

# ALLOY MERCHANT FINANCE INVESTS IN PODEMOS PROGRESAR, A YOUNG AND FAST-GROWING MICROFINANCE COMPANY IN MEXICO

**Mexico City, July 2, 2021 –**

Alloy Merchant Finance, LP (“Alloy”) will invest up to MXN \$200 million pesos in the microfinance company Podemos Progresar through a structured loan that will be used to boost the growth of its credit portfolio.

Podemos Progresar characteristic risk process helped the Company mitigate the impact of the Covid-19 pandemic and outperform other finance Institutions in Mexico. Supported by this financing and driven by outstanding leadership and a deep understanding of Mexican micro-entrepreneurs, Podemos Progresar will continue with its accelerated growth trend and increase its market share and industry position in the following years.

## **Fernando Orta, CEO at Podemos Progresar, comments:**

"We are excited to work with Alloy, one of the leading growth capital investors in Mexico. We look forward to continuing with our purpose of inspiring and empowering our partners, our members, and society to become the best version of themselves. I'm convinced that alongside the Alloy team, we will meet the goal to increase even further our positive impact on Mexican women by providing the services they want and deserve: the right credit, at the right time, with the right costs, and the right benefits and service."

## **Alejandro Rocha, Structured Finance Managing Director at Alloy Merchant Finance, said:**

"We are delighted to make our this important investment in the Mexican Microfinance sector. The strong and stable fundamentals of Podemos Progresar supported by Fernando's excellent management and purpose-led growth provide an excellent fit for our investment philosophy. Podemos Progresar is an uncommon company in Mexico that genuinely exercises corporate values and vision. This transaction underlines our strong conviction in generating positive impact in Mexico by enhancing the country's development through finance and investments."

## **About Podemos Progresar**

Podemos Progresar ("Podemos") is a growing, and successful Mexican Microfinance Institution (MFI) focused on supporting women with micro businesses. Founded in 2010 by Fernando Orta, a Dartmouth College Engineering and Economics graduate, Podemos seeks to give the lower socio-economic levels in Mexico access to financial services. Podemos' target to a particular geographic market has allowed the Company to benefit from economies of scale in credit underwriting, portfolio management, and client interaction.

For additional information about Podemos Progresar, S.A.P.I. de C.V., SOFOM, E.N.R., please visit Podemos' website at [www.podemos.mx](http://www.podemos.mx).

## **About Alloy Merchant Finance**

Alloy Merchant Finance ("Alloy") is a cross-border investment company based in Houston, Texas, created to meet the growth capital needs of middle-market companies in Mexico and the United States. Alloy makes structured debt investments in the size range from \$5M - \$25M and is led by a seasoned and multi-cultural management team with deep experience in private equity and structured credit in the U.S., the U.S. Hispanic market, Mexico, and other developing markets. The Alloy team has extensive engagement in retail, distribution, branded food and beverage, and financial services, among different industry segments. Alloy supports companies and entrepreneurs in transformational stages such as acquisitions, high growth, or buying out an existing shareholder

For additional information about Alloy Merchant Finance, LP., please visit Alloy's website at [www.alloylp.com](http://www.alloylp.com).