



PRESS RELEASE

For immediate release

PRESS RELEASE - LETSHEGO LESOTHO LAUNCHES EXCITING 'LETSGO & WIN' LOAN CONSOLIDATION CAMPAIGN – WEEKLY CASH PRIZES UP TO M150,000!

- Letshego Lesotho launches the LetsGo and Win campaign, offering financial relief and added convenience to customers.
- By consolidating their loans, customers can benefit from lower, simplified repayments at reduced rates, with the chance to win weekly and monthly cash prizes totalling up to M150,000.
- This innovative initiative is designed to help individuals better manage their debt while enjoying reduced interest rates.
Letshego remains committed to enhancing financial inclusion, promoting financial literacy, and making a positive social impact for both customers and communities.
- In its inaugural year, the 2023 the LetsGo & WIN campaign saw over 24 winners sharing M150,000 in cash prize rewards.

Maseru, Lesotho; 12 September 2024: Letshego Lesotho, a leading financial services provider and subsidiary of Africa's inclusive finance leader, Letshego Group, is thrilled to announce the launch of the second chapter of its "LetsGo & WIN" campaign. This exciting initiative is designed to offer financial relief and added convenience to customers, rewarding them for consolidating their loans. Aligned with Letshego Lesotho's commitment to providing competitive product offerings, the LetsGo & WIN campaign is tailored to meet the evolving needs of its valued customers.

Letshego Lesotho reaffirms its commitment to providing increasing value and flexible options for its customers with the launch of an exciting new loan consolidation campaign. This initiative allows customers to consolidate their loans into a single, low, and easy repayment with reduced interest rates, while also standing a chance to win cash prizes of up to M150,000. The maximum loan amount offered to customers is M700, 000 and the loan term is up to 96 months with the minimum loan amount being M500.

Throughout the campaign, which runs until 31 December 2024, weekly cash prizes of up to M10,000 will be awarded to lucky customers who will be randomly selected and announced through Letshego's radio shows. Additionally, two lucky customers will be chosen each month and given the opportunity to spin the Wheel of Fortune, where they could win up to M20,000 each.

The loan consolidation campaign not only provides financial relief but also makes managing debt easier for customers by offering lower monthly payments, improved credit scores, and simplified debt management. Letshego Lesotho's innovative approach is designed to support customers in streamlining their finances, ensuring they can benefit from competitive rates and exceptional service.

Letshego Lesotho's Chief Executive Officer, Selloane Tsike, stated, *"We recognise the difficulties our customers face when managing multiple loans. Through this loan consolidation campaign, we aim to offer a comprehensive solution that simplifies repayments and reduces interest rates for many of our customers. We are thrilled to give our customers an opportunity to enhance their financial well-being while also rewarding them with cash prizes as a gesture of appreciation for choosing Letshego Lesotho as their preferred financial partner."*

By consolidating their loans, customers can benefit from a lower overall interest rate compared to the combined rates of their individual loans. This approach not only reduces costs but also shortens the repayment timeline, helping customers achieve debt freedom sooner.

Motebang Moeketsi, Letshego Lesotho's Head of Sales, Distribution, Product, and Marketing, commented, *"Managing multiple loans with different interest rates, payment dates, and terms can be stressful for borrowers. Our campaign offers a solution by merging these loans into one simplified repayment plan. This not only makes loan management easier but also offers the potential for significant interest savings, easing the financial burden for our customers."*

The new consolidation campaign encourages customers to take full advantage of Letshego Lesotho's top-tier financial services, accessible through both its branch network and digital platforms. This offers customers the convenience and flexibility to manage their accounts and services anytime, anywhere. Letshego Lesotho remains dedicated to enhancing financial inclusion by reaching underbanked communities, promoting financial literacy, and delivering meaningful social impacts for its customers and the broader community.

In its inaugural year, the 2023 campaign saw over 24 winners sharing M150,000 in cash prizes. With affordable loans up to M700,000, customers can fund life-changing projects such as home construction or launching a side business, contributing to Letshego's mission of **Improving Lives**.

ENDS.

Note to the Editors:

Letshego in Lesotho

Letshego Lesotho started its operations in September 2012 as a credit-only licensed financial service provider. The company has positioned itself as an inclusive financial solutions partner for the people of Lesotho. Through continuous customer experience improvements, Letshego Lesotho's customer base has grown to over 6,300 customers. Customer access points are well distributed across the country in Butha-Buthe, Leribe, Mafeteng, Maseru, and Mohale's Hoek, expanded further by Letshego's digitisation of further access channels such as Web forms; WhatsApp, and USSD. Letshego Lesotho continues its focus and progress in diversifying its customer segments into non-government sectors, boosted by the Group's regional rollout of world-class digitised channels and systems to support customer access, convenience, and product diversification.

For more information, visit: <https://www.letshego.com/lesotho> Follow us on Facebook: @LetshegoLesotho, <https://letsgo.letshego.com>, WhatsApp: +266 59073570 and Mobile: +266 22031017.

Letshego in Africa

The Letshego Group is an African multinational, first opening its doors in Botswana more than 21 years ago by offering loans to government employees. Today, the Group has over 3,000 employees comprising more than 21 nationalities and supports public and private sector individual customers, as well as micro and small entrepreneurs. Letshego has operations in 11 sub-Saharan African markets, including Eswatini, Ghana, Kenya, Lesotho, Mozambique, Namibia, Nigeria, Rwanda, Tanzania, and Uganda. Letshego Holdings Limited (the group holding company) is listed on the Botswana Stock Exchange, with additional listings including a subsidiary listing on the Namibian stock exchange, and bond listings on both the Ghana and Johannesburg Stock exchanges. www.letshego.com – follow us on social media #LetshegoGroup #letsgodigitalnation at <https://letsgo.letshego.com>.

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