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BORRO REVEALS MAIN PERSONAL ASSETS USED FOR LOANS IN 2012

- **Clients unlocking finance from jewellery, antiques, prestige cars and fine wine**
 - **122 per cent increase in funded loans in 2012**
 - **Average borro loan now £7,000 and £24,000 for SMEs**

borro, the UK's leading personal asset lender, has revealed the main types of assets used by clients to access liquidity in 2012.

Overall, borro saw a 122 per cent increase in funded loans for 2012, compared to the same period in 2011. The average loan value for 2012 increased to £7,000 (up from £3,500 in 2011) and the average loan value to SMEs (who make up the majority of borro's loan book) rose 41 per cent, from £17,000 to £24,000 since last year.

Ten main types of assets used by borro clients in 2012:

Asset	For example...
Jewellery	1950's sapphire and diamond ear clips (loan value £25,150)
Watches	18ct white gold Cartier Ballon Blue watch (loan value £35,000)
Gold	Two fine gold bars (loan value £50,000)
Fine Art	A Henry Moore sculpture (loan value £50,000)
Antiques	A collection of French porcelains (loan value £160,000)
Luxury Cars	Lamborghini 400 (loan value £60,000)
Wedding Gold	Collection of 22ct gold jewellery (loan value £40,000)
Diamonds	Single stone marquise cut diamond ring, approx. 5 carats (loan value £89,000)

Wine	A case of Château Petrus 1982 (loan value £16,000)
Antique Silver	Silver contemporary Faberge egg (loan value £5,000)

Paul Aitken, CEO says: “During 2012, in a climate where loans from traditional sources were few and far between, we saw clients using a range of high value assets to unlock necessary finance. An increasing number of individuals, entrepreneurs and small business owners recognise they have accumulated a wealth of personal assets that can temporarily be turned back into cash, quickly and easily.

“For small business owners and SMEs this is especially important when needing to realise a business opportunity that would not have otherwise been possible. The continuing growing demand for our service just goes to show that alternative forms of financing are becoming more mainstream.”

-Ends-

Notes to Editors:

For further information on borro and/or the assets, please contact:
Lansons PR : 020 7490 8828 / Borro@lansons.com

More information can be found at www.borro.com

About borro

- borro is the UK’s leading personal asset lender. Loans of up to £1,000,000 can be offered against assets including fine art, antiques, prestige cars, luxury watches, diamond jewellery, gold, yachts, fine wine other high value assets.
- All of borro’s valuation experts have worked for leading auction houses, including Sotheby’s, Christie’s, and Bonhams.
- All assets are stored in secure and insured specialist vaults/premises. Most assets are stored thirty feet underground under time lock at a prestigious 120 year old storage facility in central London. Fine art, and antiques are stored at fine art storage specialists and luxury cars are stored in climate controlled premises.
- borro offers appointments at their valuation centre, home visits, and various premium collection options including same day couriers. All these services are fully insured and provided for by borro.
- All assets are fully insured whilst in storage with borro for the duration of the loan.

- Founded by Paul Aitken in 2008, borro's investors include Canaan Partners, Ribbit Capital, Augmentum Capital, European Founders Fund, Eden Ventures and Octopus Investments. These companies have invested in Match.com, Lending Club, LinkedIn, We7, Betfair, Egg, Sportingbet, Facebook, and more.
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