MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS
Year Ended December 31, 2024
March 12, 2025

The following management's discussion and analysis ("**MD&A**") provides information concerning the consolidated financial condition and results of operations of Propel Holdings Inc. ("**Propel**", the "**Company**", "**we**", "**our**" or "**us**"). This MD&A should be read in conjunction with our audited annual consolidated financial statements together with the notes thereto dated as at December 31, 2024. This MD&A is dated as of **March 12, 2025** and is current to this date unless otherwise stated. The financial information presented in this MD&A is derived from the Company's audited annual consolidated financial statements and the related notes thereto described above, all of which have been prepared in accordance with International Financial Reporting Standards ("**IFRS**") as issued by the International Accounting Standards Board ("**IASB**"). All amounts are in United States dollars except where otherwise indicated.

Forward-Looking Information

Certain statements made in this MD&A may constitute forward-looking information under applicable securities laws. These statements may relate to our expected future growth, our ability to grow Fora into a large and profitable leading digital fintech business, the ongoing expansion of the Lending-as-a-Service program and our Canadian business and the resulting impact on our financial performance in 2025, our expansion into new geographies, the integration, management and operation of QuidMarket, the success of our marketing strategies, our ability to achieve scale in variable pricing and graduation programs and the resulting growth in loans and advances receivable and Ending Combined Loan and Advance Balances[1], the short term and long term impact of the Company's portfolio growth, our future underwriting practices, the increase in our salaries, wages, benefits and administrative expenses as a result of supporting continued business development and growth, the expected growth in future revenues over upcoming periods, the expected changes in Annualized Revenue Yield[1] and future Net Charge-Off[1] rates as a result of the expansion of our facilitation of lower cost products and enhanced underwriting, our expectation for future loan loss provisions and other liabilities going forward, the anticipated reduction in the cost of credit of products offered through our platform and lower default rates resulting from the growth in new products, the impact of inflation and the overall macroeconomic environment on Net Charge-Offs[1] and profitability, expected future interest rates, the resiliency of our target consumers and expected future consumer demand for credit, the expansion and enhancement of margins, allowance for credit losses, future changes in accounting policy and purchases under the Company's Normal Course Issuer Bid ("**NCIB**"). Such statements are based on management's reasonable assumptions and beliefs in light of the information currently available to us and are made as of the date of this MD&A. However, we do not undertake to update any such forward-looking information whether as a result of new information, future events or otherwise, except as required under applicable securities laws in Canada. Actual results and the timing of events may differ materially from those anticipated in the forward-looking information as a result of various factors, including those described in "Risks and Uncertainties". Additional risks and uncertainties are discussed in the Company's materials filed with the Canadian securities regulatory authorities from time to time, including the Company's annual information form dated March 12, 2025 (the "**AIF**"). These factors are not intended to represent a complete list of the factors that could affect us; however, these factors should be considered carefully. A copy of the AIF and the Company's other publicly filed documents can be accessed under the Company's profile on SEDAR+ at www.sedarplus.ca.

1. See "Non-IFRS Financial Measures and Industry Metrics".

Non-IFRS Financial Measures and Industry Metrics

This MD&A makes reference to certain non-IFRS financial measures and industry metrics. These measures are not recognized measures under IFRS and do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement those IFRS measures by providing further understanding of our results of operations from management's perspective. Accordingly, these measures should not be considered in isolation nor as a substitute for analysis of our financial information reported under IFRS. The non-IFRS financial measures include "Adjusted EBITDA", "Adjusted EBITDA Margin", "Adjusted Net Income", "Adjusted Net Income Margin", "Adjusted Earnings Per Share", "Adjusted Return on Equity", "Average Combined Loan and Advance Balances", "EBITDA", "EBITDA Margin", "Ending Combined Loan and Advance Balances", "Net Charge-Offs", and "Net Charge-Offs as a Percentage of Average Combined Loan and Advance Balances". This MD&A also makes reference to industry metrics that are considered supplementary measures under applicable securities laws. These industry metrics include "Annualized Revenue Yield", "Cost Per Funded Origination", "Cost Per New Customer Funded Origination", "Total Originations Funded" and "New Customer % of Total Originations Funded." See "Key Components of Results of Operations" in this MD&A for definitions of such non-IFRS financial measures and industry metrics.

For a reconciliation of the non-IFRS financial measures referenced herein, please see "Reconciliation of Non-IFRS Financial Measures" in this MD&A.

These non-IFRS financial measures and industry metrics are used to provide investors with supplemental measures of our operating performance and thus highlight trends in our core business that may not otherwise be apparent when relying solely on IFRS measures. We believe that securities analysts, investors and other interested parties frequently use non-IFRS financial measures and industry metrics in the evaluation of issuers. The Company's management also uses non-IFRS financial measures and industry metrics in order to facilitate operating performance comparisons from period to period, to prepare annual operating budgets and forecasts, and to determine components of management and executive compensation. The key performance indicators used by the Company may be calculated in a manner different than similar key performance indicators used by other similar companies.

Business Overview

Propel is the fintech company building a new world of financial opportunity for consumers, partners, and investors. We do this by facilitating access to credit for millions of American, Canadian and UK consumers underserved by traditional financial institutions. Through our artificial intelligence ("**AI**")-powered technology platform, Propel evaluates consumers in a more comprehensive way than traditional credit scores can. The result is the ability to offer better products to an expanded credit market for consumers, while creating sustainable, profitable growth for Propel. We operate under *Fora Credit*™ in Canada, *CreditFresh*™ and *MoneyKey*™ in the US, and our white-labelled Lending-as-a-Service ("**LaaS**") product line. With the recent acquisition of QuidMarket in the UK, Propel will look to leverage its full technology platform to serve the large underserved UK market.

To build a new world of financial opportunity, we are constantly driving towards our core mission built on 3 pillars: inclusion, evolution and experience – based on the principles that every individual deserves access to credit, that consumers should be able to evolve to better products over time, and that they deserve a best-in-class experience.

Propel enables access to credit through two types of credit products, currently available on our platform:

- Installment Loans — fixed term, fully amortizing loans with a fixed repayment schedule; and
- Lines of Credit — open-ended lines of credit that provide consumers the flexibility to draw cash advances and repay any amount up to their available credit with a minimum payment due each period.

Transparency is at the foundation of how we operate. The terms and conditions of the credit products vary depending on the jurisdiction in which they are offered and the program through which they are offered. Credit products facilitated through the Propel platform are intended to be simple, transparent and easy to understand. The cost of the product and other important terms and product details are presented to the consumer upfront and in plain language. There are no surprise fees, origination fees, late fees or prepayment penalties for any of the products offered through our platform.

Credit Facilities

In the United States ('US'), we operate under the MoneyKey and CreditFresh brands. Generally, the MoneyKey brand serves consumers with a higher credit risk profile than the CreditFresh brand. The MoneyKey direct lending program and CreditFresh Bank Programs are supported by two distinct revolving credit facilities. The CreditFresh credit facility was upsized by $80 million to $330 million in Q3 2024 and as a result the combined US credit facilities collectively provided for up to $350 million of borrowing capacity at any time as of December 31, 2024. In addition, in Canada, the Fora Credit ("**Fora**") direct lending program is supported by a revolving credit facility that provides for up to approximately C$26 million of borrowing capacity at any time as of December 31, 2024. Lastly, the QuidMarket direct lending program recently acquired in the United Kingdom ('UK') (see "**Acquisition of QuidMarket**" below), is not currently supported by a standalone credit facility and is primarily funded through internally generated operating cash flow. While we believe QuidMarket is able to support its operations through retained earnings, Propel may obtain a standalone credit facility for the business in the future. For further detail around working capital, liquidity, and debt financing, see "Liquidity and Capital Resources — Credit Facilities" in this MD&A.

Fora Credit

On November 21, 2022, Propel entered the Canadian market with its Fora Credit brand. In line with Propel's mission of credit inclusion, Fora was created to provide Canadians with access to a fair, transparent and flexible credit solution. Leveraging Propel's existing AI-powered technology, Fora enables consumers to apply online for personal lines of credit through a seamless digital experience backed by extraordinary customer service. Fora is available in Alberta, British Columbia, New Brunswick, Nova Scotia, Ontario and Saskatchewan. On March 28, 2023, the Canadian federal government announced its 2023 budget which included the intention to introduce legislation to lower the maximum allowable rate of interest to 35% APR. The implementation for the lower maximum allowable rate of interest was January 1, 2025. Despite the lower maximum allowable rate of interest, management remains confident in the Company's ability to grow Fora into a large and profitable leading digital fintech business in Canada (see "**Update on the Government of Canada's Federal Budget Announcement**" below for further discussion). On April 9, 2024, Propel officially launched the Fora Payment Protection Plan, which is a digital credit insurance product offered in partnership with Walnut Insurance and underwritten by Trans Global Insurance and Trans Global Life Insurance Company. This represents the first insurance product offered under one of Propel's operating brands and provides Fora customers with access to a compelling value proposition to safeguard against certain unexpected financial hardships. This product is offered in all provinces where Fora is available and represents incremental ancillary fee revenue for Propel and some credit loss mitigation in Canada. On September 20, 2024, Propel and KOHO announced a new partnership in Canada whereby Propel will act as KOHO's exclusive embedded lending partner through its Fora Credit brand. The partnership will allow qualified KOHO users to access a line of credit through Propel's AI-powered lending platform within the KOHO app. This represents a new partnership model for Propel and we will provide the technology, servicing, underwriting and funding of the line of credit product.

Lending-as-a-Service

On June 20, 2023, Propel announced that it had officially launched its LaaS service offering, through a five-year agreement to operate as the primary LaaS partner for Pathward®, N.A. ("**Pathward**"), a national bank chartered by the Office of the Comptroller of the Currency ("**OCC**"). Powered by Propel's AI-powered technology platform, Pathward provides a sub-36% APR line of credit through its partner network and also through Propel's marketing acquisition engine. In 2024, Propel launched two additional LaaS partnerships through its CreditFresh brand with its existing Bank Partners. These additional LaaS partnerships were established in Q1 and in Q4 2024 respectively. Through its LaaS service offering, Propel provides white labelled technology and service solutions, with Propel earning fee income for customer acquisition services, provision of loan management software, licensing of proprietary AI-powered risk and response scores and credit servicing capabilities. The credit products are distinct and are offered by Pathward and the CreditFresh Bank Partners, respectively, and are distinct from the products offered under the MoneyKey, CreditFresh, Fora and QuidMarket programs through the Propel platform in that the lines of credit originated by Pathward and the CreditFresh Bank Partners are acquired and held by unaffiliated third party financial institutions through forward flow arrangements. Furthermore, with the Pathward partnership, a portion of customers are sourced through Pathward's existing partner distribution channels. Through the LaaS service offering, Propel will be able to provide access to credit to even more underserved consumers across the US. These LaaS partnerships accelerate Propel's strategic plan to diversify current product and service offerings and expand geographic reach, leveraging the same proven core competencies and technology assets.

Acquisition of QuidMarket

On September 26, 2024, Propel announced that it was expanding into the UK market and had entered into a definitive share purchase agreement to acquire 100% of Stagemount Limited (dba "QuidMarket") for $71 million in cash (the "**Acquisition**"). Based in Nottingham, UK, QuidMarket is a leading digital fintech lender specializing in credit for underserved consumers and has operated in the UK since 2011. The UK market has an estimated 20 million underserved consumers and provides a foothold in the large underserved European market for Propel. Existing QuidMarket management, with deep experience in the UK market, remained with the company to operate on a go-forward basis. QuidMarket has over 50 employees and provides short-term installment loans that range from 3-6 months and also offers loans up to 12-months to qualifying return customers. The Acquisition was financed from the net proceeds of an $82 million (C$115 million) bought deal offering of subscription receipts (see "**2024 Bought Deal Offering**" in this MD&A), which closed on October 3, 2024. Following the receipt of applicable regulatory approvals, including the approval of the Financial Conduct Authority ("**FCA**"), the Acquisition closed on November 15, 2024.

Summary of Factors Affecting Our Performance

We believe that our performance and future success depends on a number of factors that present significant opportunities for us. These factors are also subject to a number of inherent risks and challenges, some of which are discussed below and in the "Risk Factors" section of the AIF.

Our ability to continue to grow the business and generate improvements in the financial performance depends on our ability to execute on our three-pronged strategy of: (i) continuing to generate strong and stable revenue growth by facilitating additional credit to new, existing, and returning customers; (ii) maintaining and improving strong credit performance through continuously enhancing our AI-powered, Bank Partner approved, underwriting capabilities; and (iii) driving operating cost efficiencies across our platform by increasing automation and online customer self-service capabilities, and managing our key operating costs such as customer acquisition, personnel, and our cost of debt.

Origination and Revenue Growth

A key pillar of our Company mission is "credit inclusion" – we aim to enable access to credit for consumers underserved by traditional financial institutions. As a credit and services provider, our ability to generate strong, stable revenue growth and profitability depends on several factors including: i) our ability to grow our Ending Combined Loan and Advance Balances[1] while maintaining target loan losses across the three countries that we currently operate in; and ii) our ability to grow our LaaS program.

The loan portfolio, which is comprised of loan and advance balances, grows through a combination of attracting new customers (for us and our Bank Partners) and by retaining and continuing to provide credit to existing customers. A growing, diversified suite of credit products is available through our platform and across our four operating brands. The diversified suite of products facilitated through our platform, coupled with our robust servicing capabilities allows us to maintain high customer retention rates for us and our Bank Partners. The potential for us and our Bank Partners to develop new credit products or services and/or enter into new jurisdictions, coupled with the consistent transition in our industry from brick and mortar to online services, is expected to allow us to further grow the loan portfolio.

Our ability to access debt capital on attractive terms is critical to our ability to make or facilitate loans, grow our receivables and grow our business. We have long-term relationships with many of our debt capital partners and have attractive economic terms that underpin our ability to grow loan and advance balances profitably. Furthermore, we continue developing relationships with prospective new debt partners who may ultimately provide additional debt capital to the business in the future, as required.

As discussed above under "Business Overview", one of the distinctions of the LaaS program is that any credit products originated through the LaaS program are acquired and held by unaffiliated third party financial institutions through forward flow arrangements. Therefore, our access to and our ability to establish relationships with these unaffiliated third party financial institutions on attractive terms is critical to our ability to facilitate additional loans through the LaaS program. We currently operate with several unaffiliated third party financial institutions through forward flow arrangements and we continue developing relationships with prospective parties who may ultimately provide additional capital for the LaaS program.

In November 2024, we closed on the Acquisition of QuidMarket in the UK (see "**Business Overview**" above). Continuing to expand QuidMarket's loans and advances balances and revenue is dependent on several factors including: i) our ability to integrate the business successfully and not materially disrupt the existing operations; ii) our ability to apply our expertise and technology capabilities to QuidMarket; and iii) the ability for QuidMarket to access capital on attractive terms.

Certain credit products facilitated through our platform are offered by our state-chartered, Federal Deposit Insurance Corporation ("**FDIC**") insured Bank Partners and state-chartered, FDIC insured and federally regulated LaaS partners. We plan on deepening our relationships with our existing Bank and LaaS Partners and developing new relationships with other banks as we diversify the suite of products and services available through the Propel platform and enter new markets.

Together with our Bank Partners, we currently (as of the date of this MD&A) offer and facilitate the offer of credit products in 44 states across the US, including those states serviced through our LaaS program, 6 provinces in Canada and across all countries within the UK. We plan on entering new geographies in both the US and Canada

either through our direct lending model, in combination with our existing Bank Partners, through our existing LaaS partnerships, or through potential new partnerships.

In order to be served effectively, the consumers that we and our Bank Partners work with require a deeper level of credit adjudication which looks beyond traditional credit scores and sources. Thus, growing originations is dependent on our partnerships and our technology integrations with a plethora of data providers to obtain numerous inputs, including alternative credit bureau data and income and employment data.

Continuing to develop new, and enhancing existing relationships with marketing partners, enables us to fulfill on our multichannel, diversified marketing strategy which helps drive growth and increases access to consumer markets, geographically and across the credit spectrum.

Maintaining and Improving Credit Performance

Coupled with maintaining a growing loan portfolio, our business is dependent on ensuring that loan losses remain low and within a target range to ensure profitability. We have developed and operate a proprietary AI, machine learning underwriting technology, which is approved by our Bank Partners, focused on improving and optimizing our real-time loan decision-making to ensure that we are effective in evaluating a consumer's creditworthiness when factoring in thousands of applicant specific attributes as well as current macroeconomic and credit market conditions. Maintaining and improving target loan loss rates is critical to the business' profitability and to the continued growth of our loan and advance balances.

Cost Efficiencies

Our main variable costs are those related to loan and advance originations, which consist primarily of marketing costs, acquisition costs, and data costs related to underwriting. Our ability to achieve target cost efficiencies on each funded origination dollar is based on managing marketing costs through innovative partnerships and marketing strategies, managing our data costs by effectively leveraging products and data from our data providers, as well as increasing customer retention and scaling our business. In addition to acquiring new customers, we also focus on retaining existing customers on the Propel platform, generally at a significantly lower cost than acquiring new customers.

Apart from customer acquisition costs, operating costs are an important factor in our profitability. As we grow our business, we expect to generate further meaningful operating cost efficiencies relating to salaries and overhead costs, as well as processing costs connected with the funding and servicing of loans originated and serviced through our proprietary technology platform.

Seasonality

Typically for our US and Canadian businesses, a higher proportion of loan and advance balance growth is generated during the second half of the year (with the three-months ending December 31 ("**Q4**") having strongest demand), which includes back-to-school and holiday seasons where the need for disposable income generally increases. Conversely, we tend to see higher rates of repayment of credit products coupled with lower rates of default in the first three months of the year ending March 31 ("**Q1**"), particularly in late February and into March when consumers receive their tax refunds. This, when coupled with the lower post-holiday demand, typically results in more disposable income. As a result, in a normalized economic environment, our Ending Combined Loan and Advance Balances[1] experience their highest rate of growth and hit their high point near the end of the year while experiencing their lowest rate of growth over the course of Q1. Revenues, which are generated from these outstanding balances, therefore tend to be highest in Q4 and margins tend to be highest in Q1.

Note:

1. See "Non-IFRS Financial Measures and Industry Metrics".
2. See "Supplementary Financial Measures".

Macroeconomic Environment and Outlook

Our ability to operate the business and our financial performance are influenced by several macroeconomic factors including but not limited to interest rates, inflation and unemployment. While inflation in the US and UK remains above the respective target rates of the Federal Reserve and the Bank of England, Canada CPI has declined to within the Bank of Canada's inflation target. As a result, we expect interest rates to remain more elevated in the US and the UK as compared to Canada during 2025. The Bank of Canada has already reduced its policy rate by 225 bps since June 2024 to 2.75%, while the Federal Reserve and the Bank of England have reduced their policy rates since Q3 2024 by only 100 bps to 4.25%-4.5% and by 75 bps to 4.5%, respectively. Our operations may be adversely impacted by higher interest rates and inflation, primarily through higher operating costs including more expensive employee compensation and financing costs. Furthermore, elevated interest rates may have a negative impact on the overall economy including an increase in the unemployment rate as well as an increase in cost of living. An increase in the unemployment rate, as well as increased cost of credit for other obligations, may reduce consumers' ability to repay outstanding loans. The unemployment rate remains at near historical lows in the US and the UK and around historical averages in Canada. Notwithstanding the strong employment levels, we continue to observe relative weakness in the Canadian economy as compared to the US. Despite higher than expected real GDP growth of 2.8% on annualized basis in Q4 2024, GDP per capita in Canada declined by 1.4% for the full year 2024 following a decline of 1.3% in 2023 and has declined in five of the past seven quarters. Real GDP per capita in the US on the other hand increased by 1.7% in 2024 following an increase of 2.3% in 2023. The relative disparity between the US and Canada economies is further demonstrated by the Bank of Canada's decision to reduce interest rates further than the Federal Reserve as referenced above. The Canadian macroeconomic environment remains uncertain in 2025, particularly with the potential impact from the new tariffs by the US, which we believe would have a disproportionately negative effect on the Canadian economy, in particular on the auto-related manufacturing sector. However, Canada represented only 2% of the Company's overall revenue during the Q4 2024 and fiscal 2024 periods (see revenue breakout in "**Revenue**" section of the MD&A below). According to the Tax Foundation, the tariff regime as currently deployed is expected to reduce after-tax incomes in the US by approximately 1.6-2% in the bottom two income quintiles. However, we do not currently anticipate any direct impact from tariffs on Propel's operations. Furthermore, the effects of potential cuts to the US federal government are likely focused around the metro-DC area, and we would note that the MoneyKey and CreditFresh programs do not originate loans in DC, Maryland and Virginia. In light of the dynamic macroeconomic environment, we and our Bank Partners continue to take certain actions to mitigate the potential negative impact that any potential deterioration in macroeconomic conditions may have on our business, including sustaining the tightened underwriting standards on loan originations. Together with our Bank Partners, we continue to actively monitor and assess the economic environment and continue to maintain a conservative underwriting posture.

In the event the economy experiences a downturn as a result of sustained elevated interest rates, ongoing or new geopolitical conflicts, amongst other factors, we believe there are several countervailing factors that may help to mitigate the negative impact. Firstly, we continue to observe tightening across the credit supply chain driving consumers with higher credit scores and incomes to products offered through the Propel platform. In November 2024, the Federal Reserve Bank of New York's Center for Microeconomic Data reported that 21.0% of credit applications were rejected for the October 2023 to October 2024 period. This rejection rate was an increase from 20.1% in 2023, 18.0% in 2022 and remains well above the 2019 level of 17.6%. Secondly, data shows that our and our Bank Partners' target customers historically have demonstrated more resilience than prime borrowers and have performed better through recent periods of economic uncertainty. They are experienced at consistently living within and managing tighter budgets, are able to quickly adjust their finances as needed, and are able to fill lost employment income faster, on balance. Thirdly, we continue to observe strong employment numbers in our consumer segment and continued real wage growth, both of which have helped to offset the negative impact of the rising inflation previously experienced.

From a macroeconomic perspective, we and our Bank Partners continued to observe strong demand and credit performance in Q4 across our three operating countries. The Q4 period is typically the strongest seasonal quarter for consumer demand (see "**Seasonality**" above) and the Company has typically experienced strong quarter-over-quarter growth from Q3. Furthermore, credit performance in Q4 was ahead of expectations given the typical seasonality. Given the strong demand and credit performance during Q4 2024, we and our Bank Partners proactively originated a high level of volume from new and existing customers. The total dollar amount of new and existing customers were both records for the quarter and contributed to the Company achieving record Total Originations Funded[1] and meaningful growth in Ending Combined Loan and Advance Balances[1]. The recent Acquisition of QuidMarket in the UK (see "**Acquisition of QuidMarket**" above) also contributed to these records. Notwithstanding this dynamic and given the ongoing strong credit performance and quality of the consumer demand we and our Bank Partners are observing, we and our Bank Partners continued to originate a high proportion of new customers through both the CreditFresh and MoneyKey brands. Within the new customer segment, the Company and its Bank Partners continued to expand higher yielding segments and programs within the loan portfolio that carry relatively higher cost of credit and lower average loan amounts. We and our Bank Partners were comfortable with the strategy of expanding the higher yielding product offerings given the strong credit performance we continue to experience. With respect to Canada, given the recent implementation of the lower maximum allowable rate of interest to 35% APR (see "**Update on the Government of Canada's Federal Budget Announcement**" below), the Company is originating new volume at the lower APR while maintaining strong credit performance. While we and our Bank Partners continue to actively monitor and assess the economic environment to manage the risk of any potential negative pressures on our business, we currently anticipate continued growth and strong credit performance in new customer originations in 2025.

