Debt Index | Q2 2024

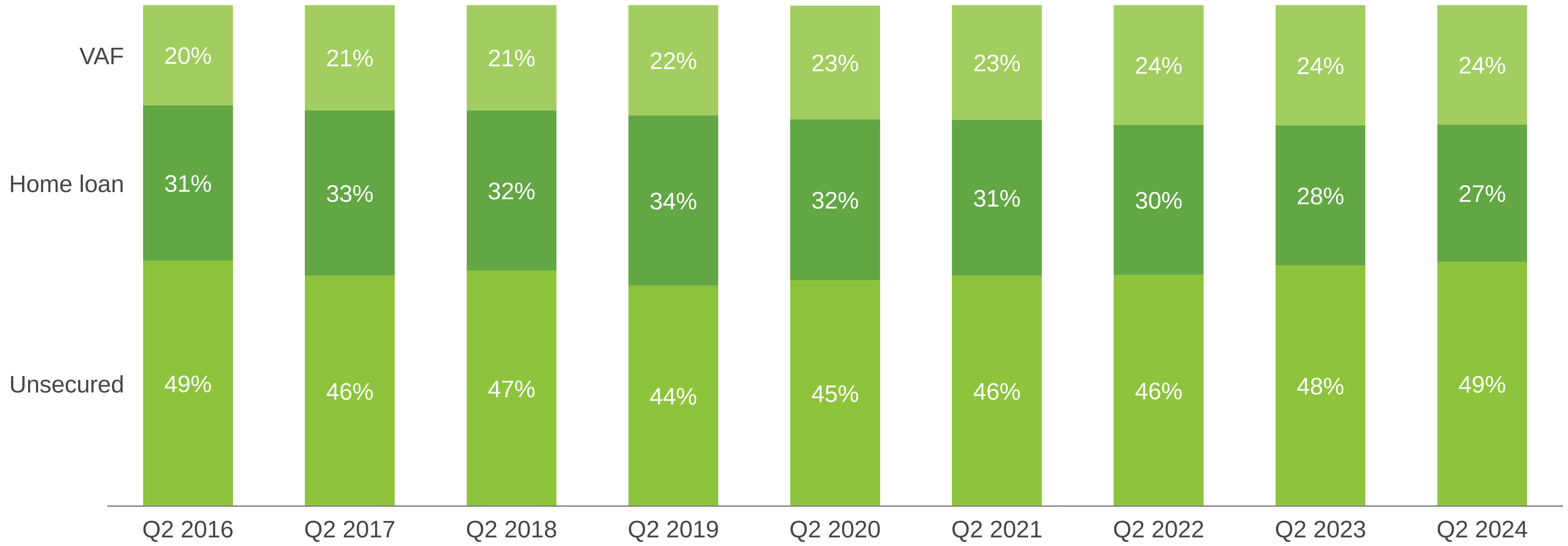
Overview - Benay Sager, Executive Head of DebtBusters

- In Q2 2024, **there was increased demand from consumers for debt management, with debt counselling inquiries up by 18% and online debt management up by 12% compared to the same period last year**. We anticipate a similar trend for this year as consumers' desire to become financially sustainable continues to grow.
- The median debt to annual income ratio has stayed stable for four quarters in a row; however, at 105% it is still at an elevated level. We welcome this improvement, but still observe that the full impact of successive interest rate increases since November 2021 continue to be felt in consumer finances. **If one considers that since 2016, electricity tariffs increased by 135%, petrol price doubled, and inflation's compounded impact is 46% increase in CPI, then it is perhaps not surprising that 82% of consumers who applied for debt counselling in Q2 2024 had a personal loan. A further 53% of consumers had a one-month (payday) loan** –indicating that consumers continue to supplement their income with short-term unsecured credit, and personal loans, especially one-month loans have become a lifeline for many. Compared to 2016, **those consumers who applied for debt counselling in Q2 2024 had**:
  - **44% less purchasing power**: Nominal incomes were 2% higher than 2016 levels, however when cumulative inflation growth of 46% is factored in for the same eight-year period, consumers' purchasing power diminished by 44% over this period. While the inflation impact has subsided, consumers are feeling like they are taking home 44% less today in real terms than they did in 2016.
  - **High debt service burden with 62% of net incomes going towards paying debt**: Consumers need to spend around 62% of their take home pay to service their debt before coming to debt counselling; those taking home R35k or more p.m. need to use 68% of their income towards debt repayments. The debt-to-income ratio for top two income bands is high in Q2 2024 compared to same periods in the past: 128% for those taking home more than R20k p.m. and 167% for those taking home R35k or more p.m. These ratios are at or near highest-ever levels.
  - **Unsustainably high levels of unsecured debt for top earners:** Unsecured debt levels were on average 12% higher than that in 2016 levels – this is lower than recent quarters and is a welcome development. For those taking home R35k or more, the unsecured debt levels were 38% higher. While this is on par with inflation growth (and for some income bands lower than inflation growth), in absence of meaningful salary increases, it signals that consumers need to supplement their incomes with unsecured credit.
- As interest rates started to increase in November 2021, consumers started to feel the increasing burden of servicing asset-linked debt: average interest rate for a bond went from 8.3% p.a. in Q4 2020 to 12.3% p.a. in Q2 2024, and more asset debt has been restructured as part of debt counselling during this period. **More alarmingly, the average interest rate for unsecured debt is now at an eight-year high level of 26.0% p.a. Against this backdrop, debt counselling is the best tool to help consumers**:
  - Unsecured debt interest rates can be reduced by over 90% while under debt counselling from an **average of 26.0% p.a. to ~2.6% p.a., allowing consumers to pay back expensive debt quicker**.
  - **Service vehicle debt and balloon payments over a meaningful period of time** by getting the average financed vehicle interest rate of 15.3% p.a. negotiated down to a more manageable level.
  - The number of consumers successfully completing debt counselling successfully has increased by over 10 times since 2016. **Consumers who successfully completed debt counselling in Q2 2024 paid back over R630m worth of debt to their creditors as part of the debt counselling process**.
- We are delighted to observe increasing levels of interest from consumers for free **online debt management on** www.debtbusters.co.za. New (free) subscriber base increased by 12% during the period under review compared to the same period the previous year. Consumers manage their debt using proprietary tools such as **Debt Radar and Debt Sustainability Indicator (DSI)** and recognise that if addressed early in their professional career, management of debt can become part of daily life. In the next few months, we also plan to launch Moneysavers and additional tools to help consumers not only protect their money, but also to stretch and grow it!

Nature of debt is mostly stable, but unsecured debt contribution appears to be increasing

Share of vehicle debt has increased in the last few years, indicating that more consumers with financed vehicles are seeking financial assistance

TOTAL DEBT BOOK



Breakdown of DebtBusters debt under management
Percent by type, by value at end of Quarter

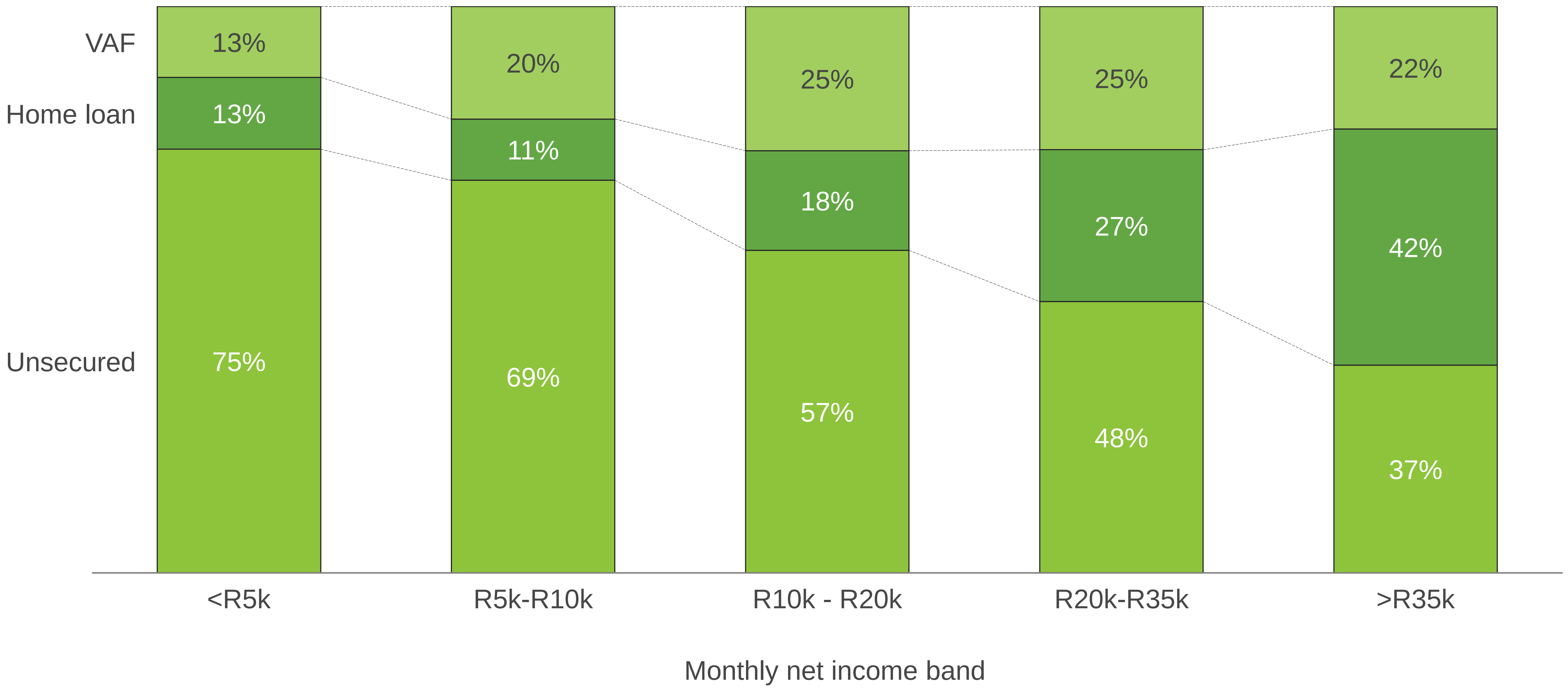
VAF refers to vehicle finance agreements.
Unsecured debt refers to all debt other than vehicle finance and bonds. Therefore it includes credit card debt, overdraft facilities, personal loans, retail cards, store cards and the like.

