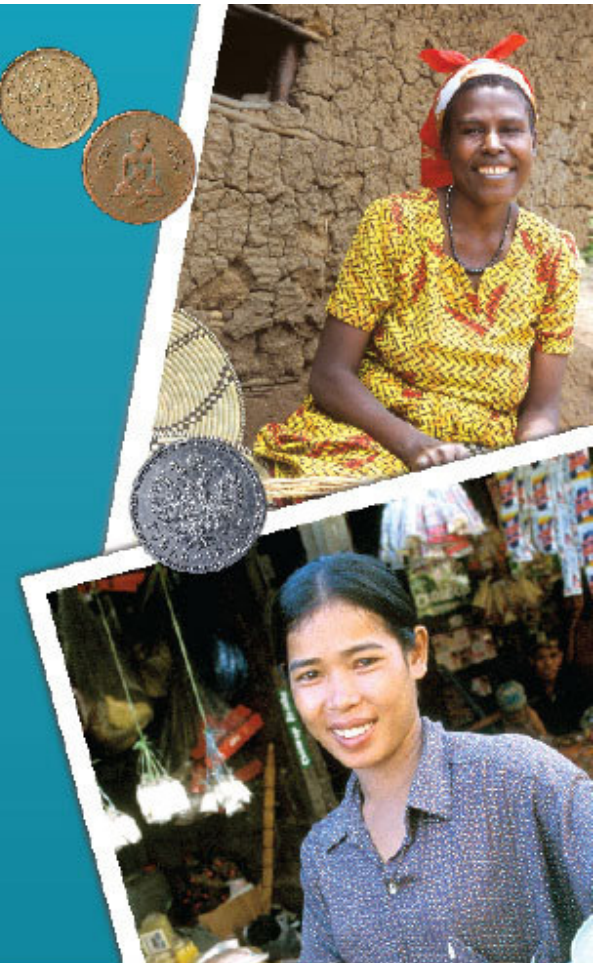


# MicroPlace

Invest wisely. End poverty.



Global Microfinance Congress  
Impact of Technology on Microfinance  
January 22, 2008

# Retail Investors



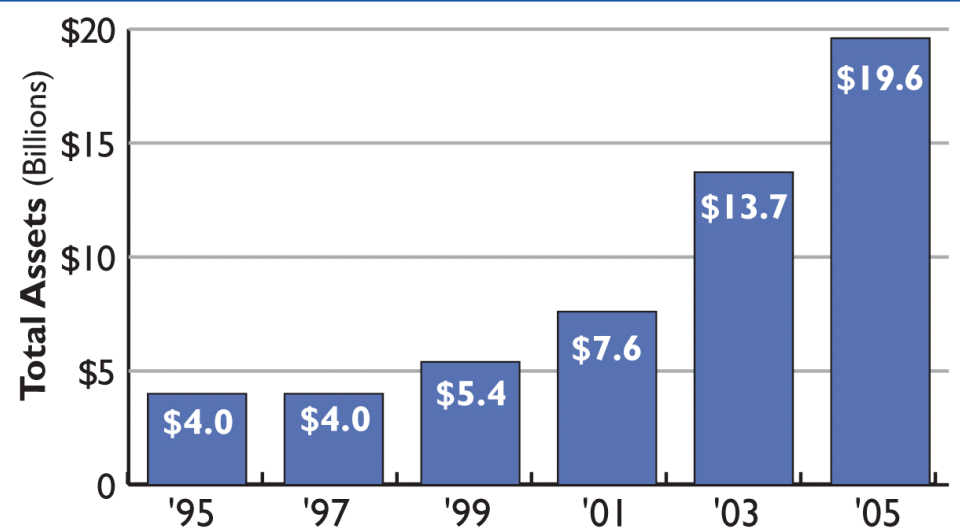
# Community Investing Growth



- Demand for socially responsible investment opportunities is on the rise
- Community investing growth has taken off
- But, despite the commercial viability of microfinance, there are few investment vehicles available for the everyday retail investor
- And none have been available online, with the backing of a mass consumer marketing engine

FIGURE 5.1

## Community Investing Growth • 1995-2005



SOURCE: Social Investment Forum Foundation

# Market Research Showed Strong Demand



MicroPlace's market research has revealed three key target segments:

## "Save the World Enthusiasts"

- "Web 2.0" segment
- Young, idealistic, educated
- Often with ethnic heritage
- Energized by global impact
- New to investing



## "Socially-Conscious Affluents"

- "Whole Foods shoppers"
- Affluent professionals
- Well-read & traveled
- Want to match lifestyles with values



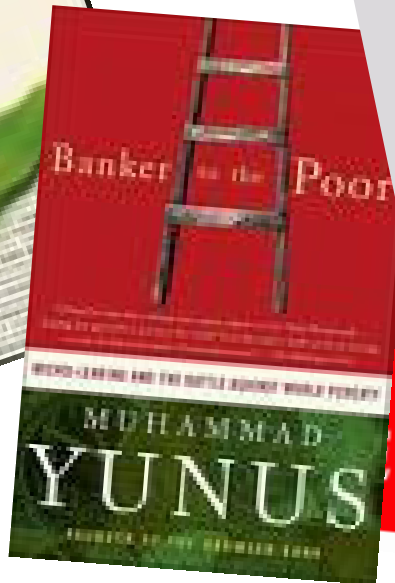
## "Soccer Moms & Dads"

- The "Oprah" segment
- Older, female skew
- Heavy online researchers
- Socially active, but tend to focus more domestically



