

UNIFIN announces its partnership with Google Mexico to create Uniclick, the business accelerator that will boost Mexican SMEs

Mountain View, CA and Mexico City, March 10th, 2020.- UNIFIN Financiera, S.A.B. de C.V. (BMV: UNIFINA) launches Uniclick by UNIFIN, a 100% digital platform for online lending that seeks to become the leader for new product showcasing and client acquisition in the SME segment.

To develop Uniclick, UNIFIN formalized a strategic partnership with Google that will allow them to increase their wide network of affiliated businesses and strengthen the financial ecosystem of SMEs using technology. Google's technological tools will drive the digital capabilities of UNIFIN towards establishing solid and long-lasting relationships with their clients and increasing their portfolio of offered solutions.

With this partnership, Uniclick by UNIFIN will develop its capabilities in Digital Marketing and Artificial Intelligence alongside Google team to gain more clients and reduce their acquisition costs.

"With this partnership, UNIFIN confirms its commitment with Mexican SMEs by supporting their digitalization. With the correct use of digital tools, SMEs can increase their profitability up to 33%, additionally, they can generate information and records that enable them to access formal financial instruments" commented Sergio Camacho, CEO of UNIFIN.

"Small and medium sized businesses are the driving force of the Mexican economy, and when they prosper, the overall economy benefits. According to a study from The Nielsen Company, SMEs that use the internet as their main source of business can increase their sales around 35%", said Rafael Andrade, solutions manager for SMBs at Google Mexico. From Google's perspective, the business opportunity is in mobile internet. "66% of Mexican internet users prefer to buy products or services from a business that has its own web page; however, 54% of small businesses in Mexico don't have a company website", added Andrade.

Through this partnership, both companies will develop digital education programs and work on a pilot business accelerator with current UNIFIN clients. By working together, Uniclick by UNIFIN and Google see an opportunity to boost Mexican SMEs in their digital transformation.



About UNIFIN

UNIFIN is a non-banking financial services company that independently leads the operational leasing sector in Mexico. UNIFIN's principle business lines are operating leases, factoring and loans. Through their main business line, operational leasing, UNIFIN leases all types of machinery and equipment, transportation vehicles (including automobiles, trucks, helicopters, planes, and boats) and other assets for various industries. UNIFIN, through its factoring business, provides its clients with financial solutions and liquidity, acquiring or discounting accounts receivable from their clients or, in their case, the clients' suppliers. The lending line at UNIFIN is primarily dedicated to providing loans to acquire new or used vehicles and the acquisition of other capital assets, as well as financing short-term working capital and liquidity needs.

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About Google

Google is a leading global technology company that is dedicated to improving how people connect with information. Google's innovation in web search and advertising have made their site one of the top internet products, and their brand, among the most recognized in the world. Google is a commercial brand of Google LLC. The rest of the product names and companies are commercial brands of companies with which they are associated.

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