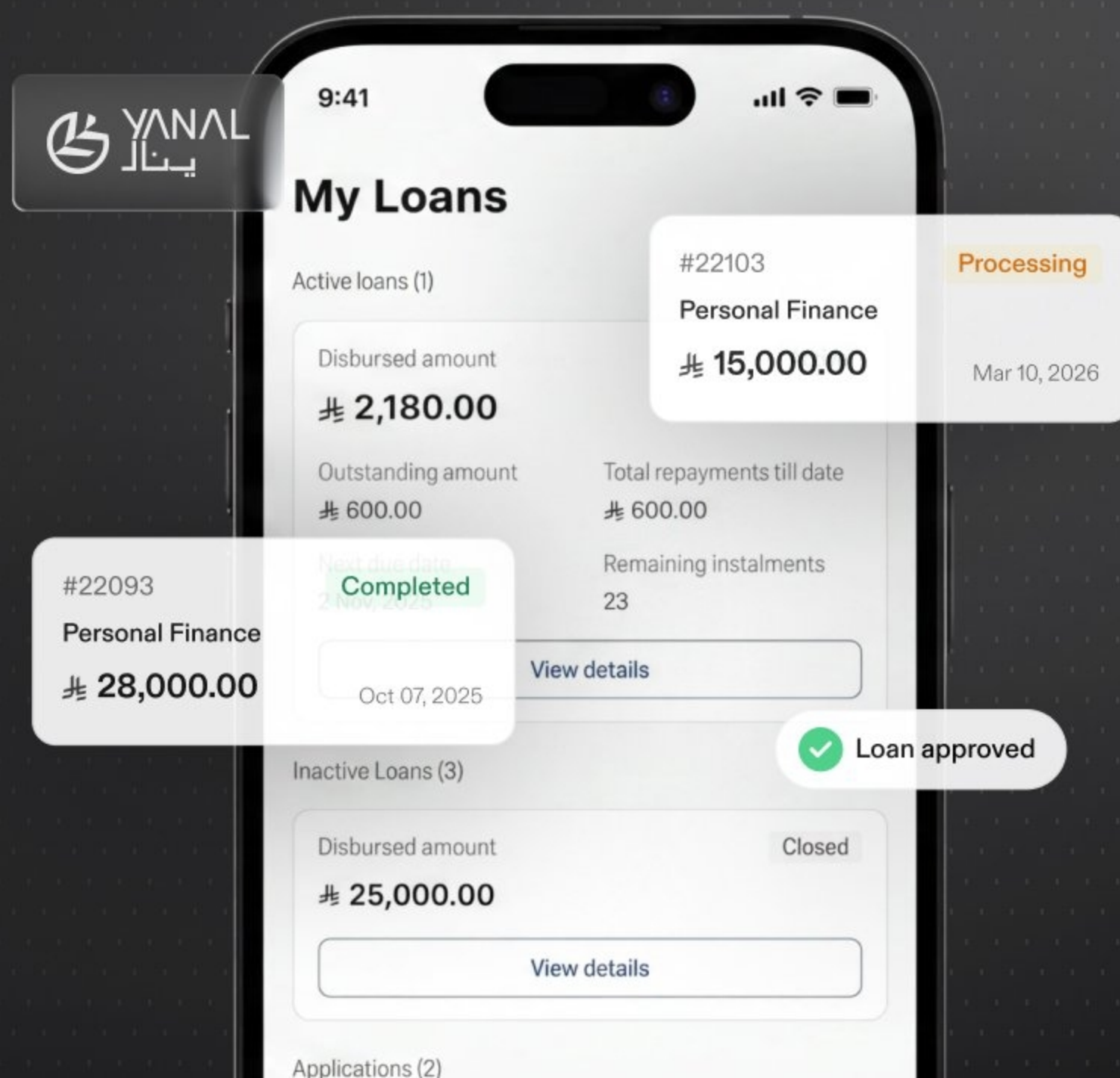


How Yanal built its entry into personal finance in Saudi Arabia

Two decades of SME financing. A new retail ambition. Origination to collections, digital from day one. One platform underneath.



