



## **FOR IMMEDIATE RELEASE**

### **Prezzta - Prezzta Soluciones launch AT LENDIT FINTECH USA 2018**

**SAN FRANCISCO** - April 9 - Prezzta, announced today at Lendit Fintech USA, the world's leading event in financial services innovation, that will launch Prezzta Soluciones.

After a great 2017 Prezzta decides to go for new markets and products. Thanks to a great experience at Google Campus Fintech Program and the interest in the company from other markets, Prezzta decided to launch a new business unit - Prezzta Solutions. This new unit will help traditional Financial Companies to originate loans through different channels by the use of "smart technology".

"Financial Companies customers will have a much better user experience and the companies will be improving their data management and default rates ratios." said Pablo Gagliardi CoFounder and CEO of Prezzta

Lendit Fintech USA, a gathering of more than 6,000 industry professionals in San Francisco, showcases the leaders in innovation across financial services including the digital banking, fintech, blockchain and lending industries.

For more information about Prezzta, visit [www.prezzta.com /lendit](http://www.prezzta.com/lendit)

#### **About Prezzta**

Prezzta was born as a P2P lending company focused on consumer loans. Since our launch in 2015, we pivoted into a lending and investment originator company, partnering with financial companies in LATAM to provide them with a plug and play online lending solution, while still running our own P2P lending platform, which is the industry leader in our country.

#### **About Lendit Fintech**

Lendit Fintech is a recognized global internet finance industry leader, founded in New York in 2013. Its aim is to gather industry elites to discuss and explore latest trends in the development of international financial technology. Lendit Fintech has become the largest event in financial services innovation as it hosts three annual conferences, [Lendit Fintech USA](#), [Lendit Fintech Europe](#), and [Lang Di Fintech](#), and dozens of complementary online and in-person industry events. Lendit also owns and operates one of the world's leading industry educational channels, Lend Academy.

For more information, tickets and sponsorship opportunities, please visit [www.lendit.com](http://www.lendit.com).

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