



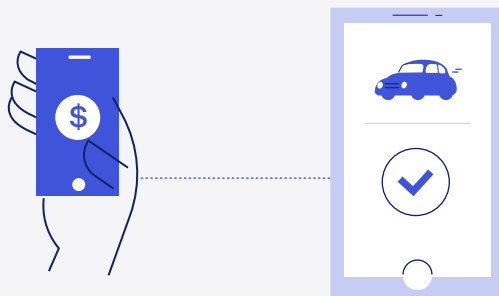
Unmasking the value of a Digital Lending Platform with a ridesharing app comparison

Much like ridesharing, which evolved from a simple app to an all-inclusive platform, the Blend Digital Lending Platform has expanded to help lenders provide a comprehensive customer experience.

Phase 1: Infancy Digitized replacements

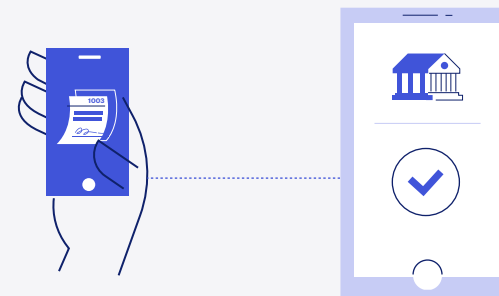
Ridesharing started as **simple mobile applications** with features for:

- Hailing rides
- In-app credit card payments



Blend's first iteration was a **digital 1003** which enabled lenders to:

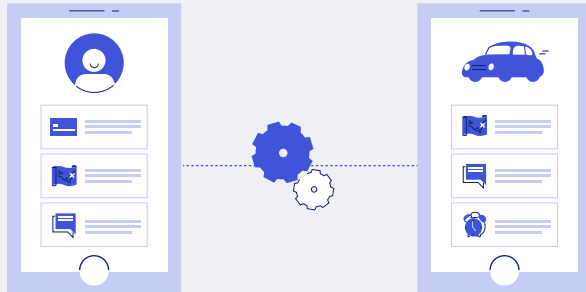
- Digitize applications and document collection
- Streamline components of a paper-based process



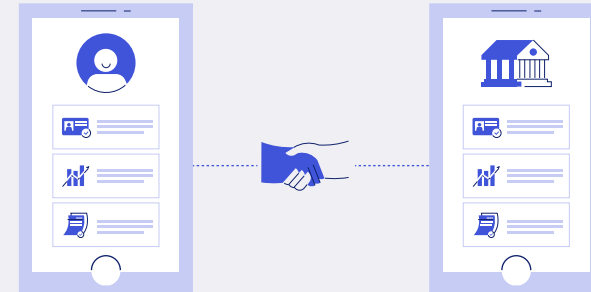
Phase 2: Adolescence

Expanded impact

- To allow for smoother rides, ridesharing apps **added functionality** including:
- Integrated maps services
 - Easy communication between riders and drivers
 - Shareable ETAs



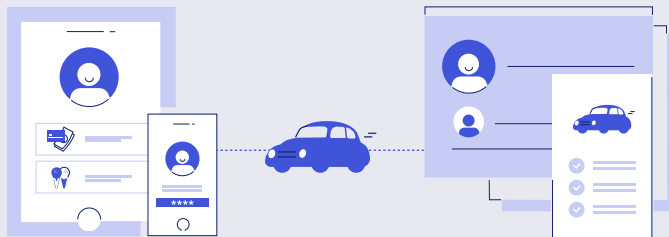
- Blend evolved to become what many providers offer today, a **point of sale technology** spanning:
- Application
 - Product and pricing
 - Pre-approval



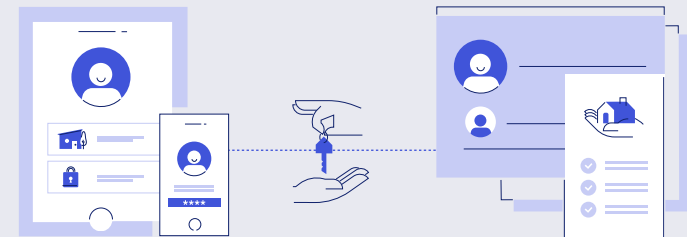
Phase 3: Mature platform

Comprehensive experiences

- Digital cab-hailing apps evolved into **platforms designed to make riders' lives easier:**
- Ride
 - Drop off
 - Beyond (food delivery, carpooling, etc.)



- Digital 1003s evolved into **platforms covering complete homebuying journeys:**
- Digital and traditional closing
 - Home insurance and title
 - Realty



Powered by Blend

Blend is transforming the lending industry by creating a unified approach to getting mortgages, consumer loans, and deposit accounts. Our Digital Lending Platform makes the journey from application to close fast and easy for consumers, while helping lenders increase productivity, deepen customer relationships, and deliver exceptional customer experiences.