About Yanal

Yanal Finance Company has been part of Saudi Arabia's financing landscape since 2001. Founded as Saudi ORIX Leasing Company, and backed by shareholders including ORIX Corporation of Japan and The Saudi Investment Bank, Yanal built its reputation on medium-term asset financing for the productive sectors of the Saudi economy, with a particular focus on small and medium enterprises. Its product range spans finance leasing, sale-and-leaseback, Murabaha corporate financing, and real estate development finance, alongside Kafalah-guaranteed and SME Bank-funded facilities that extend credit to businesses the traditional system often underserves.

That business is tangible. A workshop owner in Jubail leases the machinery that doubles his output. A logistics firm in Al-Qassim frees the equity locked in its truck fleet through a sale-and-leaseback and puts it back to work. A contractor in Jeddah structures a Murabaha facility to take on a project one size larger than the last. Across six cities, from Riyadh to Khamis Mushait, Yanal's financing sits underneath businesses that are growing.

Two decades of lending to SMEs builds a certain discipline. Every facility is structured carefully, priced honestly, and serviced properly. That discipline shapes what Yanal builds next, and how.

- 25 years financing Saudi Arabia's productive sectors
- Asset finance, leasing, and Murabaha for SMEs and corporates
- Backed by ORIX Corporation and The Saudi Investment Bank



The ambition

For a company that had spent 25 years financing Saudi businesses, the next question was a natural one. What if the same institution could finance the individual?

A personal finance product, built digitally from the ground up. A lending operation that could take a customer from application to disbursement without a single manual handoff. A product line that runs at retail volume, at retail speed, with the compliance depth of an institution regulated by SAMA.

The use cases were obvious. A young professional in Riyadh applies for financing on her phone during a lunch break and has a decision before she finishes eating. A father in Al Khobar checks his repayment schedule from the app on a Thursday night, reschedules an installment, and gets on with his weekend. A customer who started an application online walks into a branch, and the advisor picks up exactly where the app left off, same data, same status, same journey.

