

New Day

Specialty finance provider
www.newday.co.uk

Acquired

January 2017

HQ

UK



How we are creating value

NewDay presents a compelling investment opportunity as a leading UK consumer finance company, specialising in the near-prime and co-brands sectors of the UK credit card market.

NewDay is an FCA authorized consumer credit firm and has developed innovative products and features to better meet the needs of both (i) its customers, by responsibly offering them the right credit services and (ii) its partners, by providing innovative digital capabilities and data analytics opportunities. NewDay's proprietary credit models draw upon customer and market data that have been gathered over more than 15 years of lending through all phases of the credit cycle.

Leveraging our significant experience in the Financial Services sector, we are working with NewDay's management team to further expand the near-prime and co-brand segments, while helping to

enhance credit management, improve operational leverage and accelerate the development of digital capabilities across the business.

Developments in 2016

Following a review of the UK's speciality finance sector and our successful acquisition of Premium Credit, we signed an agreement to acquire NewDay in October 2016, completing the transaction in January 2017.

Our Financial Services team identified NewDay as one of the UK's fastest growing speciality finance companies, operating in the attractive niche of providing credit cards to near-prime customers (those who are new to credit cards or who wish to rebuild their credit history) and co-brand store and credit cards for a number of established retailers, such as Debenhams, Amazon, TUI and House of Fraser.