



## NEWS RELEASE

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### **GDS Modellica announces a partnership with afb in Ghana**

**DALLAS, July 16, 2014**—GDS Link, a global provider of customer-centric risk management, process automation and Credit Reference Bureau solutions announced today that its division, GDS Modellica Ltd, Ghana, has signed a Software Evaluation agreement with afb, a consumer finance business, for the usage and testing of the DV360<sup>®</sup> solution.

afb plans call for the integration of the Data Engine component of the DataView360 Credit Risk management suite with afb's Loan Origination System. Through this integration afb will automate its access to and retrieval of consumer credit data from the D&B Credit Bureau. Graham Stephen, Managing Director Loans, afb, stated "afb is constantly making its processes better in order to deliver the best service to its consumers. This partnership with GDS will help to smooth the process for granting credit to consumers in Ghana and will reduce the turnaround time of the credit evaluation process."

Roberto Giannantoni, Managing Partner at GDS Direct, shared that he is excited by the partnership between afb and GDS as he believes it will contribute to financial and credit culture in the country which is critical to enhancement of economic growth.

**About GDS Link LLC:** GDS Link is a global provider of customer-centric risk management and process automation solutions. The company specializes in advanced software designed to support the access and aggregation of disparate data sources and the rapid implementation of custom credit scorecard models and risk management policies. Its technology acts as the enabler for organizations to effectively manage the risk of their customer throughout its lifecycle. Familiar with the large investments made by institutions in their legacy applications, GDS Link's flagship solution, DataView360<sup>®</sup> was architected to derive continued value from these systems while delivering enhanced function and flexibility to the risk management community. GDS is also an expert supplier of Credit Reference Bureau system and Credit Bureau value added products.

For more information, visit [www.gdslink.com](http://www.gdslink.com)

**About afb:**

afb is a consumer finance company that specializes in the provision of responsible credit products within Africa. Established in Ghana in 2010, afb is a high growth business with four core business divisions: Cards, Loans, Mobile and Insurance.

The company employs over 1,000 people, servicing over 100,000 customers.

More information can be obtained from the website: [www.afb.com](http://www.afb.com)

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