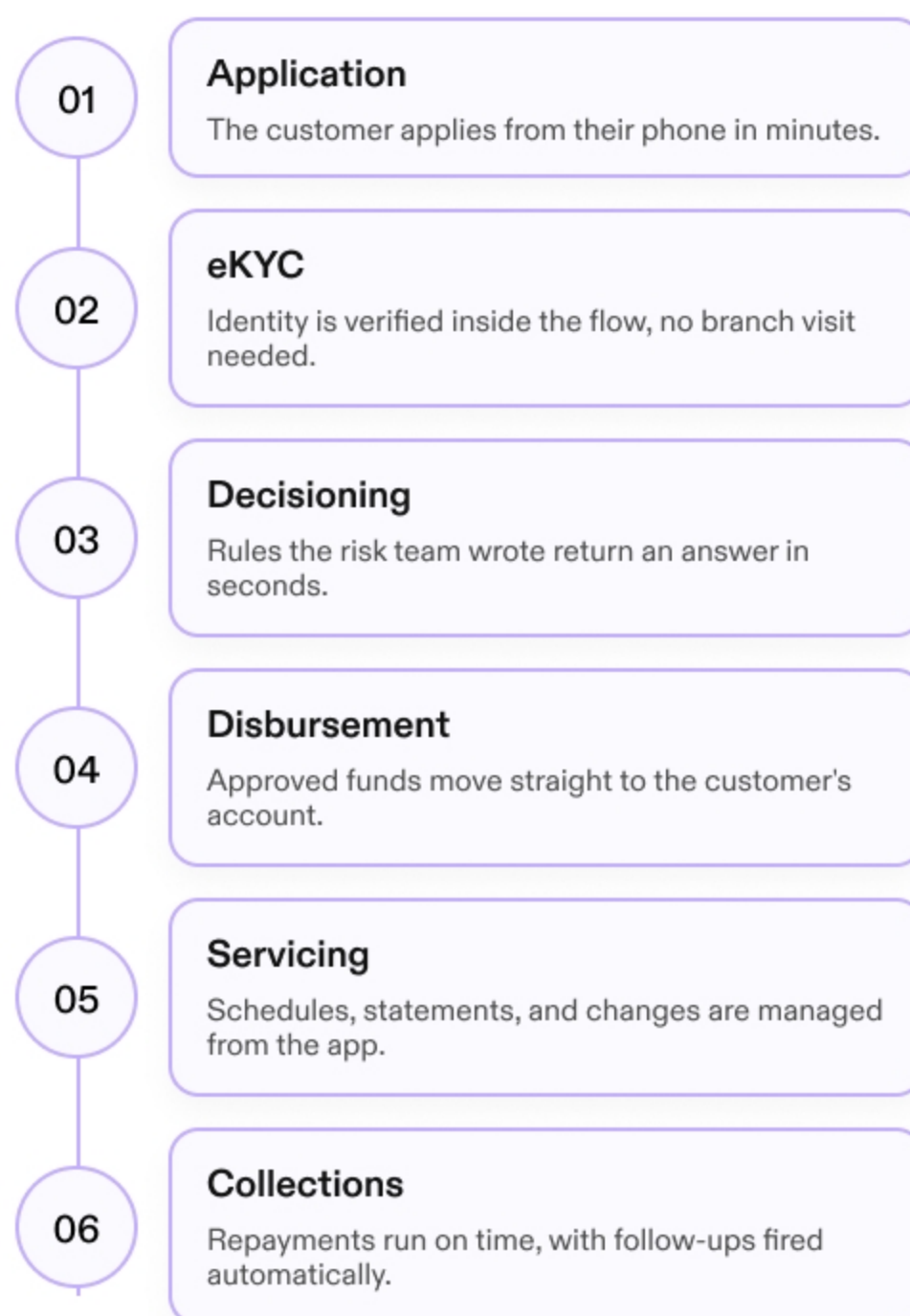
The market data made the case on its own. Saudi Arabia's finance companies, the SAMA-licensed non-bank lenders Yanal counts itself among, extended SR 96 billion in credit in 2024, growing 13.6 percent in a single year. Personal finance is the largest segment of that book at 29 percent, and one of its fastest growing, expanding 18.6 percent year on year. The segment Yanal was preparing to enter is the segment pulling its entire sector forward.

This was the program Yanal wanted to bring to market. A personal finance product for retail customers, with the seamless experience today's borrower expects, and the operational control a 25-year-old regulated lender requires.

Anatomy

Digital loan

Six stages the customer never has to think about.



SR 96bn

Credit extended by finance companies in 2024

29%

Of total is personal finance

18.6%

Annual growth in personal finance

The challenge

Yanal's systems were built for a different kind of lending. Corporate and SME facilities are high-value and low-volume, structured by relationship managers, and serviced over years. Personal finance inverts every one of those assumptions. It is high-volume and lower-ticket. It is decided in seconds rather than committee cycles. It lives on a phone screen rather than across a desk.

