

2021

Leaders in Lending

PRESENTED BY



2021 CANADIAN LENDERS ASSOCIATION

WWW.CANADIANLENDERS.ORG

About

The Canadian Lenders Association (CLA) is the voice of Canada's lending ecosystem. We represent over 100 companies in commercial and consumer lending. These firms are some of Canada's most recognizable financial institutions and fintech brands.

All CLA members are vetted and accredited based on their corporate standards and values. Our role is to support the highest level of lending in Canada, servicing a wide spectrum of business and consumer borrowers' growth requirements.

All members of the CLA must agree to act in accordance with the mission and purposes, which include supporting the growth of all aspects of Canada's lending ecosystem including policy, advocacy, standards, innovation, and the adherence to and promotion of best practices as well as commitment to safe and ethical lending standards. Membership in the CLA sets our lenders and supporting affiliates apart as trusted brands.

If you would like to join Canada's largest trade group for lenders, visit canadianlenders.org.

On November 17th 2021 we will celebrate Canada's lending community at the 4th Annual Canadian Lenders Summit at MaRS Discovery District - the largest conference for lenders in the country. Please join us.



Leaders in Lending Awards

2020 has been a year marked with incredible resilience, recovery and innovation.

Though many industries played vital roles supporting Canada's businesses and citizens through COVID, the lending industry deserves special recognition. This year lenders took extraordinary steps to support Canadian families and entrepreneurs. Many instituted relief programs, cut rates, and worked with all levels of government to ensure that those in need would still be able to access credit.

COVID has also been a period of immense innovation in Canada. Forced to digitize, lenders and borrowers have embraced fintech, leading to an increase in financial inclusion and literacy across the country. What is even more remarkable is the number of new firms launched during this period - many of which are on the list below.

This year CLA received 78 nominations across 8 categories, each of which represents an important pillar of our industry. In order to select this competitive list, the CLA evaluated nominees based on three criteria:

- 1 Use of technology to solve problems and drive efficiencies throughout the lending industry.
- 2 Implementation of new or innovative lending strategies & business models.
- 3 Positive outcomes following successful implementations of a new technology or business model.

We would like to thank BMO for sponsoring these awards and supporting fintech innovation in Canada. Congratulations to the winners!



Upcoming Events



Canadian Lenders Summit

November 17th, 2021

www.canadianlenderssummit.com

The Canadian Lenders Summit is the largest lending event in the country. The conference brings together technology and finance executives across North America for a full day of networking, education, and celebration.

The Canadian Lenders Summit is the most important networking and dealmaking conference for the lending industry. Join over 700 fintechs, banks, credit unions, VCs, and technology enablers in Toronto in 2021.

We are thrilled to announce that the Canadian Lenders Summit will be **held in person** at MaRS Discovery District on November 17th 2021.

Lending Woman of the Year



Tiffany Kaminsky

Co-Founder of Symend

Tiffany Kaminsky is the co-founder of Symend, a fintech that uses analytics and behavioural science to engage and empower at-risk customers to act on past due bills. The startup, which has offices in Calgary, Toronto and Denver, received USD \$52 million in funding earlier this year and expects their team of over 200 to double in 2021.



Nicole Benson

CEO of Valeyo

Nicole Benson is the President & CEO of Valeyo, a business solutions provider to financial institutions in Canada. Nicole drives every facet of business forward, with a focus on growing, evolving, and innovating Valeyo's suite of solutions to meet the changing needs of its clients and the financial services industry.



Andrea Fiederer

CMO of goeasy

Andrea Fiederer is EVP & CMO of goeasy, a leader in non-prime financial services with over 2000 employees. Andrea is responsible for goeasy's overall marketing and brand strategy for both the easyhome and easyfinancial business units.



Elena Ionenko

Co-Founder of Turnkey Lender

Elena Ionenko is the Co-Founder of Turnkey Lender, a loan origination and loan management platform. Under Elena's leadership, the company has entered 50+ local markets, raised over \$3.5 million in venture capital and launched regional offices all over the globe.



Minal Shankar

CEO of Easly

Minal is the CEO of Easly, a SR&ED financing firm. This year Minal has doubled Easly's capital under management & customer base. Prior to leading Easly, Minal was an investment manager for the VC firm Northgate Capital and an associate in the Technology Investment Banking group at J.P. Morgan Chase. Minal holds an MBA from the NYU Stern School of Business.

Fintech Innovator of the Year



Flinks

Flinks is a data company that empowers businesses to connect their users with the financial services they want.



REPAY

REPAY is a leading provider of vertically-integrated payment solutions.



VoPay

VoPay seamlessly connects you to the banking ecosystem enabling anyone to offer efficient and simple bank account payment processing.



Fundmore

FundMore.ai is an automated underwriting system that uses machine learning to streamline the Pre-Funding process for loans.



Provenir

Provenir offers a suite of risk analytics tools for lenders to make adjudication faster and simpler.

