

Media Release

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SocietyOne recognised in AFR's Top 100 Most Innovative Companies List for 2018

SocietyOne, Australia's pioneering and leading marketplace lender, has been recognised in The Australian Financial Review's prestigious annual list of Most Innovative Companies for 2018.

The Australian Financial Review Most Innovative Companies List (previously the BRW Most Innovative Companies List) is now in its seventh year and ranks the most innovative organisations in Australia and New Zealand.

It is the only national, cross-industry list of its kind and is judged and compiled by Inventium – Australia's leading innovation consultancy. In 2018, the Top 100 Most Innovative Companies list was selected from over 1,000 nominations.

"We are honored and proud to be recognised by the AFR as one of the most innovative companies in Australia and New Zealand" said interim Chief Executive Officer, Mark Jones.

"To be listed #37 amongst the best brands and companies who are committed to building and changing the world in a better way for customers is really humbling" he said.

SocietyOne has been at the forefront of 'fintech' disruption of the financial services industry in Australia for nearly 6 years and is widely recognised as the pioneer and leading consumer finance marketplace lender" he said.

Since our inception in August 2012, SocietyOne has advanced more than \$475 million in lending to more than 20,000 borrower customers. Each of these loans has been funded by a broad range of institutional and high net worth investors.

"Our vision is 'to become Australia's leading, most trusted, lending marketplace' and our mission is to achieve this by 'providing a better deal for borrowers and investor funders, one brilliant funding moment at a time'.

We have a real commitment to customer-first innovation and everything we do is guided by our values of being Transparent; Imaginative; Empowering; One Team; and Connected" said Mr Jones.

SocietyOne has received over 1,000 reviews on productreview.com.au, Australia's leading opinion site, and has received a rating of 4.7 stars out of five from its customers.

"To be recognised in the AFR Top 100 Most Innovative Companies list is testament to the incredible passion, determination and hard work of the more than 60 people who work at SocietyOne. They are the true believers and innovators."

The full AFR Top 100 Most Innovative Companies list can be viewed [here](#).



About SocietyOne

SocietyOne is Australia's pioneering and leading marketplace lender. SocietyOne provides a better deal than that offered by major banks by using risk-based pricing to digitally match creditworthy borrowers with investor funders who finance the lending

Since commencing business in August 2012, SocietyOne has provided more than \$475 million in total lending and has helped more than 20,000 borrowers. We provide unsecured personal loans to consumers (of between \$5,000 to \$50,000 over terms of 2-5 years), as well as Agri Lending to Livestock agents and farmers to finance the purchase of livestock (cattle and sheep).

Over the past few years, SocietyOne has received numerous industry awards for innovation and excellence. These include:

- Lending Innovator of the Year in the Fintech Business Awards 2018
- Best Marketing/Branding Initiative of the Year in the Fintech Australia Awards 2018
- Excellence in P2P Lending in the FinTech Australia Awards 2017
- Innovative Retail Product of the Year in the RFi Group Australian Retail Banking Awards 2017
- Best FinTech Bank Collaboration Award in the Annual Australian FinTech Awards 2017
- Listed in the 2016 Global Top 100 FinTechs by KPMG and H2 Ventures.

SocietyOne is backed by a diverse group of shareholders including News Limited, Seven West Media, Consolidated Press Holdings, Reinventure Fund (which is the venture capital arm of Westpac Group) and several credit unions and mutual banks. For more information, please visit: www.societyone.com.au

About the AFR and Top 100 Most Innovative Companies List

For more than 50 years, The Australian Financial Review has been the authority on business, finance and investment news in Australia. It has a reputation for independent, award-winning journalism and is essential reading for Australia's business and investor community.

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About Inventium

Inventium is Australia's leading innovation consultancy. It has helped over 100,000 people become better innovators since 2007. It applies the latest findings from science (psychology and neuroscience) to help organisations unlock growth through innovation. We do this through training, facilitation, general consulting, and assessment. We are the official partners of The AFR Most Innovative Companies list – an annual list that identifies Australia's most innovative companies. We've previously made the BRW Fast 100 list twice AND won the BRW Client Choice Award for Best Management Consultancy. Inventium is also a proud BCorporation. For more information, please visit: www.inventium.com.au