

Sustainability Report 2025



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A word from the CEO: Resilience through change

2025 was a landmark year for Lendo Group - a period defined by a shifting regulatory landscape, a sales process and a sharpened sustainability focus.

The loan intermediary business in the Nordics is undergoing a fundamental transformation. In Sweden, we initially challenged new regulations requiring loan intermediaries to operate under a credit institution license. Our goal was to ensure the voice of the intermediary and the clear benefits of market competition and non-lending comparison services was heard. Once the framework was established, we however pivoted with speed and determination. In late spring of 2025, we initiated our application process to apply for a credit market company in Sweden and we are now fully committed to leading the industry forward under these professionalized standards.

The year 2025 also marked a significant strategic milestone for us as Vend moved forward with its plan to divest its holding in Lendo Group. In March 2026 the transaction was completed and Lendo Group officially became part of Clar AB. Joining Clar provides us with the specialized focus and long-term stability needed to scale our impact. This transition is a clear endorsement of our business model and our potential to define the future of responsible finance.

Despite these intense periods of advocacy and sales process, our operational momentum remained high. In late 2024 we sharpened our sustainability strategy into three core pillars: Financial Inclusion, Consumer Protection, and Fraud Prevention. By integrating these deeper into our governance and business operations, we ensure that every market and brand within the Group takes clear accountability for our impact.

Our mission remains unchanged: to empower people to make smart financial decisions. In a climate of economic uncertainty impacted by geopolitical instability, this purpose is still critical and important. Whether navigating new regulations or new ownership, a shared sense of accountability guides our decisions and ensures we stay true to our sustainable approach.

I am proud of our resilience in 2025 and excited for the future we are building together with Clar.

Roar Bjærum
CEO of Lendo Group



1. About Lendo Group

Lendo Group operates marketplaces for financial services and offers a wide range of comparison products and personalised finance management services. This is offered to Scandinavian consumers via the marketplaces of Lendo (in Sweden and Norway), Mybanker (in Denmark), and Compricer (in Sweden). Our offering includes costs and rates comparison of products such as consumer loans, car loans, business loans, credit cards, mortgages, and insurances, together with electricity and broadband. Lendo Group also offers multiple personal finance management services through the services and applications of “SmartØkonomi”, “Kreddy”, and “Min Compricer”.

Everyday more than 300 employees in Lendo Group help and support consumers to compare and find the right products, and partners to find the right customers. This way, we enable a transparent and efficient comparison of offers from multiple financial institutions.

During 2025, Lendo Group was owned by Vend (former Schibsted Marketplaces). As of March 10 2026, Lendo Group is part of Clar Global AB. This report refers to the period of 2025 when Lendo Group was still in ownership of Vend Marketplaces.

We helped revolutionize the market for consumer loans

Lendo was founded in Sweden back in 2007 when few players offered price comparison for consumer loans without affecting customers’ credit scores. Back then, the credit check system worked differently and lenders on the loan market offered very little transparency. Together with a few chosen banks and the Swedish Credit Reference Agency, Lendo innovated the market by making it possible for users to receive sharp offers from lenders through our comparison site based on only one credit check. This resulted in better offers for loan takers and a more transparent market.

Lendo Group has always been about helping people keep control over their personal finances and lenders to find quality customers. As a leader in our category, we have made it easier for people to get a fair price on loans, often reducing their interest rates substantially. We believe in a market built on trust and transparency. This is why we strive for openness between our customers and partners.

The Lendo Group headquarters is located in Oslo and the legal name of Lendo Group is Lendo AS (during 2025). Due to Lendo Group being fully owned by Vend during 2025, please read the Annual Report 2025 for further financial and compliance-related information about Lendo Group.



