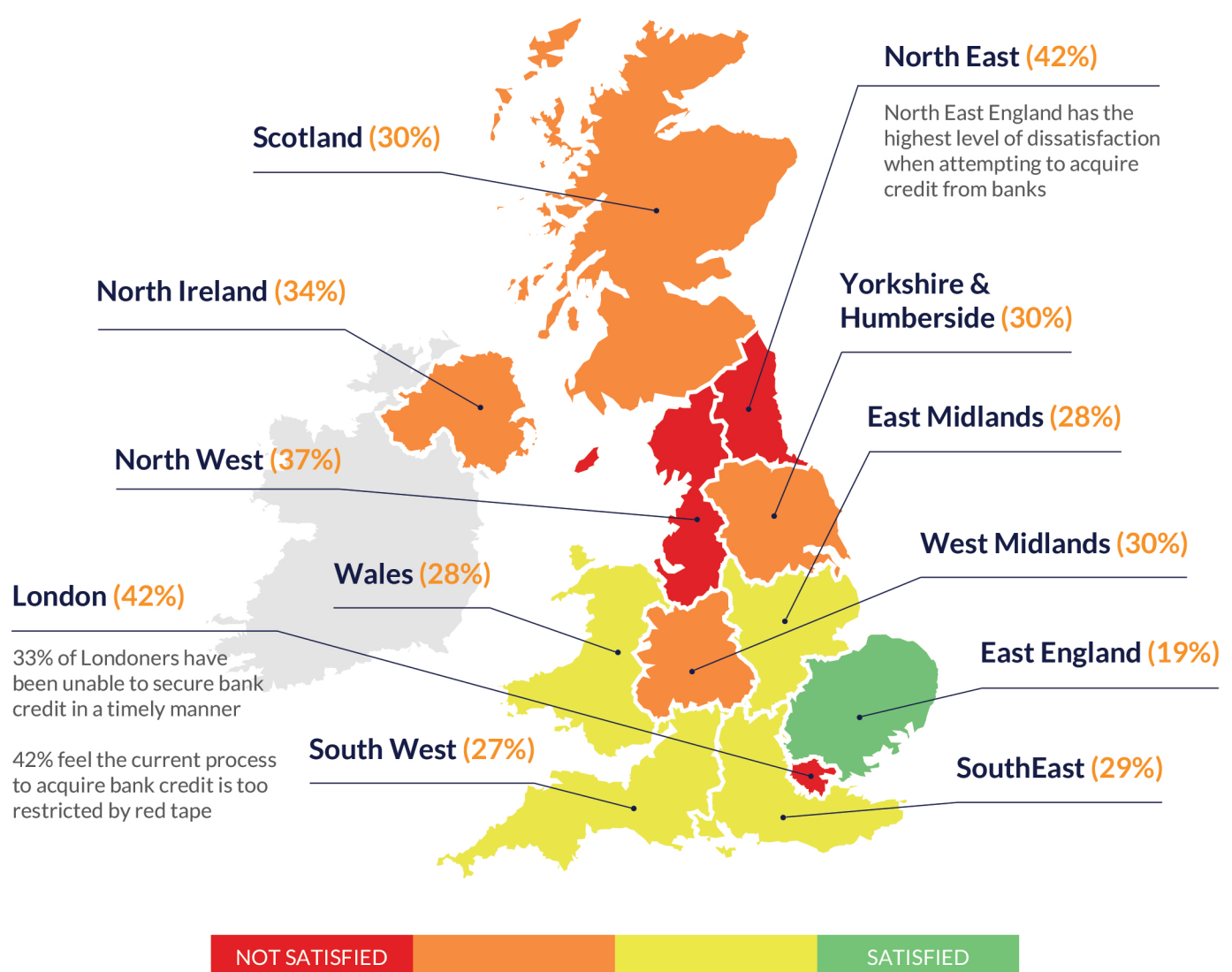




ASSET RICH, CREDIT POOR

The UK is home to an incredibly affluent population; however, our consumers' fortunes often fail to translate into a healthy credit score, indicating inherent flaws in our current credit assessment. To reveal the credit plight of Britain, Market Financial Solutions (MFS) commissioned industry-leading research to uncover the true disparity between wealth and credit scores. The results were staggering, with affluent individuals clearly being inhibited by the traditional credit assessment process. With the research prominently featured in This is Money, the Financial Times and Yahoo Finance, this infographic breaks down some of the key MFS findings.

How satisfied are Britons with the bank's current credit approval system?



1 million of Britain's richest have been denied a loan



1.32 million HNWIs have been rejected for any form of loan or credit



Of the UK's top 12% of earners, **818,000** have been refused a mortgage due to a poor credit rating



Since 2011, **9.2 million** Brits have been refused a loan



33% of 12 to 34 year olds have been refused access to high-street credit



55% of UK consumers have insufficient knowledge of alternative finance options

