

PRESS RELEASE

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LETSHEGO FURTHER EMBRACES INCLUSION AND ENGAGEMENT WITH DIGITAL COMMUNICATIONS

- Letshego Holdings Limited (Letshego) has upgraded its digital presence to cater for enhanced stakeholder engagement
- Letshego remains committed to reaching the underserved through the increased accessibility of simple, appropriate and affordable solutions for customers
- Enhancements of digital platforms and a social media presence have been introduced to bolster Letshego's strategy of becoming Africa's leading inclusive finance group

Letshego Holdings Limited steadily continues its drive for greater financial inclusion across its footprint through the provision of simple, appropriate and affordable solutions, that are accessible and that go towards the empowerment of customers' livelihoods. On the back of this formidable agenda, Letshego has further enhanced its accessibility through the bolstering of its digital communications platforms. The Group has launched its redeveloped website (www.letshego.com) and a social media presence.

Said Letshego Group Head of Corporate Affairs, Mrs. Mythri Sambasivan-George, "With these digital platforms we are laying the foundation for our social and commercial engagement with a broad stakeholder audience, and our aim is to embrace the digital age we live in. Digital platforms provide innovative means to engage with our customers and other key stakeholders including our communities, staff, and institutional partners. We are clear that ours is a strategy for the digital age. When its potential is truly harnessed, digitisation allows our relationships to become more open, responsive and socially conscious."

Letshego's move to improve its customer accessibility to online comes off the back of several successful projects such as the recently launched third party Agency banking offering in Mozambique (September 2016) and the USSD platform in Rwanda that are new to how Letshego delivers its solutions. In addition, the Group has successfully launched its refreshed, bolder, more modern brand across 11 of its 12 entities across Africa with only Lesotho left to roll-out its new identity this quarter. Letshego's reaffirmation of its proudly Botswana-born identity was based on a deliberate decision to drive the symbolism of this name out across Africa – as the support Letshego remains committed to its vision of being Africa's leading inclusive finance Group and, in driving its presence online, seeks to cater for its 400,000 thousand plus customers across Africa, a continent that boasts just over 1 billion online users (according to internetworldstats.com). Excellent customer experience and strong stakeholder relations are core to Letshego realising its vision to create a community of stakeholders with greater understanding and appreciation of Africa's potential and her economies, which the Group is committed to nurturing further.

Concluded Mrs. George "Our solutions aim to meet the needs of our customers at a financing level, as well as ensuring they are positioned to engage in life-changing productive uses. In so doing, we aim to enhance economic participation and to improve the welfare of the continent as a whole. Our commitment centres on being flexible and inclusive; our enhanced digital presence and platforms will allow us to do this even better. We aim to use our platforms to engage our stakeholders with information and insight that empowers them, improving the lives of those across our growing 10-country African footprint."

Letshego digital platforms can be accessed by all at: www.letshego.com, on Facebook at Letshego Group, on Twitter at @LetshegoGroup and on LinkedIn at linkedin.com/in/letshego.

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Notes to editors

About Letshego Holdings Limited

Letshego Holdings Limited was incorporated in 1998, is headquartered in Gaborone and was publicly listed on the Botswana Stock Exchange (BSE) in 2002. It is a Botswana International Financial Services Centre-accredited holding company with lending and deposit-taking subsidiaries across ten countries in Southern, East and West Africa - Botswana, Kenya, Lesotho, Mozambique, Namibia, Nigeria, Rwanda, Swaziland, Tanzania and Uganda. Letshego is the

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largest indigenous company on the BSE by market capitalisation (in excess of US\$500million as at 30 June 2016) and ranks among the top 40 market value sub-Saharan Africa companies (excluding South Africa).

It is a truly pan-African financial services provider and is committed to skills development – the Group employs over 2,800 team members, across more than 20 nationalities. 1,100 of the Letshego team comprise its commission-based sales force. It has over 270 representation points across its footprint, servicing a base of over 300,000 borrowers and 140,000 depositors.

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