

# GRUPO RÉDITOS – Game Changers

Colombia is digitally transforming on a large scale. The number of online transactions grew five times between 2013 and 2017. It's estimated that 30% of the population now use their smartphones to buy everything from draining boards to deodorants.



Oscar Pérez Agudelo  
Executive President Grupo Réditos

**T**his trend is radically transforming several 'zero gravity' sectors, among them, microfinancing and gambling.

One company leading the field in both of these segments is Grupo Réditos. Originally established as GANA S.A. in 2006 by a group of entrepreneurs based in the Department of Antioquia, the conglomerate was designed to pull together the sales and distribution resources of the group of five constituent companies to create a critical mass. "We are an affiliation of entrepreneurs who decided to set up a financial society that would give us the capacity to increase our collective competitiveness in the marketplace," explains the CEO Oscar Pérez Agudelo.

It has been an outstanding success. The group's companies daily serve more than one million customers through a combination of their commercial network, called Gana with 2,000 sales points, and more than 10,000 neighborhood stores that also offer the network products, as well as a 5,000 strong army of independent collaborators. Last year it posted revenues of more than \$180 million and was recently recognized by the National Association of Entrepreneurs in Colombia (ANDI) as one of the 30 most innovative companies in the country.

In light of Colombians' enthusiasm for everything virtual, much of that innovative drive has quite logically been focused on the companies' digital transformation under the group's umbrella; while the games business still accounts more than 50% of the group's EBITDA, it is also actively involved in facilitating utility prepayments, micro-

credit and real estate services, all of them transformed by the group's commitment to digitalization. "We like to think of ourselves as beacons in the field of innovation," Pérez says. "We are open to change, and we are constantly evolving to meet the challenges posed by the dynamics of a rapidly changing market environment."

In the process, Grupo Réditos has improved the daily life of countless Colombians through Gana, which offers a range of services, including money orders and pre-paid telecommunications. Gana is the largest commercial network in Antioquia, distinguishing it from other companies operating in this field. Today, it leads inclusion projects, in agreement with Empresas Públicas de Medellín (EPM), in which it sells prepaid energy and other public utilities to this entire social base, under the terms of this agreement with the region's government-owned power supplier EPM. The company is also a strategic ally of the Medellín Metro with the service of tickets refill with the civic card.

Most of Gana's customer base is comprised by people with low income and is just one of the group's initiatives aimed at social inclusiveness.

The group also has Credintegral, a 100% digital credit company whose 'killer app' is its virtual RIS credit card that uses the customer's fingerprint as its security mechanism. The card has been a huge success and quickly built a base of 30,000 customers, whose average loan is the monthly minimum wage (just over \$780). "Credintegral has developed some technological tools that enable it to

reach many people who do not have access to mainstream banks and therefore it performs an important social role," says Pérez. "We are now looking for strategic allies us expand this business further across Central America and the Caribbean."

If anybody is looking for a business partner that understands the potential of digital technology to simultaneously increase profit and productivity, as well as to act as a social adhesive, then Grupo Réditos should be their first option.

Mattis Inmobiliaria is the real estate part of the group. The company is currently transforming the Colombian property market by giving potential purchasers the chance to view a portfolio of 4,000 properties using virtual reality.

The group is in constant development and evolution and has invested \$15 million during the past two years as it seeks to harness technologies of today's industry, 4.0 smart products and solutions fueled by IoT that is making giant inroads into the speed and availability of automation and data exchange. "We have always been committed to adopting innovative and transformative technology which has a positive impact on society, to improve the quality of life of both our employees and customers. Our intent is to provide opportunities for growth, sustainability and well-being for everyone," says Pérez.