Source: DebtBusters

Nature of debt varies for each income group; predictably higher income earners have a larger proportion of secured debt

TOTAL DEBT BOOK

Breakdown of DebtBusters debt under management
At end of Q2 2024



Share of debt that is asset-based increases to 52% for those taking home R20k-R35k; for those taking home R35k or more the share of debt that is asset-based goes up to 64%

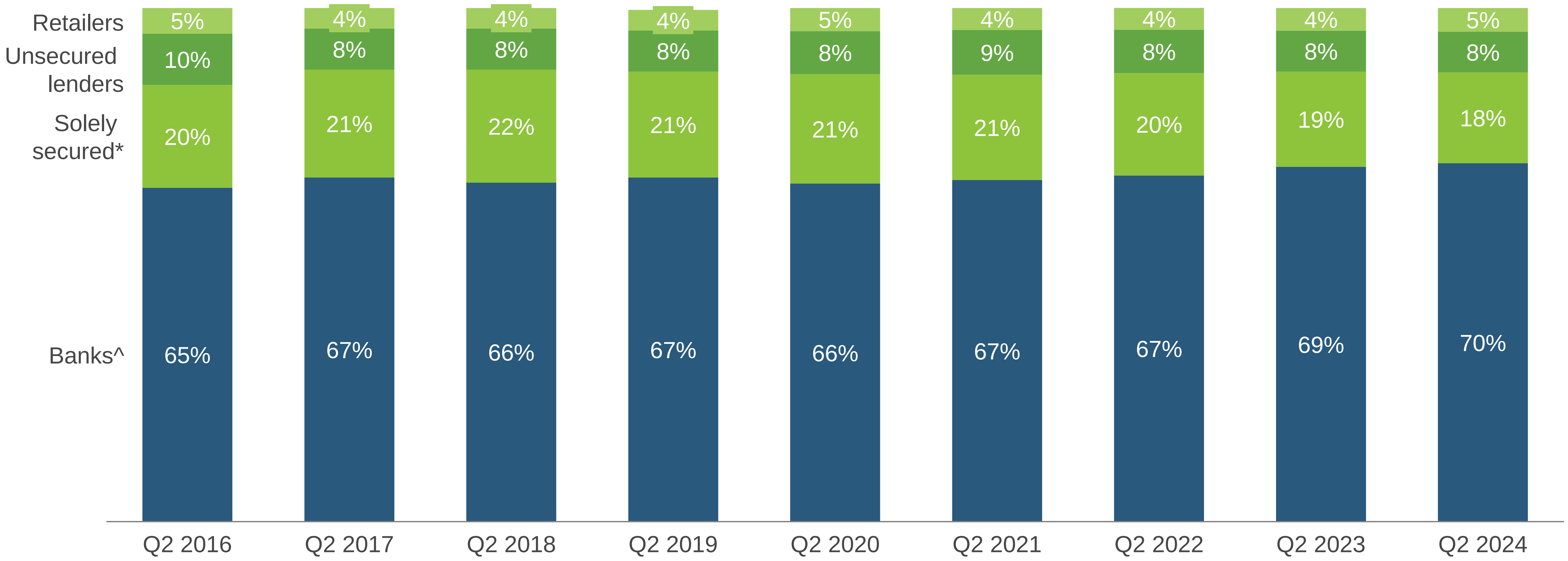
VAF refers to vehicle finance agreements.
Unsecured debt refers to all debt other than vehicle finance and bonds. Therefore it includes credit card debt, overdraft facilities, personal loans, retail cards, store cards and the like.

Source: DebtBusters

Share of lending institutions is largely stable

Banks make up ~70% of credit(more so with affiliates); there is decrease in retail originated credit compared to a few years ago

TOTAL DEBT BOOK



Breakdown of DebtBusters debt under management

Percent by type of lender, by value at end of Quarter

* Includes MFC, SA Homeloans, Wesbank, Mercedes and BMW Finance who grant secured credit only (some of these institutions are linked to the banks)

^ Includes ABSA, African Bank, Capitec, FNB, Investec, Nedbank, Standard Bank

Source: DebtBusters

Looking more closely at unsecured debt… 82% of new applicants have a personal loan (at the time they apply for debt counselling); more alarmingly 53% come with a one-month (payday) loan

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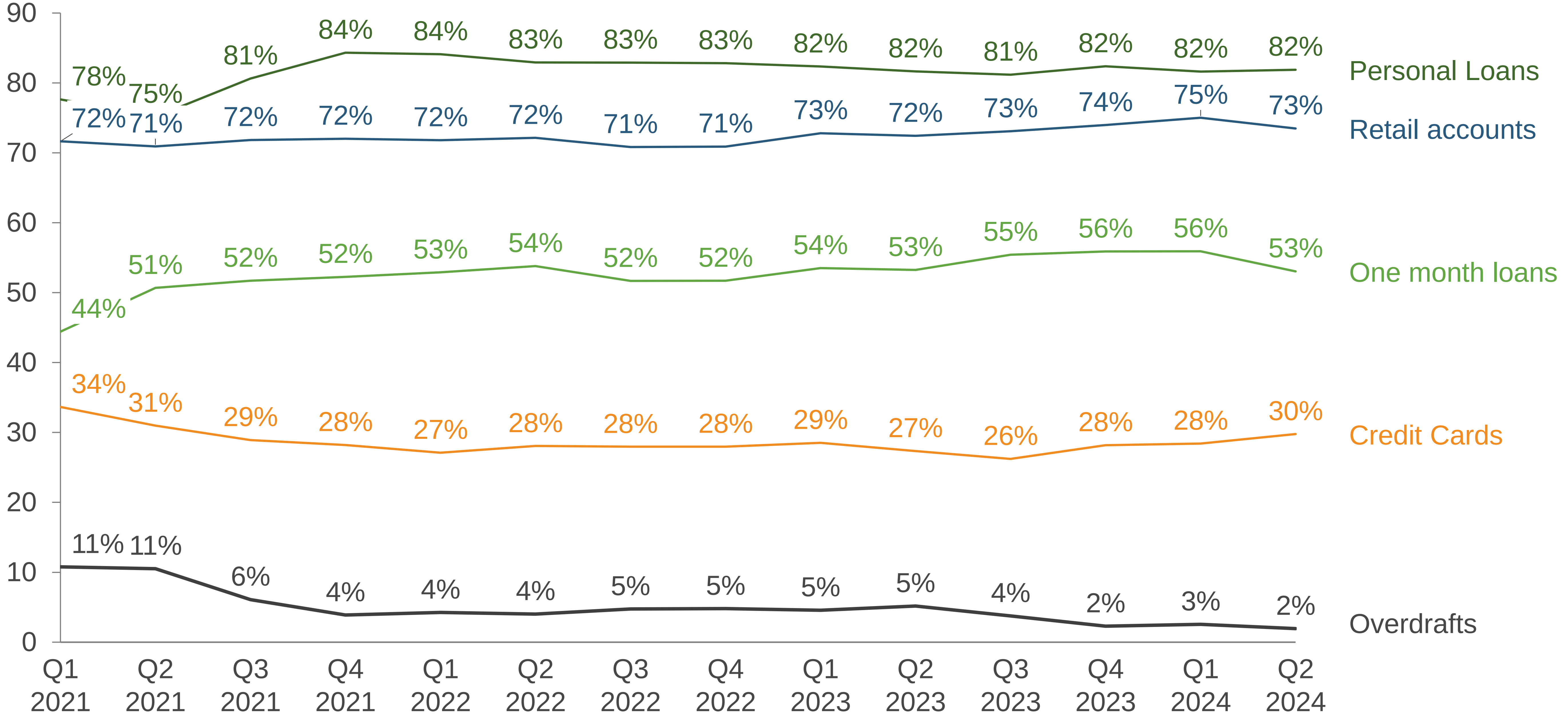
Share of new applicants with…



- **82% of new applicants have a personal loan at time of application for debt counselling**
- **~53% have a one-month (payday) loan**
- **It appears short-term loans are back in favour in line with increases in repo rate which started in November 2021**

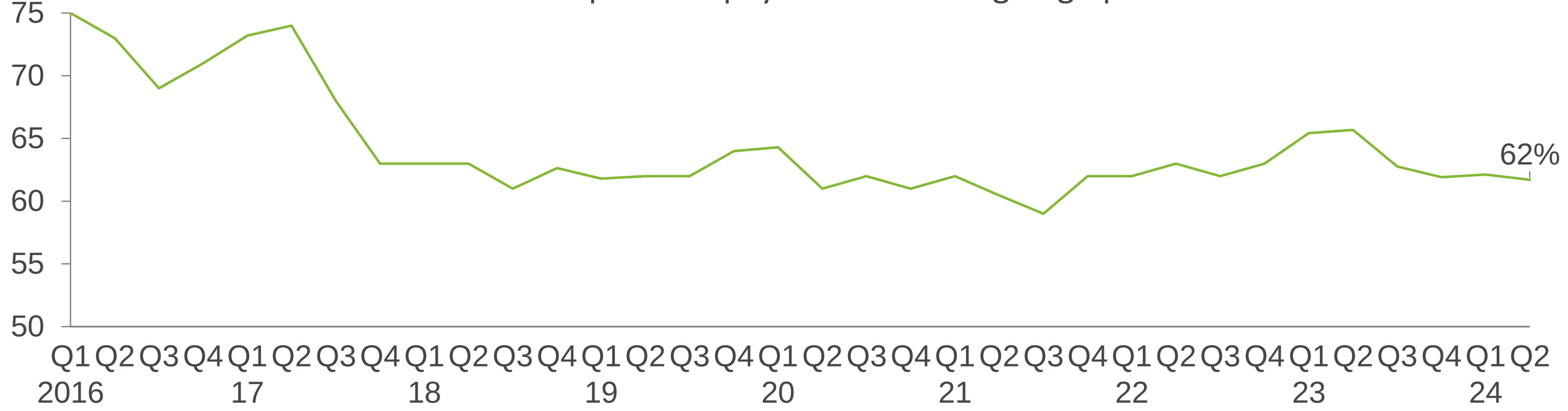
One month loans refers to personal loans that have a repayment period of one month
Personal loans refers to all other personal loans that have a repayment term of more than one month. As a result of enhanced data granularity, as of Q2 2024 personal loans and one-month loans were reclassified.
Retail refers to clothing accounts, store cards, furniture accounts and similar
Credit Cards refers to revolving credit facilities excluding those linked to stores or retail

