

Exploration on reducing investment risk of P2P net loan under the new situation

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Abstract. With tightening of the national policy, network industry regulation gradually increase. The upcoming compliance rules brought net lending industry larger uncertainty and unknown. The author find out the common of platform, put forward the method to identify high-quality platform in view of the increasingly serious platform collapsed phenomenon in order to help investors to reduce the risk of credit investment.

1. Introduction

Recently, a new round of reshuffle of the Internet financial industry has come, and many non-compliant platforms have collapsed and making the whole industry extremely nervous for a time. In fact, over the past two years, the internet finance industry has been in the stage of separating the impurities with the successive implementation of industry regulatory policies. Nearly two months, the network loan market has appeared the regional withdrawal event. Some media one-sided reports causing investor panic in which some are malicious extortion. Regulators at all levels and financial associations have frequently voiced their opinions to help the P2P industry survive the explosive period smoothly. It is necessary to ensure the healthy development of the compliant platforms engaged in the P2P online loan industry and protect the legitimate interests of investors. In order to stabilize P2P, multiple regulatory authorities held multiple meetings and issued multiple documents related to online lending. It is a rare phenomenon that the regulatory authorities hold frequent meetings and issue dense documents. The regulatory authorities have not abandoned P2P and will continue to carry out on-site inspection of P2P online loans in accordance with the unified deployment of the state. Eliminate the false and preserve the true, so as to truly engage in the P2P online loan industry compliance platform healthy development.

2. Common characteristics of collapsed platforms

According to the author in recent year's observation and analysis on collapsed platform. It is found that almost all the platforms with problems have certain commonalities. These platforms generally have the following characteristics, which leads to a short business cycle of the platform and a high probability of collapsed.

2.1 There is a problem with the online time

The platform launched after August 24, 2016 has relatively large moral hazard. According to the current policy, the new platform set up after August 24, 2016 is likely to fail the first batch of filing. Take Hu Xiaoli financial management as an example. The platform announced that it would be launched in May 2017. After the platform was launched, it continued to enjoy high returns. More than 40 percent of collapsed platforms were set up after August 24, 2016, in June 2018, according to statistics on collapsed platforms.

2.2 Shareholders are suspected of buying and selling state assets

The background of state-owned assets used to be a magic weapon for platform credit enhancement. But after the emergence of four cults with state-owned assets, and more and more claims of

state-owned assets background platform collapsed, investors understand that the original "state-owned assets background" can be bought and sold. For example, Yi Dian Treasury and Zhang Yue financial management, the two platforms are actually the same major shareholders. Shareholders have actual control, but behind the substance involved in the same state-owned assets system. And even have a lot of state-owned assets without finance background. Such a background of the state owned shares has a lot of suspicion in buy and sell.

2.3 Shareholder strength is unknown, brand is greater than strength

For example, Tou Rongxi platform, Tou Rongjia and Chang Fu financial management platforms have been attracting financing with high returns, and it is under great pressure to operate in the long run. However, the platforms claim to have Hong Kong listed companies as the background, and this mode attracts many investors. In fact, the listing background claimed by the platform is actually Hong Kong's fairy stocks. Although Hong Kong stocks like this do bear the name of "Hong Kong listed company", they basically have little strength and shell stocks have little value.

2.4 Obviously self-investment, false investment

In fact, the essence of false investment is self-financing. Take the Dai Niying as an example, we can see that the information disclosure of the target is ultimately flow to the same borrower, through the flow of funds can be found behind the correlation, and visible information disclosure fraud.

2.5 Shell loans, money flow unknown

Using shell loan, can be said to be a form of false investment. The object of using shell loan is generally enterprise loan. This kind of shell loan generally has several characteristics: first, the amount of loan is basically one million, second, the borrowing enterprise may change its shareholders before borrowing, and third, the borrowing enterprise may have deadbeat behavior. Many platforms disclose limited information about corporate loans, including only some business licenses and loan contracts.

3. Countermeasures to effectively reduce the investment risk of P2P net loans

Generally speaking, whether a platform is compliant or not can't be judged by only one aspect. The author believes that the background strength of the platform and the underlying assets are important factors in choosing the platform. From the experience of platform collapse in the past, we can re-evaluate the assessment criteria of platform background strength, and focus on the underlying assets of the platform. We can carefully examine the strength of the platform from these two aspects. Only by understanding the true context of the platform, can we reduce the risk of online loan investment.

3.1 Query platform background

First of all, we need to find the operator of the platform. Generally, we can the information at the bottom of the official website of the platform. Then, copy the full name of the company to the enterprise check or Tian Yan check, Qi xinbao and other third-party query platform, check the corresponding shareholders. If shareholder information were all natural persons, the platform would probably be privately owned. Some platforms, because their parent companies belong to the group, and the platform is only one of the subsidiaries, need to look at the parent company's shareholder information to find out the companies that can increase trust. For example, listed companies or state-owned companies, well-known venture capital, etc.

3.2 Determine if they are true shareholders

The shareholders of some platforms, especially state-owned shareholders, account for a very small proportion of shares. They account for 10% or even less than 5%, but the platform thus advertises itself as a platform for state-owned assets. This practice became known as the buying and selling of state assets. Since it is the sale of state-owned assets, state-owned shareholders of course will not

make money to the platform, but the platform also need to give money to state-owned shareholders, such shareholders in the platform will not responsible for anything if something happens.

