

STATE OF NEBRASKA
Department of Banking & Finance

IN THE MATTER OF:)
)
Reach Financial LLC) CONSENT AGREEMENT
180 Maiden Lane, Suite 2801)
New York, New York)

NMLS No. 1438357

THIS MATTER comes before the Nebraska Department of Banking and Finance (“Department”), by and through its Director, pursuant to its authority under the Nebraska Installment Loan Act, Neb. Rev. Stat. §§ 45-1001 to 45-1070 (Reissue 2021; Supp.2023; LB 1074, 2024) (“the Act”). The Department has examined the records of Reach Financial LLC, 8180 Maiden Lane, Suite 2801, New York, New York, (“Reach”). As a result of such examination, and being duly advised and informed in the matter, the Director of the Department and Reach enter into the following Consent Agreement.

FINDINGS OF FACT

1. Reach applied for a Nebraska Installment Loan License on December 20, 2023.
2. In Reach’s application for a Nebraska Installment Loan license, Reach stated that it had conducted Nebraska license-required activity without a license.
3. Reach reported a total number of 426 installment loans serviced in Nebraska without a license between March 18, 2021 and March 22, 2023. The total dollar volume of the installment loans serviced was reported as \$3,498,513.74. The total origination fees were reported as \$53,802.61.

CONCLUSIONS OF LAW

1. Neb. Rev. Stat. § 45-1004(1)(b) (Reissue 2021) states a license shall be required for “any person that holds or acquires any rights of ownership, servicing, or other forms of participation in a loan under the Nebraska Installment Loan Act...”

2. Neb. Rev. Stat. § 45-1019 (Reissue 2021) provides that the Department may issue a cease and desist order against any person whenever the Department determines that the person has violated any provision of the Nebraska Installment Loan Act.

3. Neb. Rev. Stat. § 45-1016 (Reissue 2021) provides that the Director may issue orders, rulings, demands, and findings to carry out the purposes of the Nebraska Installment Loan Act.

4. The facts listed in Findings of Fact Nos. 1 through 3 constitute a sufficient basis for the Director to have determined that Reach has violated Section 45-1004(1)(b), and that an administrative fine of Five Thousand Three Hundred Eighty Dollars (\$5,380.00) and the costs of investigation should be imposed in accordance with Neb. Rev. Stat. § 45-1016 (Reissue 2021).

5. Under the Act’s statutory framework, the Director has the legal and equitable authority to fashion significant remedies.

6. It is in the best interests of Reach, and it is in the best interests of the public, for Reach and the Department to resolve the issues included herein.

CONSENT AGREEMENT

The Department and Reach agree as follows:

Stipulations: In connection with this Consent Agreement, Reach and the Director stipulate to the following:

1. The Department has jurisdiction as to all matters herein.

2. This Consent Agreement shall resolve all matters raised by the Department relating to the failure of Reach to obtain a Nebraska Installment Loan License before engaging in license-required activity. Should future circumstances warrant, the facts from this matter may be considered in a future administrative action by the Department.

3. This Consent Agreement shall be in lieu of all other proceedings available to the Department, except as specifically referenced in this Consent Agreement.

4. This Consent Agreement waives any disqualification in the Nebraska laws, or rules or regulations thereunder, including any disqualification from relying upon the registration exemptions or safe harbor provisions to which reach or any of its affiliates may be subject. This Consent Agreement is not a final order based upon violations of any statute or rule that prohibits fraudulent, manipulative, or deceptive conduct. This Consent Agreement is not intended to form the basis of any disqualifications contained under the federal securities laws or the Commodity Exchange Act, or the rules and regulations thereunder (including, without limitation, Section 3(a)(39) of the Securities Exchange Act of 1934; or Rules 504(b)(3) and 506(d)(1) of Regulation D, Rule 262(a) of Regulation A and Rule 503(a) of Regulation CF under the Securities Act of 1933), or (ii) any state's laws (including, without limitation, securities laws), or rules or regulations thereunder, including any disqualifications from relying upon registration exemptions or safe harbor provisions. Except in an action by the Department to enforce the obligations this Consent Agreement, any acts performed or documents executed in furtherance of this Consent Agreement: (a) may not be deemed or used as an admission of, or evidence of, the validity of any alleged wrongdoing, liability, or lack of any wrongdoing or liability; or (b) may not be deemed or used as an admission of, or evidence of, any such alleged fault or omission of Reach in any civil, criminal, arbitration, or administrative proceeding in any court, administrative agency, or tribunal.

Reach further represent as follows:

1. Reach is aware of its right to a hearing on these matters at which it may be represented by counsel, present evidence, and cross-examine witnesses. The right to such a hearing, and any related appeal, is irrevocably waived.

2. Reach is acting free from any duress or coercion of any kind or nature.

3. This Consent Agreement is executed to avoid further proceedings and constitutes an admission of violations of the Act solely for the purpose of this Consent Agreement and for no other purpose.

IT IS THEREFORE AGREED as follows:

1. Within ten (10) days after the effective date of this Consent Agreement, Reach shall pay a total fine in the amount of Five Thousand Three Hundred Eighty Dollars (\$5,380.00) for the violations of the Act, as noted in the Findings of Fact and Conclusions of Law of this Consent Agreement.

2. Within ten (10) days after the effective date of this Consent Agreement, Reach shall pay investigation costs incurred by the Department in the amount of One Thousand Dollars (\$1,000.00).

3. The total amount of the fine, Five Thousand Three Hundred Eighty Dollars (\$5,380.00), plus the total amount of investigation costs, One Thousand Dollars (\$1,000.00), shall be payable in one sum in the amount of Six Thousand Three Hundred Eighty Dollars (\$6,380.00) to the Department within ten (10) days after the effective date of this Consent Agreement. An invoice will be created within NMLS and placed on the NMLS record of Reach. A corresponding license item will also be set on the NMLS record, indicating that there is an outstanding invoice to be paid. If Reach prefers to pay the fine and costs outside of the NMLS, it may inform the Department of this preference and then make the payment by check, money order, or electronically

to the Department via ACH. The Department will provide ACH payment instructions upon request.

4. Within ten (10) days of the effective date of this Consent Agreement, Reach will disclose this Consent Agreement in the Disclosure Questions and Disclosure Explanation sections of its NMLS record.

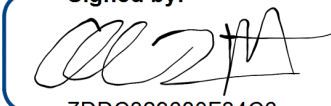
5. If Reach fails to comply with any of the provisions of this Consent Agreement, the Department may commence such action regarding Reach as it deems necessary and appropriate in the public interest.

6. If at any time, the Department determines that Reach has committed any other violations of the Act, the Department may take any action available to it under the Act.

7. The effective date of this Consent Agreement will be the date of the Director's signature.

DATED this 13 day of November, 2024.

Reach Financial, LLC

Signed by:

By: 7DDC329680F34C6
Alan Leland, Chief Financial Officer

DATED this 14th day of November, 2024.



**STATE OF NEBRASKA
DEPARTMENT OF BANKING AND FINANCE**

DocuSigned by:

Kelly Lammers

By: _____
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Kelly Lammers, Director

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