watch her story here: bit.ly/4dZpxCB

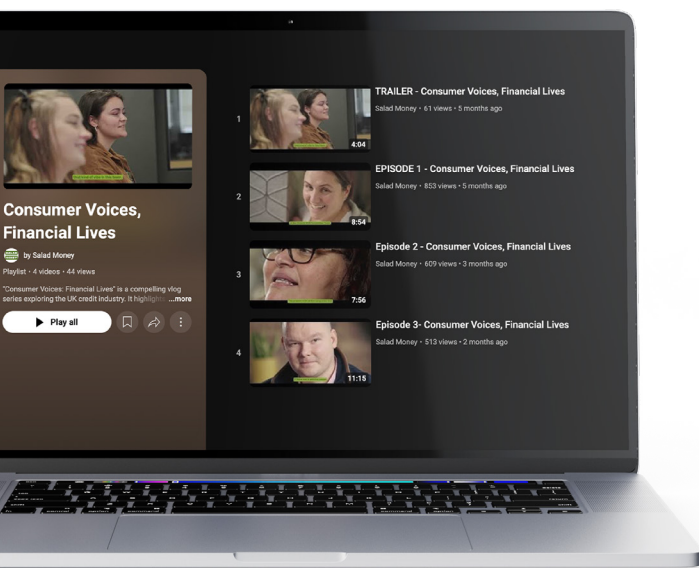


CONSUMER VOICES, FINANCIAL LIVES

A never-before-done initiative addressing vulnerable and excluded consumers' lack of representation and power when decisions are made

It's vital that policymakers hear directly from people affected by flaws in credit scoring and restricted access to affordable and fair credit.

In 2024 we launched a new series of films, Consumer Voices, Financial Lives featuring first-person accounts from Salad customers who had previously experienced financial-vulnerability. Many have been let down badly by other financial services firms or the current credit information market.



They include interviews with healthcare worker Jenni (see page 11); software company founder Zak (see page 16); Isabel, a finance administrator; IT manager Jamie; Adrian, an ambulance worker; and Fortune, who works in his local community.

All shared sensitive details of their financial lives and the devastating impact that arises from having a poor credit score and the inability to access affordable credit.

“

Consumers on lowest incomes lack representation and power: consumers, particularly those on the lowest incomes, are not 'in the room' when decisions are made. Many policymakers and regulators do not understand the lives of people who are living in poverty or who are excluded from markets – and they have unrealistic expectations about how people act.

”

Fabian Society and Fair By Design¹⁰

April 2024

Our films help address this lack of representation. We are **profoundly grateful** to Zak, Jenni, Isabel, Jamie, Adrian and Fortune for participating and allowing us to bring their stories to you. Policymakers, regulators, social investors: watch them here:

bit.ly/3C2P28D



¹⁰ Cost cutters: a plan to tackle the poverty premium and make markets work. Fabian Society and Fair By Design, April 2024, <https://fairbydesign.com/wp-content/uploads/Fabians-and-Fair-By-Design-Cost-Cutters-report.pdf>

MISSION-ALIGNED PARTNERS

You hear from the people who matter most, our customers, throughout this report. What our stakeholders say is important too



**fair4all
finance**

“Our mission is to change the financial services system so it works for everyone. Doing this will transform the lives of millions of people.

“It is concerning that credit is so inaccessible for low-income households. Our work with Salad shows that this doesn’t have to be the case. With funding from

us, Salad has enabled small sums of credit to be made available to those who are declined by traditional lenders using applicants’ transaction data rather than their credit scores to understand their current circumstances. It’s encouraging to think of what more can now be done to scale Salad’s efforts to tackle more of the £2bn gap in the provision of affordable credit which is commercially viable compliant lending.* We encourage other investors and funders to join us in expanding the provision of affordable credit.

