

# PRESS RELEASE

## Letshego Namibia covers over 4,000 kilometres to educate and empower communities on Ekwafo Letu

**Windhoek, 15/09/2017:** Just over a week into 'Ekwafo Letu', a term Letshego Namibia has coined for its inclusive share offer or IPO (Initial Public Offering), nationwide community engagement sessions are well underway. The community roadshow, which covers regions across Namibia, aims to drive greater financial understanding and literacy, as well as to promote the share offer as an opportunity for empowerment in Namibia's history.

The first community session was held on 31 August 2017 in Ongwediva, in the Oshana Region in the north of Namibia. Over 23 days, the Letshego roadshow team will travel an estimated 6,000 kilometres to host 18 community engagement sessions in more than 13 provinces. The roadshow will culminate in Windhoek on the 21 September 2017, one day before Letshego Namibia closes the share offer period.

Community engagement sessions for Letshego Namibia's share offer are as follows:

DATE	VENUE/LOCATION	TIME
31.08.2017	Ongwediva	Morning
31.08.2017	Ondangwa	Afternoon
01.09.2017	Ongwediva	Morning
01.09.2017	Oshakati	Afternoon
02.09.2017	Ongwediva	Morning and afternoon
04.09.2017	Grootfontein	Afternoon (during lunch)
05.09.2017	Rundu	Afternoon (during lunch)
06.09.2017	Katima Mulilo	Afternoon (during lunch)
08.09.2017	Otjiwarongo	Afternoon (during lunch)
09.09.2017	Walvis Bay	Morning
09.09.2017	Swakopmund	Afternoon
15.09.2017	Gobabis	Afternoon (during lunch)
16.09.2017	Windhoek (Shoprite Katutura & Wernhil)	Morning
18.09.2017	Keetmanshoop	Afternoon (during lunch)
19.09.2017	Mariental	Afternoon (during lunch)

20.09.2017	Windhoek (Shoprite Monte Christo)	Afternoon (during lunch)
21.09.2017	Windhoek (Funky Town)	Afternoon (during lunch)

Commenting on the progress of Ekwafo Letu, Ester Kali, Letshego Namibia’s CEO, expressed excitement with the team’s impact since launch, and commented, *“We are engaging with people who have never bought shares before, so this can be a new path to take for some Namibians. Educating the Namibian public about our share offer, what it means to buy shares, as well as empowering individuals about both the risks and rewards of buying shares is our top priority. After Letshego Namibia lists on the Namibian Stock Exchange, we hope to see more Namibians participating in the trading of shares, generally, due to the knowledge they will have gained from the roadshow.”*

Letshego’s community engagement sessions leverage the proven impact of ‘community theatre’, where actors role play realistic scenarios in order to engage audiences and explain and unpack technical and financial theories. The approach is an active demonstration of Letshego’s commitment to providing simple, appropriate and accessible solutions to the financially under-served, in a sustainable manner.

A member of the Oshakati community where Letshego’s public education activations were being held, said, *“It is an exciting time as we learn from the engagement of Letshego in our community. It is not only about this new opportunity, but of a different way that we can invest our money. Now, we know more and we can decide for ourselves and also plan our financial futures through Ekwafo Lwetu.”*

On concluding the community sessions in Windhoek on 21 September 2017, the Letshego team aim to have reached and empowered more than 75,000 individuals across 13 towns and communities, with a minimum turnout of approximately 1,200 per town – this is excluding all urban areas. Community sessions cover 7 official languages, while distributing educational literature with a clear financial literacy focus and inclusion.

**Ekwafo Letu** is Letshego Namibia’s sale of 20% of its shares to members of the Namibian public through the Letshego Holdings Namibia (“LHN”) Initial Product Offering (“IPO”). The IPO, or share offer, closes on the 22 September 2017 - this the last day where members of the public can submit their offers to buy shares in LHN. Thereafter, no further offers will be accepted, and Letshego Namibia proceeds with the formalities to list on the Namibian Stock Exchange, expected to take place by the end of September 2017.

**ENDS.**

### **About Letshego**

*Letshego Holdings Namibia (LHN) opened its doors in 2002 as Edu Loan Namibia, providing consumer and micro-lending services. LHN is 85 percent owned by Letshego Holdings Limited, a Botswana Stock Exchange (BSE) listed entity, and Kumwe Investment Holdings of Namibia (15 percent).*

*LHL is the largest indigenous BSE-quoted company with a current market capitalisation in excess of US\$ 450 million that places it in the top 40 sub-Saharan Africa companies (excluding-South Africa).*

*We focus on low to middle income earners in the economy, through the provision of financially inclusive solutions. Previously, we only offered payroll loans through the deduction at source model. To enable the new operating model that will support and deliver our financial inclusion and diversification strategy, Letshego applied for, and was awarded, a full unrestricted banking licence in July 2016.*

Further information can be found at [www.letshego.com](http://www.letshego.com) and [www.letshego.com/country/namibia](http://www.letshego.com/country/namibia)

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