

Afluenta incorporates the Mexican investment fund IGNIA to its prestigious list of shareholders

IGNIA's investment in Afluenta will allow the company to continue its consolidation in the local and regional market and is a result of the positive impact the company has had on the finances of individuals in the popular sector.

Mexico City, July 13th, 2017. Afluenta (www.afluenta.com), the leading Latin America marketplace lending network, announced that the Mexican venture capital fund IGNIA will be joining its shareholder group that includes the International Finance Corporation (IFC), the World Bank's institution for the private sector, and Elevar Equity, an American social impact investment fund. IGNIA is a venture capital fund specializing in investments in companies with high growth potential, whose services meet the needs of the emerging middle class.

This investment seeks to promote the company's growth. Afluenta boosted its expansion thanks to the investment support of IFC and Elevar Equity, and is the first and only marketplace network in Latin America with offices in Argentina, Peru and Mexico. Now, with IGNIA joining the company, growth is expected not only in Mexico but in the rest of Latin America.

In Mexico, where local credit to the private sector is below 35% of GDP, compared to 68% in Brazil, Afluenta aims to revolutionize the market with its human approach to credit and investment. "We see wonderful growth opportunity for Afluenta in Mexico. The availability of funding sources and investment options need to be increased, and we believe that Afluenta offers the best solution with its collaborative lending platform. We are excited to partner with its extremely talented and strong team," said Álvaro Rodríguez, co-founder and Managing Partner of IGNIA.

Afluenta connects borrowers with investors who can be individuals or companies, excluding intermediaries such as the traditional financial institutions. Its technology allows investors to receive competitive returns from their contributions in a simple,

fast and efficient manner, while borrowers obtain faster loans, with no bureaucracy, and at a lower interest rate than in a bank.

“We have always been concerned about financial inclusion. This is the reason why we started Afluenta. The support we now receive from IGNIA, an investment fund aimed at investing in companies focused on the growing Mexican middle class, means that we are actually going in the right direction, to make money flow again among people,” stated Alejandro Cosentino, CEO and founder of Afluenta.

The Afluenta community in Latin America includes more than 650,000 people and has provided loans for about USD 25,000,000 through more than 1,500,000 transactions, which makes it the largest medium-term collaborative lending platform for individuals in the region.

About Afluenta

Afluenta (www.afluenta.com) is a Latin American financial technology company that specializes in crowdfunding, with the mission to promote a simple, safe and transparent financial culture. It develops innovative financial products that help people manage their finances simply and effectively. Afluenta seeks to become a strong investment alternative for investors and the best financing source for solvent borrowers. It is backed by private investors and was created by NXP Labs, which is part of Global Accelerator Network (GAN).

About IGNIA

IGNIA (www.ignia.mx) is a venture capital fund that invests in high growth companies aimed at the emerging middle class in Mexico. Founded in 2007, IGNIA has two funds with assets which amount to USD 200 million and are managed by said company. IGNIA invests in sectors such as health, FinTech, financial services, education and basic services.

About IFC

IFC (www.ifc.org), a member of the World Bank Group, is the leading international development institution dedicated exclusively to the private sector in emerging markets. In collaboration with more than 2,000 companies worldwide, IFC uses its capital, expertise and influence to create opportunities where they are needed the most. In fiscal year 2015, long-term investments of IFC in developing countries

increased to nearly USD 18,000 million and allowed the private sector to play a key role in global efforts to end extreme poverty and promote shared prosperity.

About Elevar Equity

Elevar Equity (www.elevarequity.com) is an avant-garde venture capital fund focused on investing in companies with high growth potential and aimed at providing services to traditionally underserved communities. Elevar has invested in companies in Asia and Latin America that have served more than 18 million customers and have transacted more than USD 7 billion in capital and debt for the benefit of said communities. With offices in India, Colombia and the United States, Elevar participates in initial stages as the founding partner or the first institutional capital of companies with strong presence in sectors such as financial services, FinTech, education, health and housing.

On behalf of Afluenta

Paula Fernández – Press Manager

Telephone No. +52 (55) 6264 4550

Email: pfernandez@afluenta.com

Leticia Villegas, Porter Novelli México

Telephone No. +52 55 50 10 32 81

Email: leticia.villegas@porternovelli.com

Karin Hinojosa, PR, Porter Novelli México

Telephone No. +52 55 50 10 32 77

Email: karin.hinojosa@porternovelli.com

On behalf of IGNIA

Mariana Mazon – Relation with Industry and Investor

Telephone No. +52 1(55) 4142 3013

Email: mmg@ignia.mx