



MicroCred Holding, SA

April 2007

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A

MicroCred Group

- I. Organization, Mission, Vision & Objectives
- II. Competitive Advantages
- III. Shareholders

A. MicroCred Group

I. 1. Organization and Mission

MicroCred is:

An investment company with the objective to create a group of commercial finance companies

MicroCred's Mission is:

To provide financial services to microentrepreneurs excluded from the traditional financial sector

A. MicroCred Group

I. 2. MicroCred Vision

- Microfinance gives access to capital to a diverse base of micro and small borrowers who are excluded from the traditional banking system



- Access to capital enables these entrepreneurs to make their business grow



- Economic growth permits job creation, and improvement of their life conditions (education, access to social institutions, development of civil society, etc)

A. MicroCred Group

I. 3. Objectives

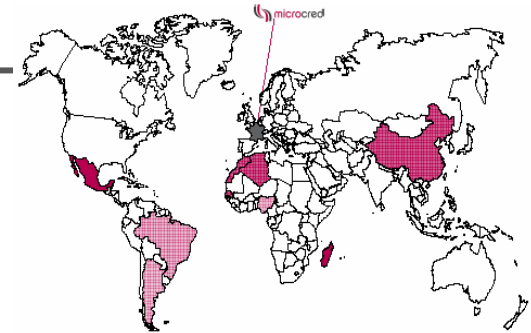
- 1 To become a leading group specialized in providing financial services to low income micro-entrepreneurs in emerging countries
- 2 To have a global presence with a diversified strategy involving investments in at least 15 different countries before 2011.
- 3 To offer a broad range of products including credit & savings, insurance, remittances and other target-group oriented financial products & services.

A. MicroCred Group

II. Competitive Advantages

1. A diversified International Strategy:

- Focusing on markets where access to finance is limited.
- Existing and planned investments: Latin America, Africa, Asia and Middle East/North Africa.

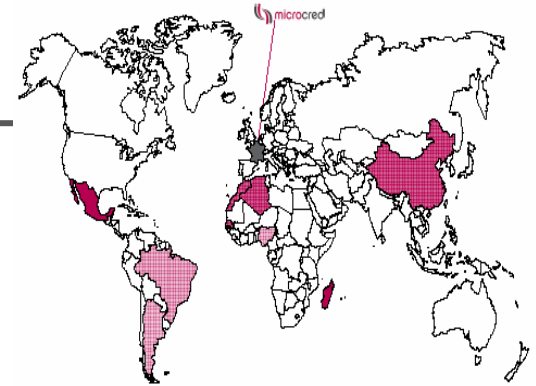


2. The support of the French NGO PlaNet Finance:



Partnership with PlaNet Finance permits MicroCred to:

- Enter target markets more easily.
- Adapt tools and methodologies for local market conditions.



A. MicroCred Group

II. Competitive Advantages

3. A unique Greenfield Business Model

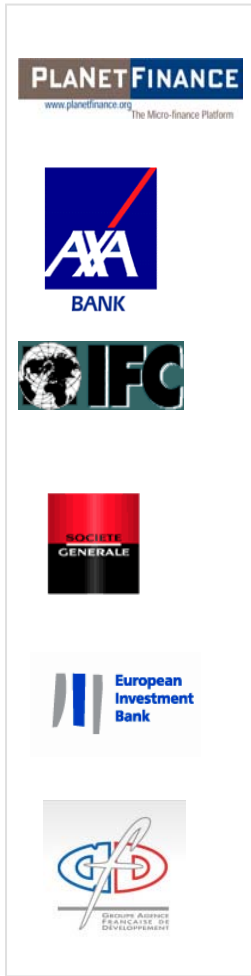
-Creating new institutions allows us to utilize our methodologies based on microfinance best practice from the beginning.

-Standardization will allow important economies of scale and will accelerate the development of new similar institutions.

