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The Association  
of Alternative  
Business  
Finance

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# PRESS RELEASE

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## NEW MEMBERS FOR THE AABF

Three new alternative lenders have joined the recently launched Association of Alternative Business Finance (AABF) - **Invoice Cycle**, **Merchant Money** and **Reward Finance Group**.

The AABF was launched on 1 February this year with the major ambition of championing and promoting the best standards of industry practice.

The seven founding members, Capify UK, Catalyst Finance, Credit4, Fleximize, Liberis, The Just Loans Group and YesGrowth established four clearly defined operating principles that members will be required to adhere to:

- **Transparency**
- **Responsibility**
- **Fairness**
- **Security**

At launch the Chairman of the Association, The Just Loans Group's, John Davies said, " A vibrant and diverse alternative lending sector has successfully established itself in the UK and we feel the time is right to give it a voice and promote best standards of industry practice.

Not surprisingly our operating principles lean heavily on the well established British Bankers Association Lending Code."

John adds, "We are delighted to welcome three new members that clearly support the AABF's ambitions. We have received a lot of interest from a host of other potential members particularly about one of our first initiatives - the creation of a members' centralised database for Personal Guarantees that will prevent borrowers over committing themselves and help identify potential fraudulent activity."

Invoice Cycle's UK Managing Director, David Cockle says, "Invoice Cycle is delighted to join the AABF, which we feel empowers our shared goals of Transparency, Responsibility, Fairness and Security. As the alternative finance sector develops, it is important that the leading providers work together to develop industry standards, and ensure our clients receive the highest levels of service. The AABF is at the forefront of developing this industry standard and we are very happy to become early members and offer our support."

Merchant Money's Director, Danny Girnun says, "Since launching the business, our focus has been to responsibly provide SMEs with the funds and confidence that they need in order to grow their businesses. By employing industry best practices and aligning ourselves with the AABF, we can successfully uphold our values of being transparent, fair and responsible when dealing with our clients."

Reward Finance Group's, Group Sales and Marketing Director, Nick Smith adds, "The lending marketplace is changing for SMEs with so many choices available. Here at Reward we are keen to ensure that the alternative finance space gets the profile it deserves so that ultimately the SMEs in the economy get the product they need to support and grow their businesses. Joining the trade association will give us a larger collective voice, help to promote alternative lending and ensure that standards and disciplines are maintained."

Ends

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**Reward Finance Group**

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**Notes to Editors**

The Association of Alternative Business Finance ( AABF ) promotes best practice in UK alternative lending with members adhering to four key operating principles; Transparency Responsibility, Fairness and Security. It provides its members with a common voice designed to influence how the sector develops.

Website - [www.aabf.co.uk](http://www.aabf.co.uk)

**Invoice Cycle.** Co-Founded by Gideon Shaw and Jeremy Esekow, Invoice Cycle is a UK-based instant financing platform, providing small and medium sized businesses with advanced payments for outstanding invoices.

The Company uses a proprietary algorithm to make its underwriting decisions and was founded with the goal of eliminating cash flow challenges for its customers as they grow their businesses. Invoice Cycle currently has customers across a range of industries, including SaaS, AdTech and Manufacturing. For more information, visit <https://www.invoicecycle.com/>

**Merchant Money** is a specialist provider of finance facilities across the UK. They offer flexible finance solutions, tailored to the specific needs of your business.

With several years of experience, their dedicated lending experts offer a premium service at a competitive price. Merchant Money offer business loans up to £150,000 as well as Pay As You Trade advances up to £500,000. This new Pay As You Trade product is specifically designed for businesses that accept card payments. Easy online application, 24-hour approval. For more information visit <https://www.merchantmoney.co.uk/>

**Reward Finance Group** is a privately-owned business lender; providing SME funding with proven speed, flexibility and service. With offices in the financial districts of Leeds and Manchester, Reward Finance Group specialises in three unique funding areas offering a one-stop-shop approach to all levels of secured cash flow finance:

- Reward Capital – Asset backed cash flow solutions for up to 12 months
- Reward Invoice Finance – Invoice finance with additional cash flow options
- Reward Trade Finance – 100% funding for pre-sold goods

Reward is run by its two key joint Managing Directors, Tom Flannery and Dave Jones, who are backed up by a knowledgeable and dedicated team. Tradehold, the Johannesburg Stock Exchange listed company majority owned by Christo Wiese, is an investment holding company and is the main backer of the Reward Finance Group. For more information visit: <http://www.rewardfinancegroup.com/>