2. Sustainability At Lendo Group

2.1 Defining Sustainability at Lendo Group

Making positive contributions to the environment and the community is a fundamental pillar of our future value creation. A sustainable way of working is deeply rooted in the company's DNA and has been since the start in 2007. Lendo Group's purpose is to empower people to make smart financial decisions that actually make a difference in their lives. The business model itself has a positive impact on society. Providing a digital marketplace enables banks and lenders to compete on equal terms, which in the end benefits users. Our services bring transparency to the market, and users can find offers to reduce their financial costs.

However, Lendo Group's sustainability agenda goes beyond this. Defining our societal impact and understanding our stakeholders' priorities form the foundation of our sustainability focus areas and goals. Our point of departure is a materiality analysis based on an impact assessment and stakeholder dialogue conducted during 2019. In 2021, the company started measuring progress, which is the subject of this report.

2.2 Materiality analysis in 2019

In 2019, we conducted a materiality analysis. We identified a list of 16 sustainability aspects covering all our material sustainability areas. It was based on previously identified aspects and a risk and opportunity analysis of Lendo's value chain.

Our most important stakeholders were identified by mapping stakeholders based on interest in and influence on our business. The identified stakeholders were: users, lending partners, employees, regulators, media, and owners. Through a combination of surveys and analysis, we invited employees and users to prioritise the identified sustainability aspects. For some stakeholder groups, we performed a desktop analysis to identify their priorities. The result was presented, discussed, and validated in a management workshop. The material topics identified through the materiality analysis were prioritised according to three levels of importance: hygiene aspects, progress aspects, and our lead aspects.

2.3 Stakeholders engagement

Who did we engage with	How did we engage with them	Ranking from the stakeholder perspective
Users	Web survey	Insufficient data
Lending Partners	Interviews	Responsible Finance Employee growth and health Sustainable investments and lending
Employees	Web survey	Empowering people to make informed financial choices Responsible Finance Business ethics
Regulators	Desktop Analysis	Responsible Finance Empowering people to make informed financial choices Sustainable investments and lending
Media	Desktop Analysis	Responsible lending Responsible marketing Sustainable investments and lending
Owners, Vend	Interviews	Empowering people to make informed financial choices Privacy and protection of user data Diversity, Inclusion and Belonging Responsible marketing Fraud Protection

2.4 The “Lendo Group footprint”

The following sections include a deep dive into the materiality aspects that Lendo Group has assessed to be of the highest importance for our stakeholders combined. In each section, Lendo Group explains the definition of the aspect, the targets and the progress specific to each target for 2025.

Due to the service we provide and our significant market presence, we have a societal impact and a responsibility to deliver on our users’ expectations. Our service has, since the start, empowered people’s decision-making about loans and personal finance. We have also strengthened their influence towards banks and lenders, putting them in a position where lenders need to compete and be transparent to win customers.

In addition to this positive contribution, we also have an important responsibility to minimise the negative impact associated with our services. The negative impact could be attracting users who do not fully understand the long-term consequences of applying for a loan or other products using our services. We know that marketplaces for financial

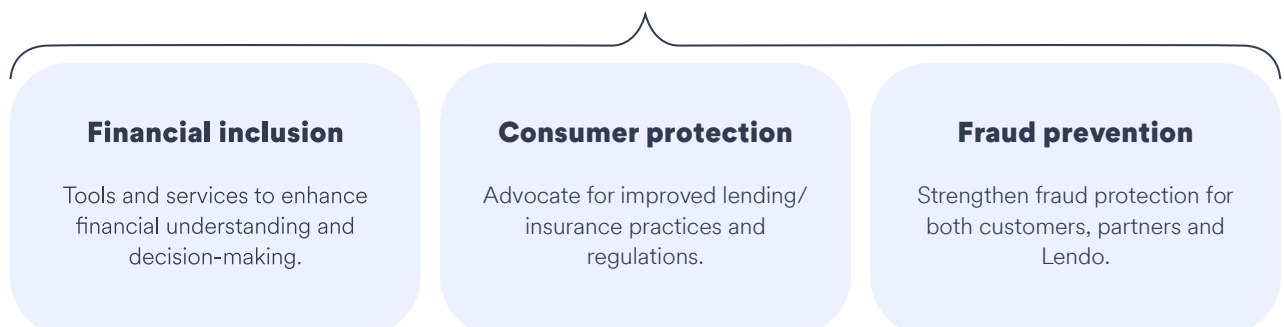
services have an impact on people’s financial situations and that users trust us to be an enabler of transparency in the market for loans. We therefore play an important role in the lending and comparison value chain.

