



## PRESS RELEASE

### LETSHEGO AFRICA PARTNERS WITH USA'S PANAMAX TO ELEVATE CUSTOMER EXPERIENCE WITH DIGITAL ACCOUNTS

**New York / Gaborone; 24 August 2021:** Panamax USA and Africa's retail financial services provider, Letshego Holdings Limited ("Letshego Africa") have partnered to bring the 'LetsGoPAY Digital Account' to customers across Letshego's regional footprint. Panamax and Letshego have created the comprehensive 'digital account' to enable customers to send and receive money, save and borrow instantly, all without hassle, anytime, anywhere. With LetsGoPAY, Letshego expects to reach 3 million enterprise active customers on the platform by 2025.

Excited with the potential of the partnership, **Chipiliro Katundu, Chief Product Officer, Letshego Group** commented, *"LetsGo digital is the future and LetsGoPay is an ideal mobile tool to enable customers to make payments, save and borrow instantly and more simply. Through Letshego's digital Transformation Strategy driven by enterprise-wide Agility, we can launch new products faster. By digitising our solutions Letshego can make access easier, increase efficiencies and enhance security for our customers. Panamax's world-class platform is an ideal fit, and resonates with our purpose to improve lives while supporting regional governments to grow the benefits of cashless economies"*

The 'LetsGoPay' Digital Account will be built over Panamax USA's robust digital financial platform - *MobiFin Elite* - that assures data security through its microservice architecture and allows smooth integration with third-party systems to deliver a variety of use cases. The platform will also support centralised configuration and management of digital accounts for Letshego's footprint markets.

**Parag Agarwal, Chief Sales Officer, Panamax Inc.** added, *“The platform capabilities of MobiFin Elite will support and help to transform the financial spectrum in markets across Letshego’s regional footprint. We are very excited to commence this project with Letshego Africa and deliver the benefits of digitised transformation together.”*

The mobile ‘LetsGoPay’ Digital Account will allow the customers of Letshego to conduct seamless and secured online transactions facilitated by Panamax’s digital payment service available including but not limited to -

- Digital Account (Cash-in, Cash-out, and P2P)
- Airtime Top-up and Bill Payment
- Merchant Payment (Card, Virtual Card, and Vouchers)
- Remittance (Domestic and International)
- Loyalty and Rewards
- Subsidy Distribution and Payments

LetsGoPay is another way Letshego is increasing access to simple and appropriate financial solutions via digital platforms (Smartphone App’s, Web, USSD and WhatsApp) so customers can send, receive money, save and borrow instantly and with simplicity, anytime, anywhere. The ‘LetsGoPAY’ Digital Account is expected to launch in the third quarter of 2021 in Namibia and Ghana. All the subsequent phases will be deployed by the end of 2022.

Ends.

**For further information, please contact:**

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***Letshego Africa – 11 markets***

*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 @letsgodigitalnation*

**About Panamax**

*Panamax, Inc., the technology unit of Bankai Group, offers Fintech and Telecom solutions to BFSI and Telecom industries worldwide. With over 550 employees, this New York-based IT solutions and services provider offers industry-leading solutions like Digital Financial Suite, Fraud Management, Revenue Management, Network Switching Solutions, Monitoring Solutions as well as Consulting and Managed Services. Its Fintech solutions encompass unmatched security, flexible configurability, and cloud-enabled multi-tenant system while the state-of-the-art telecom solutions help companies automate their business processes, accelerate time to market, and cater to their switching, routing, transcoding, and other business needs.*

ENDS.