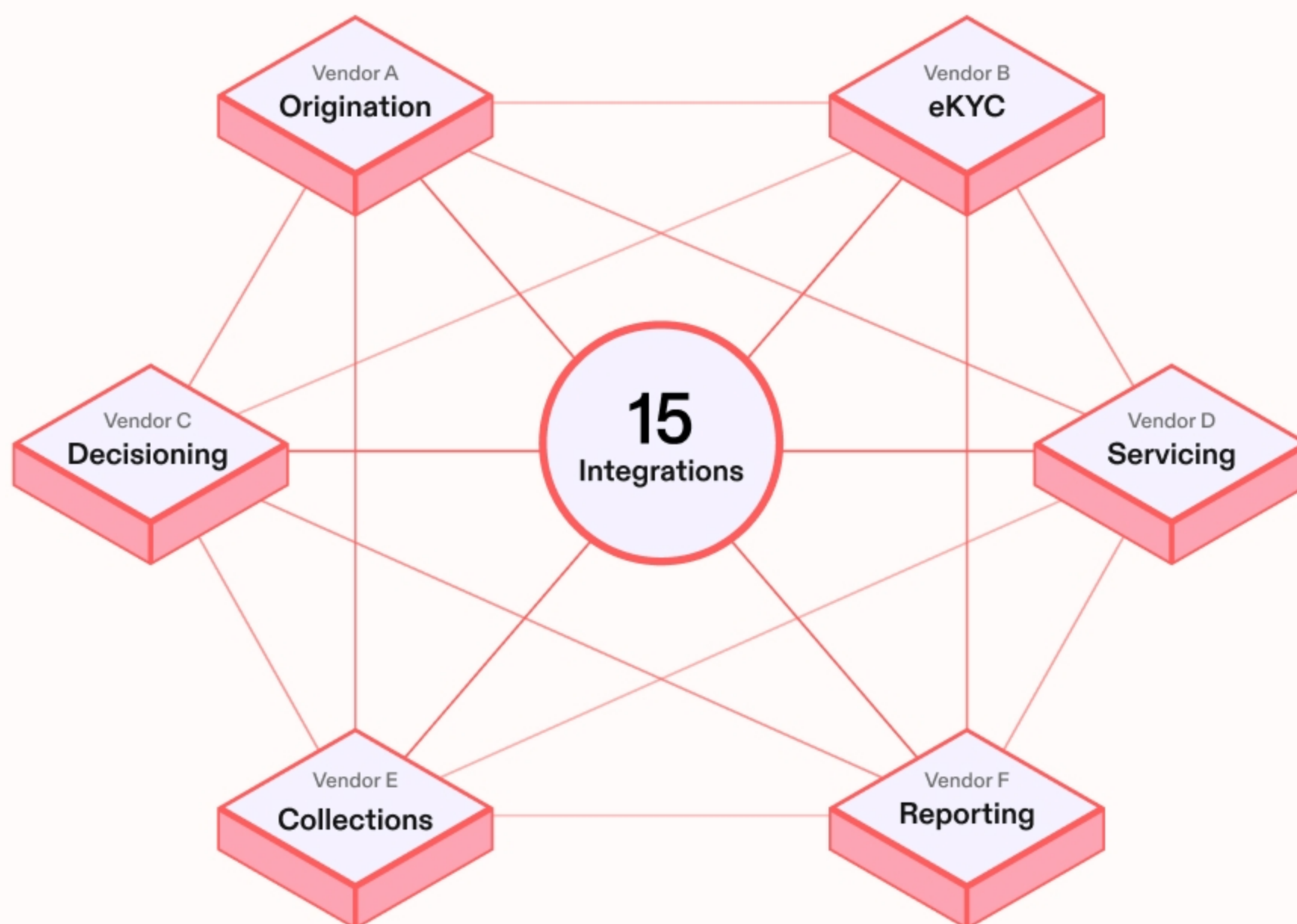
A true retail lending program is a different order of complexity. It requires digital origination that can absorb thousands of applications without a queue forming behind a manual review. It requires decisioning that resolves eligibility in real time,

from live data, under rules the risk team controls. It requires servicing and collections that run themselves, with schedules, reminders, penalties, and escalations firing automatically. And it requires all of it to behave identically across mobile, web, and branch, because the customer does not experience channels. The customer experiences one institution. Either the automation is sacrificed for control, or the control is sacrificed for automation. Rarely both.

Yanal's existing setup could not carry that load. Manual processes created bottlenecks in onboarding and servicing. Transaction volumes

A fragmented stack.

6 vendors · 15 point-to-point integrations



Each connection requires its own integration, making every change a multi-vendor effort.

that would be routine for a retail bank strained systems designed for a corporate one. Customer touchpoints were disconnected, so a journey that began in one channel ended, and restarted, in another.

The market offered pieces of an answer. It offered origination tools. It offered loan management systems. It offered eKYC providers, decisioning engines, and collections software. What it did not offer was a single partner capable of orchestrating all of it, end to end, under one roof. Assembling those pieces means every product

decision becomes a coordination exercise across vendors, and every operational change means rebuilding integrations that should have been simple to adjust.

