

LETSHEGO KENYA EXTENDS RELIEF TO CUSTOMERS AND COMMUNITIES

Nairobi, Kenya; 8 April 2020: Letshego Kenya Limited (“Letshego Kenya”), formerly Micro Africa Limited (acquired by the Letshego Group in 2012), is the largest credit only microfinance institution in Kenya. Letshego is taking proactive steps to support its customers through the emerging economic challenges caused by the Coronavirus pandemic by granting payment holidays to its MSE (Micro and Small Entrepreneur) customers, as well as offering all individual customers the opportunity to apply for relief in light of slowing economic activity across our markets. Letshego Kenya’s re-payment holiday is effective from 1 April 2020 for a three month period.

Mr. Adam Kasaine, Letshego Kenya’s Country CEO, said *“Our employees, customers and communities’ health and safety remain a top priority. We have rapidly stepped up our efforts across our offices in Kenya by allowing our employees to work from home and encouraging our customers to make use of our secure digital channels and apply for financial support solutions. We are continuously monitoring the situation and will take the necessary steps to promote the well-being of our customers and our employees. Together we will overcome this. Stay Home, Stay Safe and Be Informed”*

In addition to supporting Government, **Letshego Kenya is donating KES 1,000,000 million** towards the Kenya COVID-19 Pandemic Fund. **Letshego Group has committed more than KES 30,000,000 million** in direct financial support to regional government relief funds and non-profit organizations across its footprint. These funds are intended to support national efforts in preventing the spread of the virus, caring for those infected with the virus, as well as sustaining local economic activity.

Across all its markets, Letshego will be operating with a reduced staff complement to promote the benefits of social distancing, while also encouraging customers to avoid going into branches, and rather make use of Letshego’s digital channels to access account information and apply for financial support.

Letshego’s Group Chief Executive, Andrew Okai affirmed, *“The Coronavirus affects us all on an individual and economic basis – we need to work together and support each other to mitigate the negative impact of this pandemic within our communities. Letshego remains committed to doing all it can to support our customers through these tough economic times.”*

Letshego continues to partner with local government and health authorities to advocate official health guidelines, as well as aligning with international health advice from organizations such as the World Health Organisation (www.who.int). Employees and customers have access to the latest facts and health information in an effort to collaborate in combatting the Coronavirus across Letshego’s footprint.

Letshego [KENYA]

Letshego Customers based in Kenya are encouraged to stay home and rather use any of the following options to access loan account information or apply for financial support:

Tel: 0730 687 777

Email: kenya@letshego.com

WhatsApp: 0739 102 325/ 0780 222 141

For facts and medical advice, customers should contact official health hotlines, as follows:

*Dial *719# or Call 719*

ENDS.

About Letshego Kenya Limited

Letshego Kenya Limited (LKL) was established in Kenya in 2000 (as Micro Africa Kenya Limited) and has been a subsidiary of Letshego Holdings Limited (LHL), an African multinational organization, since June 2012.

Letshego Kenya Limited operates as a credit only microfinance company, offering loans between KES10,000 (US\$110) and KES100,000 (US\$1,098). Clients mostly use Letshego Kenya Limited's financial solutions to fund their micro or small enterprises (MSEs), as well as for housing initiatives as well as for their education and health needs.

Over the past three years, Letshego Kenya Limited has registered compounded annual growth in net advances of over 40% per annum, and its customer base has grown to more than 25,000 since acquisition by Letshego Holdings Limited. Its branch network has grown from 9 in 2012 to 25 branches today and this has enabled it to better service clients in wide spread geographic locations within the country.

Letshego Kenya Limited has focused on being responsive to its client's needs and providing simple-to-understand, affordable and inclusive products that are readily accessible through its 118-person strong sales team.

For more info, visit www.letshego.com/kenya

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