

## EXECUTIVE SUMMARY

In Mexico, access to formal credit remains limited—fewer than 35% of individuals and only 10.5% of businesses obtain financing—despite significant growth in fintech investment. This gap disproportionately affects low-income populations, representing around 40% of the country’s socioeconomic base. Many earn under \$600 USD per month or operate in the informal economy, often relying on informal lending practices. Meanwhile, traditional banks struggle to serve this segment due to high operational costs, inefficient underwriting, and limited digital reach.

Established in 2022, Aviva Crédito addresses these challenges through an innovative hybrid “phygital” model that blends advanced digital tools and AI-driven credit scoring with low-cost physical kiosks in underserved peri-urban areas. Aviva provides tailored financial products—including microloans averaging \$320, loans for microenterprises averaging \$610, and credit products developed in partnership with retail chains.

With a customer base that is predominantly female and rural/peri-urban, Aviva’s loans support business operations, growth investments, home improvement, and consumer needs. The Company has demonstrated strong unit economics and accelerated growth.

Aviva’s innovative distribution strategy—deploying kiosks that cost a fraction (nearly one-hundredth) of what traditional bank branches require—enables agile and scalable expansion. Strategic partnerships further accelerate reach and efficiency. Backed by an experienced team from Konfío and Scotiabank, Aviva is positioned to drive meaningful progress in financial inclusion, gender equity, and digital adoption in Mexico’s underserved communities.

To support its continued growth and impact, IDB Lab will provide a loan to Aviva Crédito—reinforcing our commitment to scalable, innovative solutions for inclusive finance in the region.