The continued growth and record originations from returning and existing customers during Q4 2024, the continued aging of the portfolio, which includes returning and existing customers graduating to a lower cost of credit product, and the ongoing expansion of Fora were a few factors that led to a decrease to our Annualized Revenue Yield[1] in Q4 2024 from Q4 2023. Our Q4 2023 Annualized Revenue Yield[1] was also impacted by a change in accounting estimate which increased accrued revenue in the quarter (see the Company's Q4 2023 MD&A for further details). Returning and existing customers typically qualify for lower cost of credit products as compared to new customers. This is because many returning and existing customers demonstrate an ability and propensity to make their loan repayments reliably over a sustained period of time and are then offered and/or are graduated to lower cost products by us and our Bank Partners, as compared to new customers. Even though we and our Bank Partners plan to continue originating a large proportion of volume from new customers in 2025, we expect that the continued demand from returning and existing customers across the MoneyKey and CreditFresh brands, the aging of the portfolio and the ongoing expansion of Fora may ultimately lead to a further decline in our Annualized Revenue Yield[1]. Despite any potential decrease in revenue yield, the business is well positioned to continue originating and/or facilitating profitable loans with robust unit economics to consumers in the target market. Furthermore, we anticipate any decline in Annualized Revenue Yield[1] will be offset by a relative decline in provision for loan losses and other liabilities going forward. This is driven by the previously discussed higher quality loan vintages originated and a higher proportion of returning and existing customers (typically carrying lower risk than new customers) relative to recent quarters.

Update on the Government of Canada's Federal Budget Announcement

On March 28, 2023, the Canadian federal government announced its proposed 2023 budget which included the intention to introduce legislation to lower the maximum allowable rate of interest to 35% APR. This measure was further included in Bill C-47, an Act to implement certain provisions of the budget tabled in Parliament on March 28, 2023. Bill C-47 received royal assent on June 28, 2023. The implementation for the lower maximum allowable rate of interest was January 1, 2025. The federal government has indicated it may further reduce the criminal rate of interest below 35% APR. A consultation on the further lowering of the criminal rate closed on January 7, 2024.

Note:
1. See "Non-IFRS Financial Measures and Industry Metrics".

Update on 2024 Operating and Financial Targets

The Company provided its 2024 operating and financial targets in its December 31, 2023 MD&A. The Company's actual 2024 performance is compared against its operating and financial targets in the table below:

Operating and Financial Targets	2024 Target	Actual Result for 2024	Outcome
Ending Combined Loan and Advance Balances[1] year over year growth	25% - 35%	42%	Outperformed target
Revenue	$410 - $450 million	$449.7 million	High end of target
Adjusted EBITDA Margin[1]	24% - 29%	27%	In line with target
Net Income Margin	9.5% - 12.5%	10%	In line with target
Adjusted Net Income Margin[1]	11.75% - 14.75%	14%	High end of target
Return on equity[2]	30%+	36%	In line with target
Adjusted Return on Equity[1]	40%+	48%	In line with target

The Company achieved record results across multiple operating and financial targets in fiscal 2024, which included significant growth and margin improvement from fiscal 2023. Propel's ability to achieve, and in some cases exceeded, its 2024 operating and financial targets was due to in large party by (i) the ongoing growth of its core US business through its MoneyKey and CreditFresh brands, including the continued expansion of its variable pricing and graduation capabilities; (ii) the ongoing expansion of the Canadian and LaaS businesses; (iii) expanding our marketing channels and strategic partnerships; (iv) continued strong credit performance driven by our AI-powered technology platform; and (v) lower operating expenses as a percentage of revenue driven by the scalability and operating leverage inherent in the Company's business model. The Company also benefited from the recent Acquisition of QuidMarket (see "**Business Overview**" above), which partially contributed to Propel's Q4 2024 results (excluding transaction costs).

2025 Operating and Financial Targets

The Company finished fiscal year 2024 with record results across multiple operating and financial metrics and with a strong financial position to support its growth strategy. The 2025 Operating and Financial Targets below are supported by our strategy which includes: i) scaling of our existing businesses in the US and Canada; ii) growing QuidMarket in the UK; iii) optimizing and expanding our products and partnerships to serve more consumers across the credit spectrum; and iv) continuing to deliver strong credit performance and effective cost management. There are a number of new business and corporate development initiatives that form part of the Company's strategy, which are not included in the operating and financial targets. The Company's forecast for 2025 is presented below.

Operating and Financial Targets	2025 Target
Ending Combined Loan and Advance Balances[1] year over year growth	25% - 35%
Revenue	$590 - $650 million
Adjusted EBITDA Margin[1]	26% - 30%
Net Income Margin	10.5% - 14.5%
Adjusted Net Income Margin[1]	13.25% - 16.25%
Return on equity[2]	27%+
Adjusted Return on Equity[1]	34%+

Ending Combined Loan and Advance Balances Year over Year Growth

We expect to grow Ending Combined Loan and Advance Balances[1] by between 25% - 35% in 2025. There are five main factors that are significant in deriving this target:

1. These growth rates are predicated on several macro factors including: i) the continued strong consumer demand experienced from the ongoing macroeconomic growth and strong employment levels; ii) the continued transition in our industry from brick and mortar to online services; iii) gaining market share from lenders across the credit supply chain who continue to operate with tight underwriting; and iv) gaining market share from those competitors where we provide a superior product and customer service experience.

2. We are continuing to expand the addressable consumer market through programs and products with lower cost of credit and higher loan amounts offered by Propel brands and/or our Bank Partners, including variable pricing and graduation.

3. We continue to onboard new and innovative marketing initiatives and partnerships that provide diversified acquisition channels to reach a growing number of consumers in the US.

4. We continue to expand Fora in Canada after launching in November, 2022. At the end of 2024, Fora was offered in 6 provinces and we expect to continue expanding through existing and new marketing partners and acquisition channels. Furthermore, we continue to rollout our recently announced partnership with KOHO which we expect to contribute to the growth in Fora in fiscal 2025 (see "**Business Overview**" above).

5. We continue to integrate and grow QuidMarket in the UK after closing on the Acquisition in November 2024 (see "**Business Overview**" above).

Revenue

We expect Revenue of between $590 million and $650 million in 2025. The anticipated growth in revenue is primarily a function of the Company's Annualized Revenue Yield[1], the growth in Ending Combined Loan and Advance Balances[1], and incremental revenue from our LaaS program. Starting in 2023, revenue also included fee income for customer acquisition services, loan management software, licensing of proprietary AI-powered risk and response scores and credit servicing capabilities earned by Propel through the LaaS program. As the LaaS program scales, we expect the fee income earned to represent a greater proportion of the overall business in 2025.

While the Annualized Revenue Yield[1] remained the same in fiscal 2024 relative to the prior year, it may decrease in 2025. The expected decline is driven by the factors discussed above in the section "Macroeconomic Environment and Outlook" and later in the section "Revenue" and will depend on the mix of products and customer risk segments that we and our Bank Partners ultimately decide to originate. The Annualized Revenue Yield[1] will also be impacted by the continued expansion of Fora as this product typically has a lower cost of credit than the MoneyKey and CreditFresh products offered in the US and also has a lower cost of credit than QuidMarket in the UK. The declining Annualized Revenue Yield[1] is consistent with Propel's mission of credit inclusion by facilitating lower cost credit products through our platform and higher loan amounts to existing and new customers who have stronger credit risk profiles. Commensurate with the potentially decreasing Annualized Revenue Yield[1], we would expect the portfolio loss rates to decrease as the portfolio shifts to a higher credit quality mix.

Adjusted EBITDA Margin[1] Targets

Our Adjusted EBITDA Margin[1] target range is between 26% and 30% in 2025.

The mid point of Propel's Adjusted EBITDA Margin[1] target range represents an improvement from the 27% Adjusted EBITDA Margin[1] achieved in 2024. The improvement reflects the scalability and operating leverage inherent in the business model as costs are expected to continue decreasing in aggregate as a percentage of revenues. Furthermore, the aging of the loan portfolio should result in lower loss rates in the future and the overall growth and increasing scale of the loan portfolio will contribute to additional margin expansion beyond 2025. Management believes there will be additional improvement in Adjusted EBITDA Margin[1] into 2026 driven by the ongoing expansion of the LaaS program which is expected to generate higher margins than Propel's existing product portfolio given the fee income nature of the program. We also expect the recent QuidMarket Acquisition to have a positive impact to the Adjusted EBITDA Margin[1] in 2025 and beyond.

Net Income Margin Targets

Our Net Income Margin target range is 10.5% to 14.5% in 2025.

Propel's net income margin target range is an improvement from the 10% net income margin achieved in 2024. As the business reaches greater scale, the Company expects to generate operating leverage with its current infrastructure and therefore Propel expects continued margin expansion into 2026. The factors impacting the Net Income Margin Targets are similar to those as the Adjusted EBITDA Margin[1] Targets listed above. We further note that the Net Income Margin Target range does not assume any meaningful reduction in interest rates in 2025. The Company's credit facilities have a floating rate component and any decrease to interest rates will have a positive impact to the Company's net income margins.

Adjusted Net Income Margin[1] Targets

Our Adjusted Net Income Margin[1] target range is 13.25% to 16.25% in 2025.

The mid point of Propel's Adjusted Net Income Margin[1] target range represents an improvement from the 14% Adjusted Net Income Margin[1] achieved in 2024. Adjusted Net Income Margin[1] is impacted and driven by similar factors as the other margin metrics above but removes the effect of i) the non-cash forward-looking credit loss provisions that are recorded on accounts that are otherwise in good standing with no past-due amounts owed; ii) the amortization of intangible assets acquired in connection with the Acquisition of QuidMarket; and iii) the non-cash impact from unrealized gains and losses related to changes in foreign exchange rates.

Return on Equity[2] Target

Our return on equity[2] target is 27%+.

Propel's return on equity[2] target is below the 36% return on equity[2] achieved in 2024 . The 2025 return on equity[2] target reflects the Company's $81.8 million (C$115 million) equity transaction (see "**2024 Bought Deal Offering**" in this MD&A) to finance the Acquisition of QuidMarket which contributed to the significant increase to the ending shareholders' equity in 2024. Return on equity[2] is calculated based on the Company's 2025 net income using the Net Income Margin Targets presented above and dividing by the estimated average shareholders' equity in 2025 for the full year period. We do note that our return on equity[2] target does not assume any equity financing nor the exercise of outstanding options.

Adjusted Return on Equity[1] Target

Our Adjusted Return on Equity[1] target is 34%+.

Propel's Adjusted Return on Equity[1] target is below the 48% Adjusted Return on Equity[1] achieved in 2024 for the same reasons as those described above in the return on equity[2] target. Adjusted Return on Equity[1] is calculated based on the Company's 2025 Adjusted Net Income[1] using the Adjusted Net Income Margin[1] Targets presented above and dividing by the estimated average shareholders' equity in 2025 for the full year period. We do note that our Adjusted Return on Equity[1] target does not assume any equity financing nor the exercise of outstanding options.

Additional Assumptions

- Regulatory landscape shifts. The above assumes there will be no significant regulatory changes impacting the Bank Programs and other product offerings other than those discussed in the "**Risk Factors**" in the Company's AIF.
- Continued expansion of Bank Program and LaaS relationships. Our growth targets assume that we will continue deepening and expanding our relationships with the four banks that we directly and indirectly partner with. We anticipate facilitating the expansion of product offerings, rollout of products in additional states and helping to achieve deeper penetration in existing states, within these programs.
- Availability and cost of debt capital. Our growth targets assume the continued availability of our existing credit facilities at competitive rates as well as growth in capacity to support the business. This will require maintaining relationships with our debt syndicate partners as well as continued strong performance and operating within our covenants. Furthermore, our cost of debt capital has a floating rate component. We have made assumptions with respect to interest rates and the impact on our cost of debt.
- Availability of unaffiliated third party financial institutions. As discussed above under "Business Overview", one of the distinctions of the LaaS program is that any credit products originated through our LaaS program are acquired and held by unaffiliated third party financial institutions through forward flow arrangements. Our growth targets assume the continued access to existing relationships and our ability to establish relationships with new unaffiliated third party financial institutions on attractive terms.
- Marketing partnerships. Management assumes that the Company will maintain and expand existing marketing channels and partnerships as well as onboard new marketing channels and partners.
- Macroeconomic environment. Management recognizes that there remain inflationary pressures in the macroeconomic environment with the prospect of a prolonged period of elevated interest rates in certain countries that we operate in. Furthermore, management recognizes that the tariffs being implemented by the US may also have an impact on the consumers and overall macroeconomic environment of our operating countries. These variables along with others such as unemployment and wage growth are factored into our IFRS 9 Expected Credit Loss ("ECL") methodology and our allowances for loan losses (see "Material Account Policies and Estimates – Loans and advances receivable"). Management also recognizes the resilience of our specific customer segment historically in times of economic stress. Given the above, the targets are based on a relatively stable North American and UK economic environment where any recessionary pressures and variables such as interest, inflation, and unemployment rates will not have a materially adverse impact to our consumer segment. As such, the above targets assume a consistent and adequate level of allowances for loan losses.

- Additional business lines, bank partnerships, geographies outside of the US, Canada and the UK, mergers and acquisitions. The above targets are based on growth in the Company's existing business lines, existing Bank Programs and the LaaS program. While our strategy includes executing on a number of new growth opportunities relating to product and geographic expansion whether through acquisition or greenfield investment, the operating and financial targets outlined above are predicated only on the existing business lines, and partnerships that are currently operational. While the new opportunities have the potential of driving significant incremental growth for the business, their impact on the operating and financial targets of the business, particularly in the short-term, are unknown.

Management currently believes that the achievement of the 2025 operating and financial targets contained in this MD&A can be reasonably estimated and are based on underlying assumptions that management believes are reasonable in the circumstances, given the time period for such targets. However, there can be no assurance that we will be able to meet such operating and financial targets. The purpose of disclosing our growth targets and guidance is to provide investors with more information about how management views the financial impact of our business initiatives and growth strategies described here and elsewhere in this MD&A.

Note:

1. See "Non-IFRS Financial Measures and Industry Metrics".
2. See "Supplementary Financial Measures".

Financial and operational highlights for Q4 2024 and fiscal year 2024

Comparable metrics relative to Q4 2023 and fiscal year 2023, respectively

- ***Revenue*:** increased by 35% to $129.3 million in Q4 2024, and increased by 42% to $449.7 million for fiscal 2024, representing record performance for both periods
- ***Adjusted EBITDA*[1]:** increased by 48% to $31.9 million in Q4 2024, and increased by 60% to $121.3 million for fiscal 2024, representing record performance for both periods
- ***Net Income*[2]:** increased by 37% to $11.6 million (or $12.1 million when excluding one-time transaction costs related to the Acquisition of QuidMarket) in Q4 2024, and increased by 67% to $46.4 million (or $48.7 million when excluding one-time transaction costs related to the Acquisition of QuidMarket) for fiscal 2024, representing record performance for a twelve-month period
- ***Adjusted Net Income*[1]:** increased by 67% to $16.9 million in Q4 2024, and increased by 75% to $62.3 million for fiscal 2024, representing record performance for both periods
- ***Diluted EPS*[2]:** increased by 25% to $0.29 (C$0.40) (or $0.30 (C$0.42) when excluding one-time transaction costs related to the Acquisition of QuidMarket) in Q4 2024, and increased by 62% to $1.22 (C$1.67) (or $1.28 (C$1.76) when excluding one-time transaction costs related to the Acquisition of QuidMarket) for fiscal 2024, representing record performance for a twelve-month period
- ***Adjusted Diluted EPS*[1]:** increased by 52% to $0.42 (C$0.59) in Q4 2024, and increased by 69% to $1.64 (C$2.25) for fiscal 2024, representing record performance for a twelve-month period
- ***Return on Equity*[2,3]:** decreased on an annualized basis to 27% (or 29% when excluding one-time transaction costs related to the Acquisition of QuidMarket) in Q4 2024 compared to 35% in Q4 2023, and increased to 36% (or 38% when excluding one-time transaction costs related to the Acquisition of QuidMarket) for fiscal 2024 compared to 30% for fiscal 2023
- ***Adjusted Return on Equity*[1]:** decreased on an annualized basis to 40% in Q4 2024 compared to 41% in Q4 2023, and increased to 48% for fiscal 2024 compared to 39% for fiscal 2023
- ***Loans and Advances Receivable*:** increased by 45% in Q4 2024 to $375.2 million, a record ending balance
- ***Ending Combined Loan and Advance Balances*[1]:** increased by 42% in Q4 2024 to $480.6 million, a record ending balance
- ***Dividend:*** paid a Q4 2024 dividend of C$0.15 per common share on December 4, 2024, representing a 7% increase to our Q3 2024 dividend

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Note:

1. See "Non-IFRS Financial Measures and Industry Metrics".
2. See "Business combinations" in the Company's Q4 2024 Financial Statements for further information on the Acquisition of QuidMarket and associated one-time transaction costs.
3. See "Supplementary Financial Measures".

Key Components of Results of Operations

The measures below are used by management in assessing our business. We refer to certain measures used by management, some of which are not recognized under IFRS. See "Non-IFRS Financial Measures and Industry Metrics" in this MD&A.

Loans and advances receivable

Loans and advances receivable include the following: (i) all MoneyKey direct lending products including Installment Loans and Lines of Credit; (ii) participation interest held in Line of Credit products originated by our Bank Partners pursuant to the CreditFresh Bank Program; (iii) Fora direct lending Line of Credit product; (iv) QuidMarket direct lending Installment Loans; (v) Installment Loans that have become delinquent and have been purchased pursuant to the guarantee obligation under the MoneyKey credit service organization (" **CSO**") program; (vi) Line of Credit advances that have defaulted and are purchased from a non-bank financial institution ("**NBFI**") pursuant to the MoneyKey Bank Program; (vii) fees and interest that have been earned in accordance with our revenue recognition policy (See December 31, 2024 consolidated financial statements accounting policy "Material Accounting Policies" in Note 3); (viii) acquisition transaction costs; and (ix) allowances for credit losses that are computed by applying the Expected Credit Loss ("**ECL**") methodology (see "**Material Accounting Policies and Estimates — Loans and advances receivable**" in this MD&A). It should be further noted that the Company's LaaS program does not contribute to its loans and advances receivable balance as these loans are held by unaffiliated third party financial institutions through forward flow arrangements.

Revenue

For the MoneyKey direct lending, Fora, QuidMarket, and CreditFresh Bank Program products, our revenues consist of interest and/or fees that are earned from Installment Loans and Lines of Credit originated by Propel and/or facilitated through Propel's lending platform. We also earn CSO fee revenue in conjunction with the MoneyKey CSO program in Texas. Under the MoneyKey Bank Service Program, we earn revenues consisting of service fees for marketing, analytics, and loan servicing provided to a NBFI who in turn has a partnership with a Utah based FDIC insured state-chartered bank. For the LaaS program, revenue includes fee income for customer acquisition services, loan management software, licensing of proprietary AI-powered risk and response scores and loan servicing capabilities earned by Propel through the partnership (see "**Business Overview**" above for further details). All revenues are recognized as they are earned, to the extent that it is probable that the economic benefits will flow to the Company.

Provision for loan losses and other liabilities

Our provision for loan losses and other liabilities is composed of the following:

***Gross Charge-Offs*:** Loans and advances receivable are charged-off when they are in non-performing (Stage 3) status for greater than 30 days, or generally 120 days in arrears. The charged-off balance is recognized as a component of provision for loan losses and other liabilities under the consolidated statement of operations.

***Recoveries on charged-off loans and advances**:* All amounts collected on charged-off account balances are recorded as recoveries. Also included within recoveries are proceeds from the sale of charged-off debt.

Provision for movements in our allowance for credit losses: The allowance for credit losses is calculated by applying an ECL methodology in accordance with IFRS 9 (see "**Material Accounting Policies and Estimates — Loans and advances receivable**" in this MD&A) against our receivables. Factors used in the calculation of the allowance include the probability of default, loss given default, and exposure at default. These factors are based on historical performance, quantitative and qualitative adjustments for other relevant risk factors, as well as forward-looking indicators, which include the impact of macroeconomic forces.

Provisions for CSO Guarantee Liability and Bank Service Program Liability: For our MoneyKey CSO product, and as part of being a CSO, we are required to guarantee the loans made and owned by the two unaffiliated third-party lenders with whom we partner. The provision for financial guarantee represents the movement in the CSO guarantee liability that is estimated by management. Such estimate is made by applying expected credit loss estimates on the loans owned by the third-party lender.

Under the MoneyKey Bank Service Program the NBFI that holds participation in the Line of Credit advances, originated by their Bank Partner, has the right to sell accounts that default to MoneyKey. The Bank Service Program Liability represents management's estimate of expected losses on accounts that we project to purchase. The movement in this liability is included as a component of provision for loan losses and other liabilities.

Other Lending Program Costs: Other costs such as consumer discounts, refunds, and other adjustments relating to the credit products are included under other lending program costs.

Acquisition and data expense

Acquisition expenses include costs incurred to attract consumers through our established marketing channels. Such channels include, but are not limited to: lead affiliate partners, online marketplace partners, search engine optimization and direct mail initiatives.

Data expenses include costs incurred for data and tools that are required as key inputs in the Company's proprietary underwriting machine learning algorithms and process. Our AI and machine learning models, which are approved by our Bank Partners, incorporate and use third party data in addition to proprietary data as an input for determining the creditworthiness of a potential customer and what they may qualify for. These costs include amounts paid to credit bureaus and alternative data providers.

Together, acquisition and data expenses form the basis of our Cost Per Funded Origination[1] metric, which helps management assess the efficiency of our marketing and underwriting strategies. We capitalize acquisition transaction costs that are incremental and directly attributable to the origination of a Loan or Line of Credit advance to loans and advances receivable as per the guidance in IFRS 9. For customer acquisition data costs, we capitalize these expenditures to intangible assets as per the guidance in IAS 38 to the extent that the asset will generate probable future economic benefits. We recognize the acquisition transaction costs over the estimated term of the related credit products and recognize the customer acquisition data costs over the estimated useful life of the data. We amortize both of these costs to acquisition and data expense, and expense all other acquisition and data costs as incurred on the consolidated statement of operations. See December 31, 2024 consolidated financial statements accounting policy "Material Accounting Policies" in Note 3. For acquisition and data expenses under our LaaS program, they are expensed as incurred which is in line with the recognition of LaaS fees revenue for customer acquisition services.

Salaries, wages and benefits

Salaries, wages and benefits include payroll and other personnel-related expenses. This includes salaries, wages, bonuses, stock-based compensation expense, and benefits; all of which are recognized in the period that they are incurred.

A portion of salaries, wages and benefits relating to the development of our technology and proprietary lending platform is capitalized as intangible assets in accordance with IAS 38 and recognized over the estimated life of those assets. See "**Material Accounting Policies and Estimates – Capitalization of intangible assets**" in this MD&A

General and administrative expense

General and administrative expenses include occupancy (not including rent) and office expenses, legal, accounting and professional fees, telecommunications expenses, travel, and general office expenses. All expenses are recognized in the period incurred.

Processing and technology

Processing expenses include all costs associated with payment processing for credit products originated through our technology platform. This includes automated clearing house processing fees, electronic funds transfer fees, card and other payment form processing fees, general banking expenses, and fees paid to our Bank Partners.

Technology expenses include web hosting expenses, as well as any expenses relating to software and computer hardware that are expensed as incurred.

Interest and fees on credit facilities, and lease liabilities

See "**Liquidity and Capital Resources**" in this MD&A for a full breakdown and discussion around our credit facilities.

Amortization of internally developed software, customer relationships, brand, right-of-use assets, and depreciation of property and equipment

Amortization of right-of-use assets relates to our lease obligations in accordance with IFRS 16. In accordance with IAS 38, we capitalize allowable software development costs and amortize those costs using a straight-line method over the estimated useful life of the related intangible assets. Costs associated with software development research and post-deployment are expensed as incurred. Intangible assets acquired separately are measured on initial recognition at cost and amortized using a straight-line method over the estimated useful life of the related intangible asset. The costs of intangible assets acquired in a business combination are their estimated fair values at the date of acquisition.