- Strong brand and marketing strategy
- Common Management Information System (MIS)
- Consistent product offering within the Group
- Comprehensive methodology of staff training
- Strict governance and internal control policies
- Human Resources Management in order to create a strong “corporate culture”

A. MicroCred Group

IV. Shareholders



PlaNet Finance

An international non-profit organization, which aims to alleviate poverty worldwide through the development of microfinance.

AXA Bank Belgium

Leader in Property and Casualty insurance and Life insurance in Belgium.

International Finance Corporation

Member of the World Bank Group, its mission is to promote sustainable private sector development as a way to reduce poverty.

Groupe Société Générale

It is classified among the world leaders in euro capital markets, derivatives, and structured finance.

European Investment Bank (EIB)

The EIB aims to support sustainable private or public sector projects in technical, environmental, financial and economic fields.

French Development Agency (AFD)

It is a public institution that offers development financing, and is currently supporting more than 50 projects in the Microfinance sector.

B

Microcred in the world

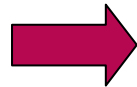
- B.I. MicroCred in Latin America
- B.II. MicroCred in Africa
- B.III MicroCred in Asia

B. MicroCred in the world

I. MicroCred in Latin America: MEXICO operational since February 2006

Opportunities

- High number of potential clients
- Individual lending not widely used



Strategy

- Rapid branch expansion
- Active direct promotion to unserved individual borrowers

Challenges

- Over indebtedness of population due to consumer credit
- Poor repayment behavior
- New entry of mass lending org



Strategy

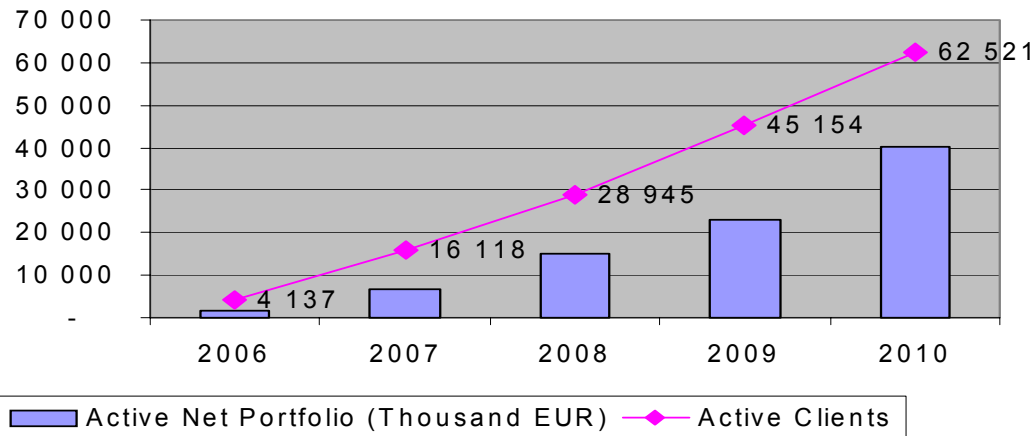
- Use of credit bureau for credit checks
- Regular loan monitoring
- Creation of strong corporate image in market



B. MicroCred in the world

I. MicroCred in Latin America: MEXICO

Evolution Active Portfolio & Nb of Clients

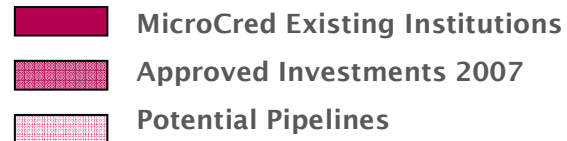
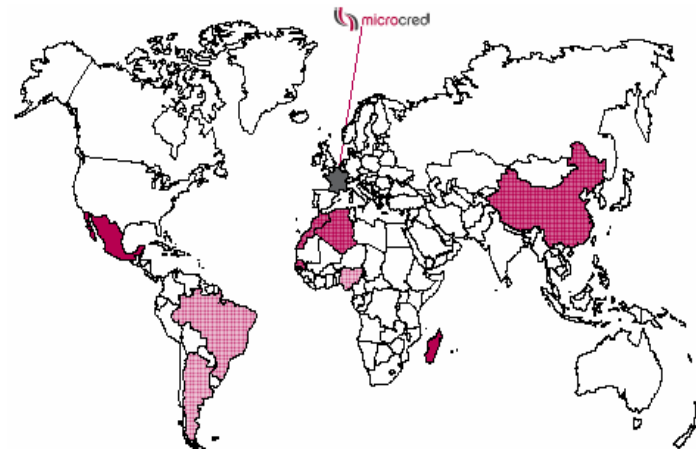