- Extensive quantitative research tested demand for MicroPlace offering at different interest rates and maturities
- Interested users from our top 3 target segments represent **30%** of the online population
- They expressed interest in investing more than **\$22 billion**

# Microfinance goes Mainstream



The  
conomist



# MicroPlace Mission



To alleviate global poverty by enabling everyday people to make investments in the world's working poor

## Retail Investors

- Lots of capital available for investment
- Looking for new community investment options
- Microfinance has high appeal, low awareness

## Microfinance Funds/MFIs

- Proven poverty alleviation tool
- Need for billions of dollars of loan capital
- Self-sustaining industry with the ability to provide investment returns

**MicroPlace:** Connects everyday retail investors with microfinance Institutions in need of capital

“I speak for the trees”



# Site Overview



## 1 Invest

**MicroPlace**  
Invest wisely. End poverty.

Home Invest My MicroPlace Learn more

Invest wisely. End poverty.  
At MicroPlace, you can make investments that reach millions of hard-working poor people worldwide.

See All Investments

**Invest by country:**  
- Select region -  
- Select country -  
Find Investments

**How MicroPlace Works**

**Step 1:** You purchase an investment on MicroPlace that provides the opportunity to earn a financial return.

**Step 2:** Your investment dollars are used to provide loans to the working poor.

**Step 3:** The working poor use their loans to build businesses. They repay their loans and pull themselves out of poverty!

Tell a Friend

Tell a friend how MicroPlace can help them earn a return on their investment and help end global poverty!

Learn More About MicroPlace

**MicroPlace**  
Invest wisely. End poverty.

Country: Cambodia

More than one-third of Cambodians live below the poverty line, dropping to almost one-third if a day. Poverty is especially pervasive in rural areas and among children, who constitute more than half of the country's population.

Cambodia has the highest infant and under-five mortality rates in the region, at 87 and 141 per 1,000 live births, respectively. Vaccine-preventable diseases, diarrhea, and respiratory infections are among the leading causes of childhood death. Maternal mortality is also high.

**Cambodia Statistics:**

Population (millions)	14
Population earning < \$1/day	34%
School enrollment/attendance	65%
HIV/AIDS prevalence	2%
Life expectancy	57

Source: UNCTAD

**Investment Opportunities**  
Based on investment's investment information, including the security's prospectus. The security issuer will use your investment to support a loan to a specific lending organization. The best way to evaluate an investment opportunity is to review the prospectus and consider it in light of your financial status and investment objectives.

**TPC via Calvert Community Investment Note**  
Lending organization: TPC Year established: 1994  
Mission: Thangkae Phum (Cambodia), Ltd. is a microfinance institution with a social mission and a business orientation that provides poor rural... more

**CREDIT via Calvert Community Investment Note**  
Lending organization: CREDIT Cambodia Year established: 2000  
Mission: To provide inclusive financial services tailored to the clients' needs through excellent service and positive relationships while maintaining organizational sustainability... more

**Terms of investment:**  
Interest rate: 3.0% per year  
Maturity: 3 years  
Last day to invest: 12-15-2007  
Security issuer: Calvert Foundation

## 2 Learn

**MicroPlace**  
Invest wisely. End poverty.

Learn more

**Overview**  
Our Company  
Microfinance  
Global Poverty

**Our Company**  
Mission: Our goals and motivations.  
History: The story of MicroPlace.  
How MicroPlace Works: MicroPlace behind the scenes.  
MicroPlace Facts: Find your answers here.  
Our Team: Meet the people who make MicroPlace happen.

**Microfinance**  
What is Microfinance? A brief introduction to microfinance.  
How Microfinance Works: More detail on poverty and its impact.  
Small Loans: Big Impact: How can a \$50 loan matter so much?  
History: History of microfinance.  
Women and Microfinance: The special impact of microfinance on women.

**Global Poverty**  
Overview: A brief summary of the issue.  
Causes and Effects: More detail on poverty and its impact.  
Fighting Poverty: Can poverty be eradicated?  
Who Are the Working Poor?: A personal account from a MicroPlace leader.  
Can We End the Life of Slavia: The daily struggle of a typical poor person.

**Microfinance Facts**  
More details on microfinance.  
Microfinance Resources: Want to learn more? Find our suggestions here.

## 3 Manage

**MicroPlace**  
Invest wisely. End poverty.

My MicroPlace

**Overview**

**Investment Summary**

Amount invested to date	\$300.00
Number of investments	3
Interest paid to date	\$0.00
Next interest payment	\$1.39 on 3-15-2008

**Account Settings**

Name	Roland Wilky
Legal/Residential address	516 Durlingham...
Email address	karl@microplace.com
Receive marketing notifications	Yes

**Records**

Records	Date
Trade Confirmation	10-4-2007
Trade Confirmation	10-4-2007

# Small change. Big change.



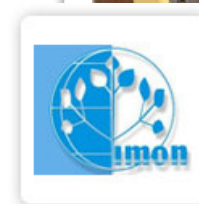
**Adela Hualuque**

*Age:* 43  
*Location:* Bolivia  
*Business:* Textiles and childrens' clothes  
*Loan amount:* \$187  
*Lending Organization:* Pro Mujer Bolivia



**Yaa Hawa**

56  
Ghana  
Charcoal seller  
\$316  
Sinapi Aba Trust



**Gavhar Ismailjanova**

30  
Tajikistan  
Tailor  
\$300  
IMON

# Care a whole awful lot



"...the word of the Lorax seems perfectly clear. **UNLESS** someone like you cares a whole awful lot, nothing is going to get better. It's not."