This expense does not include customer acquisition data costs that are capitalized to intangible assets in accordance with IAS 38 (see "**Acquisition and data expense**" above). We amortize these costs over their estimated useful life to acquisition and data expense on the consolidated statement of operations.

Supplemental Financial Measures

Below are additional financial measures that are used by management as well as our shareholders, prospective investors, and analysts in evaluating the Company's operating performance and financial condition. We refer to certain measures used by management, some of which are not recognized under IFRS. See "**Non-IFRS Financial Measures and Industry Metrics**" in this MD&A.

Return on Equity

Return on equity equals net income divided by the average shareholders' equity for the given period and is presented on an annualized basis. The average shareholders' equity is derived by using the average of each average quarterly shareholders' equity balance for a given period. We believe that return on equity is an important measure used by our shareholders, prospective investors, and analysts in evaluating the Company's ability to utilize shareholders' capital in the business.

Debt to Equity

Debt-to-Equity equals total indebtedness, which represents the total amount drawn on its credit facilities, divided by the ending shareholder's equity for the given period. We believe that Debt-to-Equity is an important measure used by our shareholders, prospective investors, analysts and lenders in evaluating the Company's financial position.

Note:

1. See "Non-IFRS Financial Measures and Industry Metrics".

Non-IFRS Financial Measures and Industry Metrics

Non-IFRS Financial Measures

Ending Combined Loan and Advance Balances

Ending Combined Loan and Advance Balances measures the ending balances of all credit products originated by Propel and/or facilitated through the Propel platform as at the end of a relevant period. Such balances include (i) MoneyKey's direct lending products; (ii) participation interest held in Line of Credit receivables originated by CreditFresh Bank Program partners; (iii) Fora direct lending Line of Credit product; (iv) QuidMarket direct lending Installment Loan product; (v) Installment Loans originated and owned by third-party lenders pursuant to the MoneyKey CSO product; and (vi) participation interest held in receivables purchased by an unaffiliated NBFI pursuant to the MoneyKey Bank Service Program. It should be further noted that the Company's LaaS program does not contribute to its Ending Combined Loan and Advance Balances as these loans are held by unaffiliated third party financial institutions through forward flow arrangements. As some credit products facilitated over the Propel platform are neither originated nor owned by our brands and thus not recognized as loans and advances receivable under IFRS, we believe that this measure provides investors with important information to evaluate the magnitude of potential revenue performance.

Average Combined Loan and Advance Balances

Average Combined Loan and Advance Balances measures the average outstanding balances of all credit products originated by Propel and/or facilitated through the Propel platform over the relevant period. Such average balances include (i) MoneyKey's direct lending products; (ii) participation interest held in Line of Credit receivables originated by CreditFresh Bank Program partners; (iii) Fora direct lending Line of Credit product; (iv) QuidMarket direct lending Installment Loan product; (v) Installment Loans originated and owned by third-party lenders pursuant to the MoneyKey CSO product; and (vi) participation interest held in receivables purchased by an unaffiliated NBFI pursuant to the MoneyKey Bank Service Program. As some credit products facilitated over the Propel platform are neither originated nor owned by our brands and thus not recognized as loans and advances receivable under IFRS, we believe that this measure provides investors with important information to evaluate the magnitude of potential revenue performance. Average Combined Loan and Advance Balances is calculated by using the average of the beginning and ending balances for a given period.

EBITDA

EBITDA is a supplemental measure used by management and other users of our financial statements including shareholders and lenders, to assess the financial performance of our business without regard to financing methods or capital structure. For the applicable period, EBITDA equals net income/loss *plus* (i) interest and financing costs, plus (ii) amortization on intangible assets, right-of-use assets, and depreciation of property and equipment, plus (iii) income taxes, in each case to the extent deducted from net income in such period determined on a consolidated basis in accordance with IFRS.

EBITDA Margin

EBITDA Margin equals EBITDA divided by Revenue for the given period.

Adjusted EBITDA

Adjusted EBITDA is a supplemental measure used by management and other users of our financial statements that removes the effect of the non-cash forward-looking credit loss provisions that are recorded on accounts that are otherwise in good standing with no past-due amounts owed. Under IFRS 9 we are required to apply an ECL model where twelve months of estimated losses are booked on loans and advances as soon as they are originated while their associated income is recognized over their lifetimes as well as on accounts that are in good standing (current or Stage 1 accounts — see "**Material Accounting Policies and Estimates — Loans and advances receivable**" in this MD&A). These provisions are included in our provision for loan losses and other liabilities and management believes that adjusting for them provides investors a more accurate picture of the portfolio's credit performance and the Company's overall financial results for a given period.

Furthermore, we remove the effect from, as applicable, certain expenses, costs, charges or benefits incurred in a given period which in management's view are not indicative of continuing operations, including financing transaction costs as an example. Lastly, in Q4 2024, we also started to remove the effect of unrealized gains and losses related to changes in foreign exchange rates. The unrealized gains and losses are a result of the Company using derivative instruments, such as currency forwards, to hedge certain currency exposure. We do not believe that the unrealized change in value of such derivative instruments should impact current period earnings when analyzing the Company's true operating performance until the gain or loss is realized at maturity, offset by the hedged foreign currency expense is incurred.

Adjusted EBITDA equals EBITDA plus (i) non-recurring costs (i.e. financing transaction costs); minus or plus (ii) unrealized gains (minus) and losses (plus) related to changes in foreign exchange rates; plus (iii) provision for loan losses on good standing current principal (Stage 1 — Performing) balances (see "**Material Accounting Policies and Estimates — Loans and advances receivable**" in this MD&A); plus (iv) Provision for CSO Guarantee liabilities and Bank Service Program liabilities.

Adjusted EBITDA Margin

Adjusted EBITDA Margin equals Adjusted EBITDA divided by Revenue for the given period.

Adjusted Net Income

Adjusted Net Income is a supplemental measure used by management and other users of our financial statements that removes the effect of the non-cash forward-looking credit loss provisions that are recorded on accounts that are otherwise in good standing with no past-due amounts owed on an after-tax basis. Under IFRS 9 we are required to apply an ECL model where twelve months of estimated losses are booked on loans and advances as soon as they are originated while their associated income is recognized over their lifetimes as well as on accounts that are in good standing (current or Stage 1 accounts — see "**Material Accounting Policies and Estimates — Loans and advances receivable**" in this MD&A). These provisions are included in our provision for loan losses and other liabilities and management believes that adjusting for them provides investors a more accurate picture of the portfolio's credit performance and the Company's overall financial results for a given period.

Furthermore, we remove the effect from, as applicable, certain expenses, costs, charges or benefits incurred in a given period on an after-tax basis, which in management's view are not indicative of continuing operations, including financing transaction costs as an example. Lastly, in Q4 2024, we also started to remove the effect of i) the amortization of intangible assets acquired in connection with the Acquisition of QuidMarket; and ii) unrealized gains and losses related to changes in foreign exchange rates (see "**Non-IFRS Financial Measures - Adjusted EBITDA**" above). The intangible assets acquired in connection with the Acquisition of QuidMarket include software, customer relationships and brand, each of which have finite useful lives and are amortized over a certain period of time (see "**Business combinations**" later in this MD&A or the Company's December 31, 2024 consolidated financial statements for further information on the intangible assets acquired through the QuidMarket transaction and the associated amortization period). The Company believes the amortization related to the assets acquired through the QuidMarket transaction are outside of normal business activities and are not reflective of the Company's true operating performance.

Adjusted Net Income equals Net Income plus the after-tax impact of (i) non-recurring costs (i.e. financing transaction costs); plus (ii) the amortization of intangible assets acquired in connection with the Acquisition of QuidMarket; minus or plus (iii) unrealized gains (minus) and losses (plus) related to changes in foreign exchange rates; plus (iv) provision for loan losses on good standing current principal (Stage 1 — Performing) balances (see "**Material Accounting Policies and Estimates — Loans and advances receivable**" in this MD&A); plus (iv) Provision for CSO Guarantee liabilities and Bank Service Program liabilities.

Adjusted Net Income Margin

Adjusted Net Income Margin equals Adjusted Net Income divided by Revenue for the given period.

Adjusted Earnings Per Share

Adjusted Earnings Per Share is a supplemental measure used by management and other users of our financial statements that removes the effect of the non-cash forward-looking credit loss provisions that are recorded on accounts that are otherwise in good standing with no past-due amounts owed, and certain expenses or benefits incurred which in management's view are not indicative of continuing operations and not reflective of underlying business performance on an after-tax basis (see definition of "**Adjusted Net Income**" above). Adjusted Earnings Per Share equals Adjusted Net Income divided by the weighted average number of shares outstanding for the given period.

Adjusted Return on Equity

Adjusted Return on Equity is a new non-IFRS measure used by management and other users of our financial statements that removes the effect of the non-cash forward-looking credit loss provisions that are recorded on accounts that are otherwise in good standing with no past-due amounts owed, and certain expenses or benefits incurred which in management's view are not indicative of continuing operations and not reflective of underlying business performance on an after-tax basis (see definition of "**Adjusted Net Income**" above). Adjusted Return on Equity equals Adjusted Net Income divided by the average shareholders' equity for the given period and is presented on an annualized basis. The average shareholders' equity is derived by using the average of each average quarterly shareholders' equity balance for a given period. We believe that Adjusted Return on Equity is an important measure used by our shareholders, prospective investors, and analysts in evaluating the Company's ability to utilize shareholders' capital in the business.

Net Charge-Offs

Net Charge-Offs represent principal balances of credit products originated or facilitated on our platform that are charged off, net of any recoveries. Accounts are charged-off once they are in default (non-performing) status for greater than 30 days. Furthermore, an account is generally considered in default after a period of delinquency (having contractual payments in arrears) in excess of 90 days. We believe that the Net Charge-Offs methodology provides important information regarding credit quality and performance over a specified period.

Net Charge-Offs as a Percentage of Average Combined Loan and Advance Balances

Net Charge-Offs as a Percentage of Average Combined Loan and Advance Balances represents the amount of Net Charge-Offs we experience in relation to the average outstanding balances during the period and is presented on a quarterly basis. We believe that Net Charge-Offs as a percentage of Average Combined Loan and Advance Balances is an important measure used by our shareholders, prospective investors, and analysts in evaluating the Company's credit quality and performance over a specified period.

Industry Metrics

Annualized Revenue Yield

Annualized Revenue Yield is calculated by dividing the Revenue generated over a specific period by the Average Combined Loan and Advance Balances outstanding over the same period and multiplying such quotient by an amount necessary to annualize the yield. We believe that, in addition to providing a view on the portfolio's revenue generation, this metric also provides investors a meaningful representation of the Company's mix of products that make up the loan and advance portfolio.

Cost Per Funded Origination

Cost Per Funded Origination represents total acquisition and data expense incurred for each dollar funded through Installment Loans and Lines of Credit to new and repeat customers and to existing Line of Credit customers via redraws. This metric is the amount of direct costs incurred during a period divided by the total dollars funded during that same period. We believe that this metric provides investors a view of (i) how much we spend per dollar funded; and (ii) trends on how much it costs to grow the loan and advance portfolio.

Cost Per New Customer Funded Origination

Cost Per New Customer Funded Origination represents total acquisition and data expense incurred for each dollar funded through Installment Loans and Lines of Credit to new customers only. This metric is the amount of direct costs incurred during a period divided by the total dollars funded by new customers during that same period. As noted later in the MD&A under "**Acquisition and Data Expense**", we incur the vast majority of acquisition and data expense on new customer originations. We believe that this metric provides investors a view of (i) how much we spend per new dollar funded; and similar to Cost Per Funded Origination, (ii) trends on how much it costs to grow the loan and advance portfolio.

Total Originations Funded

Total Originations Funded represents the dollar amounts of all credit products originated by Propel and/or facilitated through the Propel platform across all of Propel's products and programs, not all of which are originated or owned by Propel and thus not treated as loans and advances receivable under IFRS. The funded amount includes new and returning customers for Installment Loans and Lines of Credit as well as redraws on Lines of Credit. Total Originations Funded may be useful to an investor because it helps provide an understanding of total Propel platform volumes and the growth and trajectory of our revenues.

New Customer % of Total Originations Funded

New Customer % of Total Originations Funded represents the percentage of all Total Originations Funded (see above for definition) originated to those customers that are new to the Propel platform. We believe this metric may be useful to an investor because it helps provide an understanding of what proportion of originations are attributable to new customers versus existing customers in the portfolio.

Selected Financial Information

Results of Operations for Consolidated statements of operations

	Three months ended December 31,		Year ended December 31,	
	2024	2023	2024	2023
Revenue	129,307,037	96,010,640	449,730,785	316,488,175
Provision for loan losses and other liabilities	65,582,578	51,377,131	222,495,877	161,907,632
Operating expenses				
Acquisition and data	17,136,996	11,634,932	55,432,915	38,556,852
Salaries, wages and benefits	11,501,710	8,865,125	39,454,703	31,512,542
General and administrative	3,961,838	2,403,984	13,882,149	8,652,894
Processing and technology	4,956,630	3,150,278	16,662,701	11,048,876
Total operating expenses	**37,557,174**	**26,054,319**	**125,432,468**	**89,771,164**
Operating income	**26,167,285**	**18,579,190**	**101,802,440**	**64,809,379**
Other expenses (income)				
Interest and fees on credit facilities	8,514,528	6,462,539	31,585,290	22,473,216
Interest expense on lease liabilities	65,828	78,247	265,482	330,732
Amortization of internally developed software, customer relationships and brand	1,485,071	894,459	4,524,170	3,330,462
Depreciation of property and equipment	50,985	51,559	197,899	197,259
Amortization of right-of-use assets	196,787	188,333	758,476	703,497
Foreign exchange loss (gain)	275,067	98,143	457,554	383,639
Unrealized loss (gain) on derivative financial Instruments	896,192	(809,761)	1,403,607	(592,947)
Total other expenses (income)	**11,484,458**	**6,963,519**	**39,192,478**	**26,825,858**
Income before income tax	**14,682,827**	**11,615,671**	**62,609,962**	**37,983,521**
Income tax expense (recovery)				
Current	5,206,917	7,709,771	25,356,459	18,128,656
Deferred	(2,133,268)	(4,577,996)	(9,122,364)	(7,921,268)
Net income for the period	**11,609,178**	**8,483,896**	**46,375,867**	**27,776,133**
Earnings per share ($USD):				
Basic	0.31	0.25	1.32	0.81
Diluted	0.29	0.23	1.22	0.76
Earnings per share ($CAD):				
Basic	0.43	0.34	1.81	1.09
Diluted	0.40	0.31	1.67	1.02
Return on equity[1]	27%	35%	36%	30%
Dividends:				
Dividends	4,132,444	2,664,212	13,985,253	10,134,015
Dividend per share	0.111	0.078	0.398	0.295

Quarter over quarter results for Consolidated statements of operations

	2024				2023			
	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
Revenue	129,307,037	117,169,442	106,750,700	96,503,606	96,010,640	83,171,747	71,688,456	65,617,332
Provision for loan losses and other liabilities	65,582,578	61,283,816	53,267,856	42,361,627	51,377,131	43,187,285	36,206,543	31,136,673
Provision for loan losses and other liabilities as a % of revenue	*51%*	*52%*	*50%*	*44%*	*54%*	*52%*	*51%*	*47%*
Operating expenses								
Acquisition and data	17,136,996	13,690,825	13,108,205	11,496,889	11,634,932	10,638,072	9,387,011	6,896,837
Salaries, wages and benefits	11,501,710	9,453,082	9,103,189	9,396,722	8,865,125	7,994,000	7,489,202	7,164,215
General and administrative	3,961,838	4,615,304	2,829,590	2,475,417	2,403,984	2,135,332	1,787,901	2,325,676
Processing and technology	4,956,630	4,081,750	3,990,353	3,633,968	3,150,278	3,101,982	2,567,635	2,228,981
Total operating expenses	37,557,174	31,840,961	29,031,337	27,002,996	26,054,319	23,869,386	21,231,749	18,615,709
Operating income	**26,167,285**	**24,044,665**	**24,451,507**	**27,138,983**	**18,579,190**	**16,115,076**	**14,250,164**	**15,864,950**
Other expenses (income)								
Interest and fees on credit facilities	8,514,528	8,401,947	7,563,988	7,104,827	6,462,539	5,943,899	5,210,245	4,856,533
Interest expense on lease liabilities	65,828	60,980	66,153	72,521	78,247	86,260	80,758	85,467
Amortization of internally developed software, customer relationships and brand	1,485,071	1,080,039	1,009,277	949,783	894,459	835,343	814,771	785,889
Depreciation of property and equipment	50,985	45,296	49,986	51,632	51,559	50,186	47,736	47,778
Amortization of right-of-use assets	196,787	182,249	190,756	188,684	188,333	191,001	162,451	161,712
Foreign exchange loss (gain)	275,067	(45,238)	153,514	74,211	98,143	274,579	(11,714)	22,631
Unrealized loss (gain) on derivative financial instruments	896,192	(112,925)	84,031	536,309	(809,761)	280,156	(89,374)	26,032
Total other expenses	11,484,458	9,612,348	9,117,705	8,977,967	6,963,519	7,661,424	6,214,873	5,986,042
Income before transaction costs and income tax	**14,682,827**	**14,432,317**	**15,333,802**	**18,161,016**	**11,615,671**	**8,453,652**	**8,035,291**	**9,878,908**
Income tax expense (recovery)								
Current	5,206,917	6,391,842	7,508,225	6,249,475	7,709,771	4,672,134	3,861,377	1,885,374
Deferred	(2,133,268)	(2,480,782)	(3,298,002)	(1,210,312)	(4,577,996)	(2,390,443)	(1,531,184)	578,356
Net Income for the period	**11,609,178**	**10,521,257**	**11,123,579**	**13,121,853**	**8,483,896**	**6,171,961**	**5,705,098**	**7,415,178**
Net Income Margin	9%	9%	10%	14%	9%	7%	8%	11%
Weighted average shares:								
Basic	37,326,076	34,398,790	34,358,320	34,328,364	34,326,261	34,325,320	34,325,320	34,325,320
Diluted	40,300,803	37,275,049	37,285,362	36,993,717	36,841,803	36,835,242	36,834,157	36,449,680
Earnings per share ($USD):								
Basic	0.31	0.31	0.32	0.38	0.25	0.18	0.17	0.22
Diluted	0.29	0.28	0.30	0.35	0.23	0.17	0.15	0.20
Earnings per share ($CAD):								
Basic	0.43	0.42	0.44	0.52	0.34	0.24	0.22	0.29
Diluted	0.40	0.39	0.41	0.48	0.31	0.22	0.21	0.28
Return on equity[1]	27%	34%	38%	49%	35%	27%	26%	35%
Dividends:								
Dividends	4,132,444	3,552,647	3,269,355	3,030,807	2,664,212	2,514,003	2,553,447	2,402,353
Dividends per share	0.111	0.103	0.095	0.088	0.078	0.073	0.074	0.070

Note:

(1) See “Supplementary Financial Measures”.

Selected Consolidated Financial Information by Fiscal Year

	Three months ended December 31,		Year ended December 31,	
	2024	2023	2024	2023
(US$ other than percentages)				
Revenue	129,307,037	96,010,640	449,730,785	316,488,175
Net Income	11,609,178	8,483,896	46,375,867	27,776,133
Earnings per Share ($USD):				
Basic	0.31	0.25	1.32	0.81
Diluted	0.29	0.23	1.22	0.76
Earnings per Share ($CAD):				
Basic	0.43	0.34	1.81	1.09
Diluted	0.40	0.31	1.67	1.02
Return on equity[1]	27%	35%	36%	30%
Adjusted Net Income[2][3]	16,943,663	10,171,324	62,346,993	35,636,346
Adjusted Earnings per Share ($USD)[2][3]:				
Basic	0.45	0.30	1.78	1.04
Diluted	0.42	0.28	1.64	0.97
Adjusted Earnings per Share ($CAD)[2][3]:				
Basic	0.63	0.40	2.43	1.40
Diluted	0.59	0.38	2.25	1.31
Adjusted Return on Equity[2][3]	40%	41%	48%	39%

Note:

(1) See “Supplementary Financial Measures”.

(2) See “Non-IFRS Financial Measures and Industry Metrics”.

(3) Comparative figures have been updated to conform with current presentation

	Year ended December 31,		
	2024	2023	2022
(US$ other than percentages)			
Revenue	449,730,785	316,488,175	226,850,634
Net Income	46,375,867	27,776,133	15,127,447
Earnings per Share ($USD):			
Basic	1.32	0.81	0.44
Diluted	1.22	0.76	0.42
Earnings per Share ($CAD):			
Basic	1.81	1.09	0.57
Diluted	1.67	1.02	0.55
Adjusted Net Income[(1)(2)]	62,346,993	35,636,346	20,474,927
Adjusted Earnings per Share ($USD)[(1)(2)]:			
Basic	1.78	1.04	0.60
Diluted	1.64	0.97	0.57
Adjusted Earnings per Share ($CAD)[(1)(2)]:			
Basic	2.43	1.40	0.78
Diluted	2.25	1.31	0.75
Dividends:			
Dividends	13,985,253	10,134,015	10,055,003
Dividends per share	0.398	0.295	0.293

Note:

(1) See "Non-IFRS Financial Measures and Industry Metrics".
(2) Comparative figures have been updated to conform with current presentation

	As at December 31,		
	2024	2023	2022
(US$ other than percentages)			
Loans and advances receivable	375,164,992	259,313,236	195,628,431
Total Assets	551,007,422	344,263,104	256,680,546
Total Liabilities	340,892,960	242,743,919	175,039,871
Total Non-Current Liabilities	275,625,494	202,595,879	151,915,793

(US$ other than percentages)	Three months ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Non-IFRS financial measures				
Ending Combined Loan and Advance Balances[1]	480,602,408	337,282,804	480,602,408	337,282,804
Average Combined Loan and Advance Balances[1]	456,437,948	318,328,797	395,648,946	278,251,659
Net Charge-Offs[1]	58,201,962	31,817,972	182,601,768	129,723,886
Net Charge-Offs as % of Average CLAB[1]	13%	10%	12%	12%
EBITDA[1]	24,996,026	19,290,808	99,941,279	65,018,687
EBITDA Margin[1]	19%	20%	22%	21%
Adjusted EBITDA[1][2]	31,926,584	21,586,628	121,343,458	75,712,855
Adjusted EBITDA Margin[1][2]	25%	22%	27%	24%
Adjusted Net Income[1][2]	16,943,663	10,171,324	62,346,993	35,636,346
Adjusted Net Income Margin[1][2]	13%	11%	14%	11%
Adjusted Earnings per Share ($USD)[1][2]				
Basic	$0.45	$0.30	$1.78	$1.04
Diluted	$0.42	$0.28	$1.64	$0.97
Adjusted Earnings per Share ($CAD)[1][2]				
Basic	$0.63	$0.40	$2.43	$1.40
Diluted	$0.59	$0.38	$2.25	$1.31
Adjusted Return on Equity[1][2]	40%	41%	48%	39%
Industry Metrics				
Total Originations Funded[1]	175,542,515	120,703,628	586,436,066	412,613,761
Annualized Revenue Yield[1]	113%	121%	114%	114%
Cost Per Funded Origination[1]	0.098	0.096	0.095	0.093
Cost Per New Customer Funded Origination[1]	0.210	0.211	0.204	0.199

Note:

(1) See “Non-IFRS Financial Measures and Industry Metrics”.
(2) Comparative figures have been updated to conform with current presentation

Analysis of Results for the three and twelve months ended December 31, 2024, compared to December 31, 2023

The following section provides an overview of our financial performance during the three and twelve month periods ended December 31, 2024 compared to the three and twelve month periods ended December 31, 2023.

