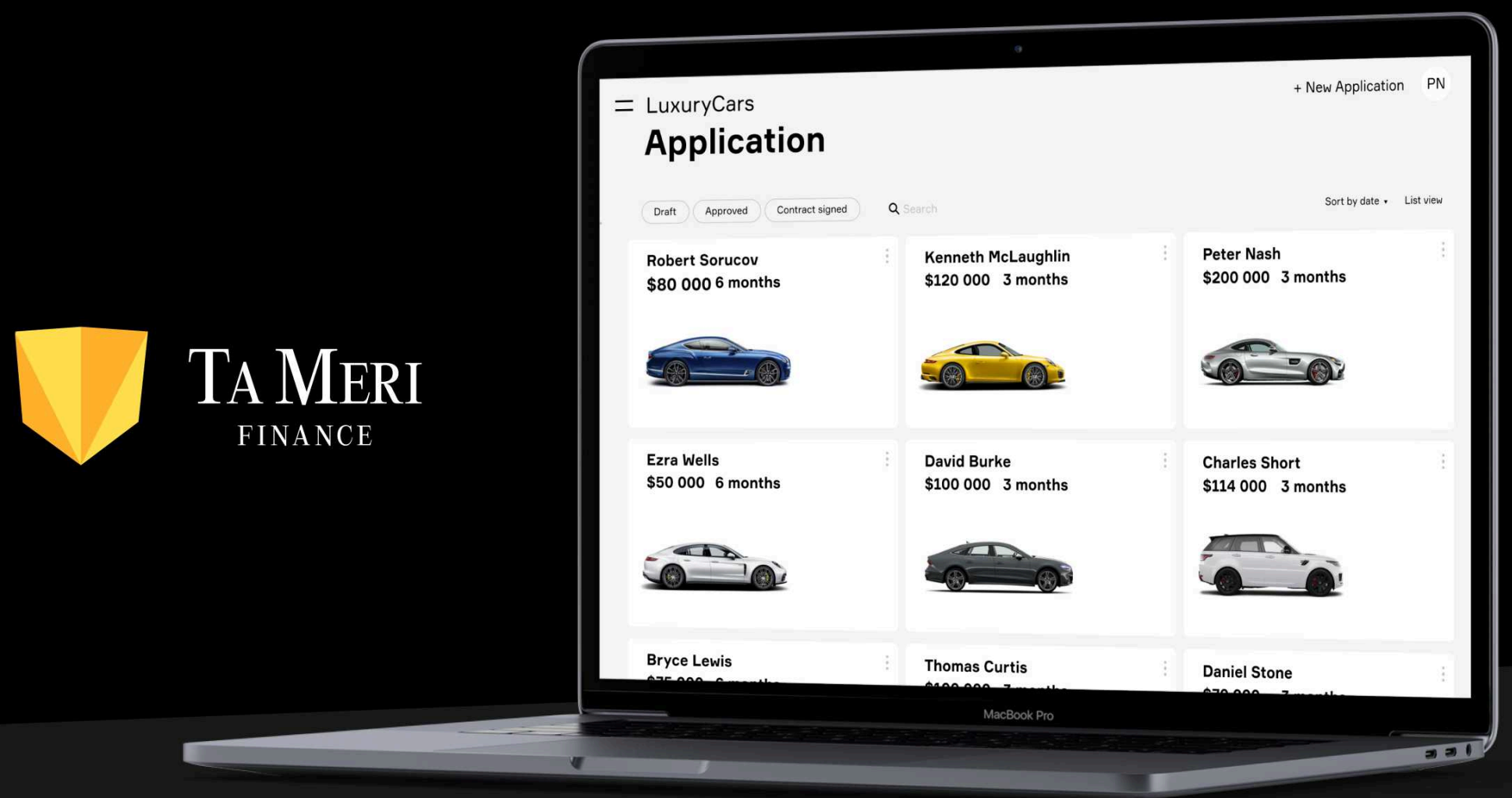


HES

Full-featured platform for automating car financing

Ta Meri Finance success story

Ta Meri Finance sells luxury cars of all major automobile brands available in Cyprus or ordered from abroad. The customers can choose any car priced from low value up to over €60.000 from any of our partners—car dealers around Cyprus—or from authorized dealers abroad.

Founded in	Markets	Team size	Type	Website
2002	Cyprus	80	Auto lending	tamerifinance.com

> “We have chosen HES FinTech as a financial IT provider for several reasons. First, the company has expertise in international financial markets. Second, HES LoanBox is very flexible and easy to use, supporting our partner dealerships.”

Roman Vavron
CEO of Ta Meri and Luxury Cars

Challenge

Get maximum automation of the lending process

Ta Meri Finance approached the team of HES FinTech with a unique business idea of providing financing the purchase of luxury cars—the first of its kind in Cyprus. To launch the platform, the client needed a robust lending solution with rich functionality. The defining strategic objective of the project was the maximum automation of the lending process.