Users will always have the possibility to scan the market for offers via the Lendo Group marketplaces if they qualify for this. And if the user does not qualify, no sharp offers will appear. All of the above is at the core of what we believe responsible finance is about.

2.4.1 New strategy 2025

In 2024/early 2025, Lendo Group updated and streamlined our sustainability strategy and went from 16 aspects to three strategic areas to better meet the needs of stakeholders, and introduced a new governance structure. The strategy update was based on the materiality analysis done in 2019, with three strategic pillars subsequently developed through a series of management workshops.

Responsible Finance



2.4.2 Responsible Finance is our top priority

In today's rapidly evolving financial landscape, the need for responsible finance has never been greater. Consumers face increasingly complex financial products, rising risks of fraud, and varying levels of financial literacy. At the same time, the industry must navigate shifting regulations and growing demands for transparency and accountability. These challenges highlight the critical importance of building a financial ecosystem that is fair, ethical, and sustainable - a mission that lies at the heart of Lendo Group's approach to responsible finance. By focusing on responsible finance, we can also contribute to decreasing the overindebtedness existing in our societies. We want to take ownership of the term responsible finance and make sure it grows as a must-have in our category. To deliver on this, we have identified three aspects that will support this.

2.4.3 Financial inclusion, consumer protection, fraud prevention

Our commitment to responsible finance is built on three focus areas and these pillars define our role as a responsible market leader: Financial Inclusion, Consumer Protection, and Fraud Prevention. Together, these pillars

address key challenges in the industry while empowering individuals and ensuring trust remains the cornerstone of our services. By addressing these interconnected challenges, we aim to empower consumers, protect their interests, and maintain a trustworthy financial ecosystem that benefits all stakeholders.

2.4.4 Ambitions and targets related to the three strategic pillars in 2025

Our service impacts our surroundings significantly, and being aware of the positive and negative environmental and societal impacts is always considered in our business decisions. To ensure an effective strategy that is suited to its purpose and aligned with the materiality analysis, we have defined a scope and short-term yearly targets for each strategic sustainability pillar.

3. Owners in 2025

Lendo Group was in 2025 a fully owned subsidiary of Vend, a family of digital brands with a strong Scandinavian position. Vend's strong focus on sustainability allowed Lendo Group to continue to build on the already established sustainability platform.. Under Vend's ownership, Lendo Group has integrated group-wide policies and ethical standards that reflect our values. These policies outline principles and standards for conducting business and act as our most important sustainability policy. Because the

business we operate in is complex and Vend's guidelines do not cover all of Lendo Group's sustainability efforts, we have chosen to publish our own sustainability report.

On March 10 2026, Lendo Group was acquired by Clar Global AB. Clar shares Lendo Group's focus on empowering customers to make smarter decisions. Under new ownership, our focus on sustainability will remain strong.



4. Sustainability governance model

The Lendo Group executive management team oversees and governs Lendo Group's sustainability performance, as do the Boards of Lendo Group and Vend respectively. Each of Lendo Group's business unit leaders are responsible for planning and implementing yearly sustainability targets related to the strategy. The management team in Lendo Group consists of the leader of Lendo Sweden, Lendo Norway, Mybanker and Compricer, together with the Chief Financial Officer and the CEO of Lendo Group. This composition enables the sustainability work to be integrated with the local market organisations.

4.1 Code of Conduct and policies

Everyone within Lendo Group has a responsibility to uphold our reputation and principles. Through the way we interact with each other, meet our customers, and relate to our business partners, we build and strengthen our reputation as a group.