Executive of the Year



Jason Mullins

CEO of goeasy

Jason Mullins is the President & CEO of goeasy, a leader in non-prime financial services with over 2000 employees. Since joining goeasy in 2010, Jason has helped the company scale to \$1 billion in market capitalization with compound earnings growth of 28%. Jason is a recipient of Canada's Top 40 Under 40 Award.



Wayne Pommen

CEO of PayBright

Wayne Pommen is the CEO and Founder of PayBright, a Canadian leader in the BNPL space. His firm has partnered with 7,000 domestic and international retailers, and has approved over \$1 billion in consumer credit. This year PayBright was acquired by Affirm in a \$340 million transaction.



Lawrence Krimker

CEO of Simply Group

At just 33 years of age, Lawrence Krimker has built Simply Group into a category leader in home equipment financing. This year his firm acquired competitors Dealnet & SNAP Financial in transactions that totalled over \$750 million and brought his firm to \$1.45 billion in assets under management.



Andrew Graham

CEO of Borrowell

Andrew Graham is the CEO and Co-Founder of Borrowell, Canada's first fintech to provide free credit monitoring. This year Andrew launched Borrowell Boost to help the 53% of Canadians living paycheck to paycheck meet their bill payments.



Maria Soklis

President of Cox Automotive

In the 6 years that Maria Soklis has led Cox Automotive Canada, the company has become a category leader in software and financing solutions for consumers and dealers across the country. Maria has also left her mark with initiatives that promote diverse and inclusive workplaces, and this year signed the BlackNorth Initiative CEO Pledge.

Emerging Lending Platform of the Year



moselle

Moselle

Moselle is a digital platform that simplifies the importing workflow for small medium business owners.

moves

Moves

Moves is a financial services platform for independent “gig” workers.



VendorLender

VendorLender is Canada's first POS lender for dealers in the equipment finance space.



Lendle

Lendle is Canada's first interest free credit provider.



goPeer

goPeer helps everyday Canadians to achieve financial freedom through Peer-to-Peer Lending

Small Business Lending Platform of the Year



Merchant Growth

Merchant Growth is a leading Canadian financial technology company that specializes in small business financing. Over the past decade, Merchant Growth has supported Canadian businesses with hundreds of millions of dollars in growth financing.



Loop

Launched this year, Loop builds credit & payment products specifically for online merchants. The company is operated by the LendingLoop team that popularized P2P lending in Canada.



Thinking Capital

Thinking Capital is one of Canada's best known fintech lenders to the small business sector. This year the firm has forged relationships with multiple Credit Unions and hit \$1 billion in loans deployed.



OnDeck

Since its launch in 2015, OnDeck Canada has pioneered the use of data analytics and digital technology to make real-time lending decisions and rapidly deliver funding to Canadian small businesses.



Clearbanc

Canadian based Clearbanc is the world's largest e-commerce funder. Their data-driven approach takes the bias out of decision making. Clearbanc has funded 8x more female founders than traditional VC.

Consumer Lending Platform of the Year



Flexiti

Flexiti is a leader in point of sale financing for retailers and has been named one of Canada's fastest growing companies two years straight.



CHICC

CHICC is one of the country's leading rental & home improvement financing companies.



Marble Financial

Marble uses fintech to empower Canadians to improve their credit score, manage debt, and budget to achieve financial goals.



PayBright

PayBright is one of Canada's leading buy now, pay later providers. This year the firm was acquired by BNPL giant, Affirm for \$340 million.



goeasy

Canada's leading alternative financial services provider servicing non-prime Canadians through its easyhome and easyfinancial divisions.

Auto Lending Platform of the Year



GoTo Loans

GoTo Loans is a fintech lender focused on helping consumers access the equity from their vehicle and the leading provider in Canada for automotive repair loans.



Auto Capital Canada

AutoCapital Canada is a national auto finance company that works with dealer partners to help clients finance the purchase of new and used vehicles. This year the firm acquired competitor Rifco.



Carfinco

The Western Canada based lender is a leader in non-prime lending to the auto sector.



Canada Drives

Canada Drives is a leader in fintech auto lending. This year the firm hit over 400 employees and 1 million transactions, servicing consumers across Canada, the US, and the UK.



Clutch

Clutch aims to bring speed and convenience to used car sales by taking the experience completely online. The fintech raised a \$7 million round this year from Real Ventures.

Technology Lending Platform of the Year



BDC

Launched only five years ago, BDC's Tech Group has become a leader in lending to Canadian technology entrepreneurs.



TIMIA

TIMIA is a specialty finance company that provides growth capital to technology companies in exchange for payments based on monthly revenue.



Flow Capital

Flow Capital Corp. is a diversified alternative asset investor, specializing in providing minimally dilutive capital to high-growth businesses.



Venbridge

Venbridge is a Canadian finance company offering non-dilutive venture debt, SR&ED financing, and tax credit consulting services.



SVB

SVB has lead the technology lending movement for 35 years. The firm opened their first Canadian office last year.

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