



PRESS RELEASE

For immediate release

LETSHEGO CELEBRATES THE SPIRIT OF AFRICA RISING UP THROUGH LETSGO

June 24, 2021; [Lagos, Nigeria]: Letshego Group is a proudly African retail finance organisation with truly African roots spread across 11 markets, and a 22-year history of *improving lives* through inclusive financial solutions. Across the continent, the collective heartbeats and diversity of the people of Africa fuel the journeys, and indeed fuel the growth of this proudly African brand, leveraging digital technology and inspiring innovation to extend the reach of inclusive financial services to more customers.

“From our spoken word poetry to our dance, our myriad of cultures and languages, cuisines and passions, we are Africans building a better Africa” – such is Letshego’s expressive view on Africa, today proudly articulated and brought to life in Nigeria, and spurred by the agile introduction of the brand’s digital platforms to boost customer access and experience.

Letshego has chosen two budding markets, Nigeria and Botswana, as the first two countries in which the ‘LetsGo digital’ will be rolled out. Through LetsGo, Nigerians have the power to be and the power to do, beginning with Government employees and civil servants under the brand’s established deduction from source model. Through the LetsGo App (Android launched, iOS to follow), Letshego customers have access to simple financial beyond banking services on the Go, to enhance their lifestyles.

This narrative and the richness of the Group’s regional footprint in Africa are expertly narrated in the proudly African television campaign that kicks off on Nigeria TV screens on 24 June 2021. The campaign is the work of renowned Nigerian music video director, Sesan Ogunro, who brings dynamism, boldness and creativity to his work and runs a multi-award winning video production company based in Lagos, Nigeria, serving all of Africa. The campaign also includes representation from creatives across each of Letshego’s markets, to immortalise key iconic scenes and elements of Africa’s landscape.

Andrew Fening Okai, Letshego’s Group Chief Executive said, “Having just celebrated Africa Day, and as we navigate through a global pandemic, there is no better time for us to encourage our fellow citizens of Africa to work together in overcoming our challenges, and Rise Up! Letshego remains committed to improving lives by extending access to appropriate financial solutions, progressing towards our ambition to be a world class retail financial organisation. Digital is no longer a revolution; digital is life!”

LetsGo solutions enable Letshego customers to achieve their aspirations, empowering a progressive generation of cultural change in this new normal. With simple digital financial and beyond banking solutions that are tailored to support life goals and help improve the lives of

our customers, bringing tangible spin-off benefits for our local communities, Letshego remains resolute in changing the landscape of inclusive financial services in Africa. LetsGo gives customers Digital Power through an omni-channel digital experience with Letshego continuing its journey in evolving its LetsGo platform and products to further catalyse its Strategic Transformation.

Initially the LetsGo platform – accessible via mobile phone and web - will unlock digital access to account information, loans and top-ups for existing and new deduction at source customers in Botswana and Nigeria. The Group's remaining 9 markets will enjoy the same digital platform benefits by the end of this year. With the brand's phased rollout of increasing depth in capability, access and products, 'LetsGo' is set to catapult Letshego towards its vision to become a world-class retail financial institution, improving the lives of customers across sub-Saharan Africa.

Letshego Nigeria CEO, Tolu Opayinka added, "We continue to expand our reach by diversifying our product offering, enhancing access via our digital platforms and leveraging strategic partnerships. These value-adding efforts will help us to improve customers' access to our services, provide the much-needed financial support for our customers and support our financial inclusion imperative. As we build on this further, soon all Nigerians, and Letshego customers across the breadth of Africa footprint, will also have this digital power, indeed with growing and expanding capabilities to enjoy in the palms of their hands. Our success will be measured by our ability to improve lives through our customer experience and our investments in our people, digital technologies, processes and access channels, ultimately underpinning our purpose to Improve Lives for our customers and communities."

Today, Letshego celebrates the heartbeat of our continent and her digital future with LetsGo.

<http://www.letshego.ng/>

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For further information, please contact:

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Letshego in Nigeria

Letshego Microfinance Bank Limited is a licensed financial services provider in Nigeria, providing loans to individuals across both the public and private sectors, and the educational and agricultural sectors as well as supporting Micro and Small Entrepreneurs (MSE). Since the conclusion of the successful acquisition by Letshego Holdings Ltd in 2016, Letshego Microfinance Bank qualifies as a wholly owned subsidiary of the Letshego Group – an inclusive finance group with more than 21 years experience in Africa, and a current footprint of 11 Sub Saharan Markets.

Letshego Microfinance Bank first opened its doors in September 2010 and has since grown to serve over 17,000 customers, having a staff complement of over 280 employees, spread across 23 branches. Letshego Microfinance Bank offers loans and financial solutions to these customers who enjoy expanded access through strategic partnerships, innovative technology and digital delivery channels. For more info <http://www.letshego.ng/>

Letshego in Africa – 11 Market Footprint

Letshego Holdings Ltd (“Letshego Group”) is a truly African multinational organisation, headquartered and listed in Botswana and focused on delivering inclusive finance solutions to underserved populations across its 11 sub Saharan Africa footprint.

With a staff complement of over 3,000 – including both direct and indirect sales agents - and more than four hundred thousand customers, Letshego is synonymous with leveraging innovation and technology to improve the lives of individuals who have limited access to traditional financial services.

In 2021, Letshego celebrates 22 years of supporting regional communities, making strong progress with the launch of its Transformational Strategy in September 2020, underpinned by digitising systems, channels and products, building momentum towards the Group’s vision to be a world class retail financial services organisation, improving the lives of mass and middle market individuals and micro and small entrepreneurs.
#letshego #letsgodigitalnation

For more info visit www.letshego.com/ @LetshegoGroup social media