



**A new name  
that's fit for  
the challenge.**

We are now..

inredo

## Our Name

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Incredible  
In Credit, Money

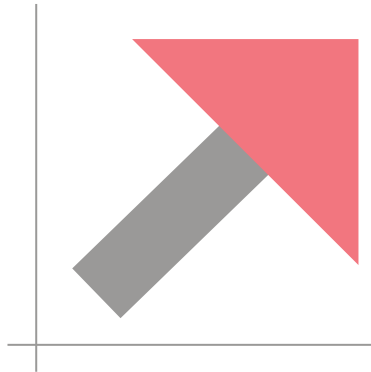
inredo

Credibility  
Credit, praise

Do, achieve  
Do(ugh), cash

## Our Symbol

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going  
**UP**



Moving  
**FORWARD**

### **Progress and Growth**

The arrow symbol which is distinctively our identity can be applied in communications to communicate or imply upward and or forward progression.

## Our Mantra

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Credit the **Incredible**

## Understanding our Mantra

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**'Credit ...'** means the money lent or borrowed under a credit arrangement, and it also means to give praise.

**'... the Incredible'** describes the extraordinary people, projects, businesses we work with, and serve, and impact that affordable and reliable access to financing that Incredito has.

This campaign is a story-telling mission. People connect with stories, more than they connect with descriptors. By telling stories of how we Credit the Incredible, our new brand connects with stateholders emotionally.

## Our Vision

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**To be a gainful financial institution that attracts people and businesses through the ability to transcend barriers in capital access growth**



## **Our Mission**

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**For Clients**

**Provide accessible,  
affordable and responsive  
financial solutions**

**For Society**

**Impact livelihoods by  
influencing and propelling  
living standards**

## **Our Core Values**

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### **Trust**

Building day-by-day credibility in the sector.

### **Integrity**

Principled in what we promise, deliver and our returns.

### **Accountability**


Working in the interest of betterment of people and business.

### **Excellence**

Providing proof through track record.

### **Shared value**

Putting purpose into practice through correlation between our growth in capital and progress of the partners and communities we operate in.



**Thank you for joining us  
on this new chapter**