“We’ve also been pleased to be enabling more innovation at Salad through the No Interest Loan Scheme including the extension to support customers who are paid weekly; to test changing lending rules backed by the Nils bad debt guarantee HM Treasury provided; and to pilot other forms of support being offered alongside the lending journey. We now know that on top of providing a vital lifeline for people in a time of crisis, many of Salad’s Nils customers who repaid successfully have become eligible for Salad’s commercial lending products – reconnecting excluded customers with wider options and bringing them in from the cold.”

* L.E.K. Consulting, 2024

Kate Pender
CEO, Fair4All Finance

We are also supported by a diverse range of other partners, including CeniARTH, an impact-focused family office helping to fund market-based solutions that benefit underserved communities; City Bridge Foundation, a charitable foundation supporting communities in London; and others.

We thank all our partners, institutional and retail investors and stakeholders for their support.

MEET SALAD BOARD MEMBER ALEX MARSH

Alex Marsh, an inquisitive and driven leader with extensive board experience in the banking, fintech and non-profit sectors and the former UK CEO of Klarna, joined Salad's board in November 2023.



"I love the fact that Salad Money is driven by its financial inclusion purpose and powered by data insights, enabling it to serve its customers so effectively and give impactful support to people who apply to it but it cannot lend to," says Alex.

"It combines cutting edge technology with innovation, empathy and care for people's financial resilience, and I've been struck by how well it has embraced new ways to work, leapfrogging traditional approaches.

"Joining Salad marries my passions for social justice, trying to create a fairer society, financial services, fintech and serving all consumers better, not just giving more choices to people who already had choice. Its team is amazingly talented, skilled and empathetic and I'm excited to work with them."

Marsh is also co-founder of Charterpath, which connects non-profits with volunteer financial skills; a member of the industry advisory board for the 93% Club, a social mobility charity tackling the state-private education divide and levelling the playing field for students from disadvantaged backgrounds; and an

independent Non-Executive Director of the Centre for Finance, Innovation and Technology (CFIT).

Tim Rooney, Salad Money CEO, says:



Alex has brought a determination to do the right thing for customers along with rock solid financial and commercial nous.

Just as importantly, he's long worked to address disadvantage, boost social mobility and develop impactful partnerships which level the playing field and create genuine impact in society.

I'm thrilled he has joined Salad at a critical strategic moment in our journey to make consumer credit fairer for more people.



REPORTS AND RECOGNITION

Making data work harder: reports offer unique insights for policymakers

Salad receives tens of thousands of applications for credit every month and uses Open Banking data and our own software and customer team to make lending decisions, rather than credit scoring.

And with around 1,500 bank transactions to analyse for each applicant, this vast dataset of non-personally identifiable information unlocks a comprehensive picture of the spending patterns and financial behaviour of hundreds of thousands of people when it is analysed.

Our commitment to financial inclusion has always included using anonymised information from applicants and customers to offer a better understanding of financial lives.

Researchers throughout the UK can use our anonymised data about the use of consumer credit for analysis and research thanks to our collaboration with The Consumer Data Research Centre (CDRC), covered in last year's impact report.

And our **2024 Credit-fuelled Harmful Gambling** report, based on analysis of over 200 million financial transactions from more than 177,000 applicants revealed disturbing evidence that many credit providers are making poor lending decisions and failing in their duty to protect vulnerable customers.



We've previously commissioned the Credit Research Centre at the University of Edinburgh Business School to conduct independent analysis of our data, and we're currently working with their team on an exciting new initiative – watch this space.

This year, our impact, data and work have been featured by media, stakeholders and partners including:

BBC
RADIO



FT
FINANCIAL
TIMES



INDEPENDENT



DAILY
EXPRESS



Positive.News

PIONEERS POST

THE
FINTECH
TIMES

Responsible
Finance

fair4all
finance



ZAK'S STORY: I AGREED PAYMENT HOLIDAYS WHEN I WAS TREATED FOR CANCER BUT THEY DESTROYED MY CREDIT SCORE

Zak is the managing director and founder of a software company serving the haulage industry.