B. MicroCred in the world

II. MicroCred Planned Investments

SOUTH-AMERICA

Mid 2007
Argentina
Brazil



B. MicroCred in the world

I. MicroCred in Madagascar : Madagascar operational since December

2006

Opportunities

- High number of potential clients
- A flexible local legislation in Microfinance (no monthly interest rate limit)
- A limited number of competitors



Strategy

- Establish branch network
- Direct promotion to reach unserved borrowers
- Adapt our products to our clients' needs

Challenges

- New entry of microfinance institutions
- High demand from risky sectors such as transport
- Arrears management



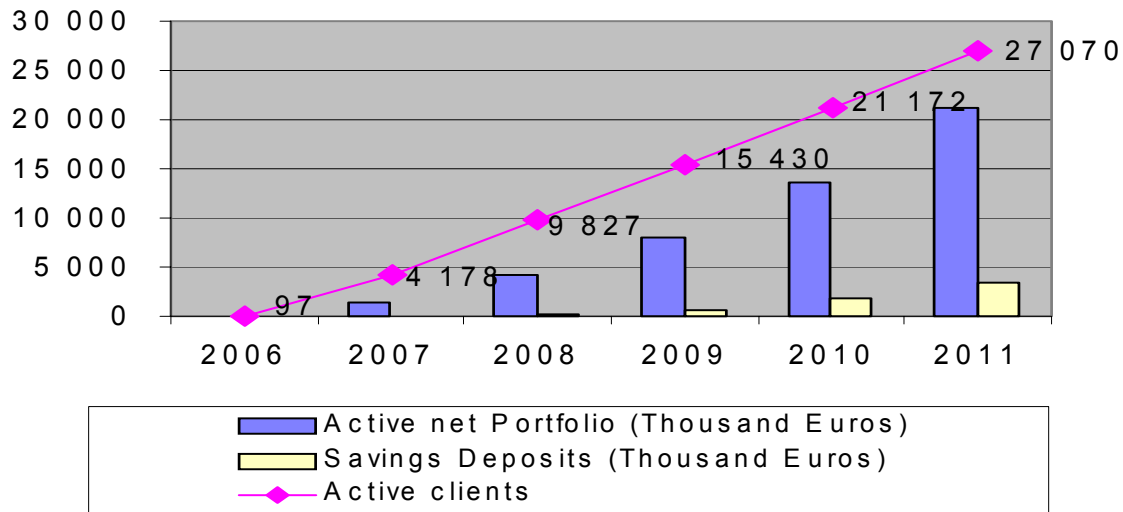
Strategy

- Adapt our loan policies so that we remain competitive
- Monitor and control the approval of credit for highly risky sector)
- Creation of a new position: Supervisor, designed to monitor repayment delays everyday.

