

MEDIA RELEASE

Letshego MFB Nigeria Launches Save & Win Promo to Reward Loyal Customers

Lagos, Nigeria – June 11, 2024 – Letshego Microfinance Bank (MFB) Nigeria is excited to announce the launch of its "Save & Win Promo," an initiative designed to reward customers for their loyalty and savings. Running from June 1, 2024 to December 21, 2024, this promotion will see 10 customers win cash gifts of N100,000 monthly, Grand prizes of N5 million, N2.5 Million, and N1 Million in the final draw in December.

The Save & Win Promo is part of Letshego's commitment to encouraging financial discipline and rewarding its customers. Draws will be held in the last week of each month on a pre-announced date with winners selected randomly from qualifying participants.

How to Qualify:

1. **Open a Letshego Account:** New customers can open an account at any Letshego branch or Download and register on the Letshego Digital Mall - <https://www.letshego.com/ng?locale=en>
2. **Fund Your Account:** Maintain a minimum deposit of N50,000 - N200,000
3. **Request a Letshego Debit Card:** Obtain a physical debit card.
4. **Start Transacting:** Complete 5 transactions - Buy Power, Buy Airtime, Transfer outwards, Buy Data, e.t.c

Promo Highlights:

- **Duration:** June 1, 2024 – December 20, 2024
- **Raffle Draws:** Held in the last week of each month on a pre-announced date
- **Prizes:** 10 customers win cash gifts of N100,000 monthly, Grand prizes of N5 million, N2.5 Million, and N1 Million in the final draw in December.

"Letshego MFB Nigeria is dedicated to fostering a culture of saving among our customers while rewarding them for their loyalty," said Nkosana Ndlovu, Managing Director of Letshego MFB Nigeria. "We believe the Save & Win Promo will encourage savings culture and enhance customer engagement and satisfaction."

Richard Tyotule, Head of Sales & Distribution at Letshego MFB Nigeria, added, "This promo is a testament to our commitment to our customers' financial well-being. By saving with Letshego, our customers secure their financial future and stand a chance to be rewarded with exciting prizes. We are thrilled to launch this initiative and look forward to celebrating our customers' loyalty."

Winner Announcement:

Winners will be notified via SMS through their registered mobile numbers and will also be contacted by their respective branches. The list of winners will be published on Letshego's official website and social media pages monthly.

About Letshego MFB Nigeria:

Letshego Microfinance Bank Limited is a licensed financial services provider in Nigeria, providing loans to individuals across both the public and private sectors, and the educational sector as well as supporting Micro and Small Entrepreneurs (MSE). Since the conclusion of the successful acquisition by Letshego Holdings Ltd in 2016, Letshego Microfinance Bank qualifies as a wholly owned subsidiary of the Letshego Group - an inclusive finance group with more than 21 years experience in Africa, and a current footprint of 11 Sub-Saharan Markets. Letshego Microfinance Bank first opened its doors in September 2010 and has since grown to serve over 200,000 customers, having a staff complement of over 280 employees, spread across 17 branches nationwide. Letshego Microfinance Bank offers loans and financial solutions to over 10, 000 customers who enjoy expanded access through strategic partnerships, innovative technology, and digital delivery channels.

For more information, please contact:

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