Source: DebtBusters

Compared to previous quarters, overall debt levels have reduced, however consumers still need 62% of their take home pay to service their debt…

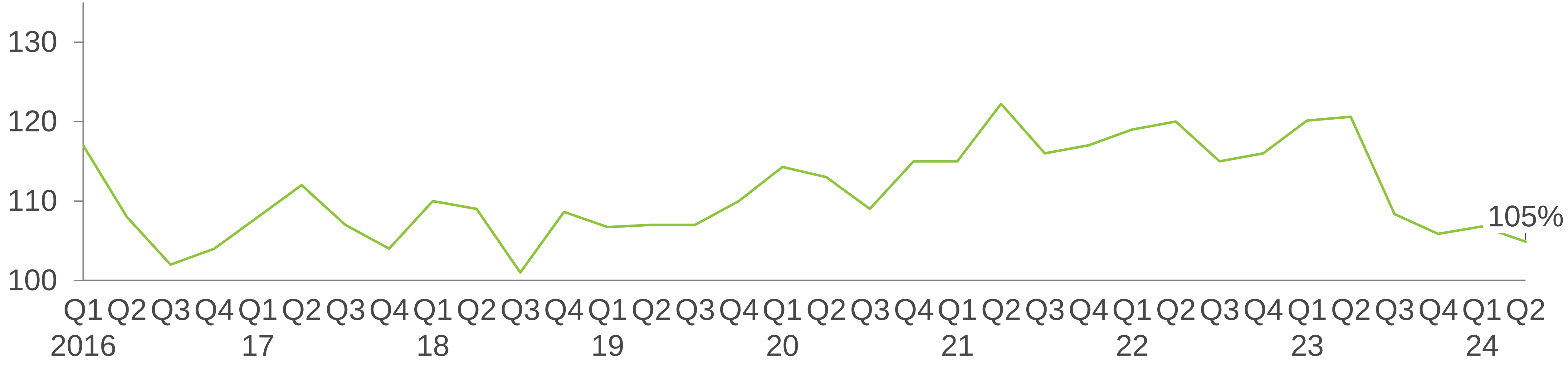
Original (median) monthly debt repayment to net income ratio[1] has stayed steady...

Percent of net income that was required to pay debt before signing up with DebtBusters



…quarter-on-quarter overall debt levels are slightly lower

Total debt exposure to annual net income ratio, when consumers sign up with DebtBusters



Comparable figure for other select countries (from OECD):

Russia 37%	Brazil 45%
Italy 88%	Germany 100%
USA 102%	UK 146%
Korea 204%	Australia 211%

In many countries, debt is mostly mortgage debt at very low interest rates

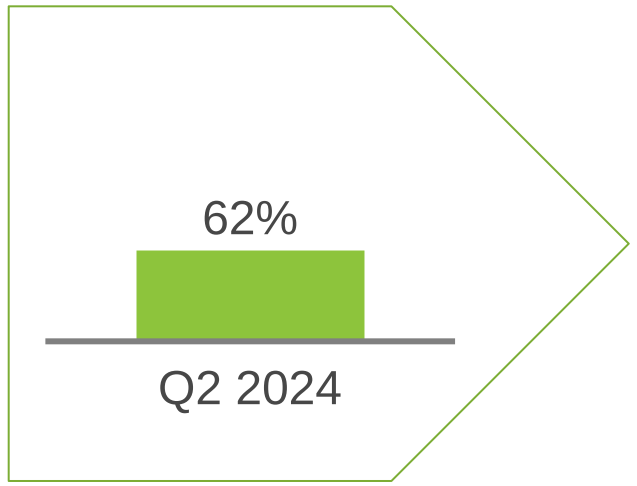
1 Median debt to net income ratio for all new consumers signed up in that quarter

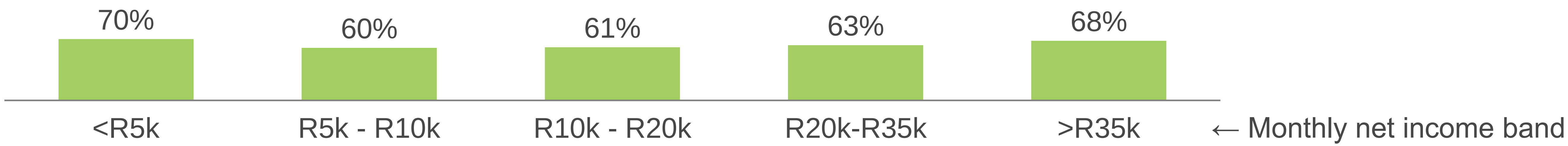
Source: DebtBusters

OECD (2024), "Household debt" (indicator), https://doi.org/10.1787/f03b6469-en (accessed on 3 May 2024).

…for those taking home more than R35k per month the total debt to annual net income ratio is 167% and they need 68% of their take home pay to service their debt repayments…

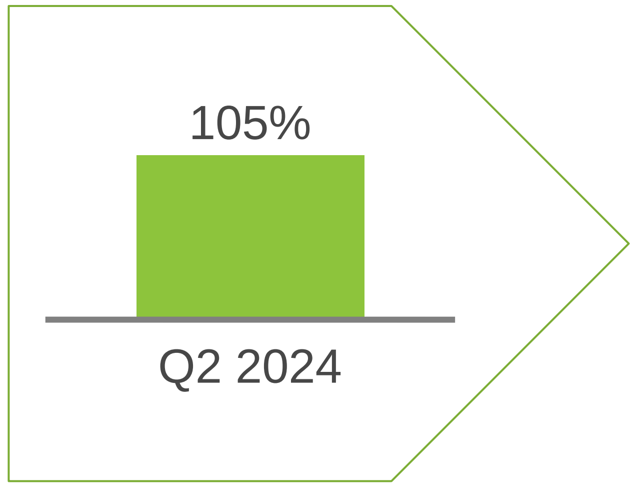
Original monthly debt repayment to net income ratio[1]
Percent of net income that was required to pay debt before signing up with DebtBusters

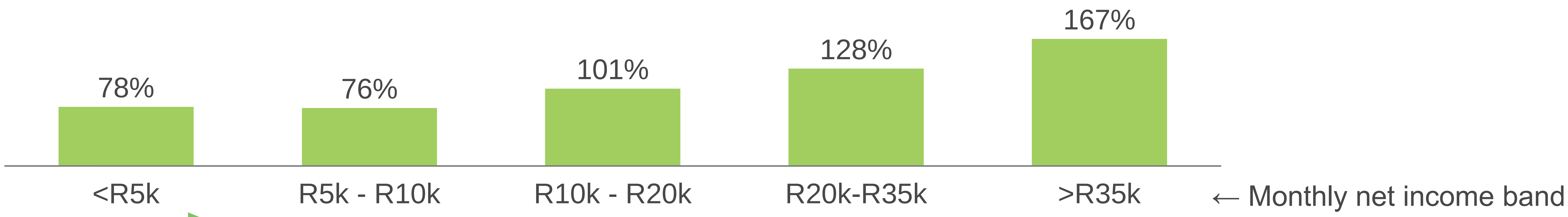




Highest monthly debt repayment ratio

Original overall debt to annual net income ratio[1]
Debt exposure to net income ratio, when consumers sign up with DebtBusters





Lowest overall debt ratio at 78%, but still require 70% of net income to pay debt each month, which means interest rates charged are highest.

Highest debt to income ratio

1 Debt to Income ratio is calculated by looking at the median in each quarter

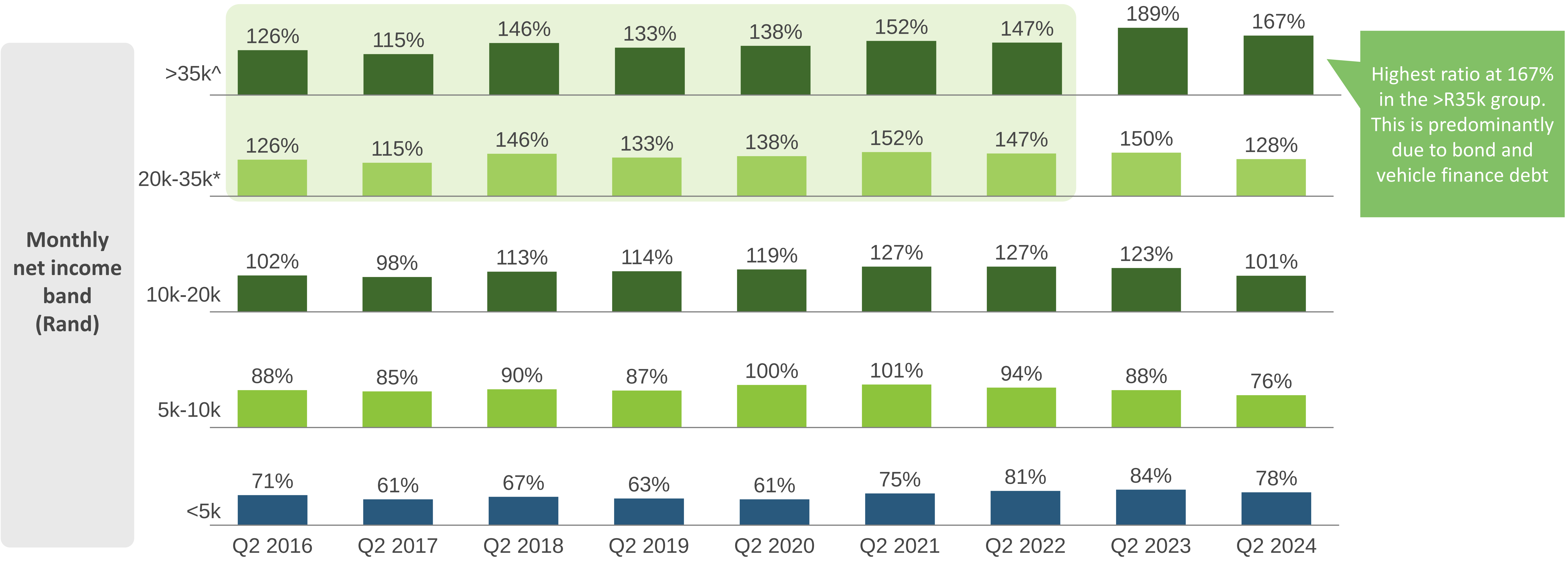
Source: DebtBusters

…the debt to annual net income ratio for most income bands appears to have improved compared to the last few years, however those taking home R35k or more have a debt-to-income ratio of 167%

