



IEG Holdings Corp.

Ticker: IEGH (OTCQX)

Corporate Profile

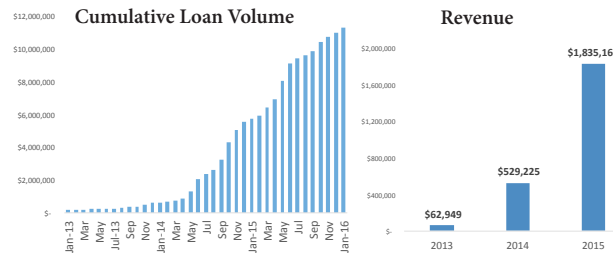
as of March 10, 2016

IEG Holdings Corporation, (IEGH), a consumer finance company, provides unsecured consumer loans to individuals online under the brand name Mr. Amazing Loans via its website, www.MrAmazingLoans.com. IEGH launched US operations in 2010. The Company is headquartered in Las Vegas, Nevada and offers consumers personal loans for debt consolidation, medical expenses, home improvements, auto repairs, major purchases, and discretionary spending in 17 US States. The Company's loans are \$5000 and have a term of five years with a 23.9% to 29.9% APR. These loans are offered to borrowers for payments of approximately \$37 dollars per week. Significant growth is expected from the online loan origination business, which has the potential to scale rapidly via their website with anticipated increased financing and advertising spending. The Company offers the entire application, loan documentation and funding online and within minutes.

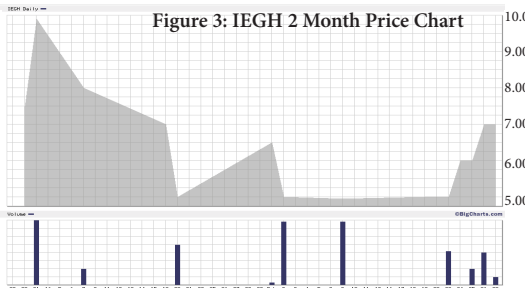
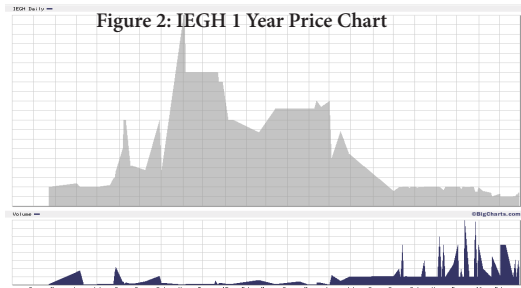
IEGH was founded by Chairman/CEO Paul Mathieson who previously established a similar business in Australia that originated over \$48 Million in loans to over 11,500 customers. With his previous strategy now being implemented in the United States, Mathieson plans future expansion to a total of 25 States within 2016. Same day acceptance of customer applications with strict underwriting standards allow for a 98% rejection rate reflected in the Company's low approximate 5% loss levels and 91.5% zero days in arrears loan book.

IEGH's primary listed competitors are Lending Club (LC) and OneMain Financial (OMF). These are large publicly traded consumer lending firms with Market values above \$2.5 Billion. Due to the large and vast market for consumer loans IEGH could potentially grow rapidly as it expands its capital structure. As IEGH becomes licensed in more states, it will enable expansion and diversification of its loan portfolio, thus improving profitability.

The Company's capital structure consists of 1 million shares of Series A Preferred Stock plus 28.9 Million shares of Common Stock outstanding. The Company is currently offering 1 million shares of Common Stock thru an S1 Registration at \$5 per share. The Company is debt free thus allowing for faster expansion. Loan delinquencies defined as 31 days or greater are at 8.6% of their total portfolio. The Company's marketing initiatives include direct mail to pre-qualified targets and online advertising with Google, Bing, Yahoo and YouTube. These initiatives should drive revenue growth significantly within the next few years.



Income Statement	Dec-2015	Dec-2014	Balance Sheet	Dec-2015	Dec-2014	Cash Flow Statement	Dec-2015	Dec-2014
Revenue	1,835,165	529,225	Cash & cash equivalents	485,559	433,712	Operating Cash Flow	(3,959,568)	(3,302,159)
Operating Expenses	7,012,609	5,381,671	Total Assets	7,758,149	4,929,120	Investing Cash Flow	(4,057,025)	(4,513,954)
Loss From Operations	(5,177,444)	(4,852,446)	Total Liabilities	107,963	2,537,156	Financing Cash Flow	8,068,440	7,967,946
Net Loss	(5,698,198)	(5,401,754)	Total Shareholder's Equity	7,650,186	2,391,964	Cash Balance	485,559	433,712



Sector: Financial Services
Industry: Consumer Lending
Sub-Industry: Installment Lending
Website: www.InvestmentEvolution.com

Key Statistics

Price 3/9/2016	7.75
52 Week High	55.00
52 Week Low	4.95
Avg. Vol (3m)	118.0
Beta	3.90
Market Cap (Interday)	223.80
Insider Ownership (%)	60.80%
Shares Outstanding (M)	28.88
Float (M)	4.79
EPS(ttm)	-0.25

Source: Yahoo Finance / OTC Markets

2016 / 2015 Highlights

- IEGH plans to expand its State licensing from 17 to 25 States during 2016.
- IEGH announced for the month of Jan 2016, loan volumes rose 85% from \$170,000 in Jan 2015 to its monthly record of \$315,000 in Jan 2016.
- IEGH increased its Cumulative Loan Volume 1,825% from \$587,000 January, 2014 to \$11,304,023 as of January 31, 2016.
- June, 2015, IEGH announced a 1 to 100 Reverse Stock Split and listed on the OTCQB. 2016 IEGH uplisted to the OTCQX
- March 2016, IEGH offered a 1 Million share Stock offering at \$5.00 per share via an S1 Registration filing.
- Regulatory pressure may require competitors to attempt to obtain licenses or buy a group such as IEGH in order to operate.

Corporate Contact Information

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