	As at December 31,		% Change
	2024	2023	
Loans and advances receivable	375,164,992	259,313,236	45%
Ending Combined Loan and Advance Balances[(1)]	480,602,408	337,282,804	42%

	Three months ended December 31,		% Change
	2024	2023	
Average Combined Loan and Advance Balances[(1)]	456,437,948	318,328,797	43%
Total Originations Funded[(1)]	175,542,515	120,703,628	45%

	Year ended December 31,		% Change
	2024	2023	
Average Combined Loan and Advance Balances[(1)]	395,648,946	278,251,659	42%
Total Originations Funded[(1)]	586,436,066	412,613,761	42%

	Three Months ended							
	2024				2023			
	Dec 31	Sept 30	Jun 30	Mar 31	Dec 31	Sept 30	Jun 30	Mar 31
Total Originations Funded [(1)]	175,542,515	150,041,053	144,075,888	116,776,610	120,703,628	110,262,844	102,600,447	79,046,841
Quarter over Quarter % change	17%	4%	23%	(3%)	9%	7%	30%	(22%)
New Customer % of Total Originations Funded[(1)]	47%	45%	47%	47%	46%	51%	48%	42%

Note:
(1) See "Non-IFRS Financial Measures and Industry Metrics"

Loans and advances receivable

Loans and advances receivable increased by 45% to a record balance of $375.2 million as at December 31, 2024, compared to $259.3 million as at December 31, 2023. The growth in these balances was driven predominantly by: 1) the growth in Total Originations Funded[1] from record new and existing customer originations; 2) the expansion of variable pricing and graduation capabilities; 3) the growth of the Bank Programs; 4) the expansion of originations through growth into Canada and with key marketing channels; and 5) at a macro level, strong consumer demand for credit driven by several macroeconomic factors (see "**Macroeconomic Environment and Outlook**" above) including the continuing industry wide transition from brick-and-mortar to online lending, and tightening across the credit supply chain which has increased application volume and quality across our platform. The Company's loans and advances receivable also reflects the recent Acquisition of QuidMarket which closed on November 15, 2024 (see "**Acquisition of QuidMarket**" in "**Business Overview**" above). The loans and advances receivable includes $12.6 million of QuidMarket loans acquired upon the closing of the Acquisition (See "**Business combinations**" later in this MD&A in the Company's Q4 2024 Financial Statements for further information on the Acquisition of QuidMarket and associated assets acquired) and includes a partial period of Total Originations Funded[1] (see further discussion below on Total Originations Funded[1]) for Q4 2024. It should be further noted that the Company's LaaS program does not contribute to its loans and advances receivable balance as these loans are held by unaffiliated third party financial institutions through forward flow arrangements.

The continued growth of the Bank Programs contributed to the increase in loans and advances receivable for the twelve months ended December 31, 2024. Furthermore, in collaboration with our Bank Partners, variable pricing and graduation capabilities contributed to the record balances achieved. Graduation capabilities facilitate the movement of consumers up the credit spectrum by providing existing customers with strong payment histories with lower cost credit and/or higher credit limits. Variable pricing enables lower cost products to be offered to qualifying new consumers with stronger credit risk profiles. Both of these capabilities allow us and our Bank Partners to fulfill critical components of our mission, namely "credit inclusion and evolution", by ensuring consumers are receiving the right credit products tailored to their risk profile and expanding the overall addressable market of consumers able to be served by Propel's platform (enabling wider coverage across the credit risk spectrum). Expanding on these capabilities contributed to the growth relative to the comparable periods in 2023.

Ultimately, the growth in loans and advances receivable is driven primarily by Total Originations Funded[1] which increased by 45% to a quarterly record of $175.5 million for the three months ended December 31, 2024 compared to $120.7 million for the same period in 2023 and increased by 42% to a twelve-month record of $586.4 million for the twelve months ended December 31, 2024, compared to $412.6 million for the same period in 2023. The record Total Originations Funded[1] achieved during Q4 2024 also contributed to the significant year-over-year increase of 45% to loans and advances receivable. The year-over-year growth in Total Originations Funded[1] was driven by the same factors that drove loans and advances receivable growth (see above) including the contribution from the recent Acquisition of QuidMarket which closed on November 15, 2024 (see "**Acquisition of QuidMarket**" in "**Business Overview**" above). As referenced above, Total Originations Funded[1] was positively impacted by the record new and existing customer originations during the quarter which was driven by the ongoing strong customer demand and credit performance experienced during Q4 2024. While some uncertain macroeconomic factors remain, including elevated price levels and interest rates, we and our Bank Partners remain comfortable originating a high percentage of new customers given the strong credit performance we have experienced over the past several quarters. Please see "**Macroeconomic Environment and Outlook**" above for additional detail of the factors influencing the Loans and Advances receivable.

Although the Total Originations Funded[1] for Q4 2024 was a record, Propel and its Bank Partners have continued to maintain a disciplined and cautious underwriting stance to ensure the credit risk in the portfolio continues to be at an appropriate level to continue to drive profitable growth amidst some continued macroeconomic uncertainty. Thus, notwithstanding the record level of originations for the quarter, we could have enabled substantially more volume had we and our Bank Partners leaned further into the significant consumer demand. All things considered, we still achieved a record loans and advances receivable balance and expect the quality and performance of the vintages originated during the period to be high. Please see "**Macroeconomic Environment and Outlook**" above for additional detail of the factors influencing the Loans and Advances receivable. See sections below for commentary on the financial results generated from the growth in loans and advances receivable.

Ending and Average Combined Loan and Advance Balances[1]

Ending Combined Loan and Advance Balances[1] increased by 42% to a record balance of $480.6 million as at December 31, 2024, compared to $337.3 million as at December 31, 2023. Our Average Combined Loan and Advances Balances[1] increased by 43% to $456.4 million for the three months ended December 31, 2024, compared to $318.3 million over the same period in 2023 and increased by 42% to $395.6 million for the twelve months ended December 31, 2024 compared to $278.3 million over the same period in 2023. The growth in our Ending Combined Loan and Advance Balances[1] is a result of the same factors that drove loans and advances receivable growth (see above) including the contribution from the recent Acquisition of QuidMarket which closed on November 15, 2024 (see "**Acquisition of QuidMarket**" in "**Business Overview**" above). As discussed above, the loans and advances receivable includes $12.6 million of QuidMarket loans acquired upon the closing of the Acquisition (See "**Business combinations**" later in this MD&A in the Company's Q4 2024 Financial Statements for further information on the Acquisition of QuidMarket and associated assets acquired) and the Ending Combined Loan and Advance Balances[1] as at December 31, 2024 included approximately $14.7 million from QuidMarket.

In addition, the MoneyKey Bank Service program continues to grow and facilitates credit products across 14 states as at December 31, 2024. Furthermore, similar to CreditFresh, graduation capabilities are a key part of this program as well. Growth in the MoneyKey Bank Service program further contributed to the growth in Ending Combined Loan and Advance Balances[1] and Average Combined Loan and Advance Balances[1]. The Ending Combined Loan and Advance Balances[1] for the MoneyKey Bank Service program grew by 46% for the three months ended December 31, 2024. As this program is an off-balance sheet arrangement, the associated balances are not included in our loans and advances receivable, however, are included in our Ending Combined Loan and Advance Balances[1] and Average Combined Loan and Advance Balances[1]. See "**Reconciliation of IFRS measures**" in this MD&A for a comparison of these measures and "**Off-Balance Sheet Arrangements**" for detail around this program.

Revenue

Revenue increased by 35% to a record $129.3 million for the three months ended December 31, 2024, compared to $96.0 million in the corresponding quarter of the previous year and 42% to a record $449.7 million for the twelve months ended December 31, 2024, compared to $316.5 million in the corresponding period of the previous year. This growth was primarily a result of the 43% growth in Average Combined Loan and Advance Balances[1] for the three months ended December 31, 2024 and 42% growth for the twelve months ended December 31, 2024 as well as the growth in our LaaS service offering over the same periods.

Our revenue growth and growth in Average Combined Loan and Advance Balances[1] and Ending Combined Loan and Advance Balances[1], as outlined above (see "**Loans and advances receivable**"), is primarily a result of the growth in the Bank Programs under our CreditFresh brand and the MoneyKey Bank Service program, the continued economic resiliency and ongoing consumer demand, tightening across the credit supply chain driving consumers to Propel and its Bank Partners, the continued shift from brick and mortar to online lending, the expansion of originations through newly established marketing partners, strategies, and channels and the ongoing expansion of Fora in Canada. Growth was further driven by the expansion of variable pricing and graduation programs. Additionally, the revenue growth was driven by the ongoing expansion of our LaaS service offering as it is excluded in the calculation of Ending Combined Loan and Advance Balances[1]. Lastly, the recent Acquisition of QuidMarket which closed on November 15, 2024 (see "**Acquisition of QuidMarket**" in "**Business Overview**" above) also contributed to the Company's revenue growth. Please see "**Loans and advances receivable**" above for additional details on the business factors that drove growth and consequently revenue and see "**Macro Economic Environment and Outlook**" for the macroeconomic factors that impacted revenue. These factors are also expected to contribute to continued growth in future revenue over the upcoming periods.

The growth in the Bank Programs under our CreditFresh brand is reflected in the charts below. CreditFresh revenue grew by 25% to $89.0 million for the three months ended December 31, 2024, compared to $71.1 million in the corresponding quarter of the previous year and grew by 36% to $324.5 million for the twelve months ended December 31, 2024, compared to $238.6 million in the corresponding period of the previous year. The revenue for the program represents record performance for both periods. Products originated by Bank Partners through the CreditFresh brand represented 69% of Propel's revenues in the three months ended December 31, 2024 compared to 74% in the corresponding quarter of the previous year and 72% of Propel's revenues in the twelve months ended December 31, 2024 compared to 75% in the corresponding period of the previous year. The lower share of revenue for both periods was mainly a result of the relatively higher growth experienced through the Company's MoneyKey Bank Service program, Fora, LaaS and a result of the Q4 revenue from the recent Acquisition of QuidMarket. CreditFresh Bank Program products are offered in 22 states by our Bank Partners as at December 31, 2024.

The MoneyKey Bank Service Program was offered in 14 states as at December 31, 2024 through the originating bank partner. As reflected in the charts below, this program's revenue grew by 26% to $18.6 million for the three months ended December 31, 2024, compared to $14.8 million in the corresponding quarter of the previous year and grew by 50% to $67.1 million for the twelve months ended December 31, 2024, compared to $44.6 million in the corresponding period of the previous year. The revenue for the program represents record performance for both periods. Products originated under this program represented 14% of Propel's revenues in the three months ended December 31, 2024 compared to 15% in the corresponding quarter of the previous year and represented 15% of Propel's revenues in the twelve months ended December 31, 2024 compared to 14% in the corresponding period of the previous year. The higher year-over-year revenue growth for the twelve-month period ending December 31, 2024 for the MoneyKey Bank Service Program as compared to the CreditFresh brand was driven by the decision to continue to expand higher yielding segments and programs within the loan portfolio during the year given the strong credit performance we and our Bank Partners have been and are continuing to experience. As compared to the Bank

Programs under our CreditFresh brand, the customers served by the MoneyKey Bank Service Program typically have a higher credit risk profile and a corresponding higher yield. As discussed under the "**Macroeconomic Environment and Outlook**" section above, we were comfortable with the strategy of expanding the higher yielding product offerings given the strong credit performance we continued to experience over the course of 2024 after tightening the MoneyKey programs disproportionately relative to CreditFresh in prior years.

The growth in the Bank Programs under our CreditFresh brand and our MoneyKey Bank Service Program reflect the Company's strategy of realizing state expansion and providing credit access to a wider and increasing customer market through direct and indirect Bank Programs.

Revenue generated from our MoneyKey direct lending and CSO products increased by 4% to $8.9 million for the three months ended December 31, 2024 compared to the same quarter in the previous year. These revenues represent 7% of Propel's total revenues decreasing from 9% in the same quarter in 2023. Revenue for the twelve months ended December 31, 2024 increased by 17% to $34.7 million compared to the same period in 2023. These revenues represent 8% of Propel's total revenues decreasing from 9% in the same period in 2023. The revenue growth for the MoneyKey direct lending and CSO products relative to the comparable periods in 2023 was impacted by the following: i) the introduction of lower cost of credit products (i.e., a lower Annualized Revenue Yield[1]) and ii) the impact in Q4 2023 by a change in an accounting estimate which increased accrued revenue in the quarter (see the Company's Q4 2023 MD&A for further details). The introduction of lower cost of credit products is consistent with Propel's mission of credit inclusion and should also result in improved credit performance for the MoneyKey direct lending and CSO portfolio.

As discussed above, the Company launched its Fora direct lending product in Canada on November 21, 2022. Fora contributed $2.4 million to Propel's overall revenue for the three-month period ending December 31, 2024 and $8.2 million for the twelve month period ended December 31, 2024. Fora originations continue to be gradually ramped up since the launch in November 2022 allowing us time to accumulate proprietary loan performance data that helps us refine our AI-powered underwriting. Notwithstanding the macroeconomic uncertainty in Canada discussed above, the Company elected to lean into the strong customer demand we were observing while maintaining strong credit performance. This led to record revenue in the quarter. We remain confident in establishing a significant business in the Canadian market as we continue to grow Fora over fiscal 2025.

Furthermore, the Company's LaaS program contributed an increasing amount to revenue for the three and twelve month periods ending December 31, 2024. As mentioned above under "**Business Overview**", Propel launched two additional LaaS partnerships through its CreditFresh brand with its existing Bank Partners in 2024. Through its LaaS service offering, Propel earns fee income for customer acquisition services, provision of loan management software, licensing of proprietary AI-powered risk and response scores and credit servicing capabilities . This service offering allows Propel to provide access to credit to even more underserved consumers across the United States. During Q4 2024, the Company, together with its LaaS partners, continued to ramp up origination volume. As discussed above under "**Business Overview**", the LaaS program is unique from Propel's other programs in that i) the lines of credit originated by our LaaS partners are acquired and held by unaffiliated third party financial institutions through forward flow arrangements; and ii) the LaaS program earns fee income for customer acquisition services, loan management software, licensing of proprietary AI-powered risk and response scores and credit servicing capabilities. With the launch of the additional LaaS partnerships in Q1 and Q4 2024, the ongoing onboarding of additional third party financial institutions and the upsizing of commitments from existing third party financial institutions, we expect Propel's LaaS program will have a material impact to the Company's results in 2025 and will continue to be a significant driver of growth for Propel in the coming years.

Lastly, as discussed above under "**Business Overview"**, we closed on the Acquisition of QuidMarket in the UK on November 15, 2024. The QuidMarket direct lending business operates throughout the UK and contributed $6.0 million to Propel's overall revenue for the three and twelve month periods ending December 31, 2024. Given the closing of the Acquisition in mid-November, QuidMarket only partially contributed to the Company's Q4 2024 results. Had the deal closed on January 1, 2024, QuidMarket would have contributed $32.3 million of revenue, which is an annual record for QuidMarket. Given the strong demand and large underserved market in the UK, we believe QuidMarket will represent a meaningful proportion of the overall Company and will be a significant growth driver for Propel over the coming years.

	Three months ended December 31,					
	2024		2023		Period to period change	
(US$ other than percentages)	Amount	Percentage of Revenues	Amount[3]	Percentage of Revenues	Amount	Percentage
MoneyKey direct lending and CSO	8,920,013	7%	8,580,450	9%	339,563	4%
CreditFresh Bank program	89,016,312	69%	71,115,360	74%	17,900,952	25%
MoneyKey Bank Service program	18,576,647	14%	14,767,502	15%	3,809,145	26%
Fora direct lending	2,434,427	2%	1,010,103	1%	1,424,324	141%
QuidMarket direct lending	5,964,197	5%	-	0%	5,964,197	NM(2)
Lending-as-a-Service fees	2,961,670	2%	161,344	0%	2,800,326	NM(2)
Other revenue[1]	1,433,771	1%	375,881	0%	1,057,890	281%
Total Combined Revenue	129,307,037		96,010,640		33,296,397	35%

	Year ended December 31,					
	2024		2023		Period to period change	
(US$ other than percentages)	Amount	Percentage of Revenues	Amount[3]	Percentage of Revenues	Amount	Percentage
MoneyKey direct lending and CSO	34,688,074	8%	29,747,803	9%	4,940,271	17%
CreditFresh Bank program	324,495,065	72%	238,638,202	75%	85,856,863	36%
MoneyKey Bank Service program	67,097,031	15%	44,608,416	14%	22,488,615	50%
Fora direct lending	8,186,881	2%	2,182,414	1%	6,004,467	275%
QuidMarket direct lending	5,964,197	1%	-	0%	5,964,197	NM[2]
Lending-as-a-Service fees	6,199,568	1%	164,933	0%	6,034,635	NM[2]
Other revenue[1]	3,099,969	1%	1,146,407	0%	1,953,562	170%
Total Combined Revenue	449,730,785		316,488,175		133,242,610	42%

Note:

(1) Other revenue includes deposit interest income, lead resales and recoveries on the acquired QuidMarket loan book.
(2) Not meaningful
(3) Comparative figures have been updated to conform with current presentation

Our Annualized Revenue Yield[1] for the three-month period ended December 31, 2024 decreased to 113% from 121% for the same period in 2023. This decrease was largely driven by: 1) the record originations from returning and existing customers; 2) the continued aging of the loan portfolio and associated graduation of customers to lower cost of credit as well as the continued expansion of variable pricing functionality with our Bank Partners (see below for further discussion); 3) the ongoing expansion of Fora which offers products at a lower cost of credit than the MoneyKey and CreditFresh products and 4) a change in accounting estimate which increased accrued revenue in Q4 2023 thereby increasing the Annualized Revenue Yield[1] for that comparable period (see the Company's Q4 2023 MD&A for further details). As discussed earlier in the MD&A, returning and existing customers typically qualify for lower cost of credit products as compared to new customers. This is because many returning and existing customers

demonstrate an ability and propensity to make their loan repayments reliably over a sustained period of time and are then offered and/or are graduated to lower cost products by us and our Bank Partners, as compared to new customers.

Our Annualized Revenue Yield[1] for the twelve-month period ended December 31, 2024 on the other hand remained the same at 114% from 114% for the same period in 2023. The Company's Annualized Revenue Yield[1] was influenced higher by several factors including: 1) the continued growth of new customer originations over the preceding quarters leading into and during Q4 2024; 2) an increase in origination volume and Ending Combined Loan and Advance Balances[1] from the MoneyKey programs which are typically higher credit risk and therefore carry a higher cost of credit (and consequently higher Annualized Revenue Yield[1]) than the CreditFresh program; 3) optimization over the course of 2023 of the graduation criteria and processes, as well as the various fee tiers on the CreditFresh program which had a meaningful impact in 2024; 4) an increase in new customer originations from the higher yielding segments within the CreditFresh portfolio; 5) further revenue growth from our LaaS service offering; and 6) the recent Acquisition of QuidMarket which typically offers products at a higher cost of credit (and consequently higher Annualized Revenue Yield[1]) than most of the other products offered through Propel's platform. As discussed in prior quarters, new customers typically start at a higher cost of credit before qualifying for reduced rates and higher loan amounts pursuant to the graduation programs. These items were however offset by the same dynamics that reduced our Annualized Revenue Yield[1] for the three-month period ending December 31, 2024 as discussed above.

As noted above, the Annualized Revenue Yield[1] experienced a decline in Q4 2024 from Q4 2023 as compared to no change for the twelve-month period ended December 31, 2024 from the comparable period in 2023. The reason for the difference in performance was primarily driven by the higher proportion of Total Originations Funded[1] from return and existing customers in Q4 2024 whereas for the twelve-month period ended December 31, 2024, the Company made some modifications to our programs over the course of 2023 that impacted the first half of 2024 as compared to the first half of 2023. Such modifications are discussed in the paragraph above. In addition, the Company originated a higher proportion of new customers in the first half of 2024 as compared to 2023 which, as discussed, influences the Annualized Revenue Yield[1] upwards.

As described above and in previous MD&As, the Company rolled out variable pricing and graduation functionality on its platform for its Bank Partners in late Q3 2021. This is consistent with our strategy of providing access to credit to a larger segment of underserved consumers and facilitating a lower cost of credit to new customers, who would otherwise go elsewhere for their credit needs, as well as existing customers who demonstrate positive payment behavior over a period of time. This enables us to further increase origination volumes across our platform by expanding up the credit spectrum by facilitating access to lower and appropriately priced products to customers with lower credit risk attributes. The fee graduation functionality on our platform enables us and our Bank Partners to progressively offer reduced rates to existing customers exhibiting positive re-payment performance. This enhances customer retention and helps with improving their credit profiles over time thereby increasing value for both the Company and customers. In addition to contributing to lower Annualized Revenue Yield[1], we would expect these initiatives to reduce Net Charge-Off[1] rates for the portfolio over time while driving significant growth in Total Originations Funded[1] and Ending Combined Loan and Advance Balances[1], as well as top and bottom line growth.

	Three months ended December 31,		%
(US$ other than percentages)	**2024**	**2023**	**Change**
Revenue	129,307,037	96,010,640	35%
Average Combined Loan and Advance Balances(1)	456,437,948	318,328,797	43%
Annualized Revenue Yield(1)	113%	121%	(7)%

	Year ended December 31,		%
(US$ other than percentages)	**2024**	**2023**	**Change**
Revenue	449,730,785	316,488,175	42%
Average Combined Loan and Advance Balances(1)	395,648,946	278,251,659	42%
Annualized Revenue Yield(1)	114%	114%	—%

Note:

(1) See "Non-IFRS Financial Measures and Industry Metrics"

Provision for loan losses and other liabilities

Provision for loan losses and other liabilities increased by 28% to $65.6 million for the three-months ended December 31, 2024, compared to $51.4 million in the corresponding quarter of the previous year and increased by 37% to $222.5 million for the twelve months ended December 31, 2024, compared to $161.9 million in the corresponding period of the previous year. The provision for loan losses and other liabilities as a percentage of revenue decreased to 51% for the three months ended December 31, 2024 as compared to 54% for the corresponding period of the previous year and decreased to 49% for the twelve months ended December 31, 2024 as compared to 51% for the corresponding period in 2023. The overall increase in provision for loan losses and other liabilities of 28% was lower than the growth in revenue of 35% and lower than the overall growth in the Company's Ending Combined Loans and Advance Balances[1] of 42% (see sections above) for the three months ended December 31, 2024. The provision for loan losses and other liabilities as a percentage of revenue also includes QuidMarket following the closing of the Acquisition on November 15, 2024 (see "**Business Overview**" above).

The decrease in the provision for loan losses and other liabilities as a percentage of revenue for the three and twelve months ended December 31, 2024 periods is a result of the ongoing strong credit performance in the loan portfolio driven by the factors discussed above under "**Macroeconomic Environment and Outlook**" including the continued resiliency of our and our Bank Partners target customer segment and the effectiveness of our proprietary AI-driven underwriting. A significant driver of this improved credit performance has been the continued refinements to our underwriting and acquisition strategy and updates to our AI powered underwriting model, which are approved by our Bank Partners. Additionally, as the business continues to scale, the portfolio matures where an increasing number of existing customers with demonstrated strong payment histories access additional credit facilitated across our platform.

The provision for loan losses and other liabilities as a percentage of revenue of 51% is the lowest for a Q4 period since 2020, a period positively impacted by government support related to COVID-19. Furthermore, the provision for loan losses and other liabilities as a percentage of revenue of 51% is in-line with target margins for profitability and indicative of strong unit economics in a normalized growth environment. We would also note that on a seasonally adjusted basis, 51% is better than target for a Q4 period. Lastly, the ability to grow our Ending Combined Loan and Advance Balances[1] by 42%, revenue by 35% and continue originating a high percentage of new customers with our Bank Partners while reducing our provision as a percentage of revenue to 51% from last year illustrates our capability of managing credit risk on a prudent basis while delivering strong results in a period of significant growth.