The Code of Conduct outlines our principles and standards for conducting business and serves as our key sustainability policy. It includes principles on human rights, labour rights, business ethics, equal opportuni-

ties, anti-discrimination, child and forced labour, anti-corruption, and protection of the environment. The Code of Conduct was available at the internal website where a link to our whistleblowing channel also was available, enabling anonymous reporting of misconduct and breaches or potential violations. For further details about the policies included, please see Vend's Sustainability statement in their annual report for 2025.

5. Sustainability risk management

Constantly mitigating risks in our daily operations is key to a successful business. To ensure long-term resilience and value creation, Lendo Group integrates sustainability risks into our broader risk management framework.

5.1 Risk identification, assessment, and mitigation

We apply a structured approach to identify and manage risks that could impact our stakeholders or our ability to deliver on our mission of empowering people to make smart financial decisions.

Linkage to strategy

Our sustainability risks are not managed in isolation; they are directly derived from our 2019 Materiality Analysis and are mapped to our three strategic pillars:

- *Financial Inclusion*: Risks related to market transparency and financial literacy.
- *Consumer protection*: Risks regarding over-indebtedness and ethical lending practices.
- *Fraud Prevention*: Risks concerning identity theft and the integrity of the financial ecosystem.

Assessment methodology

Lendo Group assesses sustainability risks based on their likelihood and the potential severity of impact on both the Group and our stakeholders (users, lending partners, and society). This dual perspective ensures

that we prioritize risks that could have significant social or financial consequences, such as data breaches or systemic over-indebtedness.

Governance and accountability

Responsibility for risk mitigation is embedded throughout the organization:

- *The Executive Management Team*: Holds ultimate accountability for the risk management framework and ensures alignment with the Group's long-term strategy.
- *Business Unit Leaders (Country Managers)*: Responsible for the practical implementation of mitigation strategies and achieving sustainability targets within their respective markets.
- *Annual oversight*: Risks are formally reviewed on an annual basis by the responsible management teams and by the Head of IT security to ensure that our mitigation efforts remain effective in a shifting regulatory and economic landscape.

5.2 Key sustainability risks

Based on our assessment, Lendo Group has identified the following primary sustainability risks:

5.2.1 Cyber threats & Data Privacy

Risk: External cyber-attacks or internal security gaps leading to the loss of personal data or unreliable services.

Impact: Potential privacy violations for users, reputational loss, and legal litigation.

Mitigation: Continuous investment in IT security, strict adherence to GDPR, and regular audits of our digital infrastructure.

5.2.2 Fraud & Financial Crime

Risk: Misuse of the Lendo Group brands or our services by third parties for identity theft or financial scams.

Impact: Financial harm to individuals and operational/reputational damage to companies within Lendo Group.

Mitigation: Deployment of verifications procedures (e.g., BankID), AI-driven quality assurance, and active collaboration with industry partners and law enforcement through the “Lendo Partner Forum”.

5.2.3 Macro-Economic Impact on over-indebtedness

Risk: Shifting economic conditions increasing the risk of over-indebtedness among vulnerable groups.

Impact: Negative societal impact and increased pressure on consumer protection frameworks.

Mitigation: Advocacy for responsible lending, development of PFM tools (like Kreddy and SmartØkonomi) to increase transparency, and proactive dialogue with regulators.

5.2.4 Risk of contributing to over-indebtedness

Risk: As a leading marketplace for financial products, Lendo Group recognizes the inherent risk that our services could potentially attract or enable users who do not fully grasp the long-term consequences of credit, or individuals who are already in a vulnerable financial position.