Approach

Using the short iteration method

HES FinTech adopted an agile approach, working closely with Ta Meri Finance to align on requirements and priorities. Through iterative development cycles, the team was able to quickly implement essential functionalities and adjust features in response to client feedback. This method allowed HES FinTech to deliver a customized, efficient lending platform within two months, balancing innovation with a rapid time-to-market.

2 months
time-to-market

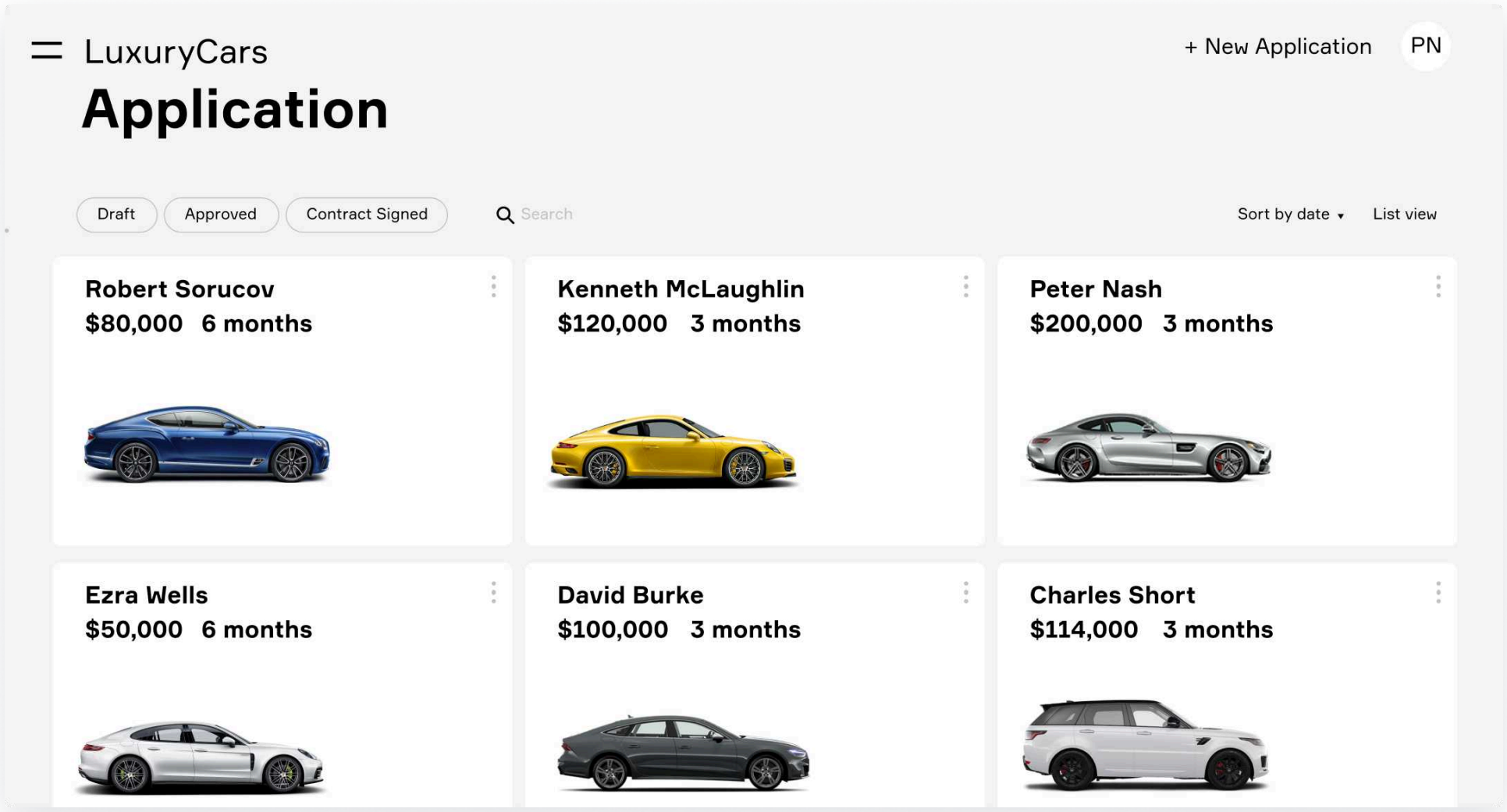
30-40%
more business handled per agent

145%
increase in applications

Result

The successful launch of the LLC platform allowed Ta Meri Finance to take a solid position on the market in the short term

Within two months, the specialists of HES FinTech implemented the LLC platform with streamlined business processes. HES LoanBox offers functionality for borrower acquisition, decision-making, and a robust product engine with features such as monthly installment calculation, insurance, document management, CRM, reporting, and more.



A brand by Ta Meri Finance, Luxury Cars Club & Financing is a premium-class car leasing platform that offers financing, insurance, and financial advisory services. Targeted at residents of Cyprus and other EU countries, the platform finances new luxury cars priced from €60,000 up to €450,000.

Thank you for your attention!

hesfintech.com