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**BLENDER IN FINAL STAGES OF ESTABLISHING A DIGITAL BANK IN EUROPE**

* **Blender has formally submitted a digital banking license application to the Bank of Lithuania (Central Bank)**
* **On obtaining the license, Blender will be the first Israeli fintech company to establish a digital bank in Europe**

**BLENDER FINANCIAL TECHNOLOGIES (BLND@TASE)** today announced formal submission of a license application to establish a pan-European digital bank. This significant milestone follows a lengthy and comprehensive two-year process during which Blender underwent a preliminary assessment by the Bank of Lithuania (the Central Bank and financial regulator) to demonstrate compliance with all the necessary conditions for licensing to establish a pan-European digital bank for accepting deposits and providing credit.

The pan-European banking license is expected to be granted to Blender in 2022. On receiving the license, Blender will become the first Israeli fintech company to establish a dedicated digital bank in Europe for credit and deposits. This will enable Blender to significantly expand its core business, including the provision of credit for the purchase of goods (Buy Now Pay Later) and credit for car purchases. It will also enable BlenderPay to extend its operations to European ecommerce sites.

Blender will be licensed to provide credit and accept customer deposits across the entire European market of around half a billion people. This is a new banking model (NeoBanking) that enables branchless operations across the whole of the European common market, under the European Banking Insurance Directive (up to €100,000 per customer) and the provision of completely digital credit.

Blender is significantly expanding its European operations and is focusing on the European market as part of its growth strategy. In August 2020, Blender announced the launch of its operations in Poland, the fourth country in which it operates in addition to Israel, Latvia, and Lithuania. Poland is a strategic destination for Blender because it is a very large country with an estimated credit market of €170 billion. Furthermore, in its 2021 Quarter 1 reports, Blender demonstrated sharp growth in its European operations of 67% in terms of the total number of loans financed, as well as double digit growth in other operating sectors.

Blender has led the way in peer-to-peer lending since its launch in 2014. Today, Blender is at the forefront of the Buy Now Pay Later (BNPL) revolution through its proprietary BlenderPay technology, which allows easy, digital, non-bank credit payments through ecommerce sites and at other points of sale.

**Dr. Gal Aviv, CEO of Blender Financial Technologies**, reacted: “Establishing a digital bank in Europe will serve a powerful engine for growth, allowing Blender to accept deposits as credit sources as part of our strategic plan for development and expansion in Europe. The digital banking license will situate Blender alongside a handful of international companies like Klarna, Revolut, and Affirm that are valued at tens of billions of dollars and that are enjoying incredible growth within the NeoBanking model. This is a new financial world in which Blender is a key player, thanks to our unique technology. There is no doubt that Blender is at the epicenter of a BNPL revolution that will completely change how people consume and manage their money.”

**About Blender:** Blender is an international fintech company providing innovative credit and e-lending solutions for around 41,000 customers in Israel and Europe. The company specializes in providing credit for car purchases and at points of sale (BNPL) in Israel and Europe, using proprietary technologies as well as methodologies, tools, and concepts from big data, data mining, behavioral psychology, and more. The company was founded in 2014 by Chief Executive Officer Dr. Gal Aviv, Chief Technology Officer Boaz Aviv, and Chief Product Officer Barak Gur. The company employs around 75 people in Israel and operates in Israel, Lithuania, Latvia, and Poland. In January 2021, Blender completed an initial public offering on the Tel Aviv Stock Exchange (TASE).