



## ALPHACREDIT® ANNOUNCES CONSENT SOLICITATION FOR SENIOR NOTES

**Mexico City, Mexico – March 4, 2020 – Alpha Holding, S.A. de C.V., (“AlphaCredit” or the “Company”),** a technology-enabled financial platform specialized in consumer lending and financial solutions for small and medium enterprises (“SMEs”), announced today that it is soliciting consents (the **“Consent Solicitation”**) from all registered holders of its 10.000% Senior Notes due 2022 (the **“Notes”**), upon the terms and conditions described in the Company’s Consent Solicitation Statement, dated March 4, 2020 (the **“Statement”**), to certain proposed amendments that seek to modify certain defined terms and provisions in the indenture governing the Notes, dated as of December 19, 2017 (the **“Indenture”**), among the Company, the guarantors named therein and The Bank of New York Mellon, as trustee, paying agent, registrar and transfer agent (the **“Trustee”**) to clarify the circumstances in which the Company’s restricted subsidiaries are permitted to incur indebtedness under the Indenture, among others (the **“Proposed Amendments”**). The Proposed Amendments would align the affected provisions of the Indenture with the Company’s indenture, dated as of February 10, 2020, among the Company, the guarantors named therein and the Trustee. The Company believes that these changes would provide the Company with additional operational efficiencies.

The Consent Solicitation will expire at 5:00 p.m., New York City Time, on March 11, 2020, unless extended or earlier terminated by the Company in its sole discretion (such date and time, as the same may be extended, the **“Expiration Date”**). The record date of the Consent Solicitation is 5:00 p.m., New York City time, on March 3, 2020.

The Consent Solicitation is subject to, and conditioned upon, the satisfaction or waiver of certain customary conditions described in the Statement, including receiving the consents of holders (in minimum denominations of US\$200,000 and integral multiples of US\$1,000 in excess thereof) of at least a majority in aggregate principal amount of the outstanding Notes (the **“Required Consents”**). In accordance with the Indenture, Notes owned by the Company and its affiliates will not be deemed outstanding, and the Company and such affiliates will not be able to vote for the purposes of the Required Consents needed to effect the Proposed Amendments.

In the event that the Required Consents for the Notes are received on or prior to the Expiration Date, the Company will pay an aggregate cash payment equal to US\$2.50 per US\$1,000 principal amount of the Notes (the **“Consent Payment”**) for which the Required Consents to the Proposed Amendments are validly delivered on or prior to the Expiration Date and not validly revoked prior to the earlier to occur of (i) 5:00 p.m., New York City Time, on March 11, 2020 and (ii) the receipt of the Required Consents. The Consent Payment is expected to be paid on a date promptly following the Expiration Date, but no later than two business days following the Expiration Date.

The supplemental indenture reflecting the Proposed Amendments will be effective immediately upon execution thereof but will not become operative until the Consent Payment is paid with respect to the Notes. Holders of Notes for which no Consent is delivered will not receive the Consent Payment, even though the Proposed Amendments, once operative with respect to the Notes, will bind all holders of such Notes and their transferees.

Goldman Sachs & Co. LLC is the solicitation agent in the Consent Solicitation and D.F. King & Co., Inc. has been retained to serve as the tabulation, information and paying agent. Persons with questions regarding the Consent Solicitation should contact Goldman Sachs & Co. LLC at (toll free) (800) 828-3182 or (collect) (212) 357-1452. Requests for the Statement should be directed to D.F. King & Co., Inc. at (toll free) (800) 591-8238 or by email to [alphacredit@dfking.com](mailto:alphacredit@dfking.com).

None of the Company, the solicitation agent, the tabulation, information and paying agent, the Trustee under the Indenture or any of their respective affiliates is making any recommendation as to whether holders should deliver consents in response to the Consent Solicitation. Holders must make their own decisions as to whether to deliver consents.

This press release is for informational purposes only and is neither an offer to sell nor a solicitation of an offer to buy any security. This announcement is also not a solicitation of consents with respect to the Proposed Amendments or otherwise. The Consent Solicitation is being made solely through the Statement referred to above and related materials. The Consent Solicitation is not being made to holders of Notes in any jurisdiction in which the Company is aware that the making of the Consent Solicitation would not be in compliance with the laws of such jurisdiction. In any jurisdiction in which the securities laws or blue sky laws require the Consent Solicitation to be made by a licensed broker or dealer, the Consent Solicitation will be deemed to be made on the Company's behalf by the solicitation agent or one or more registered brokers or dealers that are licensed under the laws of such jurisdiction.

Neither the Statement nor any documents related to the Consent Solicitation have been filed with, and have not been approved or reviewed by any federal or state securities commission or regulatory authority of any country. No authority has passed upon the accuracy or adequacy of the Statement or any documents related to the Consent Solicitation, and it is unlawful and may be a criminal offense to make any representation to the contrary.

### **Forward-Looking Statements**

This press release contains forward-looking statements. Forward-looking statements are information of a non-historical nature or which relate to future events and are subject to risks and uncertainties. No assurance can be given that the transactions described herein will be consummated or as to the ultimate terms of any such transactions. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information or future events or for any other reason.

### **About AlphaCredit®**

AlphaCredit© is a leading and one of the fastest growing technology-enabled financial platforms in Latin America, providing consumer loans and financial solutions for individuals and SMEs in Mexico and Colombia through innovative solutions and cutting-edge technology.

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