B. MicroCred in the world

II. MicroCred in Africa: MADAGASCAR

Evolution of Portfolio, Active Clients & Savings Deposits



B. Microcred in the world

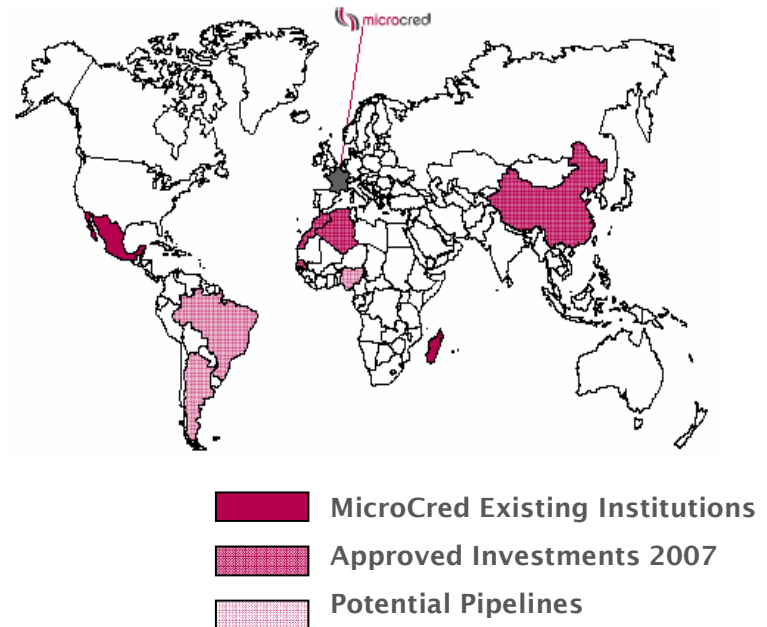
II. MicroCred Planned Investments

SUB-SAHARAN AFRICA

2007 – Start of operations
planned in June: Senegal

MIDDLE EAST /NORTH AFRICA

2007 – Algeria - Morocco

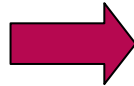


B. MicroCred in the world

III. MicroCred in China : China will start operations in July 2007

Opportunities

- Large potential untapped market
- Few micro-credit providers
- Individual lending not widely used



Strategy

- Establish branch network
- Direct promotion to borrowers
- Introduction of individual lending

Challenges

- Underdeveloped legislative base
- Inexperienced clients
- Lack of credit information on borrowers
- Lack of qualified staff especially for middle management



Strategy

- Collaborative relations with officials
- Direct promotion to borrowers
- Rigorous business evaluation and guarantee requirement.
- Recruiting from other cities (which increases cost)

B. Microcred in the world

III. MicroCred in Asia: CHINA

Greenfield institution started in Nanchong, Sichuan.

- The first micro-credit company (Wholly Foreign Owned) in China

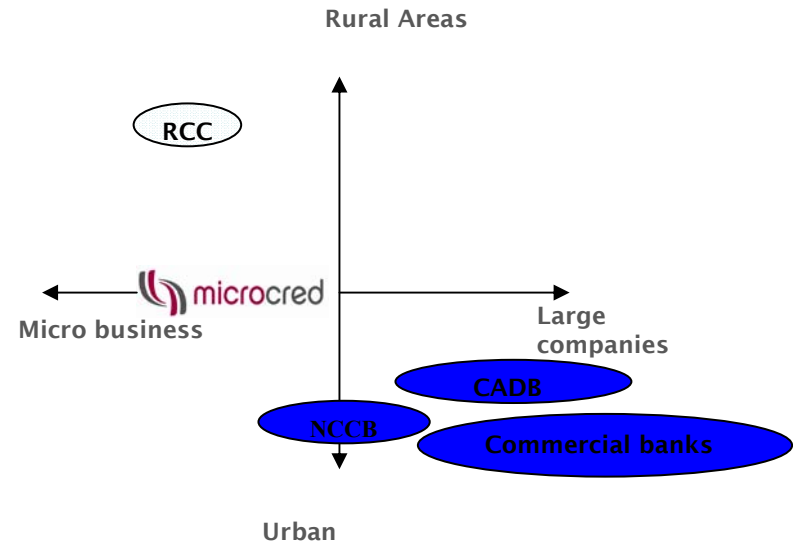
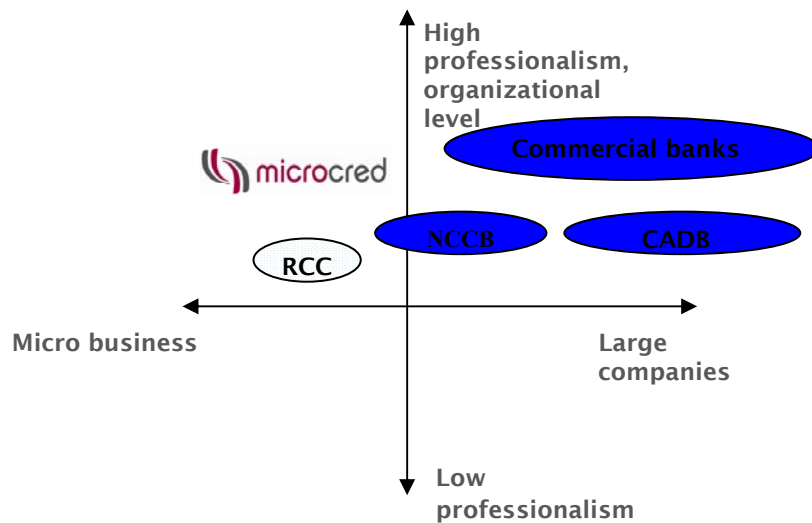