As outlined in prior MD&As, generally in periods of high growth, the business experiences a higher provision for loan losses and other liabilities as a percentage of revenue, while in periods of lower growth the inverse holds true. This is due to several factors. Firstly, new and recently originated customers tend to have higher default rates relative to existing customers in the portfolio that have been consistently making payments. Therefore, in periods of higher new and recent origination growth, the overall receivables portfolio could experience higher average missed payments and delinquency rates, and consequently a higher provision as a percentage of revenue. In periods of low growth, the portfolio is more mature leading to lower missed payment rates, defaults, and consequently provisions as a percentage of revenue. Considering the continued expansion of new customer originations leading into and in Q4 2024, the provision as a percentage of revenue of 51% is better than target for a Q4 period and reflective of very strong credit performance and high credit quality in the portfolio. Secondly, under IFRS we record loan loss provisions based on future expected credit losses for every loan origination without matching revenue that is earned over the life of a loan (for a further discussion of this accounting treatment see "**Material Accounting Policies and Estimates — Loans and advances receivable**" in this MD&A).

As noted previously, under IFRS we are required to build allowances for future expected credit losses across all accounts including new originations and accounts in good standing that have no evidence of underperformance. The movement in the allowances has a material impact on the provision for loan losses and other liabilities expense. We employ an Expected Credit Loss ("**ECL**") methodology and model that incorporates extensive amounts of data, estimates, and other factors such as macroeconomic variables. The overall allowances for future expected credit losses as a percentage of Loan and Advance owned by the Company (including: Fees and interest receivable) remained the same in a significant period of growth at 24% as at December 31, 2024 compared to 24% as at December 31, 2023. Generally, a loan portfolio that has a higher proportion of new customers will typically have a higher allowance for future expected credit losses as compared to a more mature portfolio with existing customers who have been consistently making payments. Therefore, the allowance rate can increase during periods of high origination growth and strong and/or improving credit performance. See "**Material Accounting Policies and Estimates — Loans and**

advances receivable" below for the table reflecting these percentages as well as a further discussion of the accounting treatment relating to allowances for future credit losses. The allowances take into account the higher credit quality constitution, improved credit performance, and aging in the portfolio discussed above which are factors that drive allowances for loan losses downwards. However, the continued macroeconomic headwinds and factors (see "**Macroeconomic Environment**" above) such as elevated interest rates and inflation remaining above central bank target rates that are also incorporated in the ECL model are driving increases to allowances.

Overall, in a period of robust growth, the portfolio is growing profitably with strong unit economics and the provision for loan losses and other liabilities as a percentage of revenue was better than our targeted range in Q4 2024. As discussed above, the Q4 period is typically the Company's strongest quarter from a volume perspective and we experienced a typical Q4 while generating record Total Originations Funded[1] from both new and returning and existing customers. These dynamics are very positive for the business and the overall health and quality of the portfolio over the longer term. While Propel and our Bank Partners had record Total Originations Funded[1] in Q4 2024 we and our Bank Partners continue to maintain an overall prudent stance towards underwriting as we move forward considering some of the ongoing uncertainty in the macroeconomic environment.

	Three months ended December 31,		%
(US$ other than percentages)	**2024**	**2023**	**Change**
Provision for loan losses and other liabilities	65,582,578	51,377,131	28%
Provision for loan losses and other liabilities as a % of Revenue[(1)]	51%	54%	(6)%
Net Charge-Offs[(1)]	58,201,962	31,817,972	83%
Net Charge-Offs as a % of Average CLAB[(1)]	13%	10%	30%

	Year ended December 31,		%
(US$ other than percentages)	**2024**	**2023**	**Change**
Provision for loan losses and other liabilities	222,495,877	161,907,632	37%
Provision for loan losses and other liabilities as a % of Revenue[(1)]	49%	51%	(4)%
Net Charge-Offs[(1)]	182,601,768	129,723,886	41%
Net Charge-Offs as a % of Average CLAB[(1)]	12%	12%	—%

Note:
1. See "Non-IFRS Financial Measures and Industry Metrics".

Net Charge-Offs

Net Charge-Offs[1] increased by 83% to $58.2 million for the three months ended December 31, 2024, compared to $31.8 million over the same quarter in 2023 and increased by 41% to $182.6 million for the twelve months ended December 31, 2024, compared to $129.7 million over the same period in 2023. Net Charge-Offs[1] represent the actual credit losses on the portfolio over a specified period of time and are a driving component of the provision for loan losses and other liabilities (see "**Reconciliation of Non-IFRS Measures**" in this MD&A). However, while provision for loan losses and other liabilities contains a forward-looking component accounting for expected credit losses in the future reflecting the more current level of risk in the portfolio, Net Charge-Offs[1] measure actual losses on the portfolio and, as such, in large part relate to and lag origination activity from prior periods. Both measures are useful to assess the credit performance of the portfolio.

Net Charge-Offs as a percentage of Average Combined Loans and Advance Balances[1,2] increased to 13% for the three months ended December 31, 2024 from 10% for the same quarter in 2023 and remained the same at 12% for the twelve months ended December 31, 2024 relative to the same period in 2023. Notwithstanding the year over year increase, the 13% in Net Charge-Offs as a percentage of Average Combined Loans and Advance Balances[1] for the three months ended December 31, 2024 reflects strong credit performance in the loan portfolio and is well within our

target range for driving profitable growth. Additionally, Net Charge-Offs (and similarly Net Charge-Offs as a percentage of Average Combined Loans and Advance Balances[1]) in Q4 2023 were positively impacted by a change in accounting estimate under IFRS 9 due to the impact on charge-off timing (see Company's Q4 2023 MD&A for further details). The 10% in Net Charge-Offs as a percentage of Average Combined Loans and Advance Balances[1] experienced for the three months ended December 31, 2023 was atypical and uncharacteristically low for a Q4 period as a result of the change in accounting estimate as we would expect the rate to be in the 12% to 15% range on a normalized basis. Lastly, as discussed above, Net Charge-Offs[1] is a lagging measure and when evaluating credit performance in the loan portfolio, it is appropriate to review the provision for loan losses and other liabilities which in addition to Net Charge-Offs[1] contains a forward-looking component accounting for the movement in the allowance for loan losses. The provision for loan losses and other liabilities as a percentage of revenue was better than our targets and declined to 51% in Q4 2024 from 54% in Q4 2023, demonstrating very strong credit performance. Furthermore, it was the strongest credit performance in a Q4 period since 2020, a period positively impacted by government support related to COVID-19 (see "**Provision for Loan Losses and other Liabilities**") above). The stable Net Charge-Offs as a percentage of Average Combined Loans and Advance Balances[1] for the twelve months ended December 31, 2024 relative to the comparable period in 2023 reflects the continued strong and improved credit performance in the loan portfolio during the full year despite ongoing elevated price levels and interest rates.

Overall, we expect Net Charge-Offs[1] as a percentage of Average Combined Loans and Advance Balances[1], when measured over a period of time and adjusted for seasonal and other demand fluctuations, to decrease over time with our enhanced underwriting and AI capabilities, which are approved by our Bank Partners, and as the products facilitated through our platform evolve to serve lower credit risk consumers through variable pricing and graduation. Products offered by our Bank Partners through the CreditFresh Bank Programs generally serve lower risk consumers as compared to our products offered under the MoneyKey brand. Products offered to consumers through these Bank Programs have (i) higher loan amounts; (ii) lower cost of credit to consumers; and (iii) experience lower default rates. In addition, we expect Net Charge-Offs[1] as a percentage of Average Combined Loans and Advances Balances[1] to be positively impacted by Fora as our Canadian operation continues to scale into a more sizable business. Fora typically experiences lower default rates relative to our products offered to higher risk consumers from the higher yielding segments of the loan portfolio. As discussed above, the 13% experienced in Q4 2024 is well within the range that we would deem acceptable for a portfolio that continues exhibiting significant growth with strong unit economics and continued profitability expansion. Despite the significant increase in origination volumes and continued growth anticipated for 2025 (see our "**2025 Operating and Financial Targets**" above) as well as ongoing elevated price levels and interest rates that may possibly drive loss rates upwards, there are a number of factors that we expect will mitigate these potential increases. Such factors include the overall and continued shift of the portfolio towards consumers with lower credit risk profiles (and consequently lower loss rates), and some of the macroeconomic and internal operating dynamics noted above and in prior MD&As including: a) consumers in our segment remaining resilient even in light of the continued elevated level of inflation and higher interest rates; b) continued refinements to underwriting and acquisition strategy driving increases in credit scores and income levels of originations facilitated through our platform; c) updates to the AI models approved by our Bank Partners that adjusted how a consumer's risk was evaluated, ultimately allowing us to facilitate more loans to consumers across the credit spectrum, while keeping defaults in line with targets; and d) ongoing operational and technological enhancements that are deployed across Propel's platform. Additionally, and as discussed above, even in light of the ongoing fluctuations in the macroeconomic environment, data shows that our target consumers demonstrate more resilience than prime borrowers and perform better through periods of economic uncertainty. They are experienced at consistently living with and managing tighter budgets, are able to quickly adjust their finances as needed, and are able to fill lost employment income faster on balance.

Acquisition and data expense

Acquisition and data expense increased by 47% to $17.1 million from $11.6 million for the three months ended December 31, 2024 compared to the three months ended December 31, 2023. The Company also experienced an increase in acquisition and data expense of 44% to $55.4 million from $38.6 million for the twelve months ended December 31, 2024 over the same period in 2023. The increase for the three and twelve months ended December 31, 2024 is due to the higher Total Originations Funded[1], in particular from new customers which was a record for the quarter, over the comparable period and an increase in the Cost Per Funded Origination[1]. The drivers for the higher Cost Per Funded Origination[1] are discussed further below. Furthermore, the increase in the year-over-year acquisition and data expenses reflect the Acquisition of QuidMarket which closed on November 15, 2024 (see "**Business Overview**" above).

Total Originations Funded[1] grew by 45% to $175.5 million from $120.7 million for the three months ended December 31, 2024 compared to the three months ended December 31, 2023 and increased by 42% to $586.4 million from $412.6 million for the twelve months ended December 31, 2024 compared to the twelve months ended December 31, 2023. The growth during the three months and twelve months ended December 31, 2024 was driven in part by the continued growth of new customer originations which was a record for the quarter. Ultimately, the primary driver of acquisition and data expense and the Cost Per Funded Origination[1] is the new customer originations proportion of Total Originations Funded[1] where the vast majority of these expenses are incurred. The New Customer % of Total Originations Funded[1] was 47% equaling $81.6 million in Q4 2024 compared to 46% equaling $55.1 million in Q4 2023 and 46% equaling $271.7 million for the twelve months ended December 31, 2024 compared to 47% equaling $193.3 million for the twelve months ended December 31, 2023. This translated to year-over-year growth in new customer originations of 48% and 41% for the three months and twelve months ended December 31, 2024, respectively. Therefore, a primary driver of the acquisition and data expense growth was the continued strength from the new customer origination portion of Total Originations Funded[1] described above. We also note that an additional driver of the increased cost for the three and twelve month periods ending December 31, 2024 was the acquisition and data costs relating to the LaaS service offering that was launched in June 2023 and was still a nascent program in Q4 2023. We would note that acquisition and data costs are significant components of the LaaS service offering's overall cost base which are in turn charged out as fees to form part of the LaaS program's revenue.

The Cost Per Funded Origination[1] increased to $0.098 in Q4 2024 as compared to $0.096 in Q4 2023 and increased to $0.095 in the twelve months ended December 31, 2024 as compared to $0.093 in the same period in 2023. When evaluating the acquisition and data expense on a Cost Per New Customer Funded Origination[1] instead of Total Originations Funded[1], acquisition and data expense Cost Per New Customer Funded Origination[1] was approximately the same at $0.210 for Q4 2024 as compared to $0.211 for Q4 2023 and increased modestly to $0.204 for the twelve months ended December 31, 2024 as compared to $0.199 for the twelve months ended December 31, 2023. This level of expense relative to new customer originations is well within the acceptable range to achieve targeted profitability during a period of significant growth.

There are a number of factors that drive the acquisition and data expense and consequently the Company's Cost Per New Customer Funded Origination[1] that make up the overall acquisition strategy.

Firstly, as described in prior quarters MD&As, the Company has gradually increased its organic marketing spend since early 2023. Organic marketing initiatives include pay-per-click and SEO marketing, direct mail and other direct branded spend that requires some upfront investment and time to translate into increased origination volume. We have experienced additional high quality new customer originations during Q4 2024 and expect similar performance in 2025, as a result of the recent increased organic marketing spend. Furthermore, it has been the Company's experience that customers originated through organic marketing channels perform better from a default perspective as compared to those customers originated through other marketing channels. Therefore, despite the higher organic expense, we expect the lower default rates will result in continued strong profitability, and as a result we and our Bank Partners are comfortable continuing to operate on this basis. Furthermore, this helps build Propel's consumer facing brands over the long term. Lastly, the recent increased organic marketing spend resulted in the higher Cost Per New Customer Funded Origination[1] over the twelve months ended December 31, 2024 discussed above. However, the level of expense is well within the acceptable range to achieve targeted profitability during a period of significant growth.

Secondly, another key component of the expense on a Cost Per New Customer Funded Origination[1] and overall Cost Per Funded Origination[1] is the cost to underwrite and adjudicate the new customer originations. Data costs (including data and products leveraged from credit bureaus and partners) are a key component in acquisition and data expense. The Company made the decision to incur the additional underwriting costs to ensure the business and its Bank Partners were continuing to originate loans on a prudent and profitable basis. It should be noted that the additional underwriting efforts did result in strong credit performance during the quarter leading to continued strong profitability.

As part of our drive for continuous improvement, the Company continues to optimize and enhance our acquisition and underwriting models, which are approved by our Bank Partners, and ultimately lead to improved

efficiency for the business as we are able to originate and/or facilitate and fund more dollars to new consumers while improving credit performance and consequently growing profitability.

The business has a consistent focus on improving our acquisition capabilities, reach, and spend through innovative partnerships and strategies, expansion of marketing channels, and enhancements to our proprietary acquisition model and technology. This is further helped through leveraging products and data from our partnerships with key data providers. The above ultimately leads to increasing conversion rates over time from applicants that are approved for credit through our proprietary underwriting engine, which is approved by our Bank Partners, and a corresponding reduction to the cost per funded acquisition for new customer originations over the longer term. The business has been able to effectively manage acquisition and data costs, one of the largest operating expenses for the Company, and the overall Cost Per Funded Origination[1] all while continuing to produce strong origination volume growth and record loan and advance balances, and drive increasing profitability.

Salaries, wages and benefits

Salaries, wages, and benefits expense increased by 30% to $11.5 million for the three months ended December 31, 2024, compared to $8.9 million over the corresponding quarter in 2023 and by 25% to $39.5 million for the twelve months ended December 31, 2024, compared to $31.5 million over the corresponding period in 2023. This increase was due to the overall growth in our business as reflected by the 35% and 42% increase in revenue for the three and twelve-month periods ending December 31, 2024, respectively, as well as the 42% increase in Ending Combined Loan and Advance Balances[1], and continued wage growth in the broader economy. Furthermore, the increase in the year-over-year salaries, wages, and benefits expense reflect the Acquisition of QuidMarket which closed on November 15, 2024 (see "**Business Overview**" above). Although people costs continue to grow as the business scales, we expect this growth to continue to be outpaced by the growth in loan and advance balances and revenues from the increasing operating leverage of the business. This is highlighted by a decrease in salaries, wages and benefits as a percentage of revenue to 8.9% for the three months ending December 31, 2024 compared to 9.2% in the 2023 comparative period and a decrease to 8.8% for the twelve months ending December 31, 2024 compared to 10.0% in the 2023 comparative period. We do note that a large part of these expenses, particularly the contact center headcount, is somewhat variable to overall loan volume and new customer originations.

Furthermore, the business continues to gain significant efficiencies in people costs across our contact centers as a result of enhancements to operational processes and automation through technology. "**Customer experience**" is a key pillar of our mission and to that end, we continuously strive to provide customers with a light touch experience (from origination, to on-going service and ultimately through to repayment) by leveraging our technology to enable more self-service capabilities and more digital (non-voice) communication channels. Some examples include increased methods of repayment through our self-service portal, automated tools to increase contact and effective interaction with customers, and continued automation on the originations and loan funding side. This self-service component reduces dependencies on live agents in the contact center, improves agent efficiency, and ultimately reduces costs to the business over time. Additionally, we continue to enjoy increased operating efficiencies arising from our enhanced 'LEO' user interface to our proprietary JAG loan management system for originations processing on the MoneyKey and CreditFresh programs. In August 2024, we added Fora to LEO which positions us well to service the program efficiently as we grow volumes.

We have made significant advances in these areas over the past several quarters and expect to continue to leverage and enhance our own technology platform and other best-in-class software to drive additional operating efficiencies. This has contributed to a decrease in salaries, wages and benefits as a percentage of revenue in the three month and twelve month periods ending December 31, 2024, as noted above. We further note that we continue to incur additional infrastructure and people related expenditures as we scale and grow LaaS that was launched in mid 2023 and the Fora businesses which was launched in Q4 2022. We expect significant economic benefit from these new programs as they scale into the future.

Lastly, we note that the Company, as part of the Acquisition of QuidMarket, incurred costs of approximately $0.3 million in salaries, wages, and benefits during the three- period ending December 31, 2024 and $0.7 million for the twelve month period ending December 31, 2024. On a go-forward basis, we expect the Acquisition of QuidMarket to contribute meaningfully to the overall business. Removing the costs attributable to the Acquisition of QuidMarket in 2024, Propel as a whole would be more profitable and we would have experienced and demonstrated further operating leverage and cost efficiencies relating to salaries, wages, and benefits as it relates to growth in revenue and balances in our established lines of business.

General and administrative expense

General and administrative expenses ("**G&A**") increased by 65% to $4.0 million for the three months ended December 31, 2024, compared to $2.4 million over the corresponding quarter in 2023 and increased by 60% to $13.9 million for the twelve months ended December 31, 2024, compared to $8.7 million over the corresponding period in 2023. Our G&A as a percentage of revenue increased to 3.1% in Q4 2024 as compared to 2.5% in the prior period and increased to 3.1% for the twelve months ended December 31, 2024 as compared to 2.7% for the comparable period. G&A expenses also now include QuidMarket following the closing of the Acquisition with an accounting effective date of November 1, 2024 (see "**Business Overview**" above) which contributes to the year-over-year increases. The increase in G&A expenses for the three- and twelve-month periods ending December 31, 2024 were also impacted by non-recurring costs incurred related to the Acquisition of QuidMarket of $0.4 million and $2.6 million, respectively. These non-recurring costs mostly relate to third party professional fees including legal, financial, accounting, regulatory and other advisors. Following the closing and on a go-forward basis, we expect the Acquisition of QuidMarket to contribute meaningfully to the overall business. Removing the costs attributable to the Acquisition of QuidMarket in 2024, Propel as a whole would be more profitable. Excluding the costs attributable to the Acquisition of QuidMarket, our G&A as a percentage of revenue would have increased to 2.7% in Q4 2024 as compared to 2.5% in the prior period and would have decreased to 2.5% for the twelve months ended December 31, 2024 as compared to 2.7% for the comparable period. The increase in G&A expenses was also driven by telephony and other communication costs and by professional and other external services fees, both of which support the record Total Originations Funded[1], the scaling of the new business initiatives LaaS and Fora, and the overall growth of the Company.

As discussed in prior periods, in order to support and enable the balance growth and significant volume detailed above as well as support the increases in personnel, we have continued to make investments in our infrastructure and increased our G&A expenses in several areas over the course of 2024. As an example, we further expanded infrastructure in the contact center that led to notable improvements in customer experience and significant efficiencies to our contact center operations. The further rollout of our 'LEO' UI (mentioned above), the deliberate expansion of our digital interaction channels (webchat, SMS) and optimization of our computer telephony integration strategies are specific examples of these. We expect substantial operating leverage to continue moving forward as the infrastructure we built over the years positions us well for considerable continued growth in revenue and balances across existing and new business programs moving forward. Furthermore, as detailed in the "**Salaries, wages and benefits**" section above, we continue to maintain higher G&A expenditures to support the new business initiatives LaaS and Fora.

Processing and technology

Processing and technology costs increased by 57% to $5.0 million for the three months ended December 31, 2024, compared to $3.2 million for the same three-month period in 2023 and increased by 51% to $16.7 million for the twelve months ended December 31, 2024, compared to $11.0 million over the corresponding period in 2023. The increase in processing and technology expense for the three months and twelve months ended December 31, 2024 was primarily due to the growth in our Total Originations Funded[1] and consequently our Ending Combined Loan and Advance Balances[1] discussed above. Other contributing factors for the year-over-year increase in processing and technology costs is the growth in transaction volume and banking fees relating to the LaaS program and other lending program costs as well as incremental costs relating to third party software subscriptions and licenses. Processing and technology expenses are predominantly variable costs associated with originating and servicing loans facilitated through the Propel platform and also include fees paid to our Bank Partners (see "**Key Components of Results of Operations**" above). Processing and technology expenses also include a nominal contribution from QuidMarket following the Acquisition on November 15, 2024 (see "**Business Overview**" above).

Interest and fees on credit facilities, and lease liabilities

Total interest expense (per the table below) increased by 31% to $8.6 million for the three months ended December 31, 2024, compared to $6.5 million for the same three-month period in 2023 and by 40% to $31.9 million for the twelve months ended December 31, 2024, compared to $22.8 million over the corresponding period in 2023. The increase in total interest expense is primarily a result of our increased usage of our credit facilities. The increase in usage of our credit facilities was partially offset by the reduction of central bank rates by both the Bank of Canada and the Federal Reserve over the course of 2024. From June 2024 through the end of 2024, the Bank of Canada reduced its central bank rate by 175 bps, while the Federal Reserve reduced its central bank rate by 100 bps from September 2024 through the end of 2024.. Our average daily facility outstanding (per the table below) increased by

42% to $260.8 million for the three months ended December 31, 2024 as compared to $184.2 million for the three months ended December 31, 2023. Our average daily facility outstanding increased by 43% to $233.6 million in the twelve months ended December 31, 2024 as compared to $162.9 million in the twelve months ended December 31, 2023. This increase in the average daily facility outstanding was used to fund the increase in loans and advances receivable. The average effective interest rate on the Company's credit facilities (which include other facility related fees) decreased to 12.7% in the three months ended December 31, 2024 as compared to 13.7% in the three months ended December 31, 2023 and decreased to 13.2% in the twelve months ended December 31, 2024 as compared to 13.5% in the twelve months ended December 31, 2023.

The decrease in the average effective interest rate on the Company's credit facilities for the three months and twelve months ended December 31, 2024 was driven by the reduction of central bank rates as discussed above . Our credit facility rates have variable components that are currently tied to 3-month Term SOFR and CAD Prime and historically tied to either LIBOR, and/or US Prime (see "**Liquidity and Capital Resources – Credit Facilities**" for further detail). These variable components currently contain rate floors of 1.75% and 1% for 3-month Term SOFR and had historical rate floors of 1% for 3-month LIBOR, and 3.25% for US Prime. Given the Federal Reserve rate reductions in Q3 and Q4 2024, the 3-month Term SOFR decreased to 4.31% at December 31, 2024. Assuming the CPI trajectory continues to moderate in the US and Canada, we expect the Federal Reserve and the Bank of Canada may possibly make further rate reductions during 2025 (see "**Macroeconomic Environment and Outlook**" above). The current levels of interest rates and expectations of any changes are built into our 2025 outlook and although not desirable, borrowing costs would need to rise significantly above forecasted levels before having a material impact to the profitability of our business. Finally, as interest rates continue to come down, this will naturally be a tailwind for the business and expand profitability.

