

# PRESS RELEASE

For immediate release

## **LETSHEGO LESOTHO EXTENDS CUSTOMER ACCESS AND CONVENIENCE WITH NEW MASERU BRANCH.**

- Letshego extends customer access and convenience with their new Maseru Branch.
- Letshego is committed to transforming customer experience and providing unique and relevant solutions that are easily accessed by their customers.
- The company employs Forty One staff members and provides service to customers through the 5 main branches across Lesotho.

**Maseru, Lesotho– 4 December 2020:** Letshego Lesotho has extended its financial services in Maseru by opening a new branch at LNDC Shop 5, Kingsway Road that is bigger and easily accessible to customers. The upgraded branch was officially opened by the Director of the Board and will bring Letshego services closer to their customers, by extending both their physical presence and introducing innovative access channels. This follows Letshego’s drive to offer unique solutions that are simple, relevant, and accessible for individuals and businesses across all points of their Lesotho operations.

*Speaking at the official opening, **Letshego Lesotho’s Chief Finance Officer , Mr Abia Mohlouoa** said, “This new branch is part of our new and exciting customer experience aspirations that require a step change in how we deliver customer value and service excellence. Our broad branch network is supported by our growing digital and electronic channels, in recognition to the fact that customers have other important things to do and that we always need innovative ways to make things easier and convenient for them.”*

Letshego has recognised that in order to sustainably transform customer experience, they need to better understand and anticipate customer needs, as this will enable them to develop relevant solutions that are valued by their customers and provide the satisfaction that customers deserve. The new Letshego Maseru Branch can now conveniently provide customers with access to the full suite of Letshego’s financial solutions, that are tailored to meet the broad needs of the people and businesses in Maseru and the region. Letshego has signalled that further investments are underway to increase customer access points through innovative digital channels that will transform the customer’s experience.

***Letshego Lesotho’s Director of the Board, Mr Selikane Motseko,** said, “Maseru is a bustling city that needs and welcomes new investments that provide renewed value and opportunities for customers and other stakeholders. I appreciate Letshego’s new branch and applaud their commitment to offer financial services for the benefit of more people in Maseru and our neighbouring communities.”*

Letshego offers customers personal and executive loans of up to M 300,000 . They also offer Motor Vehicle Loans that enable customers to purchase a motor vehicle directly from any local dealer.



# PRESS RELEASE

For immediate release

Letshego Lesotho employs 41 staff members who provide service to customers through their 5 main branches located at Maseru, Leribe, Mafeteng, Mohale'sHoek and Botha Bothe.

**ENDS**

**Note to the Editors:**

**About Letshego Lesotho**

Letshego Lesotho started its operations in September 2012 as a credit only licensed financial service provider. The company has positioned itself as an inclusive financial solutions partner for the people of Lesotho. Through continuous customer experience improvements, Letshego Lesotho's customer base has grown to over 5000. The growth in advances can be attributed to accessibility and simplicity. Also, customer access points are well distributed across the country in Maseru, Leribe, Mafeteng, Mohale'sHoek and Botha Bothe.

**About Letshego Holdings Limited**

The Letshego Group is a proudly African multinational organisation, headquartered and listed in Botswana and focused on delivering inclusive finance solutions to underserved populations across 11 Sub Saharan Markets. With a staff compliment of over 3000 – 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 2020, Letshego celebrates 22 years of supporting regional communities, with strong progress towards the Group's ambition to be Africa's leading inclusive finance organisation. For more info visit: [www.letshego.com](http://www.letshego.com)

For further enquiries, please contact:

Letshego Lesotho media related queries:	<b>Nobandile Ranthamane:</b> <b>Solutions Business Development Manager</b> Tel: 22031023 Mobile: 56713620 Email: <a href="mailto:motselisist@letshego.com">motselisist@letshego.com</a>
For Group / Letshego Holdings Ltd related media enquiries:	<b>Tebogo Serumola</b> <b>Letshego Holdings Limited</b> Tel: +267 364 3308 Email: <a href="mailto:tebogoss@letshego.com">tebogoss@letshego.com</a>