

ASX release

8 January 2019

## Pioneer tests new market segment

Pioneer Credit Limited (ASX: PNC) announces today that following extensive consultation, it has entered the Utility Purchased Debt Portfolio market through the acquisition of a portfolio of small and medium-sized enterprise (SME) 120 day past due customer accounts.

This initial investment is not of a material size and follows Pioneer's history of making small, initial investments and then growing our involvement over time as our understanding of a portfolio becomes comprehensive. Our focus on SME customer accounts is after significant due diligence. This has demonstrated that these SME customer accounts are substantially similar to those we have acquired from our traditional vendor partners.

Managing Director, Keith John said "Several participants in the utilities sector have approached Pioneer to assist them in rehabilitating their customers. They are looking to Pioneer's strong customer-centric approach and compliance record to assist them in doing so in a manner that looks after both our partner and our mutual customer.

"We expect to be successful in achieving a satisfactory return on investment in the utility market, with a particular focus on the SME segment, and if we do, it will be a significant growth opportunity for Pioneer."

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