Mitigation: We actively mitigate this risk through our platform’s core functionality and educational resources:

- *Automated Safeguards:* Our system ensures that users who do not meet lender requirements never receive “sharp offers,” preventing further debt accumulation for those already ineligible.
- *Active oversight (PFM):* Through services like SmartØkonomi and Kreddy, we provide users with real-time knowledge and transparency, enabling them to audit their existing debt with confidence.
- *Financial literacy:* We invest heavily in financial education via PR outreach and interactive tools. By closing knowledge gaps, we reduce the risk of poor financial choices and help lower the stigma around debt.

5.2.5 Regulatory and compliance risk

Lendo Group operates in a highly regulated and rapidly shifting landscape. Non-compliance with evolving financial regulations such as DORA (Digital Operational Resilience Act), Anti-Money Laundering (AML) protocols or licensing requirements poses a significant risk to our operations and legal standing. A key example in 2025 is the transition to begin with the application for a credit market company license in Sweden, which further elevates the requirements for rigorous operational resilience and compliance.

Mitigation:

- *Operational Resilience:* To meet the requirements of DORA, we have formalized our ICT (Information and Communication Technology) risk management framework. This includes robust incident reporting, digital testing, and enhanced oversight of third-party IT providers to ensure that our services remain resilient against cyber threats and technical disruptions.
- *Governance & specialized training:* All staff undergo mandatory annual training to meet compliance requirements. Our operations are guided by the Code of Conduct, which sets high standards for business ethics and anti-corruption.
- *Proactive advocacy:* We mitigate regulatory uncertainty by engaging in direct dialogue with authorities and policy-makers. In 2025, this included active participation in the Swedish licensing framework debate and proposed ban on access to the debt register for intermediaries in Norway.
- *Internal Controls:* We maintain rigorous

internal audit processes and Know Your Customer (KYC) protocols to ensure our technology and product development always align with the latest quality, safety, and legal standards.

5.2.6 Misinformation and reputational risk

Our brand's value is built on trust. We face risks from both external misuse of our brand by fraudsters and the general risk of our business model being misrepresented or misunderstood by media, regulators, or the public.

Mitigation:

- *Transparency:* We combat misinformation by emphasizing market transparency as our core value. By showing users exactly how lenders compete, we build trust through openness.
- *Thought leadership:* We actively shape the public narrative through a high-impact media presence. In 2025, this included national TV appearances and strategic editorials to safeguard our reputation as a responsible market leader.
- *Brand protection:* We collaborate across the industry to detect and communicate emerging fraud patterns, protecting both our users and our brand integrity.

6. Evaluation of targets 2025







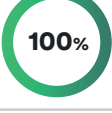




6.1 Financial Inclusion

Empowering Consumers through transparency and education

Our commitment to Financial Inclusion inspires us to continuously develop digital tools and educational resources that empower consumers to navigate their financial options with clarity. By enhancing transparency and awareness, we aim to create a lasting positive impact on household' economic stability. A primary example of this is our Personal

Finance Management (PFM) suite, which equips users with the real-time knowledge needed to manage complex financial portfolios confidently. Beyond individual tools, we prioritize broad-scale communication efforts to address gaps in financial literacy. By identifying and closing these knowledge gaps, we reduce the risk of poor financial choices, ensuring more individuals can make informed, responsible and sustainable decisions for their long-term well-being.