Ratios are the same for this period because these two income groups were tracked together until 2023

Original overall debt to annual net income ratio[1]

Debt exposure to net income ratio, when consumers sign up with DebtBusters



1 Debt to Income ratio is calculated by looking at the median in each quarter

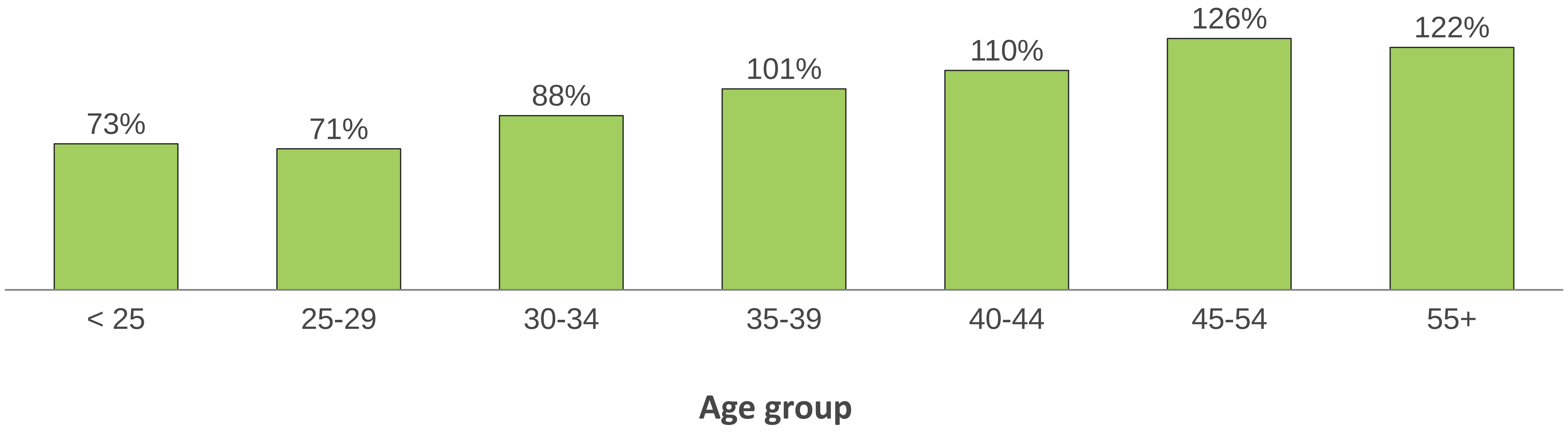
^ New income band reported from Q1 2023 (Split from a broader group of >R20k); previously was part of the >20k income band. Previous quarters' ratios are attributed to this group as well as R20k-35k income band

* New income band reported from Q1 2023 (Split from a broader group of >R20k); previously was part of the >20k income band. Previous quarters' ratios are attributed to this group as well as >R35k income band

Source: DebtBusters

Debt-to-income ratio varies with age group; indicating there is an opportunity for younger consumers to address their debt earlier in their professional lives

Original overall debt to annual net income ratio[1]
Debt exposure to net income ratio, when consumers sign up with DebtBusters



1 Debt to Income ratio is calculated by looking at the median for each age group; for most recently completed quarter

Source: DebtBusters

Since 2016, primary indicators of cost of living have moved substantially faster than income growth. During this period inflation increased by 46%, petrol price by 102% and electricity tariffs by 135%…

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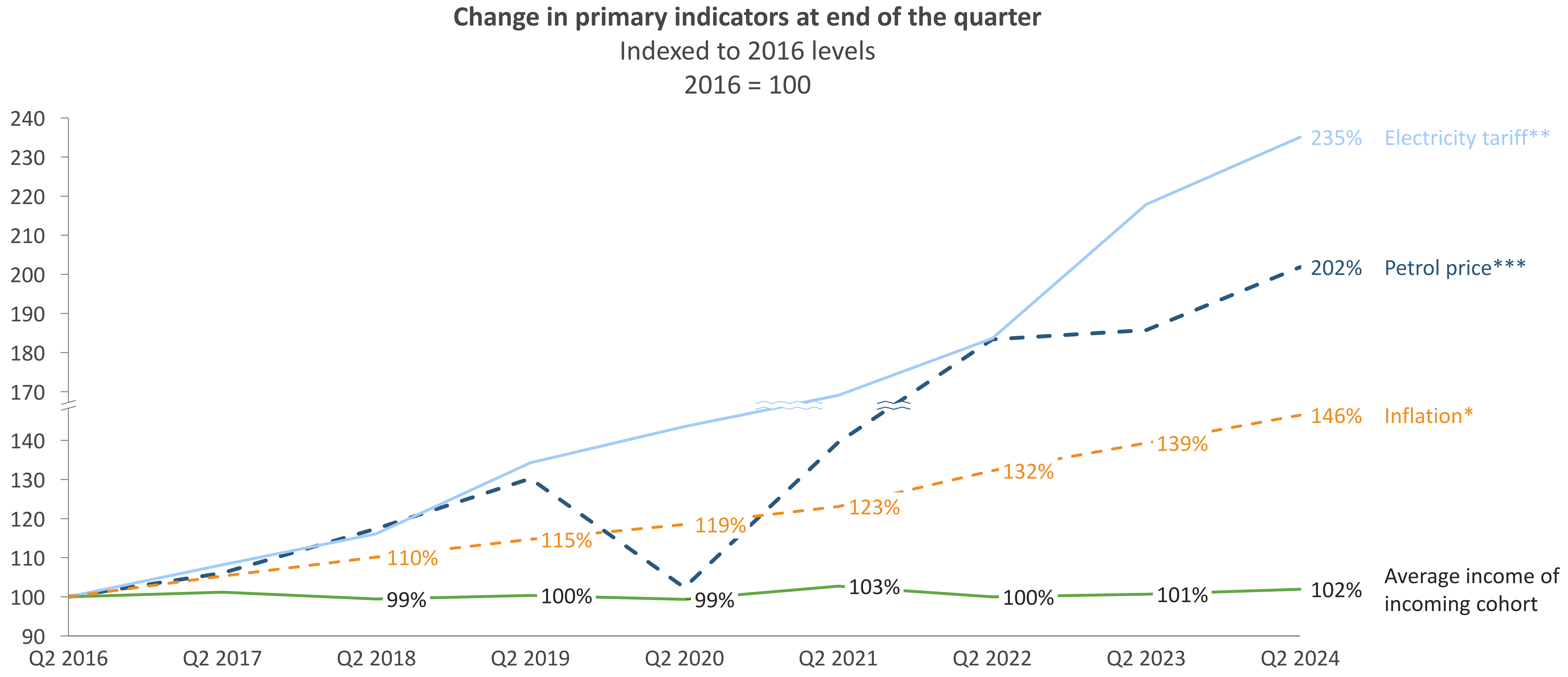

Source: DebtBusters

- Source: Stats SA CPI history; Stats SA report P0141; https://www.statssa.gov.za/?page_id=1854&PPN=P0141; last accessed on 24 July 2024

** Source: Eskom municipal rate increases ; https://www.eskom.co.za/distribution/5189-2/; last accessed on 12 Aug 2024

*** Source: AA; inland price of Unleaded 93 petrol per litre; https://aa.co.za/fuel-pricing/; last accessed on 12 Aug 2024

In the last eight years, average net incomes (take home pay) increased by 2% while inflation went up by 46%. This means that in real terms most South Africans had 44% less disposable income in 2024 compared to 2016 due mainly to the impact of high inflation…

