

## New CEO joins Deko

Monday 3 July, 2017

Monday 3<sup>rd</sup> July, London: Retail finance technology provider Deko today announced the appointment of new CEO, Peter Mansfield. Peter was previously Managing Director at Callcredit and has held leadership and advisory roles at Zoek and Sagacity. His experience in shaping strategy, growing businesses and working with a variety of fintech organisations makes him perfect to take Deko on the next stage of its journey.

Peter, who starts his new role today, said 'I am delighted to be joining Deko at this exciting time. It's an incredible company which has already achieved so much and I look forward to leading the business towards achieving its ambitions. In my experience of Deko so far I have been struck by the positive culture and commitment of the team, who are totally focused on the customer. I see incredible growth potential which, with our industry leading technology, we're perfectly placed to capitalise on.'

Outgoing CEO Scott Law founded the business (previously known as Pay4Later) and has been in the role for 9 years. Scott now steps back to allow Peter to grow the company to the next level. Scott becomes a Non-Executive Director and remains a shareholder in the business.

Deko has been at the forefront of innovation in retail finance for almost a decade. A customer-centric approach and a passion for conversion make the technology the best and easiest way for a retailer to help customers spread the cost of their purchases. The Deko platform is trusted by brands including Samsung, Mothercare, Game and PurpleBricks because of its proven ability to improve sales conversion, increase average order value and give the best customer experience.

Deko has many industry-firsts including digital credit origination for instalment loans and credit cards, the ability to cascade loan applications to multiple lenders in seconds, end-to-end phone applications, rent deposit financing and digital signatures. The company has been named as one of the most disruptive technologies in retail and has been the first to bring retail finance to new sectors such as property, travel and healthcare. Deko continues to innovate and expand to allow more and more people to spread the cost of the important things in life.

### About Deko

Deko's smart technology connects lenders and merchants to give consumers a better way to finance their purchases, everything from furniture and fashion to education and travel. It's the most powerful way for retailers to offer instalment finance or a credit card and is the only platform optimised to increase sales conversion. Deko's multi-lender approach and leading omni-channel customer experience result in more sales, increased average order value, the highest acceptance rates and more happy customers.

Deko was founded in 2008 and is based in London. It has over 1,400 merchants on the platform including Samsung, Mothercare, PurpleBricks and Game. [www.dekoplay.com](http://www.dekoplay.com).

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