

PRESS RELEASE

Date: 24th October 2016



BUILDING PARTICIPATION FOR ECONOMIC DIVERSIFICATION: LETSHEGO ENHANCES FINANCIAL INCLUSION ACROSS BOTSWANA THROUGH *IMPROVING LIFE* CAMPAIGN LAUNCH

- Letshego Holdings Limited (Letshego) launches its “Improving Life” campaign, a customer incentive programme rewarding responsible financial behaviour such as financing education, property investments and Micro, Small and Medium-sized Enterprise (MSME) development
- Letshego builds on its clear strategic intent of developing solutions that drive sustainable impact in communities through the “Improving Life” campaign, creating a culture that utilises financing solutions for means that make underserved citizens productive and active participants in the economy
- In previous years, Letshego Botswana, and its sister companies across Africa, have consistently embraced responsible and ethical financial services by running customer and public campaigns that focus on rewarding productive financial behaviour; creating a culture that helps underserved citizens be active participants in the economy

Gaborone, Botswana – Letshego Holdings Limited Group (Letshego) continues to lead the charge in driving the development of solutions that are responsive and solve customers’ needs, and that reward productive financial behaviour. For Letshego, people from all walks of life should be able to access financing for improving their livelihoods, while in turn, actively participating in the economy through financing productive endeavours. In testament of this, Letshego has launched the “Improving Life” campaign, a customer engagement campaign rewarding productive loan use behaviour by Letshego customers, and to drive greater financial inclusion. Letshego Financial Services Botswana (LFSB) marks the third company in the Letshego Group to share insights into this campaign with stakeholders on Monday 24 October 2016 at Letshego Place. Customers are invited to share their stories of how they have used Letshego finance to sustainably improve their lives, and they stand a chance to win a productive asset.

Over the last several years, Letshego has been equipping customers across Botswana with fundamental financial knowledge through financial literacy workshops held across the country in co-operation with the Department of Public Service Management. As part of the Group’s commitment to driving change through leveraging off strategic stakeholder relationships, Letshego has partnered with financial planning consultant, Mr. Nelson Letshwene of Moedi Learning Technologies to roll out financial literacy programmes. The Improving Life Campaign forms part of the Group’s continued commitment to become a leading African inclusive finance group and for this reason, will be rolled out across all 10 Letshego countries.

Said LFSB Chief Executive Officer, Mr. Frederick Mmelesi, “We are excited to have launched this campaign in Botswana especially following the on-going investment we are making into financial education, and previous campaigns in recent years which have rewarded a number of our customers with productive assets. We pay close attention to our customers’ behaviour to inform how we can be of relevant and impactful assistance. We are pleased that our research has shown that a considerable proportion of our local customers seek our solutions specifically to finance the buying of cattle, paying of school fees, home improvement and other investments that help them sustainably improve their and their families’ lives. This is why we are so dedicated to our campaign reaching more people who are not usually provided access to financing. Also, we are passionate about encouraging productive loan use and this campaign was introduced to provide incentives to customers to educate them on what opportunities can improve their livelihoods, while also rewarding them for using our solutions towards activities that are profitable for them.”

To do this, Letshego has also rolled out reward initiatives under the campaign. The latest for the coming 2016/17 year is called Tlhome Tante – in which the grand prize for this competition will be the awarding of 5 catering business start-up packages, each of which will include 1 tent, 10 catering tables, 100 chairs, 100 sets of cutlery and plates, 1 industrial stove and 10 chafing dishes. The objective of the reward programmes also intend to be relevant to situations that most customers face in life. Other previous initiatives rolled out successfully included the following:

- Win a Moraka: Winning customer walked away with 1 bull plus 19 heifers,

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- Kgatelopele Campaign: Winners were awarded mobile kitchens to open family businesses to diversify their household incomes,
- Win a House Promotion: Winner walked away with a home property including ownership to the land and a newly built house to the total value of P1.1. million.

On the back of positive results yielded from previous campaigns, Letshego has continued with fervent dedication towards an ambitious social investment strategy. For example, in marking Botswana's Golden Jubilee anniversary and actively participating towards a more developed Botswana, Letshego has earmarked a strategic investment of over P3.7 million towards the BOT 50 agenda as well as that of Vision 2016 and Vision 2036, to realise a more prosperous and economically developed Botswana. This is in areas such as financial education, community social investment programmes, stakeholder and staff engagement initiatives and direct contributions to the BOT50 agenda.

In particular, Letshego's contribution towards Botswana's education agenda for example, Letshego has invested P500,000 towards a nationwide financial literacy programme, in partnership with the Directorate of Public Service Management (DPSM). The programme has been conducted for teachers in Tlokweng, Mahalapye, Palapye and Gaborone and for other members of the public service. The aim is to equip participants with basic skills of financial management such as budgeting and financial planning, empowering officers to manage their finances and improve their livelihood opportunities.

In addition, the Letshego Group has committed over P1.6 million towards an Environmental and Social Governance programme, which involves a baseline study to track the social impact of the Group's lending activities on active customers. The study, currently under-way in Botswana as well as Namibia, Mozambique, Kenya and Tanzania, serves to inform the business on ways to respond to customer behaviours and needs, and to engender productive financial behaviour such as in the areas of education, housing, healthcare and agricultural needs.

Concluded Mr. Mmelesi, "We have realised growth as a Group because we continue to listen to, and learn from, our customers' life stories to develop solutions that both finance what they need at present, and that transform them into active participants in our economy. The Improving Life campaign is an affirmation of our commitment to remaining a key player in realising a more inclusive Botswana and wider Africa. As we continue to partner with our customers in their successes, we remain committed to driving our financial inclusion agenda with our strategic partners for the upliftment of Botswana and our families across our 9 additional African markets."

-ENDS-

Notes to editors

About Letshego Holdings Limited

Letshego Holdings Limited ("Letshego") was incorporated in 1998, is headquartered in Gaborone and has been publicly listed on the Botswana Stock Exchange since 2002. Today it is one of Botswana's largest indigenous groups, with a market capitalisation in excess of USD500 million and an agenda focused on inclusive finance. Through its ten country presence across Southern, East and West Africa (Botswana, Kenya, Lesotho, Mozambique, Namibia, Nigeria, Rwanda, Swaziland, Tanzania and Uganda), its subsidiaries provide consumer lending, micro finance and deposit-taking solutions.

Letshego is a pan African financial services provider and is committed to skills development – the Group employs over 3,000 team members, representing more than 20 nationalities. It services a customer base of over 300,000 borrowers and 140,000 depositors through its 280+ customer access points.

Further information can be found at www.letshego.com.