So what is a true shareholder? There is a very important point that is the paid-in capital, shareholders really and truly sent money to the platform. This also can see the responsibility of partner to platform and true become a shareholder. At this point, the audit report and lawyer's opinion in the information disclosure required by the regulation can be checked, and there is a capital verification report, which can be seen on the report if the platform shareholders have subscribed. For example, Duo Duo wealth management platform has no relationship with Tou Rongjia from the point of view of equity structure. However, in Duo Duo overdue financial notice, pointed out that the actual controller is Zhenjun Li who is also the Tou Rongjia boss. Duo duo financial management did not complete the actual payment, and before many changes in shareholders. Finally, Zhenjun Li and others hollowed out the platform and found out that the actual controller was him. Therefore, through the paid-in capital to see the platform shareholders is one of the ways we identify shareholders. In addition, if it is listed companies to become a shareholder, can also through the announcement of listed companies to determine whether the real investment. The announcements of listed companies are generally reviewed by the board of directors. If relevant evidence can be found in the announcements of listed companies, its authenticity can generally be confirmed.

3.3 Making clear true shareholder, judge shareholder actual strength

We can pay attention to the affinity between the platform and listed companies or state-owned enterprises. If it is separated by several generations, then the possibility of shareholders responsibility is very low. After all, too far away. If it is relatively close, you can judge its strength from the shareholders' share price, valuation and so on. View the strength of listed shareholders, can copy the stock code into the corresponding website for query. It is also worth checking to see if the public company has a dark history, such as being warned or prefixed with "ST" for capital or poor performance. These are all ways of judging the strength of listed shareholders. Also should pay attention to the point is to see the listed companies have equity pledge situation. At the same time should also be clear analysis of the equity pledge reason is what. If it is not for the purpose of listing, the pledge of equity is likely to make the shareholders of the listed company prepare to withdraw and realize their own equity, which may have a certain impact on the future development of the listed company.

The well-known venture capital will be able to add a lot of points for the platform, such as matrix China, sequoia capital, IDG capital, etc., Platform can gets well-known venture capital shares that from the side also reflects the platform has enough highlights. But do not think the strength of venture capital is strong so as to be the bottom line for the platform. Most of the venture capital is based on financial investment, rarely involved in the management of the platform. This kind of financial investment will rarely be controlled, will not shoulder the responsibility. And it is better to be far way from false state-owned assets, like some associations, commercial outlets and so on, which have nothing to do with finance, can basically judge is false. The real state-owned shareholders, preferably in the financial sector or related to the platform business.

3.4 Identify the impact of new shareholders on the platform

Increase shareholder is a very normal thing for platform financing. However, if the original significant shareholder or legal representative of the platform quits, it may mean that the actual controller of the platform may change, which may even affect the future development direction of the platform. If the increase of capital and increase of shareholders is ok, if there is an exit, the controller should explain in any case, and consider whether it is reasonable. For the platform financing, the new shareholders also need to pay extra attention. The most important point is to identify the new shareholders of the platform is good or bad. For the purpose of shareholders, some are optimistic about the development prospect of P2P, so they can share a piece of the pie. If they are shareholders for this purpose, they will generally bring high-quality resources to the platform.

On one hand famous brand, state-owned assets, listed system which increase credit for the

platform. On the other hand is to bring resources on the asset side. Taking financial street online as an example, the platform is a state-owned assets system platform, and state-owned shareholders bring it the asset end of supply chain finance, which can be said to be a win-win situation. And some are malicious, on the surface it increase the credit for the platform, but secretly doing the empty platform. For example, "Tian Ma shares" (the actual controller, Xu Mao dong), A a-share listed company, became A shareholder with full of store house at the end of 2017. After becoming a shareholder, Xu Mao dong took the platform as a link of his capital operation. After the listing, it was delisted.

3.5 Choose a P2P platform with real underlying assets

How to judge the underlying assets of a platform is unreliable. The most important point is the authenticity of the underlying assets. Only the real underlying assets have the confidence to pay back money to investors through collection or even by buying and selling collateral even if overdue. This is a bottom line - do not appear false object, capital flow is unclear and so on. For example, some time ago totem loan extension is also noisy. Luo Run chao, the person in charge of the platform said in the live broadcast with the investors that if the false mark is found out and the reward is 1 million yuan. Can have such confidence to say such words, also can see from the side of the totem loan underlying assets of the authenticity. In addition, e-finance institute has also opened the right of investors to check the investment object, which can also show the authenticity of the platform business from the side.

3.6 Focus on platforms that frequently change the underlying assets

Different underlying assets operate differently. For example, car loan and mortgage loan attach more importance to offline business, while credit loan is mainly online business. Therefore, the transformation from offline business to online business is a hurdle for the early operation and market development of the platform, not to mention frequent business changes. For example, recently there is a warehouse transfer platform, before the car loan business, and later the transformation of three agricultural loans. At present, the industrial chain finance has been laid out again. We cannot know how much pressure this frequent change of underlying assets will exert on the platform operation. I just think it takes time to get rooted in a business, and frequent changes are not conducive to the steady development of the platform.

3.7 The risk control team and the underlying assets should match

In addition to true compliance with the underlying assets, the risk control team needs to match the underlying assets. A good underlying asset also needs the cooperation of a good risk control team. A risk control team that focuses on offline businesses, such as car loan and housing loan, needs to be trained in the traditional financial industry to conduct on-site audit and value collateral, so as to select suitable borrowers. Online businesses (such as consumer finance) require internet-born risk control teams to conduct data modeling through Internet thinking to screen suitable borrowers.

Finally, from the perspective of regulators, we should continue to maintain high-handed supervision. Effectively supervise the compliance of the platform, and promote the industry to accelerate the reshuffle and market elimination. When the regulatory policy is forced, a benign exit from the industry is an inevitable result. Only in the stricter regulation, the living space of some non-benign platforms will be highly squeezed out, and only when the risks are fully released, will the industry ecology change to a healthier direction.

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