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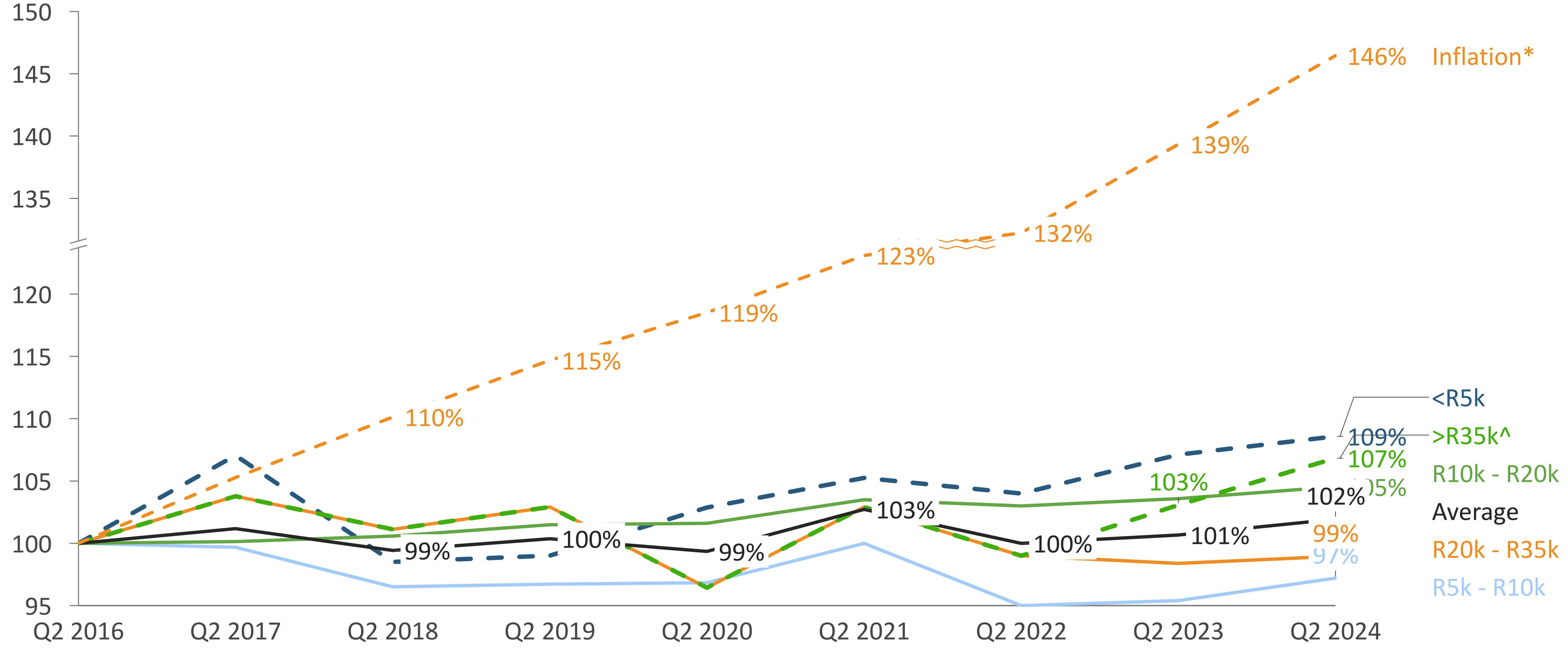
Change in net income levels per income band of consumers signed up in the quarter

Indexed to 2016 levels

2016 = 100



- **On average, net incomes increased by ~2% in the last eight years; during the same period compounded increase in inflation was 46%**
- **This means disposable incomes shrank by almost 44% during the past eight years**

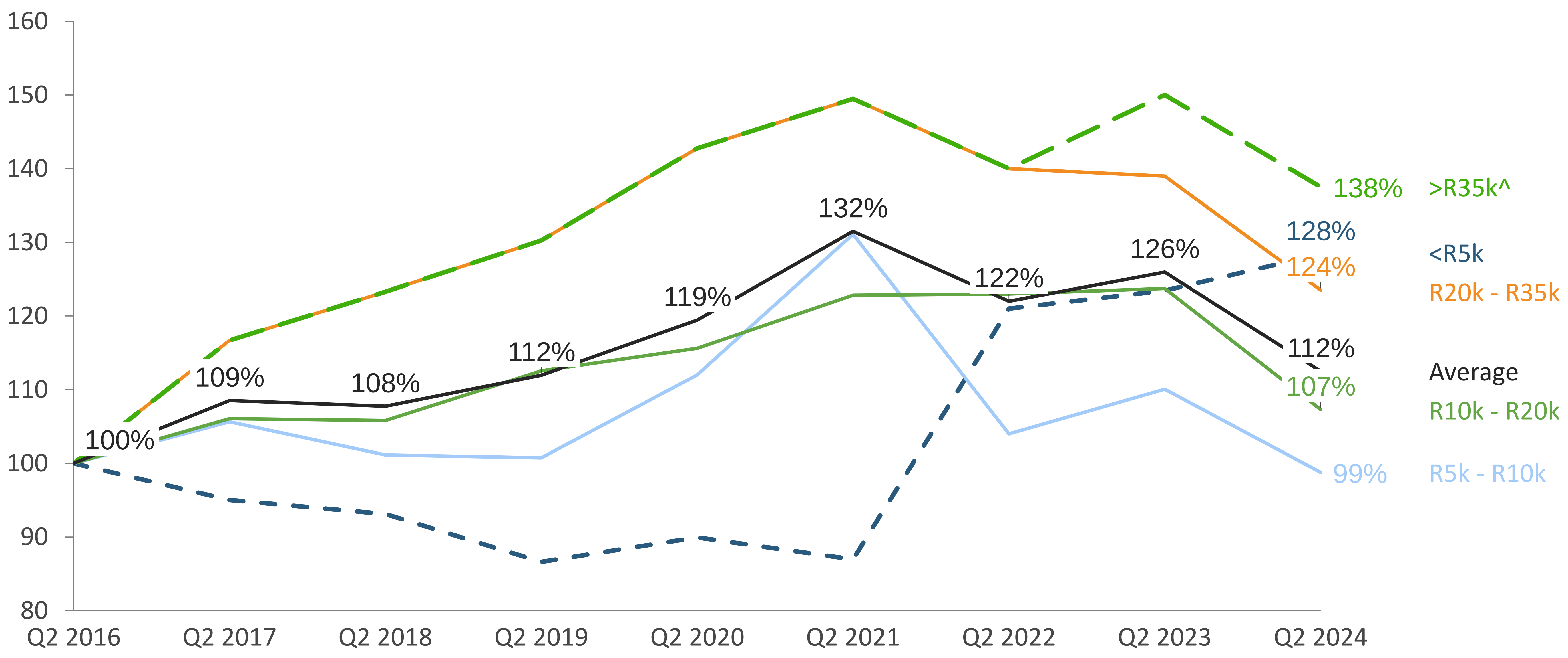
Source: DebtBusters

- Source: Stats SA CPI history; Stats SA report P0141; https://www.statssa.gov.za/?page_id=1854&PPN=P0141; last accessed on 24 July 2024

** ^ New income band reported from Q2 2023; previously was part of the >20k income band

… On average, consumers have 12% more unsecured debt in 2024 compared to 2016, those taking home R35k or more have unsecured debt levels that are 38% higher than 2016

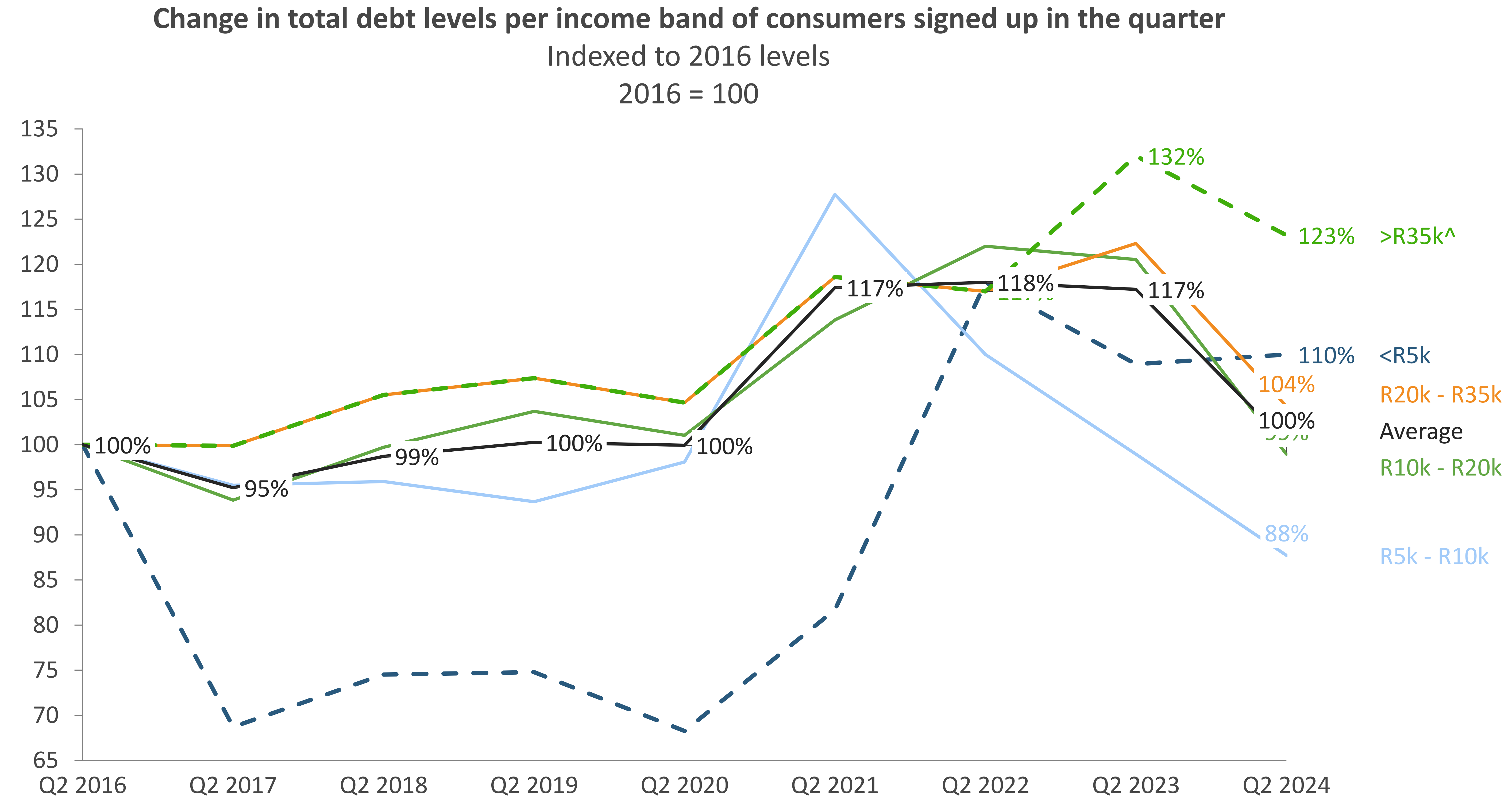
Change in unsecured debt levels per income band of consumers signed up in the quarter
Indexed to 2016 levels
2016 = 100



