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LoanHero Welcomes Three Industry Leaders to Executive Team

Startup attracts 100+ years of industry experience with recent momentum

San Diego, Calif. – April 10, 2017 – LoanHero, a leading retail finance technology and loan origination platform powering automated lending to consumers at the point of need, today announced the addition of three new key executives, Zalman Vitenson, Olaf Janke and Mikel Sides, to its existing management lineup.

Zalman Vitenson has taken the helm as LoanHero's new Chief Executive Officer, after having served as Executive Chairman for the past two years. Mr. Vitenson previously served as Chief Executive Officer of Capital Partners, which he grew into one of the largest factoring companies in the US prior to selling to Heller Capital, and as the President of Shell Capital Commercial Finance, where he headed Shell Oil's global small business and middle market lending ventures. Zalman has more than 25 years of experience in specialty finance.

Olaf Janke now joins LoanHero as its Chief Financial Officer, transitioning most recently from his role as Chief Financial Officer at Solar Mosaic, Inc. and previously serving in various roles as CFO and EVP in specialty finance. Janke has raised more than \$10 billion of fixed income, \$3 billion of equity and concluded over \$3 billion of M&A transactions in his 27 years of experience.

Mikel Sides has also joined the LoanHero team as its Vice President of Sales, after serving as Vice President of Client Development for Co-branded cards at Citigroup. In that role, Sides was accountable for overall sales and program management exceeding \$65 billion in total annual sales revenue, leading the growth and execution for the Costco relationship, among others.

“Along with Steve Connolly, who brings depth of operating experience from GE Capital and CoreLogic, and Matthias Blume, who held senior roles at CoreLogic and Fair Isaacs, we are elated to bring a tenured and proven leadership team to our thriving fintech platform,” said Mr. Vitenson.. “With our now 100+ years of experience and collective track record, we are extremely well positioned to scale the business and serve our financial institutions partners and consumers at the point of need.”

“I’m excited to join a differentiated technology platform that is poised to play a leading role in consumer finance. Upon learning about recent partnerships and growth trajectory, I consider joining this team an honor and an opportunity,” said Mr. Janke.

This leadership announcement comes on the heels of LoanHero’s recent [strategic partnership](#) with Quorum Federal Credit Union, a full-service financial institution serving over 70,000 members across all 50 states. With this partnership Quorum and LoanHero now offer healthcare providers and their patients—through LoanHero’s technology and support—a substantial number of options that have not been available in a single platform.

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About LoanHero LoanHero provides financing for the important things in life. Whether it’s a medical procedure not covered by insurance or a new roof, we’re there to cover expenses over \$1,000. Our innovative financing platform empowers merchants to extend instant financing at the point of sale. With multiple lenders in a simple application, consumers receive the best loan product regardless of their credit. LoanHero is headquartered at 750 B Street, Suite 1410, San Diego, CA 92101. Learn more at www.loanhero.com or 888.912.HERO.