As at December 31, 2024, the Debt-to-Equity[2] ratio for the Company was 1.30/1. With the sizable credit available under the debt facilities, the facilities structure from an advance rate perspective, and the relatively low Debt-to-Equity[2] ratio carried by the Company, we believe we are in a strong position to continue to significantly grow our loans and advances receivable. The Company's Debt-to-Equity[2] ratio benefited from the bought deal offering used to finance the Acquisition of QuidMarket. The equity financing raised approximately $81.8 million (C$115 million) in gross proceeds and closed on October 3, 2024 (see "**Business Overview**" above and "**2024 Bought Deal Offering**" section below for further information on the bought deal offering). Also see "**Liquidity and Capital Resources**" for further detail on the structure and credit availability under our credit facilities.

	Three months ended December 31,			
	2024	2023	Period over period change	
(US$ other than percentages)	Amount	Amount	Amount	Percentage
Effective interest on credit facilities	8,284,042	6,296,862	1,987,180	32%
Average daily facility outstanding	260,765,523	184,152,174	76,613,349	42%
Average effective interest rate on credit facilities	12.7%	13.7%		
Other credit facility costs[(1)]	230,486	165,677	64,809	39%
Interest expense on lease liabilities	65,828	78,247	(12,419)	(16)%
Total Interest Expense	8,580,356	6,540,786	2,039,570	31%

	Year ended December 31,			
	2024	2023	Period over period change	
(US$ other than percentages)	Amount	Amount	Amount	Percentage
Effective interest on credit facilities	30,801,409	21,920,960	8,880,449	41%
Average daily facility outstanding	233,613,155	162,915,068	70,698,087	43%
Average effective interest rate on credit facilities	13.2%	13.5%		
Other credit facility costs[(1)]	783,881	552,256	231,625	42%
Interest expense on lease liabilities	265,482	330,732	(65,250)	(20)%
Total Interest Expense	31,850,772	22,803,948	9,046,824	40%

(1) This includes the amortization of transaction costs capitalized as part of the new CreditFresh revolving credit facility that closed on February 23, 2023. See "Liquidity and Capital Resources" below.

Net income

Net income increased by 37% to $11.6 million for the three months ended December 31, 2024 from $8.5 million for the same period in 2023 and increased by 67% to a record of $46.4 million for the twelve months ended December 31, 2024 from $27.8 million for the same period in 2023. The increase in net income relative to 2023 came primarily as a result of overall growth in revenues and balances, and effective management of the business including prudent operating cost, risk and financial management. The increase also partially reflects the contribution from the Acquisition of QuidMarket (before transaction costs) which closed on November 15, 2024 (see "**Business Overview**" above). As noted above, the net income for the three month period ended December 31, 2024 includes approximately $0.3 million of salaries, wages, and benefits expense and $0.4 million of G&A expense relating to the Acquisition of QuidMarket. For the twelve month period ended December 31, 2024, the net income includes approximately $0.7 million of salaries, wages, and benefits expense and $2.6 million of G&A expenses relating to the Acquisition of QuidMarket. Removing the costs attributable to the Acquisition of QuidMarket, net income would have increased by 43% to $12.1 million for the three months ended December 31, 2024 and would have increased by 75% to a record of $48.7 million for the twelve months ended December 31, 2024 compared to the respective periods in 2023. In addition, the net income for the three months and twelve months ended December 31, 2024 were impacted by a meaningful unrealized loss from changes in foreign exchange rates and the amortization of intangible assets related to the Acquisition of QuidMarket. Combined, these represented $1.2 million (pre-tax) and $1.7 million (pre-tax) of additional expenses that are added back to Adjusted Net Income[1] for the three months and twelve months ended December 31, 2024, respectively, (please see definition of "**Adjusted Net Income**" under **"Non-IFRS Financial Measures and Industry Metrics**" earlier in this MD&A).

As outlined in the sections above, Propel experienced significant growth in the twelve months ended December 31, 2024 where Ending Combined Loan and Advance Balances[1] increased by 42% year over year. As a result, revenue grew by 35% and 42% respectively for the three and twelve months ended December 31, 2024. Such growth was driven by the expansion of existing operations including the (i) scaling of the three Bank Programs across the CreditFresh and MoneyKey brands, (ii) increasing marketing reach through marketing partner relationships and strategies established over the recent years, (iii) increased new customer origination volume including higher yield

portions of the portfolio as described in the sections above, (iv) continued expansion across and up the consumer credit risk spectrum through lower fee products across the platform enabling us and our partners to provide credit to consumers who were not targeted previously, (v) continually expanding graduation and variable pricing capabilities; (vi) the contribution of Fora and the LaaS program; and (vii) the recent Acquisition of QuidMarket which closed on November 15, 2024 (see "**Business Overview**" above). Finally, the above growth was also driven by continued strong demand for credit given the macroeconomic environment, the continued shift from brick and mortar to online lending, and tightening across the credit supply chain which has increased application volume and quality across our platform. See "**Loans and advances receivable**" for further detail and drivers.

In order to realize and deliver the initiatives and significant growth outlined above, we are required to invest in and absorb larger costs in the short-term while realizing a large portion of the revenues and economic benefits in the future. As such, in accordance with IFRS, we are required to take larger immediate expenses relating primarily to (i) the provision for loan losses and other liabilities; (ii) acquisition and data; and (iii) other operating expenses including salaries, wages, and benefits and G&A as we build up our infrastructure to support the increasing volumes and loan and advance balances. The substantial top-line revenue growth, strong credit performance, effective cost management and operating leverage led to the net income and margin expansion. The provision for loan losses and other liabilities as a percentage of revenue decreased to 51% for the three month period ended December 31, 2024 as compared to 54% for the same period in 2023 and decreased to 49% for the twelve month period ended December 31, 2024 as compared to 51% for the same period in 2023. See "**Provision for loan losses and other liabilities**" above for a further discussion.

In prior periods and MD&As, we have discussed and demonstrated ongoing operating leverage as operating expenses consistently decreased as a percentage of revenue. This was primarily driven by our core lines of business: MoneyKey and CreditFresh in the US. This dynamic reflected the ongoing disciplined expense management and inherent operating leverage evident in the business model. However, we did not experience this dynamic in Q4 2024 nor when comparing fiscal 2024 to fiscal 2023. Total operating expenses which include acquisition and data expense, salaries, wages, and benefits, G&A, and processing and technology expense, when aggregated together as a percentage of revenue increased to 29% for the three month period ended December 31, 2024 as compared to 27% for the same period in 2023 and remained the same at 28% for the twelve month period ended December 31, 2024 as compared to 28% for the same period in 2023. Operating expenses not including acquisition and data expense increased to 16% of revenue for the three month period ended December 31, 2024 as compared to 15% for the same period in 2023 and remained the same at 16% for the twelve month period ended December 31, 2024 as compared to 16% for the same period in 2023. The factors driving the changes in year-over-year operating expenses as a percentage of revenue include: i) the significant transaction costs associated with the Acquisition of QuidMarket; ii) the scaling of the growth initiatives Fora and the LaaS program which require more investment upfront with significant economic benefit over future years; and iii) significant growth of the entire loan portfolio. Removing the costs attributable to the Acquisition of QuidMarket, operating expenses when aggregated together as a percentage of revenue would have remained the same at 29% for the three month period ended December 31, 2024 as compared to the same period in 2023, however, would have decreased to 27% for the twelve month period ended December 31, 2024 as compared to 28% for the same period in 2023. Furthermore, net income as a % of revenue would have been 9% for the three month period and 11% for the twelve month period ended December 31, 2024. None-the-less, the significant improvement in the year-over-year provision for loan losses and other liabilities as a percentage of revenue ultimately had a meaningful impact to the improvement in year-over-year net income margins (see "**Provision for loan losses and other liabilities**" above for a further discussion). See all associated expense sections above for a detailed discussion of performance.

From a macroeconomic perspective, despite the ongoing elevated price levels and interest rates, we continue to observe strong employment numbers in our consumer segment, continued real wage growth and ongoing strong credit performance. While the trend of strong credit performance is certainly influenced by strong employment and real wage growth, it is also a result of the prudent underwriting posture by us and our Bank Partners driving the improved credit quality of the overall portfolio. Furthermore, our consumer segment demonstrated resiliency through COVID-19 as well as historically during periods of economic stress. Please see "**Macroeconomic Environment and Outlook**" above for additional factors influencing net income.

	Three Months Ended December 31,		
(US$ other than percentages)	**2024**	**2023**	**% Change**
Net Income	11,609,178	8,483,896	37%
Net Income as % of Revenue	9%	9%	
Earnings per Share ($USD):			
Basic	0.31	0.25	26%
Diluted	0.29	0.23	25%
Earnings per Share ($CAD):			
Basic	0.43	0.34	29%
Diluted	0.40	0.31	28%
Adjusted Net Income[1]	16,943,663	10,171,324	67%
Adjusted Net Income[1] Margin	13%	11%	
Adjusted Earnings per Share ($USD)[1]			
Basic	0.45	0.30	53%
Diluted	0.42	0.28	52%
Adjusted Earnings per Share ($CAD)[1]			
Basic	0.63	0.40	57%
Diluted	0.59	0.38	56%
EBITDA[1]	24,996,026	19,290,808	30%
EBITDA Margin[1]	19%	20%	
Adjusted EBITDA[1]	31,926,584	21,586,628	48%
Adjusted EBITDA Margin[1]	25%	22%	

(US$ other than percentages)	Year ended December 31, 2024	2023	% Change
Net Income	46,375,867	27,776,133	67%
Net Income as % of Revenue	10%	9%	
Earnings per Share ($USD):			
Basic	1.32	0.81	63%
Diluted	1.22	0.76	62%
Earnings per Share ($CAD):			
Basic	1.81	1.09	66%
Diluted	1.67	1.02	64%
Adjusted Net Income[(1)(2)]	62,346,993	35,636,346	75%
Adjusted Net Income[(1)(2)] Margin	14%	11%	
Adjusted Earnings per Share ($USD)[(1)(2)]			
Basic	1.78	1.04	71%
Diluted	1.64	0.97	69%
Adjusted Earnings per Share ($CAD)[(1)(2)]			
Basic	2.43	1.40	74%
Diluted	2.25	1.31	72%
EBITDA[(1)]	99,941,279	65,018,687	54%
EBITDA Margin[(1)]	22%	21%	
Adjusted EBITDA[(1)(2)]	121,343,458	75,712,855	60%
Adjusted EBITDA Margin[(1)(2)]	27%	24%	

Note:
1. See "Non-IFRS Financial Measures and Industry Metrics".
2. Comparative figures have been updated to conform with current presentation

Adjusted Net Income

Adjusted Net Income[1] increased by 67% to $16.9 million for the three months ended December 31, 2024 from $10.2 million for the same period in 2023 and increased by 75% to a record of $62.3 million for the twelve months ended December 31, 2024 from $35.6 million for the same period in 2023.

Adjusted Net Income[1] removes the effects of non-cash estimated credit loss provisions that are required under IFRS to be recorded against balances that are otherwise in good standing (see "**Material Accounting Policies and Estimates — Loans and advances receivable**" in this MD&A). As a result, in periods of significant growth where we record estimated loan losses on new originations without any corresponding income, our margins can appear artificially decreased and do not reflect the actual credit performance of the portfolio and the overall financial performance of the business. On the other hand, in periods where loan balances contract, the opposite may hold true. Making this adjustment for the three and twelve months ended December 31, 2024 reflects the growth, particularly in Stage 1 loan and advance balances, in the period. In addition, we remove one-time expenses which for the three and twelve month periods ending December 31, 2024 included the salaries, wages, and benefits expenses and G&A expenses relating to the Acquisition of QuidMarket. Furthermore, in Q4 2024, we also started to remove the effect of i) the amortization of intangible assets acquired in connection with the Acquisition of QuidMarket; and ii) unrealized gains and losses related to changes in foreign exchange rates. Making these adjustments results in a higher Adjusted Net Income[1] relative to net income (see "**Reconciliation of Non-IFRS measures**" in this MD&A). Management believes Adjusted Net Income[1] is a truer reflection of business performance for the respective periods. Notwithstanding the above, Adjusted Net Income[1] is impacted by similar dynamics and factors as those driving net income and, as such, both measures increased during the three and twelve months ended December 31, 2024 when compared to the same period last year.

EBITDA[1]

EBITDA[1] increased by 30% to $25.0 million for the three months ended December 31, 2024, from $19.3 million for the same period in 2023 and increased by 54% to a record of $99.9 million for the twelve months ended December 31, 2024, from $65.0 million for the same period in 2023. The movements in EBITDA[1] can be explained by similar dynamics and factors as those driving net income (see above). Similar to net income, EBITDA[1] for the three month period ended December 31, 2024 includes approximately $0.3 million of salaries, wages, and benefits expense and $0.4 million of G&A expense relating to the Acquisition of QuidMarket. For the twelve month period ended December 31, 2024, EBITDA[1] includes approximately $0.7 million of salaries, wages, and benefits expense and $2.6 million of G&A expenses relating to the Acquisition of QuidMarket. Removing the costs attributable to the Acquisition of QuidMarket, EBITDA[1] would have increased by 33% to a record of $25.7 million for the three months ended December 31, 2024 and increased by 59% to a record of $103.2 million for the twelve months ended December 31, 2024. Furthermore, the EBITDA[1] margin would have been 20% and 23% for the three months and twelve months ended December 31, 2024, respectively, as compared to 19% and 22%, respectively, including the one-time transaction expenses.

Adjusted EBITDA[1]

Adjusted EBITDA[1] increased by 48% to a record of $31.9 million for the three months ended December 31, 2024 from $21.6 million for the same period in 2023 and increased by 60% to a record of $121.3 million for the twelve months ended December 31, 2024 from $75.7 million for the same period in 2023.

Adjusted EBITDA[1] removes the effects of non-cash estimated credit loss provisions that are required under IFRS to be recorded against balances that are otherwise in good standing (see "**Material Accounting Policies and Estimates — Loans and advances receivable**" in this MD&A). As a result, in periods of significant growth where we record estimated loan losses on new originations without any corresponding income, our margins can appear artificially decreased and do not reflect the actual credit performance of the portfolio and the overall financial performance of the business. On the other hand, in periods where loan balances contract, the opposite may hold true. In addition, we remove one-time expenses which for the three and twelve month periods ending December 31, 2024 included the salaries, wages, and benefits expenses and G&A expenses relating to the Acquisition of QuidMarket. Furthermore, in Q4 2024, we also started to remove the effect of unrealized gains and losses related to changes in foreign exchange rates. Such adjustments are consistent with the adjustments made to Adjusted Net Income[1] albeit on a pre-tax basis. Therefore, see "**Adjusted Net Income**" above for a discussion of how such adjustments impacted the three and twelve months ended December 31, 2024. Furthermore, see "**Reconciliation of Non-IFRS measures**" in this MD&A. Management believes Adjusted EBITDA[1] is a truer reflection of business performance over the respective periods. Notwithstanding the above, Adjusted EBITDA[1] is impacted by similar dynamics and factors as those driving net income, EBITDA[1] and Adjusted Net Income[1] and, as such, both measures increased in the three and twelve months ended December 31, 2024 as compared to the same period last year.

Return on Equity[2]

Return on equity[2] decreased on an annualized basis to 27% in Q4 2024 compared to 35% for the same period in 2023 and increased to 36% for the twelve months ended December 31, 2024 compared to 30% for the same period in 2023. As discussed in "**Supplemental Financial Measures**" above, return on equity[2] is derived from our net income and average shareholders' equity for the given period with the average shareholders' equity calculated using the average of each average quarterly shareholders' equity balance for a given period. The return on equity[2] for the three and twelve months ended December 31, 2024 were negatively impacted by the $81.8 million (C$115 million) bought deal offering used to finance the Acquisition of QuidMarket (see "**Business Overview**" above and "**2024 Bought Deal Offering**" section below for further information). The bought deal offering significantly increased the shareholders' equity for the period, offsetting the record net income in both the three and twelve months ended December 31, 2024. In the case of the twelve month period ending December 31, 2024, the significant growth in and record net income offset the increase in shareholders' equity from the bought deal offering, resulting in the higher return on equity[2] in 2024 as compared to the same period in 2023. Notwithstanding the decline in Q4 2024, we believe a 25% return on equity[2] demonstrates a strong return on shareholders' capital and we believe the QuidMarket transaction will contribute to meaningful shareholder returns going forward. Furthermore, as noted above, the net income for both the three month and twelve month periods ended December 31, 2024 were impacted by one-time costs related to the Acquisition of QuidMarket. The net income for the three month period ended December 31, 2024

includes approximately $0.3 million of salaries, wages, and benefits expense and $0.4 million of G&A expense relating to the Acquisition of QuidMarket. For the twelve month period ended December 31, 2024, the net income includes approximately $0.7 million of salaries, wages, and benefits expense and $2.6 million of G&A expenses relating to the Acquisition of QuidMarket. Removing the costs attributable to the Acquisition of QuidMarket, return on equity[2] would have increased on an annualized basis to 29% in Q4 2024 and 38% for the twelve months ended December 31, 2024.

Adjusted Return on Equity[1]

Adjusted Return on Equity[1] decreased on an annualized basis to 40% in Q4 2024 compared to 41% for the same period in 2023 and increased to 48% for the twelve months ended December 31, 2024 compared to 39% for the same period in 2023. As discussed in "**Supplemental Financial Measures**" and "**Non-IFRS Financial Measures and Industry Metrics**" above, Adjusted Return on Equity[1] is derived from our Adjusted Net Income[1] and average shareholders' equity for the given period with the average shareholders' equity calculated using the average of each average quarterly shareholders' equity balance for a given period. Further, the quarterly Adjusted Return on Equity[1] is presented on an annualized basis. Similar to the return on equity[2], the Adjusted Return on Equity[1] for the three and twelve months ended December 31, 2024 were negatively impacted by the 81.8 million (C$115 million) bought deal offering used to finance the Acquisition of QuidMarket (see "**Business Overview**" above and "**2024 Bought Deal Offering**" section below for further information). The bought deal offering significantly increased the shareholders' equity for the period, offsetting the record Adjusted Net Income[1] in both the three and twelve months ended December 31, 2024. In the case of the twelve month period ending December 31, 2024, the significant growth in and record Adjusted Net Income[1] offset the increase in shareholders' equity from the bought deal offering, resulting in the higher Adjusted Return on Equity[1] in 2024 as compared to the same period in 2023. Notwithstanding the decline in Q4 2024, we believe a 40% Adjusted Return on Equity[1] demonstrates a strong return on shareholders' capital and we believe the QuidMarket transaction will contribute to meaningful shareholder returns going forward.

Note:

1. See "Non-IFRS Financial Measures and Industry Metrics".
2. See "Supplementary Financial Measures".

Reconciliation of Non-IFRS Financial Measures

The following table provides a reconciliation of our net income to EBITDA[2] and to Adjusted EBITDA[2] for the three and twelve month periods ending December 31, 2024 and December 31, 2023:

	Three months ended December 31,		Year ended December 31,	
	2024	2023	2024	2023
(US$ other than percentages)				
Net Income	11,609,178	8,483,896	46,375,867	27,776,133
Interest and fees on credit facilities	8,514,528	6,462,539	31,585,290	22,473,216
Interest expense on lease liabilities	65,828	78,247	265,482	330,732
Amortization of internally developed software, customer relationships and brand	1,485,071	894,459	4,524,170	3,330,462
Depreciation of property and equipment	50,985	51,559	197,899	197,259
Amortization of right-of-use assets	196,787	188,333	758,476	703,497
Income Tax Expense (Recovery)	3,073,649	3,131,775	16,234,095	10,207,388
EBITDA[(2)]	24,996,026	19,290,808	99,941,279	65,018,687
EBITDA[(2)] Margin	19%	20%	22%	21%
Transaction costs	701,808	—	3,221,649	—
Unrealized loss (gain) on derivative financial instruments	896,192	(809,761)	1,403,607	(592,947)
Provision for credit losses on current status accounts[(1)]	4,481,049	4,395,134	11,993,619	9,857,071
Provisions for CSO Guarantee liabilities and Bank Service Program liabilities	851,509	(1,289,553)	4,783,304	1,430,044
Adjusted EBITDA[(2)(3)]	31,926,584	21,586,628	121,343,458	75,712,855
Adjusted EBITDA Margin[(2)(3)]	25%	22%	27%	24%

Note:

(1) Provision included for (i) loan losses on good standing current principal (Stage 1 — Performing) balances (see "Material Accounting Policies and Estimates — Loans and advances receivable" in this MD&A).

(2) See "Non-IFRS Financial Measures and Industry Metrics".

(3) Comparative figures have been updated to conform with current presentation

The following table provides a reconciliation of our Adjusted Return on Equity[1] for the three and twelve month periods ending December 31, 2024 and December 31, 2023:

	Three months ended December 31,		Year ended December 31,	
	2024	2023	2024	2023
(US$ other than percentages)				
Net Income	11,609,178	8,483,896	46,375,867	27,776,133
Transaction costs net of taxes[(2)]	515,829	—	2,367,912	—
Unrealized loss (gain) on derivative financial instruments[(2)]	658,701	(595,174)	1,031,651	(435,816)
Amortization of acquired intangible assets[(2)]	240,525	—	240,525	—
Provision for credit losses on current status accounts net of taxes[(2)]	3,293,571	3,230,423	8,815,310	7,244,947
Provisions for CSO Guarantee liabilities and Bank Service Program liabilities net of taxes[(2)]	625,859	(947,821)	3,515,728	1,051,082
Adjusted Net Income[(1)(3)]	16,943,663	10,171,324	62,346,993	35,636,346
Multiplied by number of periods in year	x4	x4	x1	x1
Divided by average shareholders' equity for the period	169,109,776	98,261,336	129,028,416	91,128,575
Adjusted Return on Equity[(1)(3)]	40%	41%	48%	39%

Note:

(1) See "Non-IFRS Financial Measures and Industry Metrics".

(2) Each item is adjusted for after-tax impact, at an effective tax rate of 26.5% for the twelve months ended months ended December 31, 2024 and comparative 2023 period.

(3) Comparative figures have been updated to conform with current presentation

The following table provides a reconciliation of our Net Income to Adjusted Net Income[1], and Earnings Per Share to Adjusted Earnings Per Share[1], for the three and twelve month periods ending December 31, 2024 and December 31, 2023:

	Three months ended December 31,		Year ended December 31,	
	2024	2023	2024	2023
(US$ other than percentages)				
Net Income	11,609,178	8,483,896	46,375,867	27,776,133
Transaction costs net of taxes[(2)]	515,829	—	2,367,912	—
Unrealized loss (gain) on derivative financial instruments[(2)]	658,701	(595,174)	1,031,651	(435,816)
Amortization of acquired intangible assets[(2)]	240,525	—	240,525	—
Provision for credit losses on current status accounts net of taxes[(2)]	3,293,571	3,230,423	8,815,310	7,244,947
Provisions for CSO Guarantee liabilities and Bank Service Program liabilities net of taxes[(2)]	625,859	(947,821)	3,515,728	1,051,082
Adjusted Net Income[(1)(3)]	16,943,663	10,171,324	62,346,993	35,636,346
Adjusted Net Income Margin[(1)(3)]	13%	11%	14%	11%
Adjusted Return on Equity[(1)(3)]	40%	41%	48%	39%
Weighted average number of Shares outstanding:				
Basic	37,326,076	34,326,261	35,102,888	34,325,555
Diluted	40,300,803	36,841,803	37,963,733	36,765,193
Earnings per Share ($USD):				
Basic	0.31	0.25	1.32	0.81
Diluted	0.29	0.23	1.22	0.76
Earnings per Share ($CAD):				
Basic	0.43	0.34	1.81	1.09
Diluted	0.40	0.31	1.67	1.02
Adjusted Earnings per Share ($USD)[(1)(3)]:				
Basic	0.45	0.30	1.78	1.04
Diluted	0.42	0.28	1.64	0.97
Adjusted Earnings per Share ($CAD)[(1)(3)]:				
Basic	0.63	0.40	2.43	1.40
Diluted	0.59	0.38	2.25	1.31

Note:

(1) See “Non-IFRS Financial Measures and Industry Metrics”.

