

Alternative financial services trends snapshot: growth, risk and where it's moving

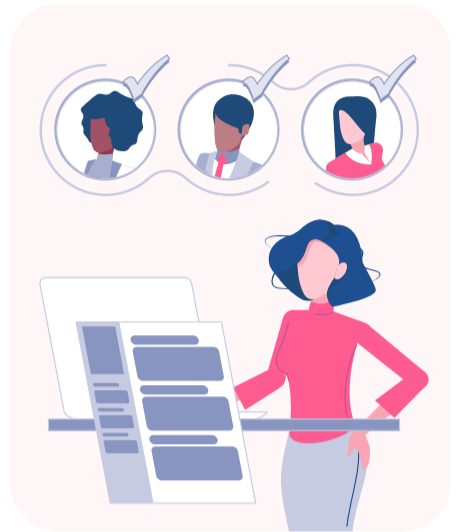
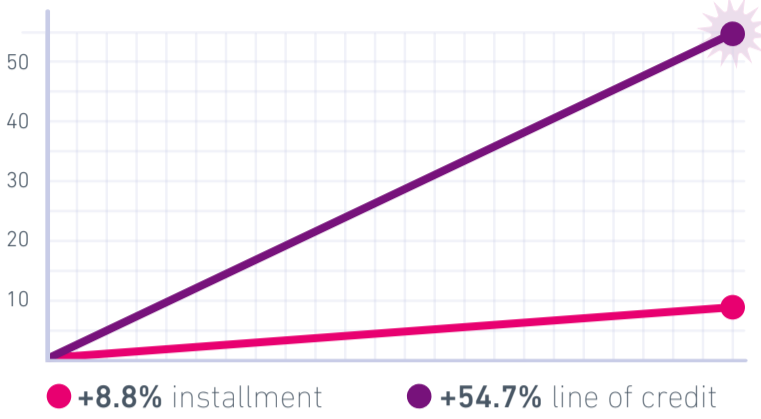
Growth is accelerating — but not evenly. Demand, risk and opportunity are shifting across segments, scores and geographies.

The market looks steady. >>> The data tells a different story.

MARKET MOMENTUM

Demand is rising — and accelerating in key products

9.4% YoY increase in AFS inquiries

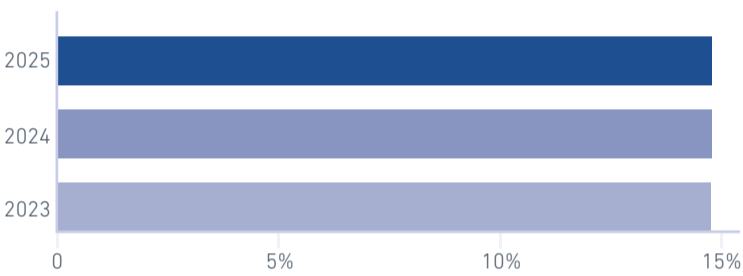


>>> Growth isn't slowing — it's expanding and diversifying.

PORTFOLIO AND RISK SIGNAL

Risk is stable overall — but shifting underneath

14.7% bad rate has been stable for 3 years



>>> Risk isn't increasing everywhere — but it's redistributing.

CREDIT QUALITY AND DECISIONING

Score distribution is improving — but requires precision

487 is the average Clear Credit Risk Score™ 2.0 (CCR) +5 pts increase YoY



9.8% Bad rate for CCR >560:

>>> More consumers are scoring higher — but not all growth is equal quality.

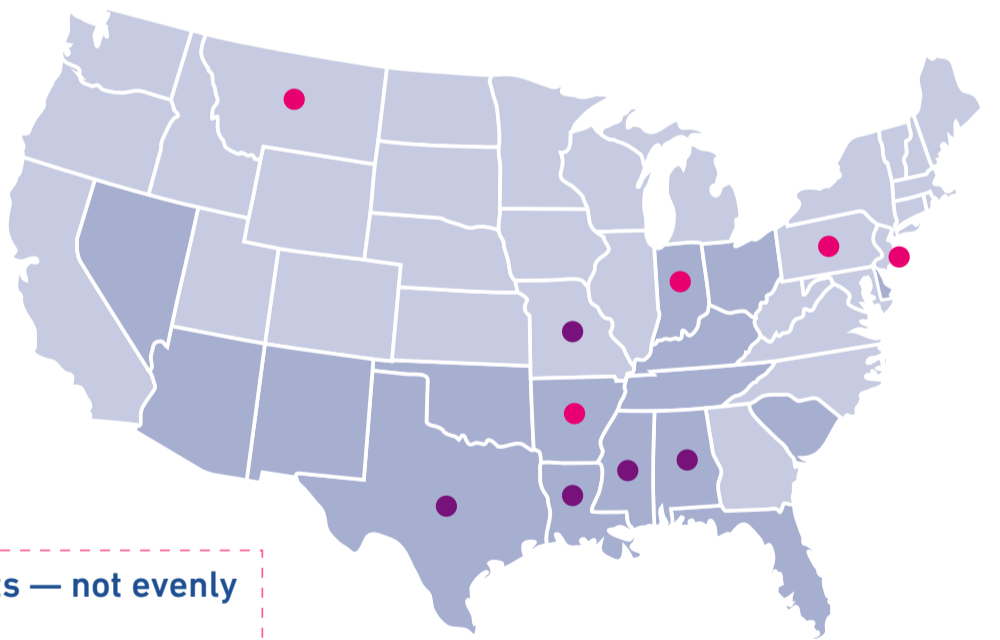
GEOGRAPHIC HOTSPOTS

Growth and demand are concentrating

5 states exceed 2 inquiries per capita: Mississippi, Texas, Missouri, Louisiana, Alabama

5 states have 25%+ YoY inquiry growth: Pennsylvania, Arkansas, New Jersey, Montana, Indiana

16 states added 1,000+ new borrowers per 100K consumers



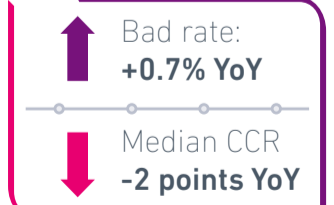
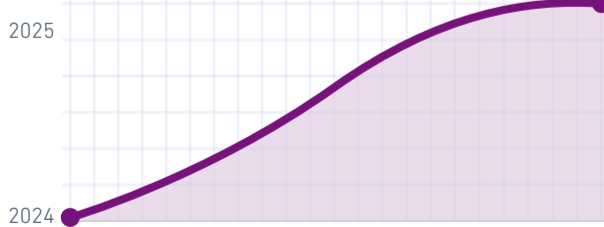
>>> Expansion is happening in pockets — not evenly across the market.

BIG PICTURE

Growth is real. Stability is holding. But signals are shifting.



21% YoY increase in loan volume



>>> A stable surface with meaningful movement underneath.

Static reports won't show you where this is going.



The H1 2026 Experian Clarity interactive trends report lets you:



Drill into segments



Explore state-level shifts



Identify emerging risk and growth pockets

Explore the full interactive report:

experian.com/alternative-financial-services/clarity-insights