



## PRESS RELEASE

For immediate release

### **LETSHEGO ENHANCES SERVICES INTRODUCES ONLINE DIGITAL MALL PLATFORM & SHORT TERM FINANCING**

**December 17, 2021; [Mbabane, Eswatini]:** Letshego Financial Services has launched its LetsGo Digital Mall as part of the company's journey of improving lives in Eswatini for the past 15 years.

The LetsGo Digital Mall is an interactive platform that customers can access via their mobile phones and online. On launch, the LetsGo Digital Mall enables existing customers to apply for new or top-up loans, access account details, statements and update personal information.

As the platform evolves, the LetsGo Digital Mall will serve as an interactive access catalyst, extending customers' reach to an array of options and choices in financial and lifestyle services, including digital payments, savings solutions, rewards, personal insurance, shopping, cross-border trading as well as educational and personal empowerment portals.

The LetsGo Digital Mall is a customer-centric, user-friendly platform that brings the brand's LetsGo Nation on philosophy to life by delivering the gift of personal time to pursue individual priorities as customers no longer have to wait or visit a branch to apply for products or access their accounts.

Mongi Dlamini, CEO of Letshego Eswatini added, *"As Letshego turns 15 years in the market it is of prominence that we deliver superb service to Emaswati. Our LetsGO Digital Mall is an ideal platform to unlock Letshego's current and future potential – through this digital platform, we are enhancing customer experience through easier access, improving turnaround times through end-to-end processing technology, and increasing customer choice by enabling us to launch more products, sooner. Digital supports our promise to improve the lives of Emaswati – wherever they may be located, any time of day.*

To support Letshego's commitment to increasing access to its solutions, customers can reach the Mall through the web and mobile. The Eswatini CEO Mongi further alluded that customers are encouraged to download the Digital Mall and stand a chance of winning a Samsung smartphones.

Enhancing customer experience and solutions to meet customer needs is key to Letshego. It is on this note that the company has seen it fit to also add a new short term solution of up to E5 000 payable over 6 months as response to customers who require to have a separate loan that can be managed outside of long term loan.

The Head of Sales, Channels and Marketing, Gcebile Simelane added, “*Letshego remains committed to improving solutions offering and services for our customers. The introduction of a short term solution provides flexibility that gives customers an opportunity to fund their short term goals in this challenging economic environment.*”

ENDS.

For further information, please contact:

<b>Letshego Eswatini contact for media enquiries:</b>	Gcebile Simelane: Head Sales Channels & Marketing Tel: +268 2505 4066 Mobile: +268 7802 7716 Email: <a href="mailto:gcebiles@letshego.com">gcebiles@letshego.com</a>
<b>Letshego Group Contact</b>	

### **Letshego in Eswatini**

*Letshego Financial Services Swaziland (Letshego Eswatini) opened its doors in the Kingdom of Eswatini in February 2006 as a subsidiary of Letshego Holdings Limited (LHL).. As a subsidiary of the Letshego Group, Letshego Eswatini has steadily grown into a leading financial services provider with diverse products that serve the low, middle income and medium and Small enterprises (MSE). . In addition to formally employed individuals in government, parastatal and private sectors, it has made strides in becoming accessible to the informal market by partnering with MTN Eswatini to offer Mobile Money Loans.. In recent years, Letshego Eswatini has been engaged in its ‘Improving Lives Campaign’ that encourages customers to use their loan proceeds towards productive rather than consumptive lending in order to improve their lives.*

### **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 compliment 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/](http://www.letshego.com/) @LetshegoGroup social media**