

# Netflix Makes Capital Investment & Partnership with The Change Company

# NETFLIX

Makes Capital Investment In:

THE  
**Change**  
COMPANY

**\$10.0 Million**

Exclusive Financial Advisor to Change  
and Sole Placement Agent

## The Change Company Partners with Netflix to Expand Black Homeownership

*"We appreciated and enjoyed working with Performance Trust on sourcing our capital investment in The Change Company. We are striving to make a real, tangible social change in the economic inequities in America. Through our investments in CDFIs, it becomes ever more important that our investments can be scaled by those platforms in order to touch as many African American and underserved communities as possible. Performance Trust really helped us structure an investment in Change that achieved just that. We look forward to the impact our investment will make and thank Performance Trust for their dedication in driving social change and being a great partner to us in this effort."* – Shannon Alwyn, Netflix Treasury Director

## Transaction Overview

The Change Company, America's Community Development Financial Institution (CDFI), announced today its partnership with Netflix to expand Black homeownership throughout America. Netflix's investment in The Change Company is focused on bringing racial equity to home lending by financing Black homeowners, fairly and responsibly.

Empowered by its partnership with Netflix, The Change Company's home loan subsidiary also announced the launch of its Black Homeownership Initiative to lend over \$1 billion to expand Black homeownership. The Change Company will facilitate its outreach to underbanked borrowers in Black communities through its network of over 500 lenders who utilize The Change Company's origination platform and technology.

Director Chris Gardner stated "It is critical to eliminate the wealth gap and break the pattern of poverty in our Black communities. Homeownership is a critical and necessary part of the solution. Our partnership with Netflix will enable thousands of Black Americans to achieve 'Happyness' for themselves and their families."

*Performance Trust Capital Partners served as exclusive financial advisor to The Change Company and sole placement agent for the capital investment.*

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## The Change Company Overview

- One of the largest state and federally certified CDFIs
- Lending platform disrupting structural economic inequality
- Primary mission of promoting community development with a focus on the following target markets: African-American, Latino / Hispanic, and low-income individuals and communities
- Originated over \$7 billion in loan originations for FY 2020

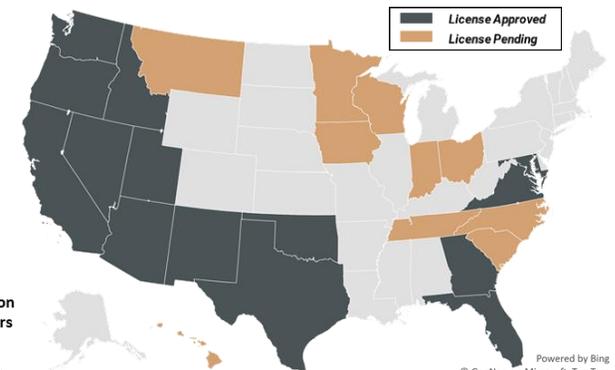
## Operating Platform Overview

**23**  
States

**35+**  
Markets

**42**  
Branches

**265+**  
Loan Production  
Team Members



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