- **Unsecured debt for the average consumer is 12% higher than 2016 levels; for top earners the figure is 38%**
- **Growth in unsecured debt has slowed down, which is a welcome development**
- **The growth in unsecured debt levels is below inflation for all income groups**
- **High earners still under lots of financial pressure**

Source: DebtBusters
^ New income band reported from Q2 2023; previously was part of the >R20k income band

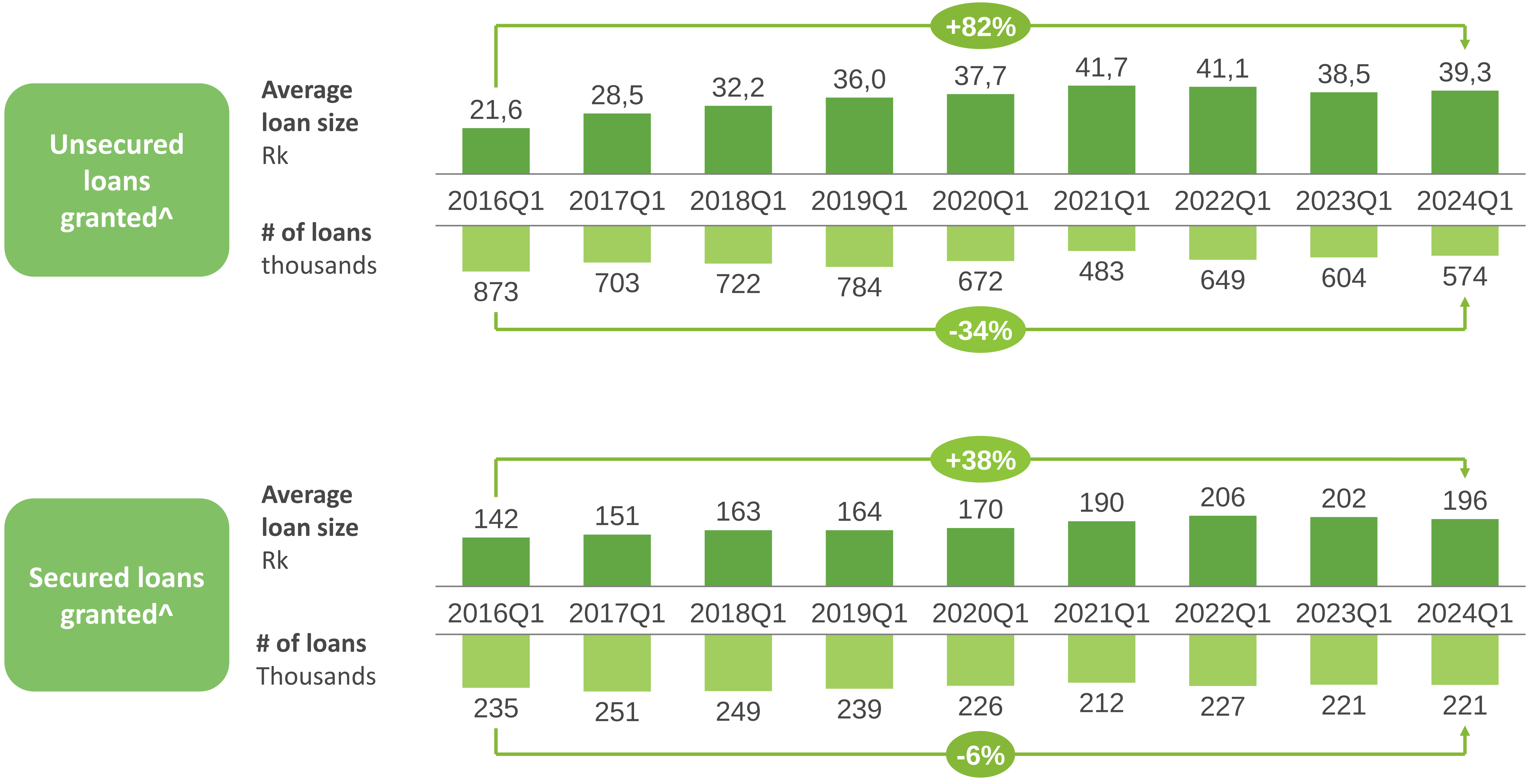
Total debt levels (which include both secured and unsecured debt) are the same as they were in 2016. While this looks healthy overall, for top income earners, overall debt levels are still 23% higher than 2016 levels



- Compared to 2016, the total debt level are the same
- Those taking home more than R35k had 23% increase in overall debt levels since 2016

Source: DebtBusters
^ New income band reported from Q2 2023; previously was part of the >20k income band

Since 2016, average unsecured loan size increased by 82% whereas the volume of new unsecured loans declined by 34%. Even though the growth in loan size trails that of inflation, larger loans are being granted to a smaller number of consumers, highlighting that risk is being concentrated on an ever-smaller group of consumers.



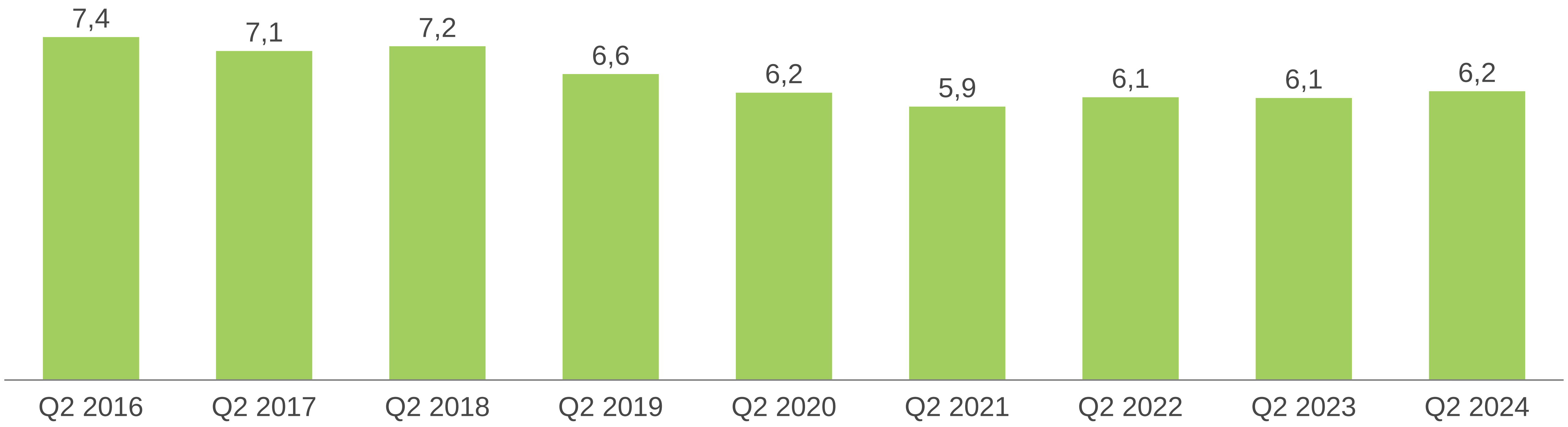
- Since 2016, average unsecured loan size increased by 82%. Not only is that almost double inflation (46%) growth during the same period, but the number of loans also decreased by 34%. This indicates that unsecured lending is extended largely to smaller pool of consumers.
- For secured loans, in contrast, the number of loans decreased by 6%, but the average loan size increased by 38%

^: Q1 2024 was the most recent quarter available at time of publication

Source: NCR Consumer Credit Market Report Data Q4 2007 – Q1 2024

The average number of credit agreements (open trades) a consumer has continues to be near historical low levels. When factoring in debt levels, this indicates consumers have more debt per credit agreement and are seeking help faster than before.

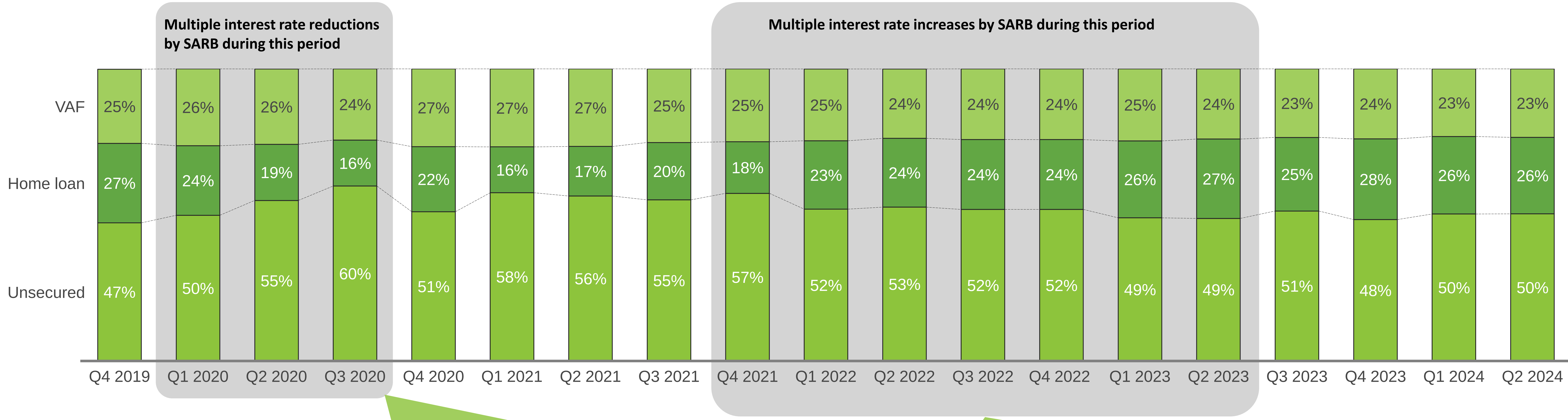
Credit agreements (open trades) per new consumer
Number, when consumers sign up with DebtBusters



Source: DebtBusters

The debt mix for new applicants has shifted over the last few years driven by change in interest rates. Since early 2022, the share of home loan debt has increased and now makes up 26% of new applicants' debt

Breakdown of new applicants' debt
Percent by type



- Interest rate reduction combined with bank payment holidays in first three quarters of 2020 resulted in dip in asset debt share
- With interest rates increasing from November 2021 till May 2023, we have seen an increase in the home loan share from Q1 2022 onwards

VAF refers to vehicle finance agreements.
Unsecured debt refers to all debt other than vehicle finance and bonds. Therefore it includes credit card debt, overdraft facilities, personal loans, retail cards, store cards and the like.

