

MARKET FINANCIAL SOLUTIONS LTD (IN ADMINISTRATION) - ASTRA

BUSINESS OVERVIEW



A unique opportunity to acquire a customisable loan origination and servicing platform, an almost complete, enterprise grade digital lending system initially developed for Market Financial Solutions Limited (in Administration). The platform is based on Salesforce and integrates with leading financial services providers to improve clarity and efficiency across the loan cycle. The sale relates to **technology assets only**, comprising the platform, documentation, process flows, and associated materials.

The platform, code named Astra, was designed to transform legacy manual processes into a fully integrated, automated lending platform spanning sales and broker onboarding, underwriting, customer onboarding/KYC, and loan servicing. With £5m invested to date and significant development already completed, the platform presents an attractive opportunity for organisations seeking to accelerate digital transformation without starting from inception.

STRATEGIC RATIONALE



- Accelerate time-to-market for lenders, fintechs, or financial service providers seeking a robust digital origination and servicing solution
- Leverage an established architecture designed for full automation and scalability of the lending process. Based on Salesforce incorporating Mulesoft, Thought Machine, Zoot and Azure Fabric with the potential for further integrations.

AVAILABLE ASSETS



- 90% complete platform (source code and configuration)
- Documentation pack covering: build, process flows, remaining requirements and future sprint plans.
- Development and testing plans, requirements catalogues, and servicing workflows

DEADLINE



The deadline for initial expressions of interest is **Wednesday 8 April at 5pm**, with a deadline for final offers to be set immediately thereafter.

FURTHER INFORMATION

Requests for further information should be addressed to Emily Muir or Emre Turan of Gordon Brothers. Contact details have been provided.



EMILY MUIR
emuir@gordonbrothers.com
+44 (0) 7442 936 429

Access to additional information can be provided upon receipt of a signed NDA. All offers are to be supported by proof of funding.



EMRE TURAN
eturan@gordonbrothers.com
+44 (0) 7471 996 068