(2) Each item is adjusted for after-tax impact, at an effective tax rate of 26.5% for the three and twelve months ended December 31, 2024 and comparative 2023 period.

(3) Comparative figures have been updated to conform with current presentation

The following table provides a reconciliation of our Net Charge-Offs[1] to provision for loan losses and other liabilities for the three and twelve month periods ending December 31, 2024 and December 31, 2023:

	Three months ended December 31,		Year ended December 31,	
	2024	2023	2024	2023
(US$ other than percentages)				
Charge-offs	65,701,681	37,748,525	208,306,980	148,955,126
Recoveries	(7,499,719)	(5,930,553)	(25,705,212)	(19,231,240)
Net charge-offs(1)	58,201,962	31,817,972	182,601,768	129,723,886
Change in Provision for Loan Losses	6,625,585	20,280,540	32,134,419	29,248,924
Provision for loan losses	64,827,547	52,098,512	214,736,187	158,972,810
Movement in financial obligation(2)	851,509	(1,289,553)	4,783,304	1,430,044
Other lending program costs	(96,478)	568,172	2,976,386	1,504,778
Provision for loan losses and other liabilities	65,582,578	51,377,131	222,495,877	161,907,632

Note:

(1) See "Non-IFRS Financial Measures and Industry Metrics".

(2) Movement in financial obligation is equivalent to Provisions for CSO Guarantee liabilities and Bank Service Program liabilities.

The following table provides a reconciliation of our Ending Combined Loan and Advance Balances[1] to loans and advances receivable for the periods ending December 31, 2024 and December 31, 2023 (See "Material Accounting Policies and Estimates — Loans and advances receivable" in this MD&A):

	As at December 31,	
(US$ other than percentages)	2024	2023
Ending Combined Loan and Advance balances[1]	480,602,408	337,282,804
Less: Loan and Advance balances owned by third party lenders pursuant	(5,892,783)	(3,779,004)
Less: Loan and Advance balances owned by a NBFI pursuant to the	(56,360,814)	(36,736,938)
Loan and Advance owned by the Company	418,348,811	296,766,862
Less: Allowance for Credit Losses	(111,227,713)	(79,093,294)
Add: Fees and interest receivable	52,592,513	36,063,899
Add: Acquisition transaction costs	15,451,381	5,575,769
Loans and advances receivable	375,164,992	259,313,236

(1) See "Non-IFRS Financial Measures and Industry Metrics".

Liquidity and Capital Resources

Overview

Our principal uses of funds are for making loans and advances originated by Propel and/or facilitated through our platform as well as for operating expenses and debt service requirements. We believe that the capacity under our existing credit facilities, as well the earnings and cash flow generated by the business are sufficient to support the short to medium term growth of our Ending Combined Loan and Advance Balances[1], our ongoing operating expenses, future dividends, and the recent initiatives outlined in the sections above (see "**Business Overview**"). However, our ability to fund future Ending Combined Loan and Advance Balances[1] and our operating expenses depends upon, among other things, our continued ability to access debt capital at attractive rates, the credit quality of our Ending Combined Loan and Advance Balances[1] as well as the future growth and stability of our operating performance. See "**Risk Factors**" in the AIF for additional information.

Credit Facilities

	As at December 31, 2024		As at December 31, 2023	
	Max Borrowing Base	Amount Drawn	Max Borrowing Base	Amount Drawn
MoneyKey Facility	9,189,124	7,150,000	6,581,839	4,650,000
CreditFresh Facility	285,750,483	256,400,000	219,855,184	195,200,000
Fora Facility	9,522,823	9,522,823	7,729,330	752,444
Total	304,462,430	273,072,823	234,166,353	200,602,444

MoneyKey Facility

The MoneyKey Facility is secured by a general security agreement over all of the assets of the Company and certain of its operating subsidiaries.

On May 12, 2022, the Company, and certain of its state-licensed, direct lending and CSO operating subsidiaries renewed, amended and restated the revolving credit facility (the "**MoneyKey Facility**") with a US based syndicate of lenders party thereto from time to time. The MoneyKey Facility provides for a maximum borrowing of $20 million at an 85% advance rate, and interest rate of 10.2% plus the three-month Term SOFR per annum. We pay an unused fee of 0.75% on unborrowed amounts. The MoneyKey Facility was renewed on February 7, 2025 and matures on November 12, 2025.

Under the terms of the MoneyKey Facility, the Company is subject to certain financial and non-financial covenants, including restrictions on us, and certain of our operating subsidiaries, subject to certain exceptions as to: indebtedness; liens; dividends or distributions on or redemptions of equity interests; material changes to our business; liquidations, mergers, or consolidations into any other entity; and transfers of equity interests of the Company or certain of its operating subsidiaries. The Company is permitted to pay dividends on its shares provided that an event of default has not occurred and would not occur as a result of the payment of the dividend. In addition, several of the material financial covenants include tangible net worth, liquidity, and leverage tests. Furthermore, several material operating covenants include default and cash recovery tests. The Company continues to be compliant with all such covenants.

CreditFresh Facility

On February 23, 2023, the Company, CreditFresh DST I and CreditFresh DST II entered into a new revolving credit facility with a US based syndicate of lenders party thereto from time to time (the "**CreditFresh Facility**"). On July 25, 2024, the Company upsized The CreditFresh Facility by $80 million and now provides for a maximum borrowing amount of $330 million at an advance rate of 85%. The annualized blended effective interest rate (including other facility related fees) was 12.6% for Q4 2024 compared to 13.5% in the same period of 2023 (based on the 3-month SOFR rate; and excluding other lenders fees). The CreditFresh Facility matures on February 23, 2026. We pay an unused fee of 0.50% on unborrowed amounts.

The CreditFresh Facility is secured (i) by a pledge of the beneficial interest of the Company in CreditFresh DST I and CreditFresh DST II and (ii) by general security over all of the assets of CreditFresh DST I and CreditFresh DST II.

Under the terms of the CreditFresh Facility, the Company, CreditFresh DST I, and CreditFresh DST II are subject to certain financial and non-financial covenants including restrictions on us, and certain of our operating subsidiaries, subject to certain exceptions as to: indebtedness; liens; dividends; distributions on or redemptions of equity interests; material changes to our business; liquidations, mergers, or consolidations into any other entity; transfers of equity interests of the Company or certain of its operating subsidiaries; minimum equity and liquidity; and leverage. The Company is permitted to pay dividends on its shares provided that an event of default has not occurred and would not occur as a result of the payment of the dividend. In addition, several of the material financial covenants include tangible net worth, liquidity, and leverage tests. Furthermore, several material operating covenants include default and cash recovery tests. The Company continues to be compliant with all such covenants.

Fora Credit Facility

On November 11, 2022, the Company and one of its subsidiaries entered into a revolving credit facility with US and Canadian based lenders party thereto from time to time (the "Fora Credit Facility"). The Fora Credit Facility provides for a maximum borrowing amount of approximately C$26 million through a Canadian dollar loan facility and a US dollar loan facility. The Fora Credit Facility matures on May 31, 2026. We pay an unused fee of 0.50% on unborrowed amounts.

The Fora Credit Facility is secured by a general security agreement over all of the assets of the Fora Credit as well as a general security agreement over all of the assets of the Company.

Under the terms of the Fora Credit Facility, the Company is subject to certain financial and non-financial covenants, including restrictions on us, and certain of our operating subsidiaries, subject to certain exceptions as to: indebtedness; liens; dividends; distributions on or redemptions of equity interests; material changes to our business; liquidations, mergers, or consolidations into any other entity; transfers of equity interests of the Company or certain of its operating subsidiaries; minimum equity and liquidity; and leverage. The Company is permitted to pay dividends on its shares provided that an event of default has not occurred and would not occur as a result of the payment of the dividend. In addition, several of the material financial covenants include loan credit performance, tangible net worth, liquidity, and leverage tests. Furthermore, several material operating covenants include default and cash recovery tests. The Company is compliant with all such covenants.

Contractual Obligations

Our contractual obligations consist of principal repayments and interest on long-term debt, capital leases for office equipment, and operating leases for office equipment and facilities. During the three months ending December 31, 2024, the Company drew an additional $21.0 million net of repayments on our credit facilities to bring the total drawn amount on our existing credit facilities to $273.1 million. As of December 31, 2024, there were no other material changes to the contractual obligations and commitments, as disclosed in the September 30, 2024 MD&A.

Other Commitments

MoneyKey has certain commitments, obligations, and liabilities under both its CSO Program and its Bank Program. See "**Off-Balance Sheet Arrangements**" in this MD&A for further detail.

Propel has the legal requirement to maintain various cash reserve balances to operate its programs through both brands and for payment processing with banks. Such cash reserves are reported as Restricted cash in the Consolidated Statement of Financial Position.

We also enter into forward exchange contracts to hedge against currency fluctuations between the United States dollar and the Canadian dollar. At December 31, 2024 the Company was obligated to sell $17.0 million through such forward contracts. At December 31, 2023 the Company was obligated to sell $27.0 million through such forward contracts. During the course of 2024, management significantly increased the notional amount of our FX forward contracts given the favorable CAD/USD foreign exchange rate environment.

Cash Flows

Analysis of cash flows for the three and twelve months ended December 31, 2024 compared to December 31, 2023

Our cash flows in the applicable period are summarized in the following table for the periods indicated, which have been derived from our consolidated financial statements and related notes.

	Three months ended December 31,		Year ended December 31,	
	2024	2023	2024	2023
(US$ other than percentages)				
Net income	11,609,178	8,483,896	46,375,867	27,776,133
Items not affecting cash	69,731,072	51,128,152	227,965,327	166,879,962
Net additions of loans and advances receivable and principal recoveries	(91,387,566)	(74,524,288)	(308,137,140)	(219,877,570)
Changes in working capital and other	(11,875,416)	(3,215,484)	(21,041,112)	(1,951,215)
Net cash from (used in) operating activities	**(21,922,732)**	**(18,127,724)**	**(54,837,058)**	**(27,172,690)**
Cash flows from (used in) financing activities				
Advances from credit facilities, net of payments	21,049,651	27,052,444	72,470,379	51,702,444
Transaction costs on credit facilities	(460,462)	-	(460,462)	(2,009,879)
Payments on lease liabilities	(254,985)	(285,030)	(1,095,797)	(1,087,054)
Dividends paid	(4,132,444)	(2,664,212)	(13,985,253)	(10,134,015)
Share issuance proceeds, net of issuance costs	76,811,944	-	76,811,944	-
Proceeds from options exercised	845,376	9,147	1,090,496	9,147
Net cash from (used in) financing activities	**93,859,080**	**24,112,349**	**134,831,307**	**38,480,643**
Cash flows from (used in) investing activities				
Purchases of property and equipment	(16,394)	(26,420)	(34,787)	(102,581)
Cost of internally generated intangible assets	(1,670,347)	(1,491,007)	(6,253,571)	(5,332,228)
Acquisition of QuidMarket, net of cash received	(65,608,704)	-	(65,608,704)	-
Net cash from (used in) investing activities	**(67,295,445)**	**(1,517,427)**	**(71,897,062)**	**(5,434,809)**
Effect of exchange rate changes on cash	(1,135,749)	218,745	(1,345,843)	218,745
Net change in cash	4,640,903	4,467,198	8,097,187	5,873,144
Cash, beginning of period	16,996,916	9,064,783	13,750,726	7,658,837
Cash, end of period	**20,502,070**	**13,750,726**	**20,502,070**	**13,750,726**

Operating Activities

Net cash generated from (used in) operating activities was $(21.9) million for the three month period ended December 31, 2024, compared to $(18.1) million for the corresponding period in 2023 and was $(54.8) million for the twelve month period ended December 31, 2024, compared to $(27.2) million for the corresponding period in 2023.

The increase in net cash used in operating activities for the three-month period ended December 31, 2024 was driven primarily by a higher net additions of loans and advances receivable due to the higher Total Originations Funded[1] (see "**Results of operations**" above). It was further driven by a higher change in working capital reflecting the growth in the business from the prior year. The increases in net cash used was partially offset by an increase in net income and a higher provision for loan losses (the largest item not affecting cash).

The increase in net cash used in operating activities for the twelve month period ended December 31, 2024 was driven by a significant increase in net additions of loans and advances receivable for the period relative to last year (see "Results of operations" above) offset by an increase in net income and a higher provision for loan losses (the largest item not affecting cash). Furthermore, the Q1 2024 period was particularly impacted from a higher use of cash from changes in working capital which was primarily related to increased restricted cash and reserves required to fund loan growth and the payment of certain current liabilities.

We do note that net additions of loans and advances receivable is the single largest driver of the overall net cash from (used in) operating activities and significant financing capital is required to continue growing these balances. Management believes an alternate view more useful to the reader may be to reclassify net additions of loans and advances receivable and principal recoveries from operating activities to investing activities and deduct actual Net Charge-Offs[1] may provide a more accurate view of the cash generated from the Company's operating activities.

Financing Activities

Net cash generated from (used in) financing activities was $93.9 million for the three month period ended December 31, 2024, compared to $24.1 million for the corresponding period in 2023 and was $134.8 million for the twelve month period ended December 31, 2024, compared to $38.5 million for the corresponding period in 2023.

The primary driver for the increase in both the three and twelve month periods ended December 31, 2024 was the bought deal offering used to finance the Acquisition of QuidMarket (see "**Business Overview**" above and "**2024 Bought Deal Offering**" later in this MD&A for further information). The bought deal offering, net of issuance costs, resulted in net proceeds of $76.8 million and was used to fund the $65.6 million net purchase price for QuidMarket (see "**Investing Activities**" below). The lower advances from credit facilities that was required for the three month period ended December 31, 2024 was due to the excess net proceeds remaining after funding the Acquisition of QuidMarket. The higher advances from credit facilities for the twelve month period ended December 31, 2024 was required due to the higher Total Originations Funded[1] and net additions of loans and advances receivable and the overall net cash used in operating activities described above.

Investing Activities

Net cash used in investing activities was $(67.3) million for the three-month period ended December 31, 2024, compared to $(1.5) million for the corresponding period in 2023 and was $(71.9) million for the twelve-month period ended December 31, 2024, compared to $(5.4) million for the corresponding periods in 2023. The increase in net cash used for both the three month and nine period ended December 31, 2024 were driven by the $65.6 million net purchase price for QuidMarket which closed on November 15, 2024 (see "**Business Overview**" above, and "**Business combinations**" later in this MD&A or the Company's December 31, 2024 consolidated financial statements for further information on the fair value of the assets acquired and the liabilities assumed through the QuidMarket transaction). The Acquisition of QuidMarket included the assumption of cash and certain liabilities, primarily relating to corporate taxation, which reduced the gross purchase price of $71 million.

In addition, the Company continues to make consistent investments in internally generated intangible assets which are comprised of our proprietary loan management system and AI powered underwriting technology platform, which is approved by our Bank Partners. Continued investments in our technology platform enable us to expand product and service offerings, integrate with new partners including banks, marketing and data partners, improve our machine learning underwriting capabilities, optimize the online customer experience, and increase automation and ease-of-use of customer service agent activities in our proprietary loan management system, amongst other things. Furthermore, such investments continue to contribute to the infrastructure growth of the new programs including Fora which launched in Q4 2022 and the LaaS program which launched in Q2 2023. Finally, these continued investments, amongst other factors, ultimately contribute to the efficient people and operating cost management results that the business has achieved.

Off-Balance Sheet Arrangements

Through our MoneyKey brand, we provide services related to unaffiliated third-party lenders' consumer loan products as a state-licensed CAB and CSO in the state of Texas. These services include arranging loans, assisting in the preparation of loan applications and documents, and providing guarantees of consumer loan payment obligations to the unaffiliated third-party lenders in the event that the customer defaults on their loan payments. In addition, we provide loan servicing over the duration of the loan. A borrower who obtains a loan through the CSO program pays MoneyKey a fee for the services (the "**CSO Fee**"), which includes the guarantee to the third-party lender of the repayment of the borrower's loan. Once the loan is originated and the guarantee is provided, the Company sets up a reserve with the lender (as a percentage of the outstanding loan amount) which is reported as restricted cash in our consolidated statement of financial position. We estimate a liability for losses associated with the guarantee provided to the lender (the "**CSO Guarantee Liability**") using a similar ECL methodology to the allowance for credit losses on our loans and advances receivable. The loan products provided under this program are Installment loans.

In addition, through our MoneyKey brand, we provide services to an NBFI which has a program agreement with a Bank Partner to whom it provides services, some of which have been outsourced to MoneyKey, including marketing, analytics, and loan servicing services. The Bank Partner offers unsecured Lines of Credit to borrowers in which the NBFI purchases an economic interest in the advances on those Lines of Credit. Under the program, the Company has an agreement to purchase balances originated through this program should the accounts default or become non-performing loans and are presented for sale. Once the economic interest is purchased from the Bank Partner by the NBFI, the Company sets up a reserve with the NBFI (as a percentage of the outstanding advance amount) which is reported as restricted cash in our consolidated statement of financial position. We also estimate a liability (the "**Bank Service Program Liability**") for losses associated with the purchase of defaulted loans from the NBFI using a similar ECL methodology to the allowance for credit losses on our loans and advances receivable.

	Year ended December 31,	
(US$ other than percentages)	**2024**	**2023**
CSO Program Products (MoneyKey)		
Fees from CSO program and Other revenue	13,294,942	9,869,571
Loans and advances receivable (On Balance Sheet)	4,586,302	2,594,580
CSO Guarantee Liability	488,161	307,118
CSO Obligation	3,375,352	2,100,924
Installment loan borrower balances (Off Balance Sheet)	5,892,783	3,779,004
Reserve balances (Reflected in Company's Restricted cash)	3,542,339	2,253,609
Bank Service Program Advances (MoneyKey)		
Fees from Bank Service Program and Other revenue	67,097,031	44,711,763
Loans and advances receivable (On Balance Sheet)	4,822,841	5,169,293
Bank Service Program Guarantee Liability	10,957,830	6,355,570
Bank Service Program Obligation	1,013,256	288,168
Line of credit borrower balances (Off Balance Sheet)	56,360,814	36,736,938
Reserve balances (Reflected in Company's Restricted cash)	16,679,473	7,377,813

Risks and Uncertainties

We are exposed to a variety of financial risks and uncertainties in the normal course of operations including credit risk, industry risk, liquidity risk, interest rate risks, and exchange rate risk. See "**Risk Factors**" in the AIF for a more detailed discussion of risks we may face.

Our overall risk management program and business practices seek to minimize any potential adverse effects on our consolidated financial performance. Risk management is carried out under practices approved by our Board. This includes identifying, evaluating, and hedging financial risks based on our requirements. Our Board provides guidance for overall risk management, covering many areas of risk.

Credit risk

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's cash, restricted cash, and loans and advances receivable. The maximum amount of credit risk exposure is limited to the carrying amounts of these balances. Cash is maintained with Canadian, US and UK financial institutions. Deposits held with banks may exceed the amount of federal insurance provided on such deposits. Unless otherwise disclosed, these deposits may be redeemed upon demand and are maintained with financial institutions of reputable credit and therefore bear minimal credit risk. In relation to loans and advances receivable, the Company closely monitors its customer default rate and overall recovery per dollar or pound loaned, adjusts its lending terms and policies as deemed necessary and establishes an allowance for credit losses. See "**Analysis of Results for the twelve months ended months ended December 31, 2024, compared to December 31, 2023 — Provision for loan losses and other liabilities**" above for further details.

The Company has a concentration of credit risk because substantially all of its loans and advances receivable balance is comprised of unsecured small dollar, high interest/financing fee advances and loans to US, Canadian and UK customers with higher credit risk characteristics.

Industry risk

The consumer lending industry within which the Company operates is subject to a number of laws and regulations at both the state and federal levels in the US, both the provincial and federal levels in Canada and at the national level in the UK. Changes to these laws and regulations as well as differences in interpretation when applying them to the Company's business pose a risk to the Company as the impact of these changes could have a material adverse impact on the Company's asset values and overall financial results. The Company manages this risk by, among other things: having a robust and experienced in-house legal department and regulatory compliance department (comprised of lawyers, auditors and other compliance professionals) dedicated to the interpretation, application, monitoring and advisory activities related to applicable laws and regulations; undertaking robust internal analyses and developing in-house processes and systems to manage compliance risk; having business controls in place to manage compliance risk; employing internal and external legal counsel to assist in interpreting and applying new and existing laws and regulations, being an active participant in an industry trade organization and in identifying and monitoring upcoming changes; and by undergoing internal and external audits to ensure ongoing compliance with applicable requirements.

Interest rate risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. Changes in market interest rates may have an effect on the cash flows associated with some financial assets and liabilities, known as cash flow risk, and on the fair value of other financial assets or liabilities, known as price risk.

The Company is exposed to interest rate cash flow risk on its credit facilities as they bear interest at a fixed rate plus 3-month Term SOFR per annum and a fixed rate plus CAD Prime per annum. As of December 31, 2024, and December 31, 2023, we are exposed to interest rate risk on our credit facility balance of $273.1 million and $200.6 million respectively.

Changes in the 3-month Term SOFR rates may impact our cost of borrowing and any subsequent changes to our credit facility may increase our interest rate risk.

Liquidity risk

Liquidity risk is the risk that the Company will encounter difficulty in meeting obligations associated with financial liabilities or will not have sufficient funds to issue loans and/or advances to its customers. The Company is exposed to liquidity risk depending on the timing of customer payments, customer default rates and the availability of third-party financing. The Company manages its liquidity risk by closely monitoring its available cash on hand, available financing and expected collection rates and timing to ensure it has sufficient cash to meet its financial obligations as they come due and provide loans and advances to customers when requested. The Company is also obligated to purchase Bank Program advances that are offered for sale to the Company by both Bank Partners. The amount of Bank Program advances that were funded by the Bank Partners but not yet offered for sale to the Company as of December 31, 2024 was $5,787,722 (December 31, 2023 - $3,590,419). Management has determined no provisions are required on these amounts as of the balance sheet date, but regularly assesses these amounts and considers whether provisions may be required in advance of an offer to sell.

The Company is obligated to the following contractual maturities of undiscounted cash flows as at December 31, 2024:

	Carrying amount	**Year 1**	**Year 2**	**Onwards**
Accounts payable	10,563,371	10,563,371	-	-
Accrued liabilities	36,989,553	36,989,553	-	-
Income taxes payable	16,017,036	16,017,036	-	-
Amount drawn on Credit facilities	273,072,823	7,150,000	265,922,823	-
Derivative instruments	832,353	832,353	-	-
Lease liabilities	2,327,551	865,153	843,102	619,296
Total	**339,802,687**	**72,417,466**	**266,765,925**	**619,296**

Foreign currency exchange risk

Foreign currency risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Company enters into transactions denominated in Canadian dollars for which the related expenses, and accounts payable balances are subject to exchange rate fluctuations. As at December 31, 2024 and December 31, 2023, the following items are denominated in a foreign currency:

	As at		
	December 31, 2024		**December 31, 2023**
	$CAD	**$GBP**	**$CAD**
Cash	841,327	3,840,608	784,109
Restricted Cash	678,732	-	419,971
Loans and advances receivable	21,038,694	14,020,013	9,096,554
Accounts Payable	1,278,632	1,130,548	1,732,966
Accrued Liabilities	4,157,983	145,515	2,929,348
Lease Liabilities	1,507,069	820,483	2,349,884

To minimize foreign currency risk management enters into forward currency hedging instruments to exchange US dollars for Canadian dollars at a rate that is at or close to the Company's budgeted currency rate.

Income tax matters

The income of the Company must be computed in accordance with Canadian, U.S. and UK tax laws, all of which may be changed in a manner that could adversely affect the Company's business, financial condition, or results of operation.