Targets 2025	Progress	Business Unit	2025 Impact & Comments
Optimize consumer lending rates via the comparison service	 78%	Lendo Norway	Consumer empowerment: Scaled query volumes to help users navigate a shifting rate market. Product enhancements from 2024 directly enabled more consumers to audit their debt and secure improved financial terms.
Launch new features in Lendo SmartØkonomi	 100%	Lendo Norway	Active oversight: Users can get an overview and manage their personal finance in Lendo SmartØkonomi. In 2025, new features were added, e.g. an interest rate prediction service.
Scale PR outreach for actionable financial insights	 100%	Lendo Norway	Thought leadership: Savings economist achieved high media presence to promote consumer interest. Highlighted by the Gjeldsundersøkelsen.no launch (featured on TV 2) and leading high-level political dialogues on youth debt at Arendalsuka.
Drive engagement via our personalized management services (PFM) and increase Monthly Active Users (MAU)	 94%	Lendo NO/SE	Digital engagement: Achieved a significant uptick in MAU across Kreddy and SmartØkonomi. High engagement levels are driving deeper financial transparency and more effective product matching for users.
Achieve 5 million cumulative media reach (DK)	 100%	Mybanker Denmark	Market saturation: Surpassed targets with a combined reach of 8.3 million. Established authority through premier platforms like Millionærklubben, Denmark's 8th most-listened-to podcast.
Lower barriers to homeownership (First-time buyers)	 100%	Mybanker Denmark	Market entry: Facilitated entry for a growing segment of first-time buyers through targeted educational campaigns, demystifying the mortgage process and providing comprehensive market overviews.
Launch automated mortgage monitoring & alerts	 100%	Mybanker Denmark	Proactive refinancing: Deployed real-time market oversight tools, empowering homeowners to identify refinancing windows and secure terms aligned with their best interests.
Expand insurance brokerage - help users save money on more products and get a better insurance coverage	 86%	Compricer	Closing protection gaps: Establish a data business operation to help insurance companies improve their offering as well as broaden insurance offering portfolio helping users to optimize their insurance portfolio.
Introduce interactive financial literacy tools	 100%	Compricer	Lowering barriers: Deployed functionality and tools that help households save money on financial services and take informed decisions.
Amplify social impact via educational PR content	 100%	Compricer	National authority: Secured 250 editorial mentions in Tier 1 media. Provided expert commentary that helped consumers navigate the 2025 economic landscape with actionable tips.
Democratize expertise via TikTok & National TV	 100%	Lendo Sweden	Omnichannel reach: Reached a digital milestone of 10 million TikTok views, paired with national TV appearances, reinforcing our commitment to broad-based financial empowerment across all ages.








6.2 Consumer protection

Our commitment to Consumer Protection is a strategic priority. We actively advocate for policy frameworks that strengthen safeguards, promote long-term financial health, and empower consumers to navigate the market with confidence.

Beyond advocacy, we are champions of ethical business practices, ensuring the financial industry operates with the fairness and transparency essential to a sustainable ecosystem.

By maintaining a high-impact media presence and engaging in cross-sector dialogue with regulators and peers, we drive systemic change. Strengthening our public voice across all markets allows us to reinforce our leadership in Responsible Finance, safeguarding both current and future generations of consumers.



Targets 2025	Progress	Business Unit	Comment / Impact
Policy advocacy for enhanced consumer protection (Norway)		Lendo Norway	Championing transparency: Led industry dialogue regarding the Debt Register (Gjeldsregisteret). Engaged directly with the Ministry of Children and Family Affairs to ensure intermediaries' roles in consumer protection are preserved. Contributed expert insights to SIFO's 2025 research on credit markets.
Policy advocacy for enhanced transparency on the market for credit intermediation		Lendo Sweden	Championing consumer's right to compare loans from services that are not lenders: Led and contributed to industry dialogue regarding the regulatory proposal to force intermediaries to obtain credit institution licence. Engaged directly with politicians and the Ministry of Finance to ensure intermediaries' perspective on the proposal was considered.
Multilateral dialogue to reduce over-indebtedness		Lendo Sweden	Collaborative leadership: Orchestrated a high-level roundtable at Almedalen including banks (Swedbank, Svea), authorities like Kronofogden, consumer advocates, and municipal advisors to address systemic debt issues.
Strategic opinion editorials on consumer protection		Lendo Sweden	Thought leadership: Published a key editorial in Dagens Industri challenging regulatory proposals that would limit consumer choice. Amplified this message through 4 additional press releases, securing broad national media coverage on consumer rights.
Quantifiable consumer savings via Mybanker		Mybanker Denmark	Direct economic value: Empowered Danish consumers to optimize their finances, resulting in an average annual saving of 7,500 DKK per customer. This demonstrates the tangible impact of transparent comparison services.
Annual ethical marketing & compliance training		Mybanker Denmark	Governance & excellence: Completed group-wide legal training for all marketing staff, ensuring that communication remains fair, transparent, and fully compliant with evolving EU and local regulations.
Challenging market incumbents via Customer Satisfaction Scores		Compricer Sweden	Driving market transparency: Successfully increased Customer Satisfaction Scores to 7.12 (6.99 during 2024), signaling a shift in consumer trust toward transparent comparison platforms and away from traditional, less flexible incumbents.

