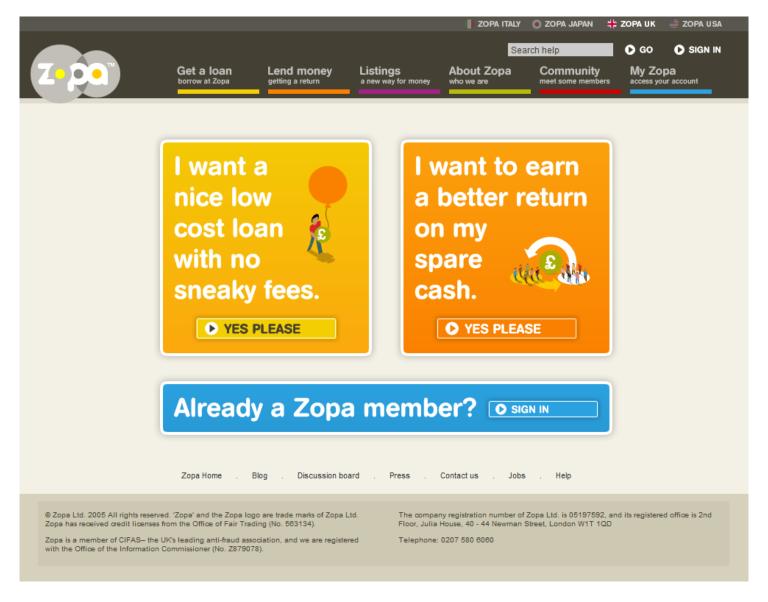


Giles Andrews Financial Services Club

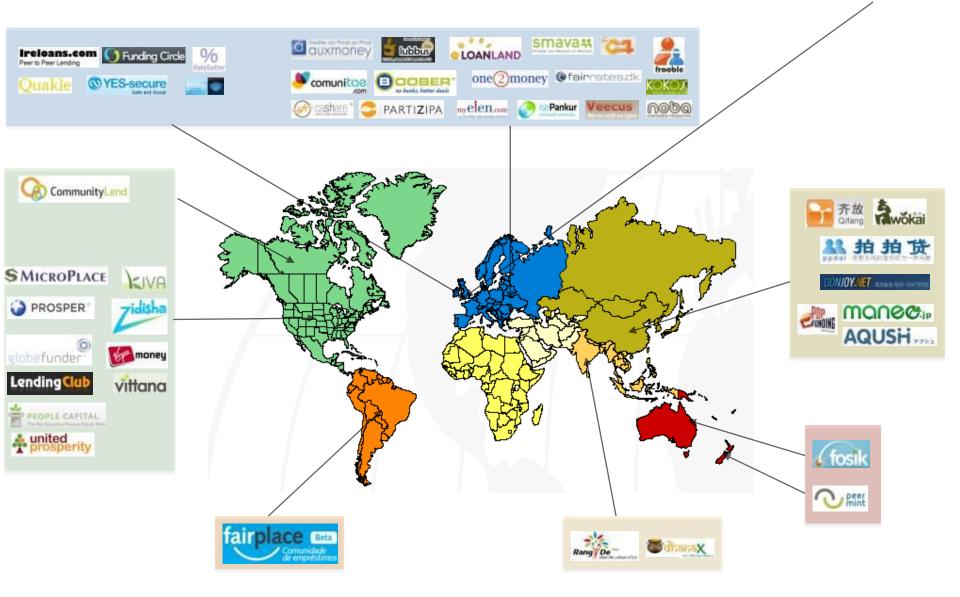
October 12th 2010

What it says on the tin



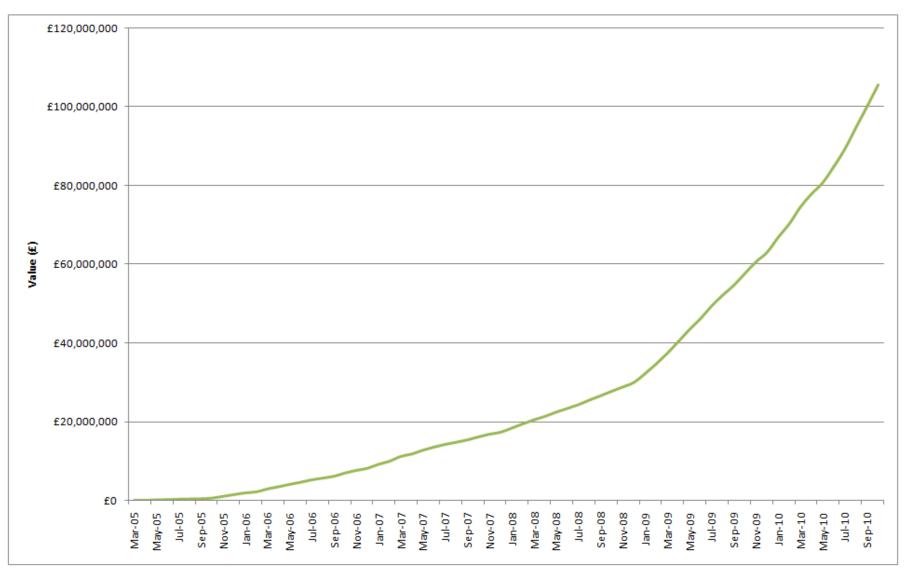


Social Finance is already global Expect proliferation, niches developing, consolidation

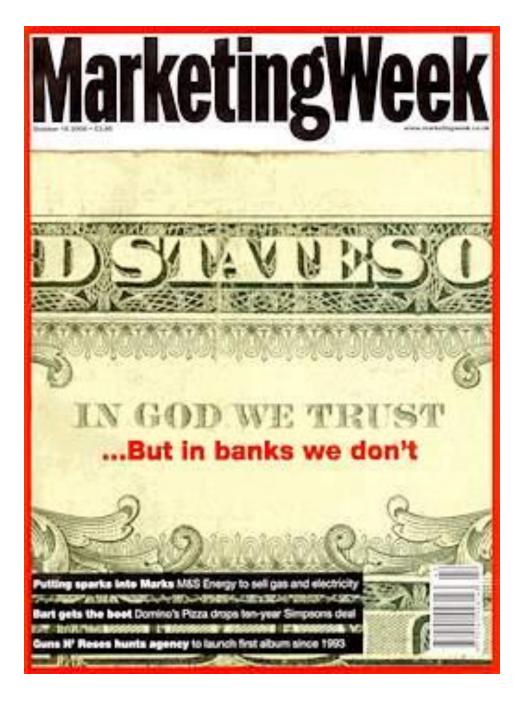


Cumulative lent to end Oct 2010











Lynnit

Posted on September 30th, 2007 at 5:55 pm

I've worked in the banking industry for over 20 years, have dealt in loans, swaps, commercial paper, futures, options and derivatives to name but a few. At the end of the day its the same money being passed around, however its packaged - there's always a winner and loser (usually the customer). I have great faith in Zopa (even more so than a Bank) because my money is spread between 800 borrowers so even if 30% of them lose their jobs - I should still get my money back, I would not have that same faith in a Bank because they take much bigger risks and have made commitments on money that they dont own, unlike Zopa who only lend out what comes in.

Social Lending is one of those big changes that happen once in a generation, an opportunity not to be missed - and its only just begun. Here's to the future. Cheers!

Community, transparency and ethicality key for value and trust



Openness is highly valued

"No other financial site that I have visited has the guts to run a discussion board and take it on the chin.

Users feel valued and committed

"That makes me feel like I am part of a community and seems to trigger a sense of belonging. With belonging comes pride and passion.

Users become champions of Zopa "When I tell my friends about Zopa I feel hurt by any negative comments they make as though the site was my own, and for that reason it gets me all wound up when I see even the tiniest glitches on the site."

Mosshill, Zopa lender