"I'd always been self-sufficient, responsible and lived within my means. When I was young, I worked day and night fixing lorries. I liked feeling independent and building a life. At 18 I managed to buy a house. Then the unexpected happened, and I was diagnosed with Leukaemia.

"The diagnosis was terminal and set off a chain reaction. I was effectively fired from my job, which meant I lost my income and struggled to cover basic bills. I remember being in my hospital bed speaking to my mortgage provider to negotiate a payment holiday because I didn't want to lose the house. They agreed but I didn't realise at the time that taking a payment holiday is deemed as a default. I'd always paid the mortgage, our car finance and credit card on time but because of the payment holidays my credit score plummeted to zero.

"My biggest concern at the time was my health, but close second was finances. It caused a lot of stress. The treatments worked and I went into remission, but I was left with markers on my credit file for six years. The house still needed work doing to it, then the boiler broke and my car had problems. I needed a loan.

"Mainstream financial services wouldn't have anything to do with us – a credit score of zero doesn't leave you with much choice. Credit scores don't consider personal history.

"Why is a payment holiday you've agreed with a lender counted as a default? Why does that affect you for so long when you've always paid things on time?

"A friend recommended Salad Money and I applied for a £1,000 loan to help with the boiler and the car. After their checks, the money was quickly in my account. Just like before the cancer, I made all my repayments on time.

"I've recovered from leukaemia and have been back working for a few years. I've paid off the debts and my credit score has improved, but it wasn't easy. My credit score affected car leasing, bank accounts, lending, insurance, and even my ability to act as a company director. It revealed a deep flaw in the system. Whoever designed credit scores didn't know a thing about real life. Financial services need to be more empathetic, considering people, not just numbers."

Zak features in our Consumer Voices, Financial Lives films. Watch his story here: bit.ly/4dZpxCB



BOND IS BACK AFTER SALAD DOUBLES FIRST RAISE TARGET

Salad launched a second IFISA-eligible bond offer on impact investing platform Ethex in October 2024 following a raise in March 2024 which attracted £960,000, nearly double its £500,000 target.

Investments into the five-year bond, which offers a forecast return of 9% per annum, are eligible to be held within an Innovative Finance ISA (IFISA).

This was a draw for Manuel Peleteiro, CEO of InBest, and a former investment banker, who invested in our first bond and says:

“I invested half of my IFISA allowance (£10k) into Salad’s first raise earlier this year because of the attractive forecast return, and the fact that all of my investment is being lent out many times over to people who need it and can afford it. Salad has an industry-leading loss ratio because they are so good at using Open Banking to accurately assess who can afford to repay. I know Salad’s proven business model very well because they’ve embedded my firm’s technology within their application journey to help applicants identify hundreds of pounds each in unclaimed benefits.”

Lisa Ashford, CEO of Ethex, says:

“We’re delighted that Salad Money launched its second bond on Ethex. Investment opportunities with ethical finance providers are gaining popularity with our audience. These successful raises are superb examples of retail investor interest in supporting community finance firms that are taking action where the banking system has failed hundreds of thousands of families across the UK.”

Tim Rooney, CEO of Salad Money, says:

“Every pound that we raise on Ethex will be used for lending capital, rather than being spent on overheads. Each time one of our loans is repaid, we recycle every pound. This means our previous Ethex raise has already facilitated millions of pounds of affordable loans to workers who are hampered by poor credit scores, but who Open Banking tells us can afford to repay. And this raise means we can do more of the same: reaching our target of £400,000 would facilitate more than £60 million of affordable loans over the next five years.”

The target raise on the new bond is £400,000, with a maximum of £1m. The average individual investment in our first raise was £4,300 and the minimum individual contribution to the new raise is £100.



Learn more about the Bond here (not investment advice; your capital is at risk):
www.ethex.org.uk/invest/salad-money-ii



JUSTIN'S STORY: NO COVID JOB SUPPORT THEN A DAMAGED CREDIT SCORE

Justin lost his income at the start of the pandemic and is one of the millions of people who fell through the cracks in job and employment support schemes.