Material Accounting Policies and Estimates

This MD&A uses information from our consolidated financial statements which are prepared in accordance with IFRS. The preparation of these consolidated financial statements in conformity with IFRS requires management to make estimates, judgments and assumptions that affect the application of accounting policies and the reported amounts of assets and liabilities at the date of the consolidated financial statements and the reported amounts of revenue and expenses during the period. Actual results could differ from those estimates.

Estimates are based on management's best knowledge of current events and actions the Company may undertake in the future. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

Loans and advances receivable

The recognition of loans and advances receivables owned by the Company and loss allowances requires the Company to assess credit risk and collectability. The Company considers historical trends and any available information indicating a customer could be experiencing liquidity problems as well as available information indicating a change in the status of each customer in performing this assessment.

The Company applies the general approach for measuring and recognizing the loss allowance on loans and advances receivable. The Company has determined the likely impairment loss on loans and advances receivable which have not maintained their contractual loan and advance repayment schedule. The expected credit losses factors in the Company's portfolio and is calculated considering a variety of factors, including, but not limited to: aging, delinquency levels, composition and quality of the portfolio, historical data regarding collection success rate, and the Company's historical charge-off and loss experience. The methodology and assumptions used in setting the expected credit losses are reviewed regularly in an effort to reduce any differences between loss estimates and actual losses experienced.

In reference to our accounting policy note in the December 31, 2024 consolidated financial statements in Note 3, an ECL model applies to our loans and advances receivable. The Company builds an allowance for credit losses irrespective of whether a loss 'trigger' event has occurred or not. Therefore, expected losses are built up against receivables that are otherwise performing as at a specific reporting date. As part of this application, the Company segments its loans and advances into 3 stages:

(1) Stage 1 (Performing) — These are current and good standing loans and advances that have no payments in arrears.

(2) Stage 2 (Under-performing) — These are delinquent loans and advances that have one or more payments in arrears. An account in this status has the potential to go back to Stage 1 if the past due payment is brought up to date, subject to product specific requirements. Accounts generally remain in Stage 2 until payments are past due in excess of 90 days before moving to Stage 3.

(3) Stage 3 (Non-performing) — These are defaulted loans and advances where an account has a payment past due in excess of 90 days. Once an account has moved to Stage 3, it cannot return back to Stage 2 or Stage 1. There is no further judgment applied in determining the time before Stage 3 classification and is deemed non-performing. An account remains in Stage 3 for up to 30 days after which point it is charged-off.

There are no further fees charged to accounts in Stage 3 and the account is no longer cycling actively in our loan management system. Furthermore, the Company does not provide any additional credit to borrowers who are in arrears (whether Stage 2 or Stage 3).

The above stages are further segmented at a program, product and aging level. Allowances for credit losses are applied to each stage by computing ECLs for each granular segment using a combination of detailed historical loan performance data, forward-looking indicators, and an element of management judgement. Additionally, the longest period of time a borrower can go between mandatory repayments is monthly, and as such, impairment of loans can be adequately assessed in a timely manner. For accounts in Stage 1, a 12-month expected credit loss is applied and for accounts in Stages 2 and 3, a lifetime expected credit loss is applied.

Years of vintage performance data by granular segment provides a baseline of how much loan principal ends up being charged-off, net of recoveries and any proceeds from debt sales. As part of this analysis, we examine a combination of the number of accounts that default (probability of default), the average amount lost or charged-off when a default occurs (loss given default), and the expected balances at default (exposure at default). The product of these three elements provides us with the baseline ECL for a particular segment. This baseline ECL is then further analyzed through internally developed credit risk models to make quantitative and qualitative adjustments for risk factors that exist in the portfolio as at the reporting date but may not have been present in the vintage performance data.

Our measurement of ECLs is also influenced by forward looking indicators which include the impact of macroeconomic forces on our business. With respect to the macroeconomic forces, consideration is given to variables such as unemployment rate, inflation rate, and wage growth, among others, that have an influence on our business. As part of the process, 3 forward looking scenarios are developed 1) Optimistic, 2) Neutral, 3) Pessimistic in consideration of each macroeconomic factor, and management judgment is applied to determine a probability weighted allowance for credit losses as of the reporting date.

	As at December 31,	
	2024	**2023**
Loan and Advance owned by the Company (including Fee and interest receivable) [1]		
Stage 1 - Performing	354,170,435	250,687,303
Stage 2 - Under-Performing	95,294,152	67,937,304
Stage 3 - Non-Performing	21,476,737	14,206,154
Total	470,941,324	332,830,761
Allowance for Credit Losses		
Stage 1 - Performing	(39,357,422)	(27,363,803)
Stage 2 - Under-Performing	(53,119,534)	(39,278,025)
Stage 3 - Non-Performing	(18,750,757)	(12,451,466)
Total	(111,227,713)	(79,093,294)
Allowance for Credit Losses %		
Stage 1 - Performing	(11%)	(11%)
Stage 2 - Under-Performing	(56%)	(58%)
Stage 3 - Non-Performing	(87%)	(88%)
Total	(24%)	(24%)
Loans and advances receivable (Less: Acquisition transaction costs) [1]		
Stage 1 - Performing	314,813,013	223,323,500
Stage 2 - Under-Performing	42,174,618	28,659,279
Stage 3 - Non-Performing	2,725,980	1,754,688
Total	359,713,611	253,737,467
Acquisition transaction costs	15,451,381	5,575,769
Loans and advances receivable	375,164,992	259,313,236

Note:

(1) See "Reconciliation of Non-IFRS financial measures — reconciliation of our Ending Combined Loan and Advance Balances to loans and advances receivable"

The movement in these allowances for loan losses shown above are a large component that drives the provision for loan losses and other liabilities expense (see "**Key Components of Results of Operations — Provision for loan losses and other liabilities**" in this MD&A).

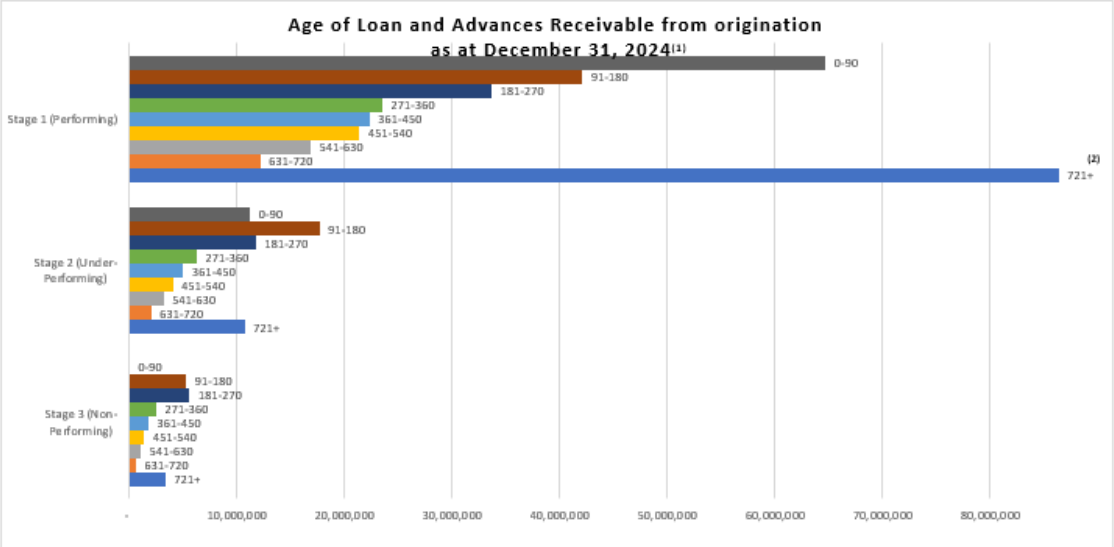
IFRS 9 impact on provision for loan losses and other liabilities

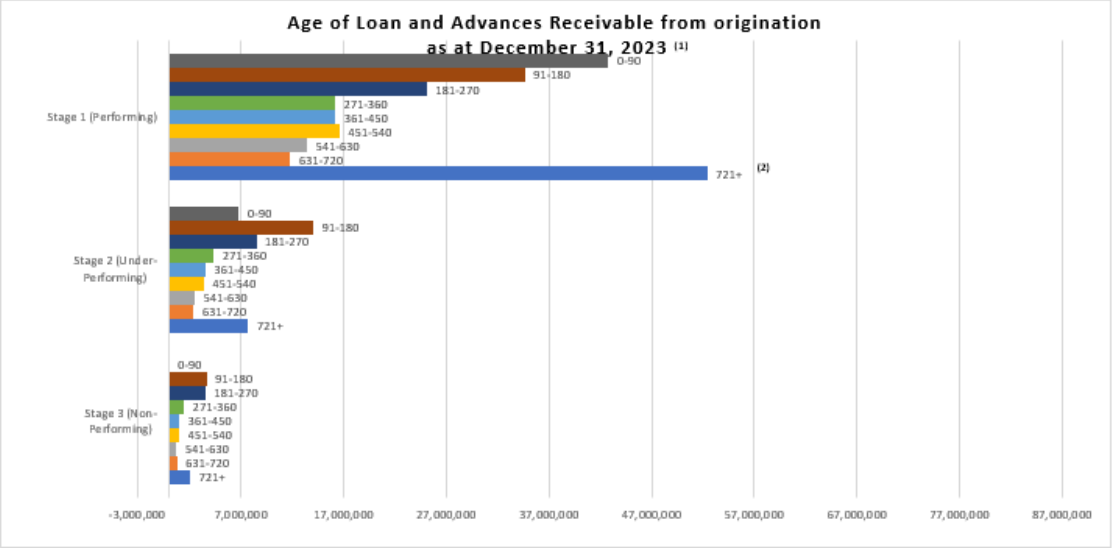
As outlined above, in accordance with IFRS 9 requirements, an ECL methodology applies to our loans and advances receivable — 12-month ECLs for Stage 1 and lifetime ECLs for Stages 2 and 3. This requires the Company to set-up an ECL allowance for credit losses upon acquisition of new finance receivables and irrespective of whether a loss 'trigger' event has occurred or not. Therefore, expected losses are built up against receivables that are otherwise performing and have no negative payment history as at a specific reporting date. This early recognition of future credit losses is materially different than an 'incurred' credit loss methodology and management feels is a very conservative way to account for loan losses.

Under IFRS, an allowance for loan losses is required for Stage 1 representing the total expected credit losses over a 12-month period. Therefore, from an accounting perspective, the Company is required to take a material provision for loan losses and other liabilities expense today and only recognize revenue over the term of the product as it is earned. In periods of significant growth in loans and advances receivable a charge to provision for loan losses and other liabilities is required for future expected losses prior to any revenue being generated. Note that we are also required to set up provisions for estimated CSO Guarantee Liabilities and Bank Service Program liabilities that are computed using the ECL model as well (see "Key Components of Operations — Provision for loan losses and other liabilities"). This is included in the impact to provision for loan losses and other liabilities shown below.

The approximate impact of applying this methodology can be estimated by the movement of the Stage 1 allowance. Therefore, the impact on the Company's provision for loan losses and other liabilities and consequently on EBITDA[1] was approximately $5.3 million for the three-month period ended December 31, 2024 as compared to $3.1 million for the three-month period ended December 31, 2023 and was approximately $16.8 million for the twelve month period ended December 31, 2024 as compared to $11.3 million for the twelve month period ended December 31, 2023. As discussed above, the faster the origination volume grows, the larger the non-cash impact will be on provision for loan losses and other liabilities and consequently EBITDA[1] as well as net income on an after-tax basis. Management includes an Adjusted EBITDA[1] as well as an Adjusted Net Income[1] metric in order to present supplemental financial metrics that we believe are more indicative of the actual portfolio credit and overall Company performance.

Note:
1. See "Non-IFRS Financial Measures and Industry Metrics".





Note:

(1) All line of credit advances are aged from the date the line of credit is opened, as opposed to the age of each individual draw. In most instances, balances are drawn, repaid, and then drawn again over the life of the line of credit.

(2) Materially all receivables aged 720+ days are line of credit advances from lines opened for more than 720 days. Management believes these older aged line of credit advances in Stage 1 will continue to perform equal to or better than the younger aged Stage 1 line of credit advances since they have demonstrated strong repayment behavior for longer, while remaining in Stage 1 (performing) status. Given the characteristics of the credit products offered through the Company's platform, including a mandatory principal repayment component on each scheduled payment, delinquent status (Stage 2) and non-performing status (Stage 3) loans have historically been identified shortly after a borrower is unable to repay. In addition, if a borrower has drawn up to its credit limit, they will be unable to draw any further until a principal repayment is collected. If the borrower does not pay any portion of the mandatory scheduled payment, the full principal balance outstanding is moved to delinquent status (Stage2).

Capitalization of intangible assets

Internally developed intangible assets consist mainly of development costs related to the development of software. These costs are recognized as an intangible asset when the Company can demonstrate all of the following:

- the technical feasibility of completing the intangible asset so that it will be available for use or sale;
- the intention to complete the intangible asset and use or sell it;
- the ability to use or sell the intangible asset;
- how the intangible asset will generate probable future economic benefits;
- the availability of adequate technical, financial and other resources to complete the development and
- the ability to measure reliably the expenditure attributable to the intangible asset during its development.

Management considers all appropriate facts and circumstances in making this assessment including historical experience, costs and anticipated future economic conditions. Following initial recognition of the development expenditure as an asset, the cost model is applied requiring the asset to be carried at cost less any accumulated amortization and accumulated impairment losses. Amortization of the asset begins when development is complete, and the asset is available for use. It is amortized over the period of the expected future benefit.

Business combinations

On November 15, 2024, the Company completed the purchase of all the shares of QuidMarket. This acquisition will expand the Company's geographical footprint and provide credit solutions to more customers globally. The purchase price consisted of cash consideration of $69,312,672 which was funded through the issuance of 4,186,000 subscription receipts (including 546,000 subscription receipts issued pursuant to the exercise in full by the underwriters of the over-allotment option). Each subscription receipt was redeemed on a one-to-one basis for a common share of Propel on closing of the transaction.

As per the terms set in the sale and purchase Agreement, the closing statements would be based off of the preceding month end from the month of closing. As such, the Company has consolidated QuidMarket and will recognize profit and loss on a go forward basis as of November 1, 2024 and considers this the effective acquisition date. The table below summarizes preliminary estimated fair value of the assets acquired and the liabilities assumed at the effective acquisition date.

	As at November 1, 2024
Assets	
Cash	3,703,968
Loans and advances receivable	12,576,384
Other current assets	357,696
Other non-current assets	216,432
Right-of-use assets	800,928
Software	648,000
Customer relationships	8,683,200
Brand	1,944,000
Goodwill	44,808,474
	73,739,082
Liabilities	
Other liabilities	844,909
Tax payables	1,813,187
Deferred tax liabilities	933,690
Lease liabilities	834,624
	4,426,410
Net identifiable assets	**69,312,672**

The current assets acquired consists primarily of loans and advances receivable balances which have a fair value of $12.6 million. The gross contractual amount of these receivables is $17.6 million.

Revenue and net income for the Company for the two months ending December 31, 2024 include $6.6 million and $1.5 million (before transaction costs), respectively from QuidMarket since the acquisition date. Revenue and net income for the Company would have been higher by approximately $25.2 million and $6.6 million for the year ended December 31 2024 if the acquisition had taken place on January 1, 2024.

As part of this acquisition, the Company incurred transaction costs of $3.2 million included in operating expenses on the consolidated statement of operations.

Goodwill

Goodwill is carried in GBP and revalued at each reporting period at the prevailing market rate with revaluation recorded in the foreign currency translation reserve in the consolidated statements of changes in equity. Goodwill was $42,976,255 as at December 31, 2024 which is wholly attributable to the acquisition of QuidMarket which is the CGU to which it relates. Impairment testing was performed at December 31, 2024 and consisted of comparing the carrying value of the net assets of the CGU to the recoverable amount of that CGU as measured by discounting the expected future cash flows using a value-in-use approach. When determining the value-in-use of the CGU, the Company developed a discounted cash flow model where revenue and costs were forecasted based on actual operating results, 5 year operating budgets consistent with strategic plans presented to the Company's Board of Directors and a terminal growth rate of 3.0%. The pre-tax discount rate used on the forecasted cash flows was 22.4%.

No impairment charge of goodwill was recorded in the year ended December 31, 2024.

Future Changes in Accounting Policies

a) New standards, interpretations and amendments adopted by the Company

Amendments to IAS 1 – Presentation of Financial Statements

The Company adopted the amendments to IAS 1 – Presentation of Financial Statements ("IAS 1") on January 1, 2024. These amendments clarify how covenants with which an entity must comply on or before the reporting date affect the classification of a liability. They also require an entity to disclose additional information in the notes to the financial statements to enable stakeholders to understand the risk that non-current liabilities could become repayable within twelve months after the reporting date. The amendments were applied retrospectively with no financial impact on these Consolidated financial statements.

The Company has not early adopted any standard, interpretation or amendment that has been issued but is not yet effective.

b) Standards issued but not yet effective

IFRS 18 – Presentation and Disclosure in Financial Statements

In April 2024, the IASB issued IFRS 18 – Presentation and Disclosure in Financial Statements ("IFRS 18") to improve reporting of financial performance. IFRS 18 replaces IAS 1, however, it carries forward many requirements from IAS 1 unchanged. IFRS 18 will be effective for annual reporting periods beginning on or after January 1, 2027, with earlier application permitted. IFRS 18 introduces specified subtotals in the statements of income, new disclosures for management-defined performance measures, and additional requirements for the aggregation and disaggregation of information. The Company is currently assessing the impact of this new standard on the presentation and disclosure of its financial statements.

Amendments to the Classification and Measurement of Financial Instruments

In May 2024, the IASB published Amendments to the Classification and Measurement of Financial Instruments - Amendments to IFRS 9 and IFRS 7 to address matters identified during the post-implementation review of IFRS 9. The amendments clarify the classification of certain financial assets as well as the derecognition of a financial

liability and introduce an accounting policy option for the derecognition of financial liabilities settled through electronic transfer if certain conditions are met. The amendments also add disclosure requirements for certain financial instruments. The amendments are effective for annual reporting periods beginning on or after January 1, 2026, with earlier application permitted, and will apply retrospectively. The Company is currently assessing the impact of these amendments on its financial statements.

Related Party Transactions

Key management personnel are those persons having the authority and responsibility for planning, directing and controlling activities of the entity, directly or indirectly, which includes all directors of the board and corporate officers.

Compensation expense for the Company's key management personnel is as follows:

	Year ended December 31,	
	2024	**2023**
Salaries	5,486,059	4,382,903
Share-based compensation	1,284,566	1,348,244
	6,770,625	**5,731,147**

Share Capital

As of December 31, 2024, the share capital consisted of (i) an unlimited number of common shares, of which 38,841,772 common shares were issued and outstanding, and (ii) an unlimited number of preferred shares, of which none were issued and outstanding. In addition, the Company has 3,293,536 options to acquire common shares issued and outstanding.

2024 Bought Deal Offering

On October 3, 2024, the Company announced that it had closed its bought deal offering of 4,186,000 subscription receipts (the "**Subscription Receipts**"), including 546,000 Subscription Receipts issued pursuant to the exercise in full by the syndicate of underwriters of their over-allotment option granted by the Company. The Subscription Receipts were issued at a price of C$27.50 per Subscription Receipt, for gross aggregate proceeds of C$115,115,000 (approximately $81.8 million). The net proceeds from the bought deal were used to fund the $71 million purchase price of the Acquisition of QuidMarket with the balance of net proceeds used for working capital and general corporate purposes. The Subscription Receipts were automatically converted into Common Shares of the Company on a one-for-one basis and began trading on the TSX following the completion of the Acquisition of QuidMarket on November 15, 2024. The underwriting syndicate was co-led by Canaccord Genuity Corp. and Scotia Capital Inc. and included Eight Capital, Raymond James Ltd., INFOR Financial Inc., Roth Canada, Inc. and Ventum Financial Corp.

Normal Course Issuer Bid

On September 7, 2023, the Company announced the acceptance by the TSX of the Company's notice of intention to proceed with a NCIB (the **"2023 NCIB"**). Pursuant to the 2023 NCIB, the Company proposed to purchase, from time to time, up to an aggregate of 1,716,266 common shares being approximately 5% of Propel's public issued and outstanding common shares as of August 29, 2023. As at August 29, 2023, Propel had 34,325,320 common shares issued and outstanding, and the average daily trading volume for the six months prior to August 31, 2023, was 11,425. Under the 2023 NCIB, daily purchases were limited to 2,856 common shares, representing 25% of the average daily trading volume, other than block purchase exemptions. The purchases were permitted to commence on September 11, 2023 and terminated on September 10, 2024. The Company did not purchase and cancel any common shares under the 2023 NCIB.

On November 7, 2024, the Company renewed its NCIB (the **"2024 NCIB"**). Pursuant to the 2024 NCIB, the Company proposed to purchase, from time to time, up to an aggregate of 1,974,563 common shares representing

approximately 10% of Propel's public float. As at October 30, 2024, Propel had 34,400,073 common shares issued and outstanding, and the average daily trading volume for the six months prior to October 31, 2024, was 111,024. Under the 2024 NCIB, daily purchases will be limited to 27,756 common shares, representing 25% of the average daily trading volume, other than block purchase exemptions. The purchases were permitted to commence on November 11, 2024, and will terminate on November 10, 2025, or on such earlier date as the Company may complete its purchases pursuant to the 2024 NCIB. The 2024 NCIB will be conducted through facilities of the TSX or alternative trading systems, if eligible and will conform to their regulations. Purchases under the 2024 NCIB may be made by means of open market transactions, privately negotiated transactions or other such means as a security regulatory authority may permit. The price that Propel will pay for any Common Shares will be the market price of such shares at the time of acquisition, unless otherwise permitted under applicable rules.

For the three and twelve month period ended December 31, 2024, the Company did not purchase and cancel any common shares under the 2024 NCIB.

Disclosure Controls & Procedures ("DCP") and Internal Control Over Financial Reporting ("ICFR")

Management is responsible for establishing and maintaining adequate DCP and ICFR, each as defined in National Instrument 52-109 – Certification of Disclosure in Issuers' Annual and Interim Filings ("**NI 52-109**").

Management, under supervision of, and with the participation of, the CEO and CFO, have designed and evaluated the Company's DCP, as required in Canada by NI 52-109. Based on this evaluation, the CEO and CFO have concluded that the design of the system of the Company's disclosure controls and procedures were effective as at December 31, 2024, except in the scope limitation noted below, which exists as a result of the acquisition of QuidMarket. Refer to *Business Combination* note in the **Material Accounting Policies and Estimates** section in this MD&A for details on the acquisition.

National Instrument 52-109 allows for a scope limitation on the design of disclosure controls and procedures and internal control over financial reporting to exclude controls, policies and procedures in respect of any business acquired not more than 365 days before the end of the relevant financial period.

Although the Company's disclosure controls and procedures were designed effectively as of December 31, 2024, there can be no assurance that the Company's disclosure controls and procedures will detect or uncover all failures of persons within the Company to disclose material information otherwise required to be set forth in the Company's regulatory filings.

There were no changes in the Company's ICFR that occurred in the year ended December 31, 2024 that have materially affected, or are reasonably likely to materially affect, the Company's ICFR, except as noted in above in relation to the scope limitation on the QuidMarket acquisition.

Foreign exchange rates used in the USD to CAD conversion of per share amounts

2024				2023			
Q4	**Q3**	**Q2**	**Q1**	**Q4**	**Q3**	**Q2**	**Q1**
1.3982	1.3641	1.3683	1.3486	1.3624	1.3414	1.3428	1.3525

Year ended December 31,	Year ended December 31,
2024	**2023**
1.3698	1.3498

Additional Information

Additional information relating to the Company, including the Company's AIF is available on SEDAR+ at www.sedarplus.ca. The Company's Common Shares are listed for trading on the TSX under the symbol "PRL"