For a lender entering a new market segment, that fragmentation was more than an inconvenience. It was a ceiling on what the product could ever become. Adding a product variant meant a new integration. Changing a decisioning rule meant a multi-vendor coordination effort. Scaling the program meant scaling the complexity, not just the volume.

The solution

Stitch brought every part of the program under one roof. Origination, decisioning, disbursement, servicing, collections, and reporting, all integrated into a single controlled ecosystem with one consistent set of APIs sitting on top.

That meant Yanal could enter personal finance from a single platform with a single source of truth. The data model is unified. The operational tools are unified. The reporting is unified. And critically, the logic that connects every part of the program, from the moment an application is submitted to the moment the final installment is collected, lives in one place.



"As we look to expand from SME financing into personal finance, we needed a platform that could combine scale, automation, and digital-first experiences. Stitch provides the omni-channel and compliance-ready capabilities that position us to serve customers more efficiently and grow confidently in Saudi Arabia's evolving financing landscape."

Shahid Hanif

Financial and Strategic Advisor, Yanal

This consolidation is what made the retail vision actually deliverable. The orchestration between origination, decisioning, servicing, and collections finally existed in one place, under Yanal's control.

End-to-end automation across the loan lifecycle.

Applications flow through digital origination, credit decisioning, disbursement, servicing, and collections without manual intervention. Approval times compress from days to seconds. The borrower gets an answer while the intent is still warm. The operations team gets a lending machine that runs itself.

Digital onboarding with eKYC built into the journey.

Modular application flows collect and validate customer data, identity verification and compliance screening run inside the flow, and a rule-based engine issues real-time approvals. The customer completes an application in minutes. The compliance obligations are satisfied before they ever become a queue.

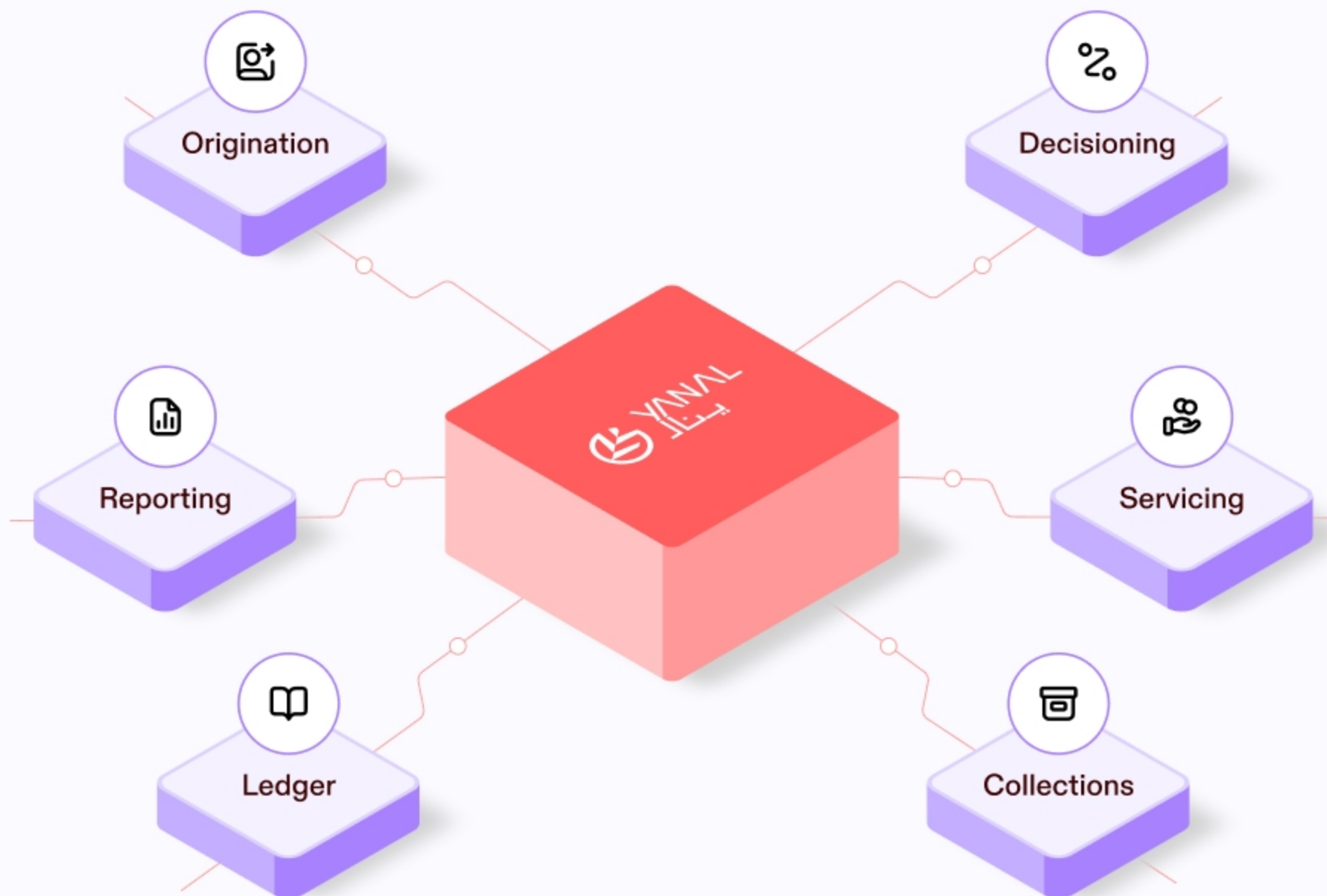
True omni-channel delivery. The same onboarding and servicing journeys run across mobile, web, and assisted branch channels, backed by the same data and the same logic. A customer can start on the app and finish at a branch, and the institution remembers everything. One journey, every channel.

