



QUEEN MÁXIMA OF THE NETHERLANDS VISITS EFL DURING TRIP TO PERU

Her Royal Majesty Queen Máxima of the Netherlands, who serves as the United Nation's Secretary General's Special Advocate for Inclusive Finance for Development, came to see EFL's psychometric credit scoring methodology in action as part of a visit to Peru in early-March. Ranked [the most microfinance friendly country](#) on earth for the past six years, Peru is a global leader in inclusive financial services and a regional hub of financial innovation. The Queen visited the Latin American nation to advise on the country's financial inclusion efforts, as well as to see some of those innovations in action.

Having learned of EFL's credit scoring technology in a recent [New York Times Article](#), Queen Máxima was eager to see the EFL credit survey first hand and to learn more about how the tool is changing the way financial institutions lend to micro, small and medium enterprises (MSMEs). Alongside Peru's Banking Superintendent Daniel Schydrowsky and Netherlands' Ambassador to Peru Johan L. Van der Werff, Queen Máxima visited a branch of Banco Financiero, a Peruvian financial institution using the EFL tool to expand financial access among Peru's working poor.

While in the branch, the Queen spoke with several Banco Financiero clients from Huaycan, a suburb east of Peru's capital city of Lima, about their experience taking the EFL survey and the impact that access to finance has had on their businesses. Lacking traditional credit criteria like borrowing histories and formal financial statements, many such applicants have been denied loans from other financial institutions, but have been able to access working capital after taking the EFL survey. By using EFL's psychometric scoring methodology to inform decision-making, Banco Financiero has been able to extend credit to entrepreneurs whose lack of information previously made them "un-bankable."

Queen Máxima concluded her trip with great optimism towards the future of financial inclusion in Peru. "I'm leaving the country with a lot of happiness having seen not just what the government is doing, but also the important commitment of the private sector with the issue," the Queen said in an interview with [Peru This Week](#). "It's obvious that including more people offers a lot of promise for the country."

About EFL

The Entrepreneurial Finance Lab (EFL) is an innovative financial-technology company which employs psychometric and nontraditional applicant data to create credit scores to measure risk. After beginning as a research initiative at the Harvard Kennedy School's Center for International Development, EFL now works with leading financial institutions across Africa, Asia, and Latin America, and has facilitated over \$240 million in lending to MSMEs. We've been recognized and endorsed by leading development organizations such as the IFC, Inter-American Development Bank, and the G-20.

About the UNSGSA

Her Majesty Queen Máxima of the Netherlands is the United Nations Secretary-General's Special Advocate for Inclusive Finance for Development (UNSGSA). She is a leading global champion and spokesperson for the essential role of financial services in alleviating poverty, fostering equitable economic growth, and furthering diverse development goals including environmental sustainability, food security, clean water, good health and universal education.



Queen Máxima takes an EFL Demo Survey and asks EFL's CEO about the company's history and work across four continents.

Left to Right: Daniel Schydrowsky - Peru's Banking Superintendent Johan L. van der Werff - Ambassador of the Netherlands to Peru, Máxima Zorreguieta - Queen of the Netherlands & UNSGSA, Natalia Carranza – EFL Account Manager, Bailey Klinger – CEO of EFL, Esteban Hurtado Larrea- CEO of Banco Financiero



Queen Máxima talks with Banco Financiero clients about their experience taking the EFL survey and the impact working capital has had on their businesses.