Source: DebtBusters

Since late 2021, the impact of successive interest rate increases resulted in higher average interest rate of new applicants: in Q2 2024 average interest rate for unsecured debt was 26.0% p.a., average interest rate for a financed vehicle was 15.3% p.a., and average interest rate for a bond was 12.3% p.a.

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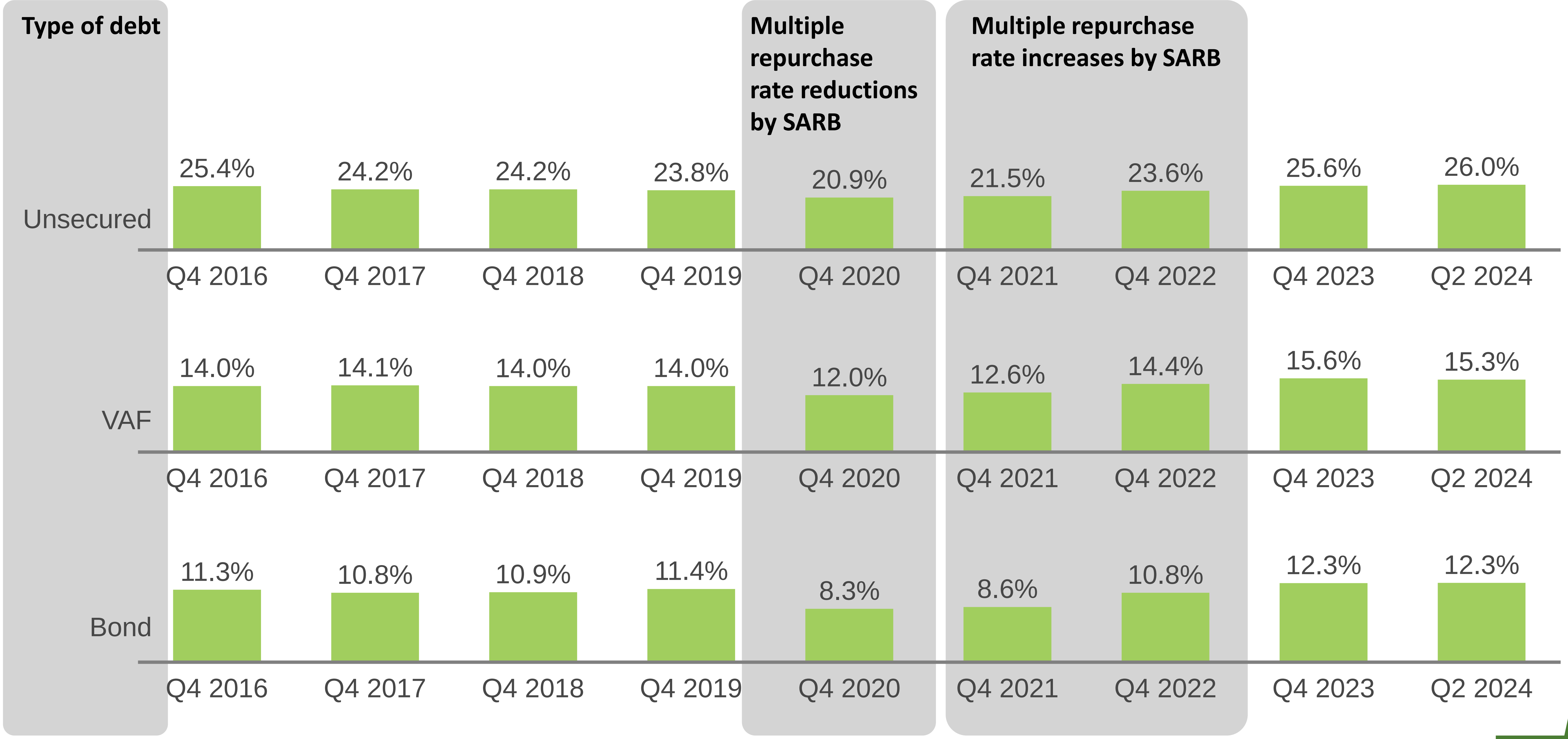
Average interest rate for new applicants (before debt counselling)

Percent, per annum



- Bonds very sensitive to changes in interest rates – big swing from 2020 to 2024
- Unsecured debt interest rates have been increasing and are at the highest level in the last eight years
- Unsecured debt interest rate has big impact on what percent of incomes are needed to service debt

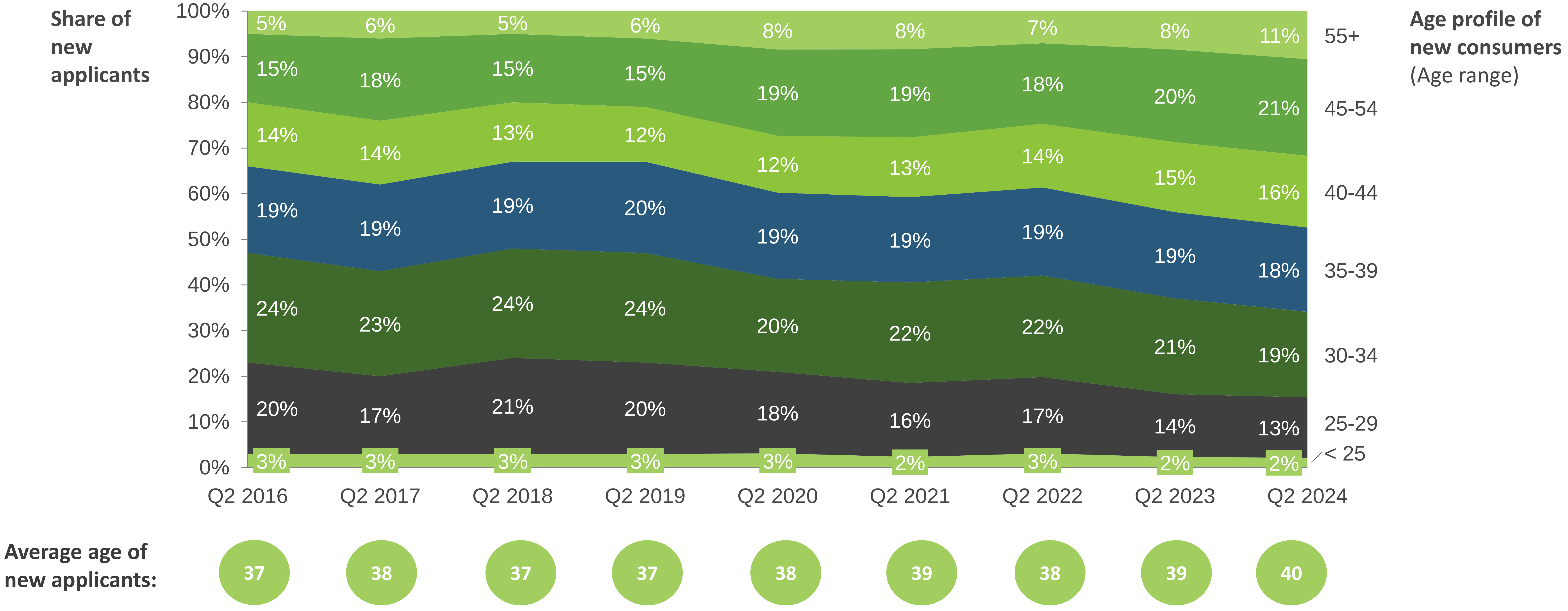
Max. allowed at end of quarter*:
- Unsecured: 29.25% p.a.
- VAF: 25.25% p.a.
- Bond: 20.25% p.a.

VAF refers to vehicle finance agreements.
Unsecured debt refers to all debt other than vehicle finance and bonds. Therefore, it includes credit card debt, overdraft facilities, personal loans, retail cards, store cards and the like.
* Maximum rate allowed for newly originated credit agreements in that quarter per dtic guidelines