Configurability across the entire program. Products, rates, fee structures, repayment schedules, decisioning rules, and collection workflows can all be adjusted without rebuilding the underlying infrastructure. New product variants can be launched on the same system that runs the existing book. The risk team tunes the rules. The platform absorbs the change.

Scale by design. The cloud-native architecture is built for retail transaction volumes, so growth in the loan book translates into growth in the loan book, and nothing else. The program scales. The complexity stays where it is.

Compliance embedded. The platform is SAMA-ready, with audit trails, servicing controls, and regulatory reporting built into the same layer that runs the lending. Compliance stops being a separate workstream. It becomes a property of the system.

One platform. Every component.



One data model · One operational layer · One source of truth

Outlook

For 25 years, Yanal's business has run on a certain tempo. A corporate facility is studied for weeks, structured across meetings, and serviced over a decade. Personal finance runs on a different clock. A customer applies during a coffee break, expects a decision before the cup is empty, and measures the relationship in taps rather than meetings.

What the platform makes possible is a change of tempo without a change of character. The credit judgment that governs a multi-million riyal lease now governs a personal financing decision made in seconds, encoded in rules the risk team writes and the system enforces on every application, at any volume, at three in the afternoon or three in the morning. The rigor stayed intact. The machinery underneath finally caught up with it.

And the machinery is built to carry both clocks. Personal finance is the first program running on it. Yanal is looking to extend the same capabilities to

its SME and corporate lending, bringing every facility it writes, from a retail installment to a structured lease, onto one single infrastructure layer that manages lending operations end to end. The fast book and the slow book on one ledger, one set of rules, one operational view of everything Yanal lends.