6.3 Fraud Prevention








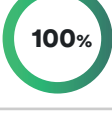
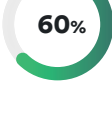
Safeguarding the Financial Ecosystem through Innovation and Collaboration

The rising prevalence of sophisticated fraud is a critical challenge, impacting consumers, brands, and the broader financial landscape. At our core, we believe that preventing fraud is essential to maintaining a sustainable and trustworthy financial ecosystem.

Positioned at the intersection of consumers and financial institutions, we play a unique

role in raising awareness, sharing intelligence, and fostering industry-wide cooperation. Fraud prevention requires a unified effort across the entire value chain. By promoting a culture of shared responsibility and investing in continuous technical innovation, we enhance our detection mechanisms and build a more resilient environment. Together with our stakeholders, we are committed to staying ahead of evolving fraudulent strategies to protect the integrity of every transaction.



Targets 2025	Progress	Business Unit	2025 Impact & Comments
Implement enhanced ID verification methods	 90%	Lendo Norway	Authentication excellence: Successfully rolled out BankID and Vipps authentication across all product lines. This login-method significantly reduces identity theft and is mandatory to see offers. Pre-fill functionality for all products was completed in the beginning of 2026.
Deploy AI-driven call transcription & Quality Assurance	 20%	Lendo Norway	Operational resilience: While the AI-tool deployment was rescheduled to 2026, the Customer Relations team manually increased quality checks by 5x compared to 2024, maintaining high oversight during the transition.
Facilitate cross-industry fraud prevention dialogue	 100%	Lendo Group	Collective defense: Orchestrated a high-impact industry event featuring among many the Police Authority, BankID, Nordea, and Enento Group. Regular monthly partner sessions ensured continuous knowledge sharing on emerging fraud patterns.
Proactively mitigate fraud risks through enhanced consumer security awareness.	 100%	Lendo Sweden	Enhanced consumer safeguards: By promoting BankID security awareness, Lendo focused on strengthening the consumers' awareness of fraudsters.
Implement improvements specialized for Quality Assessment (QA) tools	 100%	Lendo Sweden	Risk mitigation: Successfully developed the monitoring process to quality-assure a higher volume of customer interactions across all product areas, ensuring better customer service, compliance and fraud detection.
National ID & KYC verification	 100%	Mybanker Denmark	Verification standards: Fully integrated National ID authentication as a mandatory KYC step for phone-based applications, drastically reducing the risk of social engineering and unauthorized access.
Consumer awareness via 'Mit Digitale Selvforsvar'	 100%	Mybanker Denmark	Proactive education: Partnered with the National Consumer Protection Agency to promote their fraud-warning app. By amplifying these alerts, we directly helped consumers identify and avoid real-time digital threats.
Network-level security via IP-API integration	 100%	Mybanker Denmark	Technical safeguards: Implemented real-time IP verification via Bank APIs. This technical layer allows us to cross-check user data against known bank parameters to intercept fraudulent attempts at the point of entry.
AI-driven QA implementation (Customer Service)	 60%	Compricer	Product evaluation: Completed the comprehensive assessment and selection phase for AI transcription tools. Implementation is prioritized for the next phase to enhance service quality and fraud detection.