Source: DebtBusters

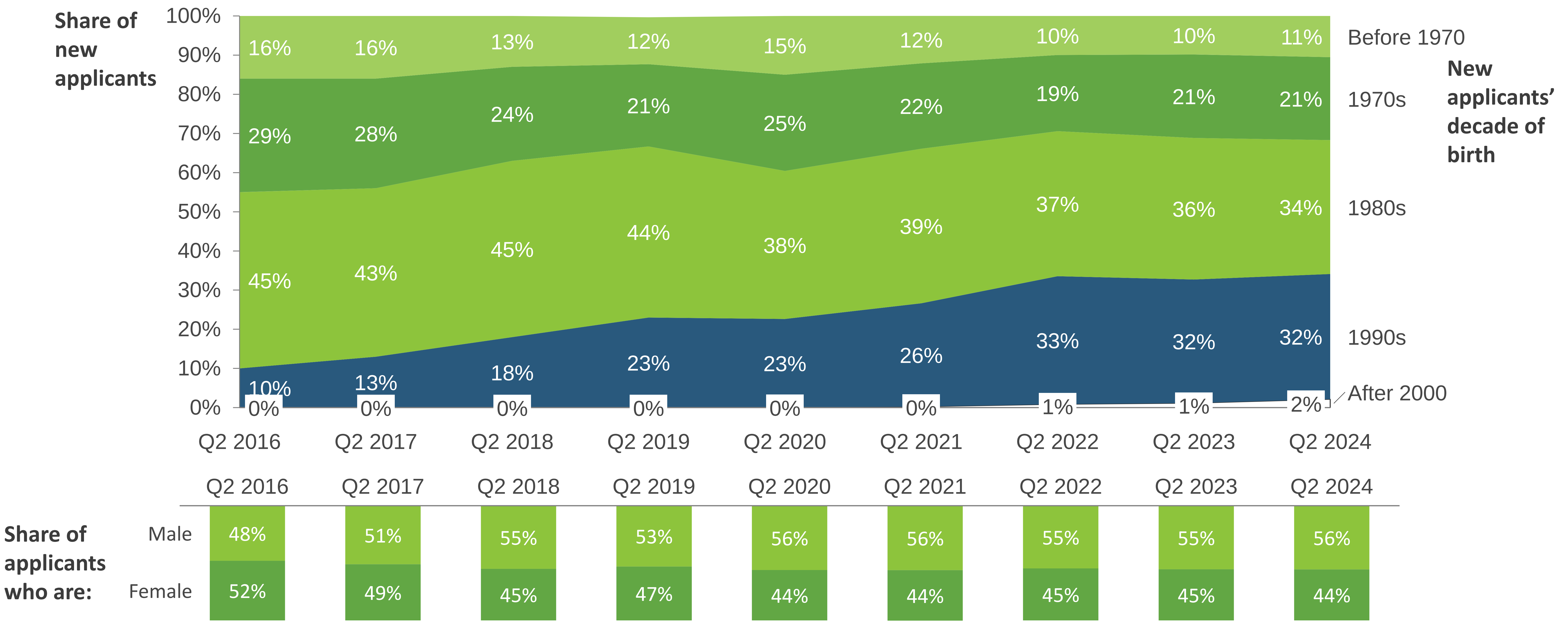
Consumer age profile indicates increasing financial stress in 45+ age group

Average age of new applicants has increased to 40. In addition, the share of applicants who are 45 or older has increased from ~20% in 2016 to 32% in 2024, indicating financial stress is becoming more prevalent in this age category



Source: DebtBusters

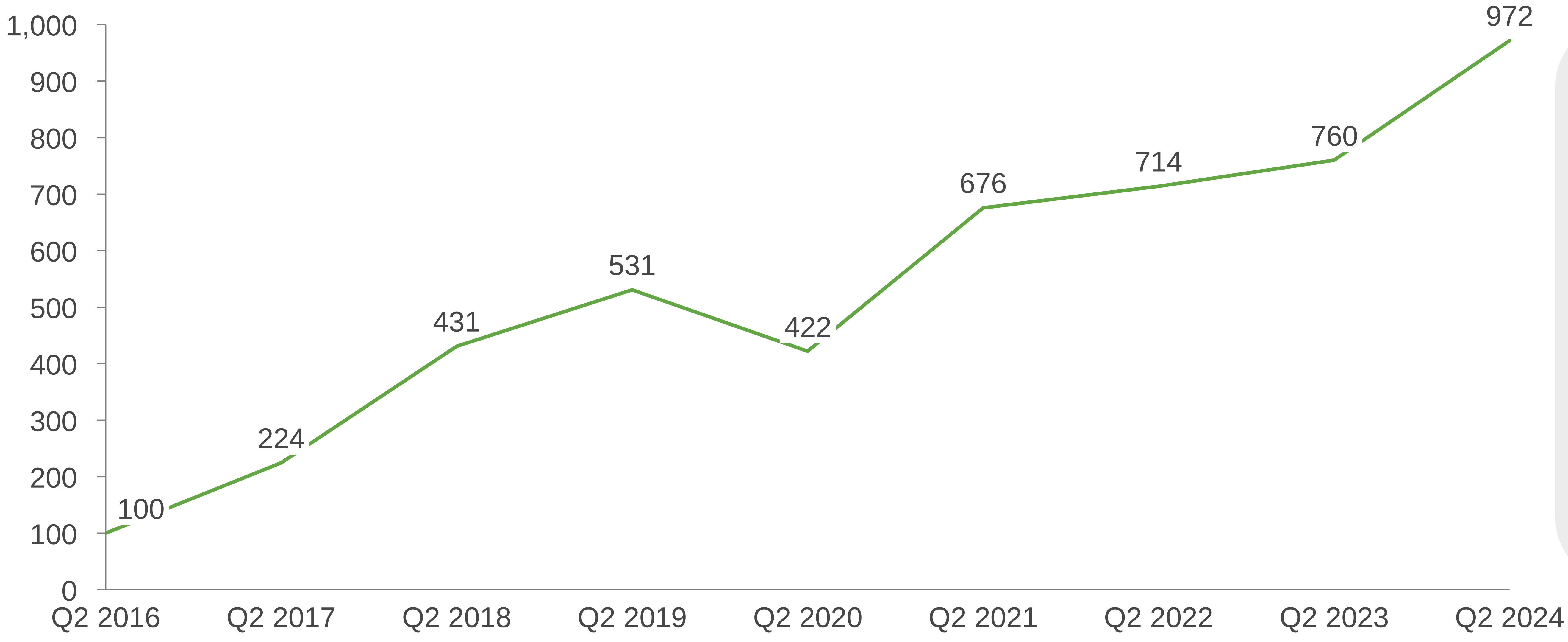
The ratio of male applicants is consistently above 50%, indicating men are becoming more proactive about addressing financial distress. During the most recent quarter, 56% of applicants were male.



Source: DebtBusters

In the most recent quarter, the number of consumers graduating from debt counselling (successfully receiving their clearance certificates) was almost ten times higher than the same period in 2016; consumers who graduated in Q2 2024 paid more than R630m to their creditors while under debt counselling

Clearance certificates issued
Indexed to 2016 levels
2016 = 100

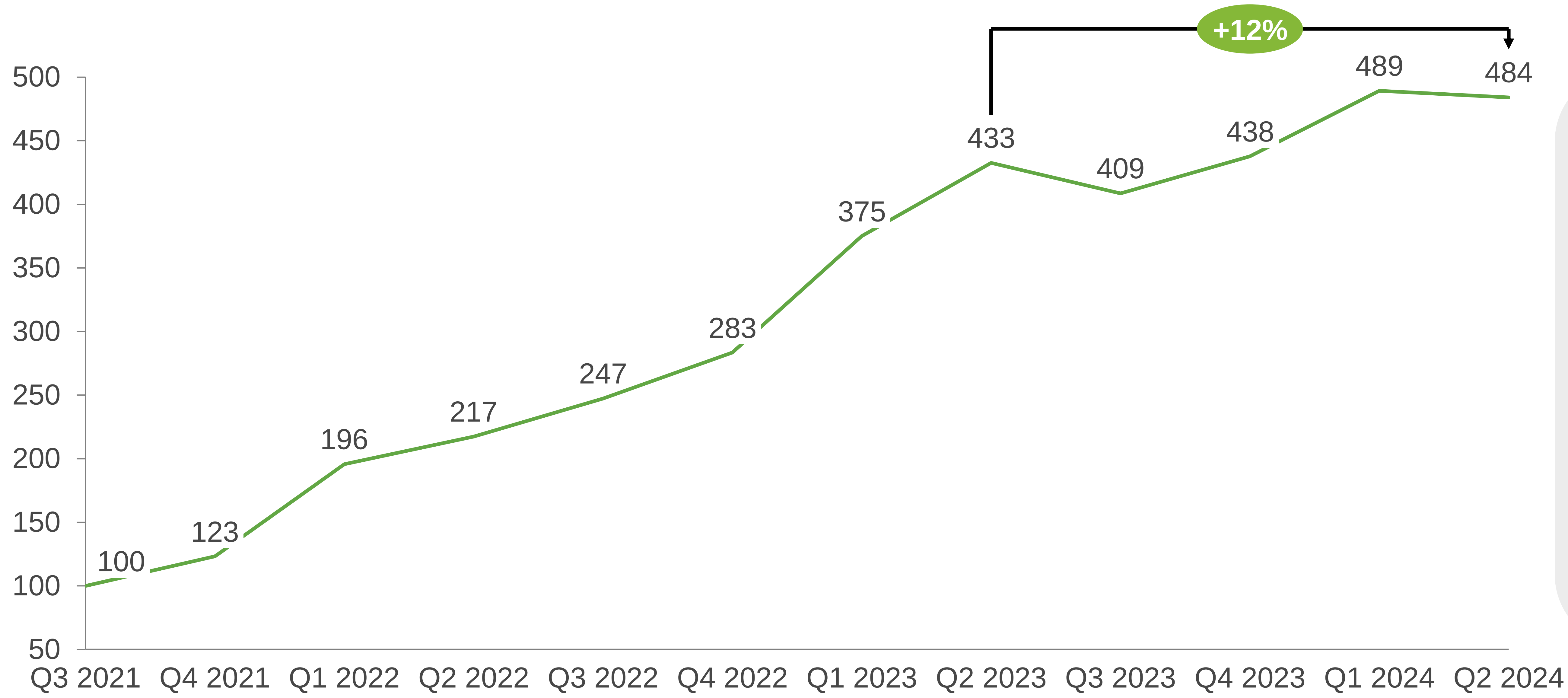


- **In Q2 2024, there were almost 10x more consumers “graduating” or getting clearance certificates compared to 2016 levels**
- **Consumers who received clearance certificates in most recent quarter paid R630m to their creditors while under debt counselling**

Source: DebtBusters

Consumers' interest in online debt management continues to increase. We have observed that the non-debt counselling userbase for DebtBusters website has grown 12% over the past year.

Number of new non-debt counselling subscribers to DebtBusters website
Indexed to Q3 2021 levels; Q3 2021 = 100



- **12% increase in last year in new subscribers for online debt management on DebtBusters website**
- **Consumers enjoy the freedom of managing their debt profile at their own time and have access to debt management tools, such as budgeting, Debt Radar, and others**

Source: DebtBusters

For further information, contact our Marketing Manager Amelia de Milander at:
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