B. Microcred in the world.

III. MicroCred in Asia: CHINA

High market potential: 118,000 micro businesses in Nanchong Municipality

- Small and very market adaptable institution.
- Diversification strategy of our market target: Individual urban micro loans, individual urban small loans, rural micro loans.



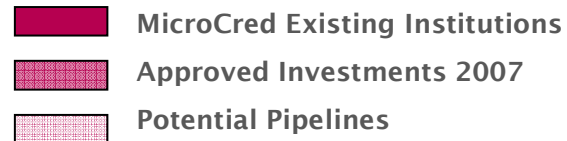
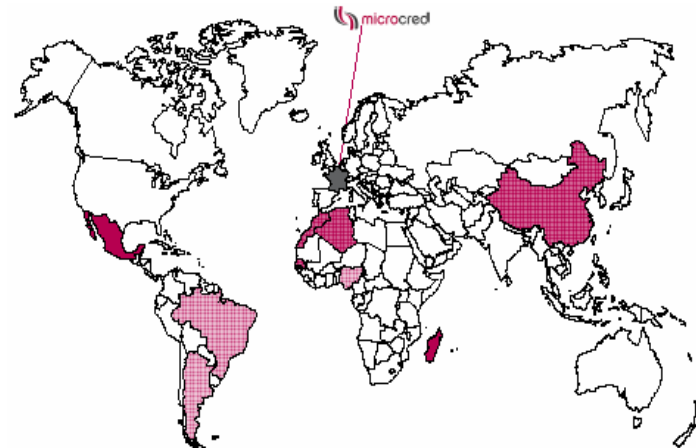
B. Microcred in the World

III. MicroCred Planned Investments

ASIA

**2007 – Start of operations
planned in July: China**

Mid 2008: Vietnam

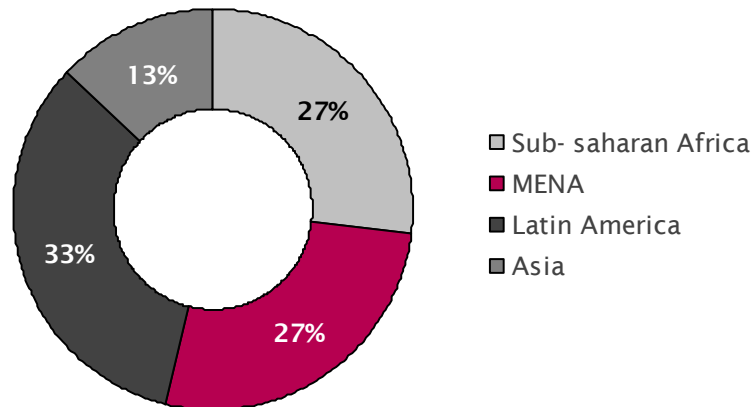


Conclusions

MicroCred is an innovative company because:

- 1 Investment strategy: No dependence on donors.
- 2 Expert staff providing top-level technical assistance.
- 3 Self sustainable business model : Each institution will reach break even within 5 years.

Distribution of MFIs in 2010



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