6.4 Corporate citizenship & employee engagement

Driving social impact through volunteering, charity, and wellbeing

At Lendo Group, our commitment to society is fueled by the passion of our employees. We believe in leveraging our collective skills and resources to support charitable causes that align with our values and enhance the well-being of the communities where we operate.

While the following initiatives sit outside our core sustainability framework, they remain high-priority areas for development. By fostering a culture of giving back, whether through corporate volunteering, charitable donations, or internal health initiatives, we ensure that Lendo Group remains a purpose-driven workplace that contributes to a better society.

Additional Targets & Achievements 2025

Action	Progress	Business Unit	2025 Impact & Comments
Skills-based volunteering & environmental stewardship		Mybanker	Community & climate: Dedicated one full workday per employee to corporate volunteering. Simultaneously optimized office routines to reduce our carbon footprint, aligning social action with environmental responsibility.
Sponsorship of Swedish Child Cancer Foundation		Lendo Sweden	Charitable impact: Proudly maintained our long-standing sponsorship of the Swedish Child Cancer Foundation (<i>Barncancerfonden</i>). For every review we receive about our service on Trustpilot (all categories), we sponsor BCF with an amount.
Establishment of the 'Well@work' Community		Lendo Group	Employee wellbeing: Launched a Group-wide initiative to promote sustainable work habits. Successfully executed three major campaigns focused on stress management, digital detoxing, and holistic mental health at work.

7. Strategy 2026 - Strengthening responsible finance

To further integrate sustainability into Lendo Group's core business and strengthen our position as a leader in responsible finance, we will keep working in accordance with our existing framework and governance structure. In 2026, we will continue to focus on three strategic areas: Financial Inclusion, Consumer Protection, and Fraud Prevention. These are supported by ongoing work and plans throughout our business and operations and within the people & culture unit.

1. Financial Inclusion

- Develop and promote personal finance tools and features that improve financial literacy and decision-making (e.g. PFM services).
- Increase external communication and PR efforts to empower consumers on how to make smart financial decisions regarding their personal finances and this way also reduce the stigma around debt.

2. Consumer Protection

- Continue public policy advocacy to improve lending practices and facilitate dialogue with industry, authorities and decision makers on how to prevent over-indebtedness.
- Strengthen Lendo Group's voice in public discussions across all markets.

- Develop insurance products together with our partners to provide more safety for customers in need.
- Conduct workshops on established quality standards to ensure we keep a high level of fair, ethical and customer centric decision making within our product and tech development.

3. Fraud Prevention

- Implement AI-tools to increase quality assessment in customer relations departments in additional markets.
- Launch the second Lendo Partner Forum on fraud prevention and add additional workshops with key partners.
- Identify fraud prevention initiatives aimed at increasing organisational capability and supporting collaborations with bank partners to better detect and prevent fraud.

8. About the report

This is Lendo Group's fifth sustainability report, covering the period from 1 January to 31 December 2025. Our ambition for this report is to be transparent and share our approach, performance, progress, and targets in the area of sustainability from 2025 onwards.

It is important to note that this report has not been quality assured by an external body. However, like the 2024 report, it has been prepared using the international measurement framework of the GRI Standards as a source of inspiration on how to display a materiality analysis, stakeholder analysis and targets to measure progress for 2025.

This report does not adhere to ESG (Environmental, Social, and Governance) standards, but it aligns with our commitment to transparency, responsible finance and continuous improvement in our sustainability efforts. For comprehensive ESG-related data and analysis, please consult Vend's annual report.

8.1 Scope and boundaries

Data is gathered through central management systems or functions if no other information is stated. The base year for data is 2025.

Environmental data

This report states no measurements on environmental data related to greenhouse gases. To gain insights in this area, refer to the Sustainability Statement and the Vend annual report. During the period of what this report covers, Lendo Group was a fully owned subsidiary of Vend.

8.2 Point of contact

If you have any questions about the sustainability report, you are welcome to contact **Johanna Björnbäck** Sustainability Manager, at sustainability-lendo@lendo.group