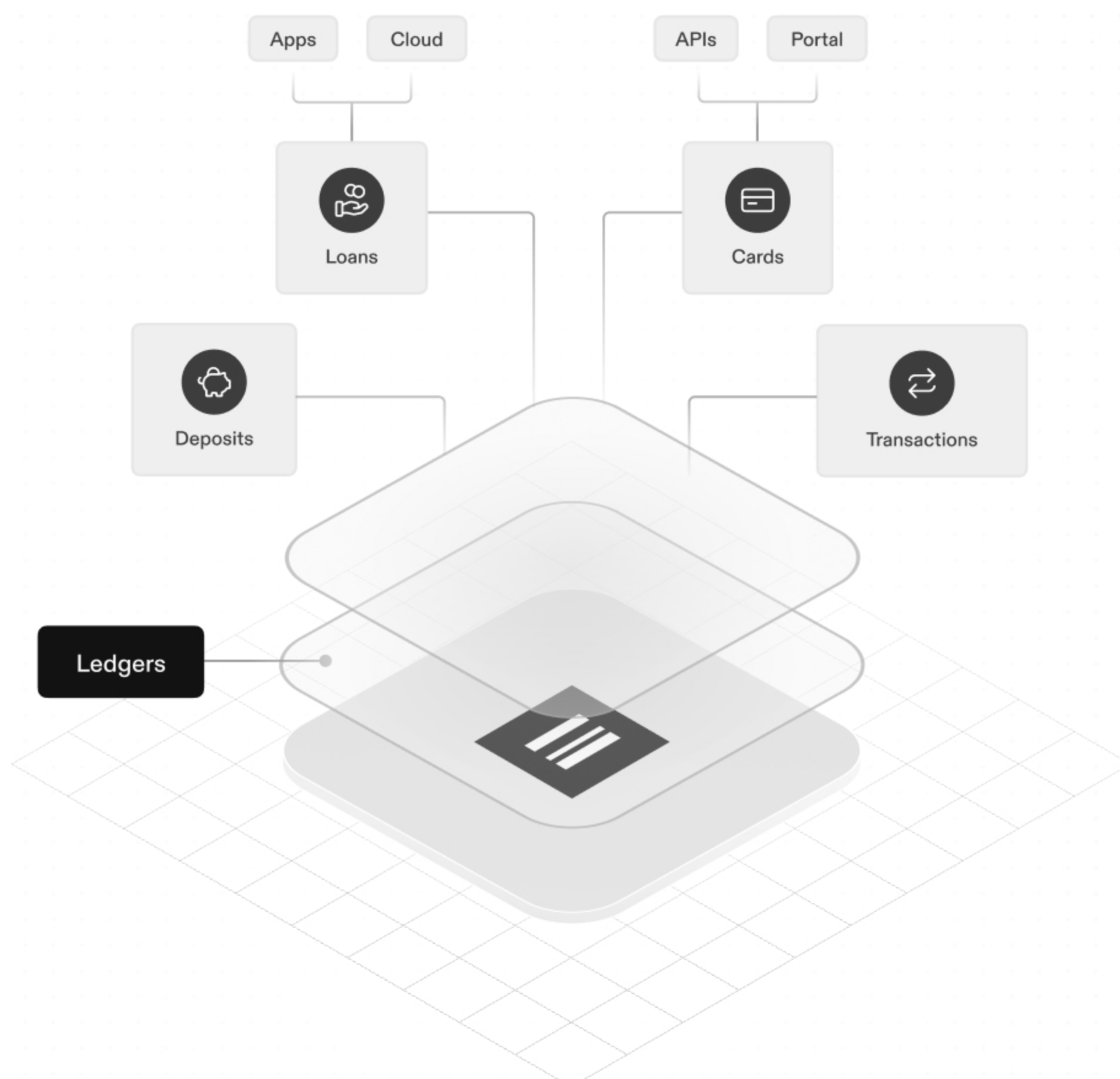
That is the ambition of this partnership. Yanal brought the vision, a quarter century of credit judgment, and the trust of a market it has served since 2001. Stitch brought the platform that could carry that judgment at any speed, and the team to build it alongside.

The decision arrives in seconds, or it is structured over weeks. Underneath both sits the same platform and the same discipline. And underneath that is the reason any of this matters: a customer, a household or a business, who needed financing to arrive simply, predictably, and on their terms.

About Stitch

Stitch is the operating system built for modern financial institutions, unifying the ledgers, primitives, and workflows needed to build and scale financial products. By replacing legacy and fragmented systems, Stitch reduces implementation time by 80%, enabling institutions to go live in as little as 90 days, compared to the 9 to 12 months typically required by traditional providers.

For lending programs specifically, that means origination, decisioning, servicing, collections, and reporting are all delivered through one platform. No multi-vendor coordination. No fragmented stack. One system, configured to fit the program, evolving as the program does.





The simplest way to build financial products

Stitch is the operating system built for modern financial institutions.