



## LETSGO NATION WILL BE CONNECTING ON TWITTER SPACE ACROSS AFRICA TO SHARE THEIR 'POWER TO BE AND DO' JOURNEYS.

**16 February 2022; Gaborone, Botswana:** On 22 February Letshego will be taking to Twitter Space to host its latest stakeholder engagement on Twitter with the ever-popular BW Connect Spaces platform. This sees a celebration of collaborative regional efforts of Letshego's proudly African LetsGoNation movement, while also promoting the inclusive finance entity's progressive transformation to digital for the benefit of customers, suppliers and communities across Africa.

Digital warriors who attend the event can look forward to meeting LetsGo event host, Botswana's Mpoeng Mphoeng, one of Twitter Space's earliest adopters, and founder of the popular and influential **@BWConnectSpaces**. Social Enterprise Entrepreneurs and recognisable Influencers of the likes of Vee Mampezy and Thabiso Mashaba from Botswana, Demola from Nigeria, Neyma from Mozambique and Tracy Owusu Addo from Ghana will be joining this live online event. Twitter Space is a unique, and fast-growing space for widely-known community trailblazers to share personal insights into their own experiences, learnings and unpack the ingredients for success that brought them the opportunities they celebrate and build on today.

Letshego's 'LetsGoNation' is an online-based community for all Africans to join, network and share experiences, celebrating their passion for our continent and collaboration in building Africa by Africans, in simple terms, 'Getting it Done'! Fellow Africans who wish to join the movement are invited to sign up at [@letsgodigitalafrica \(@africaondigital\) / Twitter](https://letsgodigitalafrica.com). The Twitter Space event will be hosted on Tuesday 22 February at 6pm (CAT)/8pm (GTM)/9pm (EAT).

In 2021, Letshego progressed its digital strategy by launching the 'LetsGo Digital Mall' in 10 markets across sub-Saharan Africa. The LetsGo Digital Mall is an Omnichannel integrated platform that customers can access via Web, WhatsApp USSD and Mobile. The reason for the term "Mall" is Letshego's insight into the evolution of this platform into a digital platform that will serve to link customers, suppliers, services through a one-stop platform for all regional customers. For now, the Digital Mall serves as a catalyst to provide customers with a simple and accessible platform to their accounts, as well as a simple easy solution to apply for or top up their personal loans.

In marking the launch of Letshego's first truly online event, **Chipiliro Katundu, Letshego's Group Chief Product Officer** commented, *"Our first regional online event celebrates our #LetsGoSpirit, and unlocks conversations between our diverse nations and trailblazers who share Letshego's passion and commitment to making a difference in their respective communities to 'improve lives'. The LetsGoNation brings us together to celebrate those nuances that make our continent and people unique, while enabling us to collaborate in creating a brighter future for all."*

- **Objective:** The conversation about Africa's #LetsGo spirit, powered by Digital will best be accelerated through use of relevant content platforms/channels.
- **Platform:** Twitter Spaces unlocks conversations with the depth and power only the human voice can bring – this is how Letshego meets Africa in 2022 - through the #LetsGoDigitalAfrica Space.
- **The conversation** – Leveraging the power of ideas, digital, unlocking opportunity, side hustles, turning passions to business while connecting start-ups, hustlers, and innovators, Digital Ideators, African fintechs, Boss Ladies and the Ogas, the young entrepreneurs, visionaries, the creatives, trail blazers and trendsetters

The LetsGo Twitter Space event is a vehicle to connect start-ups, side hustles, innovators digital ideators and African Fintechs with young entrepreneurs, visionaries, creatives, trail blazers and trendsetters to deliver a sharing and cross-pollination of ideas that can later be transformed into viable business opportunities.

***Kamogelo Puleng, Letshego Botswana's Head of Marketing and Products added, "Since launching our Digital Mall. Letshego Botswana has grown its Enterprise Active customers registered on the LetsGo Digital Mall from 4,500 in November 2021 to 71,000 customers in February 2022. Through digital, we can not only enhance access and create a seamless experience for our customers, but also deliver more products more regularly – in Botswana, our customers can look forward to new solutions in Affordable Housing, Education loan and a wide range of Insurance products all available with a few clicks via our Digital Mall channels."***

## **ENDS.**

### **About Letshego Group**

*The Letshego Group is truly African multinational organisation committed to achieving social impact through its retail financial services strategy across 11 sub Saharan markets. Letshego first opened its doors in Botswana 23 years ago, and today has over 3,000 employees including Direct Sales Agents, or "Digital Eagles". Letshego's customers include individuals, as well as micro and small entrepreneurs (MSEs). Letshego Holdings Limited (holding company) is listed on the Botswana Stock Exchange, with a subsidiary listing on the Namibian stock exchange. Presence markets include: Botswana, Namibia, Mozambique, Eswatini, Lesotho, Kenya, Tanzania, Uganda, Rwanda, Nigeria, Ghana. [www.letsgo.letshego.com](http://www.letsgo.letshego.com) / [www.letshegoinvestor.com](http://www.letshegoinvestor.com) – or follow us on social media #LetshegoGroup #letsgodigitalnation*

### **Who is Mpoeng Mphoeng?**

*Mphoeng holds an MSc in Finance from Manchester Business School and a Bachelor's Degree in Finance from the University of Botswana. Mphoeng also holds the international ACI Treasury Dealing certificate and has done a Senior Management Development Program with the University of Stellenbosch.*

*Before working full time with Spectrum Analytics, he was a lecturer at the University of Botswana from 2016 to 2020 teaching Finance and Investments. Before that he worked at Botswana Insurance Fund Management as Portfolio Manager for Unlisted Credit. This role involved managing a credit portfolio, assessing potential projects in property, lending and private equity. Prior to BIFM (who he joined in 2012), he was employed as the Head of Fixed Income Trading for Botswana and Zambia at Standard Chartered Bank mainly trading in Botswana Government bonds. His career started in 2006 at the Bank of Botswana where he was a Trainee Supervisor managing the Botswana Foreign Reserves for the International Dealing and Strategy Unit in the Financial Markets Department between 2006 and 2009.*

*Mphoeng has sat on numerous Credit, Investment and Actuarial Committees of particular during his working career. He currently sits on the Board of AON Botswana and Botswana Privatization Asset Holdings (BPAH) as an Independent Non-Executive Director.*

*Mphoeng is also heavily engaged in public discourse on National Issues. He is a regular contributor to Mmegi Newspaper, Sunday Standard, Duma FM, Yarona FM, Gabz FM and BTV (had appearances on The Eye, FNB First Issues and the Covid19 Update shows). Mphoeng has also spoken at conferences like the Africa Bonds Conference in Cape Town, the Pension Fund Conference in Botswana, Barclays Corporate Breakfast Workshop in 2018, IDM Workshops on "Post Economic Strategies" and Stanbic Bank Economic Forum on Covid19 related issues in 2020.*

*He is also active on social media with a Facebook blog with 5,000+ follows that focuses on Financial issues and has also hosted a Social Media Campaign with CEDA in 2020 after the launch of their Revised Lending Guidelines. He also regularly hosts an Investments Masterclass to educate the general public on the Investment Landscape in Botswana*

**FOR FURTHER INFORMATION, PLEASE CONTACT:**

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