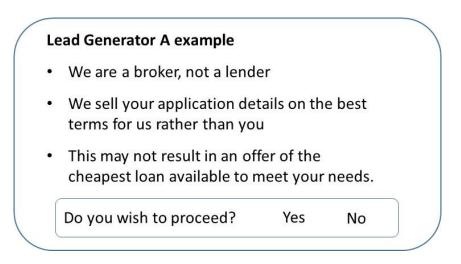
## Payday lending – illustration of proposed disclosure requirements

## Illustrative example of lead generator dialogue box





Example presentation of the availability of a summary by SMS (129 characters)

	Messages	
<	LENDER A.COM Payment of £304.12 has successfully been taken for your loan. Log-on to LenderA.com to review the cost of this and previous loans.	
		•

Source: CMA

## Example presentation of a summary of the cost of borrowing provided through a borrower's account

Home   How it works   How much does it cost   About us   My Account	▼ <u>John Smith</u>
LenderA.com	<u>My Account</u> <u>Sign out</u>

## Welcome back John,

Please review the information below before continuing:

You repaid your last loan of £260 on 3 July 2014.

- The cost of your loan was £44.12 which includes £15 of late fees because you were late in repaying.
- You paid in a single instalment

In the previous 12 months you have taken out 4 loans with us which have cost you **£167.47** in total. By repaying on time you would have saved **£30.72**.

[+] Click here for more detailed borrowing history

You can check if you are getting the best loan for your borrowing needs on <u>www.paydaypricecomparison.com</u> an independent accredited price comparison site

I confirm that I have reviewed this information

Source: CMA.