

# Lenddo appoints ANZ's Hong Samakkeenich as Country Director for Thailand

*Fast Growing Company to Extend Leadership in Driving Predictive Analytics in  
Financial Services in Southeast Asia*

August 28<sup>th</sup> 2017 (Singapore)

Lenddo, world leader in credit scoring and identity verification technology using digital data, officially announced the appointment of Hong Samakkeenich as the Country Director for Thailand as of August 1st, to further strengthen position and focus on Lenddo's growing customer portfolio in the region.

Hong Samakkeenich brings with her 14 years of solid experience from the banking industry, 7 years of which in a leadership role for ANZ and Citibank Thailand. Her extensive experience in financial inclusion is not only integral in the growth of the industry but also in the progress of the financial literacy and women's aid sectors.

"I am passionate about financial inclusion and am excited to be a part of Lenddo in providing financial technology to support the underserved people in Thailand and Indochina to have access to credit in the most efficient way possible. I believe that in doing so, we help lenders to broaden their markets and scale their portfolios, hence the impact that Lenddo can make will be highly sustainable for these economies", Hong Samakkeenich.

"Having Hong joining the team to help scale our activity in the region is excellent," said Richard Eldridge, Lenddo's CEO. "Her experience, exceptional skills and deep understanding of the industry will be essential to sustain our expansion in IndoChina and support our vision of improved financial inclusion for millions around the world"

Indochina is a fast-growing economic bloc led by Thailand, with significant efforts to improve financial inclusion and adoption of technology. Focus in these countries is in line with Lenddo's effort of expansion in Asia Pacific.

## About Lenddo

Lenddo was founded in 2011 to improve financial inclusion for 1 billion people around the world, enabling financial service providers to access and serve new and underserved markets using its disruptive technology and leveraging new sources of digital data, such as mobile-social digital footprints. Lenddo's product suite apart from credit scoring where it processes hundreds of thousands of applications each month globally, includes digital verification and marketing insights solutions.

Learn more at [www.lenddo.com](http://www.lenddo.com)

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