

OTC Markets

Joining us today is Jeffrey Morgan, the founder and CEO of AmeriTrust Financial Technologies that trades on our OTCQB venture market under the ticker AMTFF. AmeriTrust Financial Technologies is a fintech platform targeting automotive finance and specializing in used vehicle lease originations for the automotive industry. Jeff, thanks so much for joining us today.

Jeffrey Morgan

It's great to be here. I appreciate you taking the time to do this.

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Absolutely. To begin, walk us through a bit about your background and your path to AmeriTrust.

Jeffrey Morgan

I'm an industry veteran. I've been in auto finance for the better part of 35 years now. I started at a company Dallas-Fort Worth in Texas that is the largest direct-to-consumer auto leasing company in the country. I held various roles there for the better part of 15 years, and that's where I initially started to make a name for myself. Coming out of the recession 08 and 09, I decided to step away and start my own venture through technology and turning my mindset towards auto leasing nationwide. And the business model and the technology that we created got the attention of Tesla. So, in 2018, I became the national lease partner to Tesla. And shortly thereafter, I was approached by PowerBan, a Canadian publicly traded company, with an offer where they wanted to purchase the majority shares of my business. That company today is now AmeriTrust. I've taken over as CEO for the company. And that's kind of how we got together.

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All right, wonderful story. So as a star, give us also an overview of your technology solutions and core objectives.

Jeffrey Morgan

The technology that we've created is a little bit different than most finance companies have in relation to auto leasing. We've advanced the technology from what we originally created for Tesla, and now we have capabilities where we download dealer inventory every night at midnight through subsidiaries like Cox Automotive, or what they call V Auto. And we display those back to the dealer

groups with where the system automatically converts their payments for them online so that they can show a customer a lease and a loan payment side by side. We also have some technology where a dealer can submit a retail application in for financing with us, and our technology converts that on their behalf to leases. gives them all the data and the right inputs so that they don't really have to know a whole lot of leasing about leasing to get started or to have confidence in that they're doing it right. The technology kind of does all the work for them. And then it pre-fills all the contracts on their behalf. And they can just e-sign those with their customers. We believe that we're the first lender that we know of that has those type of capabilities with our technology. As far as the core objection objectives for the company, were we're trying to do something that very few have been successful at doing, but many have done in the past. We're trying to increase market share in both new and used car leasing nationwide. But our primary focus is on the used car market. Right now, only Roughly one to 3% of the market share belongs to the used car leasing space. And it's twice the size of the new car market. And the new car market currently occupies a little more around 25% market share. So, there's a massive amount of growth. And when you're talking about a trillion-dollar market, we could get very big very quick.

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And how does your national strategy give you a comparative advantage in the automotive finance space?

Jeffrey Morgan

Well, nobody's done this on a national s scale at the level at which we're wanting to do it at. You have a bunch of local leasing companies. I wouldn't call them mom and pops. Some are very sophisticated and very successful, but they lack the technology. and the ability to kind of get out to every state nationwide. Some of the technology we created with Tesla allows us to do that when we're calculating tax time, license, use tax, things like that across state lines. It becomes very difficult. And so, we've kind of its we've kind of taken on this national approach or this national strategy. Through the technology, we believe we're one of the only companies that can do it at this large of a scale that's not called, you know, GM Financial or Capital One.

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How do you feel your lease platform will make an impact on the overall automotive finance industry?

Jeffrey Morgan

It'll change the industry, in my opinion. Customers right now are looking at ways to afford their everyday bills. And one of their largest purchases is the automobile. If we can show a customer how when you come to AmeriTrust, we could save some of those customers up to 50% in their car payments. It's literally hundreds of dollars every month, and sometimes even on shorter terms than when you compare to an auto loan. They're closed in leases, so our customers aren't taking the residual risk. We do that on their behalf, and we set conservative residuals. And once customers come into our platform, we've seen historical retention rates of over 70%. With those types of retention rates, the demand for the lower product payments, we believe it'll change the industry completely.

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AmeriTrust Financial Technologies trades on the OTCQB venture market here in the U.S. and has also traded on TSXV. How does cross trading on the OTCQB market here enhance your investor strategy in the U.S.?

Jeffrey Morgan

The OTCQB makes it easier for our US investors to buy our stock. We're publicly traded up with the TSXV currently and the OTCQB, it's very difficult for US investors to go through the TSXV across the border. The OTCQB kind of allows us to broaden our base and improves our liquidity.

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All right, well, Jeff, it's been a pleasure to speak with you. Thanks so much for your time today to share your story.

Jeffrey Morgan

Yes. Thank you. I appreciate you taking the time as well.

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AmeriTrust Financial Technologies trades under the symbol AMTFF on our



OTCQB venture market.

**This is an autogenerated transcript and may contain typos.*