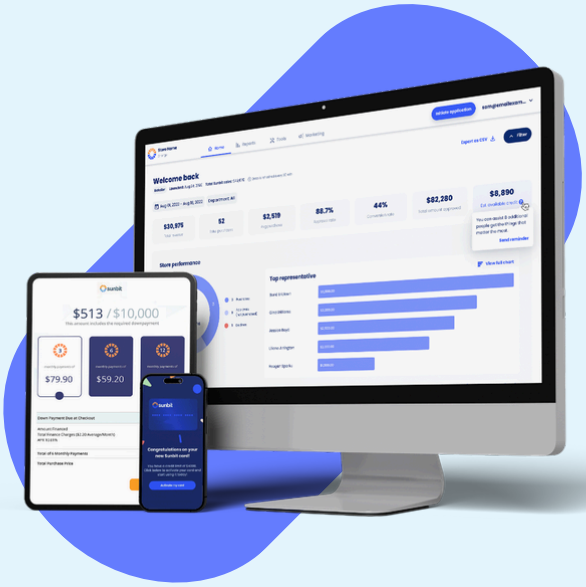
Sunbit Media
Fact Sheet

Sunbit builds financial technology for real life. Our technology eases the stress of paying for life's expenses by giving people more options on how and when they pay.



The team:

Co-founders: Arad Levertov (CEO), Ornit Maizel (CTO), Tal Riesenfeld (CRO), Tamir Hazan (Head of AI)
Employees: 720+ employees
HQ: Los Angeles, CA Launched in 2016

Customer value:

- 90%+ approval average across all verticals with fair, transparent and personalized payment options
- 30% of loans are 0% interest
- No late fees or penalties
- NPS consistently over 80
- 40% of Sunbit customers become repeat customer
- $5.1B in transactions; 5M+ BNPL originations since inception

BNPL:

Automotive services:

Established as the go-to financing partner in auto services, Sunbit has the largest footprint in the market (60%), as well as preferred partnerships at 16 automotive OEMs and all of the top 25 auto groups.

Dental care:

Sunbit is the fastest growing patient financing company in Dental and one of the top 5 fastest growing companies across the entire dental market. More than 15,000 dental offices (by end of 2025) rely on Sunbit's patient financing technology.

SaaS Integrations:

Sunbit works with 30+ platform partners and has enabled more than 10,000 merchants through them. In 2025, volume scaled by over 3X through partners, which include Stripe, Xtime, Quik, and others.

60%
of auto dealership service centers

15K+
dental practices

Sunbit Credit Card:

The Sunbit Credit Card boasts over 260K cardholders with >$400M in cardholder balances.

Our co-branded credit card initiative is a key area of growth. Sunbit has partnered with retailers, including national retail chain Ollie's BargainOutlet (Nasdaq: OLLI), to offer co-branded Visa® credit cards to their customers.

Sunbit's co-branded card offering enables retailers to launch credit card programs within 6-8 months with no point-of-sale integration required, while extending the high approval rate and no-fee benefits of the Sunbit Credit Card to their customers.

Recent announcements:

In August 2025, Sunbit announced its inaugural $200M asset-backed securitization transaction, led by Citi, J.P. Morgan, and ATLAS SP Partners. This followed $665M in debt warehouse facilities led by Citi, J.P. Morgan, Mizuho Bank, Ares Management, and Waterfall Asset Management in late 2024.

Co-founder and CEO, Arad Levertov, was awarded the Ernst & Young Entrepreneur of the Year Award for Greater Los Angeles, and was a finalist for the national award.

Recent awards:

- Deloitte Technology Fast 500 2022/23/24/25
- Forbes Fintech 50 2024/25
- Forbes Best Startup Employers 2024/25
- Financial Times The Americas' Fastest Growing Companies 2024 (#47 overall, #3 in Fintech)
- Inc. 5000 2022/23/24/25
- ADSO Innovation Award 2024
- FinTech Breakthrough Awards: Best Consumer BNPL Platform 2024
- Los Angeles Business Journal Fastest Growing Companies 2023/25
- LA Times Fastest Growing Private Companies 2025

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