"I was working as a seasonal delivery driver," he says. "Covid came and bang overnight, they let me go, I was out of work for 10 months and ended up robbing Peter to pay Paul."

With no income, he missed a couple of regular payments and his credit score suffered: "I managed to find another job after 10 months and have been working since. I've got everything back on track, but I've still got a poor credit score."

In 2024 Justin wanted a loan for a family holiday. "We're planning a trip to Belgium," he says. "My finances are in much better shape now and I wanted to spread the costs. So I started looking around but some of the interest rates were eyeball-rolling."

It was a relief to find a firm that doesn't look at credit scores. "I'd not heard of Open Banking but I was happy with the idea, I knew I could afford the repayments on the loan I wanted. It seemed hassle-free and the rate is much better. It's meant we can get our first holiday for a long time."



ADESEGUN'S STORY: IT GAVE ME THE FREEDOM TO MOVE INTO MY NEW APARTMENT

After securing a better-paying job, care assistant Adesegun was excited about being able to move to a new apartment, looking forward to more privacy.

He needed some help to pay the initial deposit and began searching for a £1,000 loan. "I looked at six other lending companies, but none of them suited me. They all needed a three-year address history which I didn't have." Frustrated, he was close to giving up until he discovered Salad Money.

Adesegun was glad to give us 'Open Banking' permission: we "could see my salary coming in every month, so that gave me hope". We approved his loan, giving him the freedom to secure his new apartment.

Since then, Adesegun has been recommending us to friends. "Salad asks the right questions to make sure you can afford to pay them back. I'm really happy with the rates too, almost half of what I would have been charged by other loan companies, had I even qualified".

He's also looked at some of our educational tools. "Since borrowing with Salad, my credit score has improved."

INVESTORS, POLICYMAKERS AND REGULATORS: LISTEN TO OUR CUSTOMERS



Since launching Salad we have uniquely used Open Banking data, not credit scores, for our loan decisioning. During this time, we have lent over £100m and enjoyed outstanding customer satisfaction and an unprecedented low level of complaints.

This report demonstrates another year of astonishing impact which extends beyond those applicants we can say “yes” to. I am especially proud that over the past 12 months we have helped families in vulnerable financial circumstances identify £63m of unclaimed benefits.

I want to thank the investors who participated in our first Ethex bond raise, which nearly doubled our initial target and enabled thousands of borrowers to take out fair loans. Despite being in stable employment and demonstrably able to afford small sum loans, these customers would otherwise be excluded from affordable credit.

Thanks too to those backing our new Ethex bond. We will generate a social and economic return on your investment. We will enable more people to avoid toxic high-cost lenders and loan sharks.

Our exceptional team and board continue to inspire me every day with their efforts to support our customers and applicants. I want to thank them for their determination to always do the “kind thing”, act in applicants’ best interests

and facilitate good outcomes. And I thank our partners and funders for their support, all the stakeholders working to address financial exclusion, and you for reading this report.

But most of all I want to thank our customers. I read every single Trustpilot review and share your comments with our team. What you tell us informs how we design and develop our business.

This report and our Consumer Voices, Financial Lives films feature stories from Zak, Tendai, Jenni, Jamie, Isabel, Fortune, Justin and Adesegun. **Thank you for your courage and openness in sharing your experiences. I promise we will continue to act on your feedback and ensure your experiences are heard by policymakers and regulators as they take decisions which affect you.**



Tim Rooney
CEO, Salad Money



Excellent 4.9 out of 5



Based on 8,919 reviews

As we prepared this report Salad had a Trustscore of 4.9 based on 8,919 reviews. We thank all our customers, including those who shared stories about the difference Salad made to them in this report, our films and on Trustpilot.

SALAD

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MORE THAN YOUR SCORE™