

MTF Announces HY25 Results

Built to Endure: MTF's Long-Term Strategy Delivers Growth in Tough Times

While many businesses are trimming budgets, MTF is increasing its investment in its people, brand and technology to deliver long-term value to its shareholders and customers.

Releasing its FY25 half-year report, Chair Mark Darrow commented: "We're pleased to share our Half Year Report, highlighting continued growth and investment in our people, technology, brand and local communities. At a time when rising costs and economic uncertainty are prompting many businesses to scale back, MTF is charting a different course; one built on resilience, values, and long-term thinking."

Backed by a unique business model and powered by strategic investment in brand and technology, MTF is showing that it is possible to grow responsibly without compromising affordability for customers.

"Now more than ever, Kiwis need financial partners who are local, and on their side," says CEO Chris Lamers. "We are not chasing short-term gains; we are building a business that stands the test of time and helps communities thrive. Looking ahead, we're focused on what matters most -delivering exceptional customer satisfaction, growing our market share, driving total shareholder return, and building for the future through continued investment in business technology and transformation."

Holding firm while others retreat

In the face of economic pressure, MTF has:

- **Grown revenue** - while seeing a 12 percent reduction in administrative overheads through disciplined cost management.
- **Reduced key customer fees** - including establishment, maintenance, and settlement fees - while choosing not to pass on rising costs to borrowers, protecting affordability at a time of increasing financial strain.
- **Increased market share in personal lending** - with year-on-year growth of more than 20 percent, as reported by Centrix.
- **Continued investment in a new technology platform** - laying the foundation for long-term efficiency, scalability, and customer experience improvements. The programme achieved a significant milestone in the first half, with the ability to process loans now live.
- **Total assets** up to \$1.23b.
- **Refreshed its brand and increased marketing investment** - driving greater awareness and preference in both vehicle and personal lending categories.
- **Record originator earnings** of \$48.1m, up 9 percent on last six months.
- **Dividend increased** by 43 percent to six cents.

At the heart of MTF's approach is its franchise & approved dealer model, with 54 locally owned franchises and 164 active dealers embedded in communities across the country. As shareholders in the business, MTF's Originators bring an ownership mindset to everything they do - driving accountability, agility and a deep understanding of local needs - enabling MTF to remain close to its customers while scaling effectively.

“Our Originators aren’t just writing loans - they are local businesspeople supporting their communities.” says Lamers. “That model gives us strength, and more importantly, it gives us purpose.”

“In the past 12 months MTF has increased its investment in technology and will be rolling out a new platform over the coming year. At the same time, a refreshed brand and increased marketing investment is driving increased awareness and preference for the business, showcasing the focus on small business and non-vehicle loans.

“The investment in a new platform is an investment in both technology and people, ensuring we can leverage new systems to deliver on enhanced analytics, using artificial intelligence to create better experiences for our team and our customers as well as launching new products and continuing the focus on evolving existing products.”

Lamers is frank about the pressures but remains optimistic. “It’s a competitive space, and we are realistic about the challenges. But our focus is on long-term, sustainable growth, where our customers and our shareholders have a great outcome rather than chasing short-term wins at the cost of long-term performance.”

Four years ago, MTF’s Board set in place a new strategy, and this has driven the continued strong performance, Darrow says “The ongoing, consistent investment in business transformation and product diversification have played a key role in positioning the business to weather economic uncertainty while staying connected to customers and ready to adapt.”

MTF’s strategy stands in contrast to much of the industry - investing in future capability rather than scaling back, and choosing to grow with intention, not pressure.

“That why we will keep making lending about people - and why we’ll continue to earn their trust in a changing world,” says Lamers.

Ends

For further information contact:

Chris Lamers
CEO
(03) 477 0530 | chris.lamers@mtf.co.nz

About MTF:

MTF is 100 per cent New Zealand owned, and our history dates back to 1970. We provide innovative finance solutions to New Zealanders through our 54-strong franchise network, vehicle dealers and partners such as AMI. This has helped us grow into a business with assets of more than \$1.23b. We are launching new products and partnerships while staying true to our core - that we are people helping people, powered by a world-class funding system. MTF has been recognised and rewarded as the top-rated finance company in New Zealand, in 2024 the company was awarded Reader’s Digest Top Trusted Brand award in the car loan provider category and rated the top finance company on Trustpilot. MTF is listed on the NZDX.