

 Early Warning System

IFC-39038

Koin



## Quick Facts

<b>Countries</b>	Brazil
<b>Financial Institutions</b>	International Finance Corporation (IFC)
<b>Status</b>	Active
<b>Bank Risk Rating</b>	U
<b>Voting Date</b>	2017-09-08
<b>Borrower</b>	KOIN SA
<b>Sectors</b>	Finance
<b>Investment Type(s)</b>	Equity
<b>Investment Amount (USD)</b>	\$ 2.25 million
<b>Project Cost (USD)</b>	\$ 4.50 million



## Project Description

The proposed project consists in an up to US\$2.25 million equity investment in the Series A Equity Funding Round in Koin Administradora de Cartões de Crédito Ltda. (“Koin” or the “Company”). Koin is a payment solution provider (“PSP”) that offers a postpaid solution for online purchases where the consumer receives the goods before paying directly to the merchants. The Company also provides credit for online purchases in installments. Koin is headquartered in Sao Paulo, Brazil, and has operations throughout Brazil. The project sponsor is Ricardo Laureano Siqueira (founder). Ricardo is also the founder of Maxipago, a successful online payment gateway later sold to Rede (Banco Itau Group).

### Expected Development Impact

I. Facilitation of electronic payments: The investment in Koin will promote the development of a low cost and pervasive payment infrastructure in Brazil. Making payments electronically rather than in cash has been shown to generate efficiency and promote economic development II. Wider Availability of Goods and Lower Prices: The ability to receive the good upfront and pay later is an enabler for the e-commerce sector. Therefore, Koin, as an innovative payment solution, will result in better availability and distribution of goods and services. In addition, Koin allows customer without a credit card to participate in ecommerce and benefit from the wider availability of goods and lower prices.

### IFC's Expected Role and Additionality

I. IFC payment expertise: Koin will benefit from IFC's expertise in the FinTech space, in particular the experience with other payment solutions providers (PSP) investments in different regions. This should help the company better manage its risk and design relevant new services and/or products II. Stamp of Approval: Company is seeking an IFC investment as it adds credibility, as well as improve its brand perception. This is important as perceived trust by the consumer and by merchants is a critical factor of success.



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## People Affected By This Project

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## Investment Description

- International Finance Corporation (IFC)

Total project cost is estimated at up to US\$ 4.5 million from new investors by subscribing to Preferred Series A Shares of Koin in order to fund the Company's expansion of operations. IFC is considering investing up to US\$ 2.25 million in the Series A equity funding round.



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## Contact Information

### CONTACT:

For Inquiries About the Project:

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For Inquiries and Comments About IFC:

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### ACCOUNTABILITY MECHANISM OF IFC

The Compliance Advisor Ombudsman (CAO) is the independent complaint mechanism and fact-finding body for people who believe they are likely to be, or have been, adversely affected by an IFC or MIGA- financed project. If you submit a complaint to the CAO, they may assist you in resolving a dispute with the company and/or investigate to assess whether the IFC is following its own policies and procedures for preventing harm to people or the environment. If you want to submit a complaint electronically, you can email the CAO at [CAO@worldbankgroup.org](mailto:CAO@worldbankgroup.org). You can learn more about the CAO and how to file a complaint at <http://www.cao-ombudsman.org/>

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