

PRESS RELEASE

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EDWIN MOROKA SCOOPS P50,000 IN LETSHEGO BOTSWANA'S KITSO KONOKONO FINANCIAL LITERACY & POETRY COMPETITION

Gaborone, Botswana – 11 October 2024: Letshego Botswana, a key player in the inclusive finance space, has wrapped up its innovative Kitso Konokono Financial Literacy Competition, spotlighting the power of poetry to inspire money management skills among Botswana. This unique initiative aimed to bridge the gap in financial knowledge by using poetry—a medium that resonates with emotions, ideas, and storytelling.

The eight-week campaign began with a call for submissions, and over 150 aspiring poets responded, presenting their creative takes on financial topics. From this pool, 20 standout entries were selected, each evaluated for originality, clarity of message, creative use of metaphors, thematic relevance, and educational value. For the next six weeks, the public engaged with these poems through social media votes, selecting their favourites in the first stage of the contest.

Letshego Botswana's Chief Executive Officer and Regional Executive for BOLESWA, Kgotso Bannalotlhe, lauded the initiative's impact: *"This campaign reflects our mission to Improve Lives. Promoting financial literacy is about empowering Botswana to make informed financial decisions, access crucial services, and foster a more inclusive economy."*

Launched in June, the competition invited Botswana aged 18 and above to create poems focused on specific financial topics. Weekly winners received P1,000 prizes, while the ultimate grand prize of P50,000 awaited the poet whose work received the most public votes across Letshego Botswana's social media platforms, including Facebook, Instagram, and X. After a spirited contest among the top 8 poets, Edwin Moroka who goes by the performance name Serurubele, emerged victorious, winning the hearts of voters and clinching the grand prize.

Reflecting on his win **the overall winner, Edwin Moroka (Serurubele)** said, *"This victory is incredibly special. It's an honour to use poetry as a tool to promote financial literacy. I hope my words inspire others to take control of their financial journeys."*

The Kitso Konokono competition stood out for its ability to turn complex financial ideas into relatable content, ensuring that critical financial lessons reached a wide audience. With submissions in both Setswana and English, Letshego ensured inclusivity and cultural resonance, reinforcing the idea that financial education is a cornerstone for building a resilient society.

Kealeboga Sebolai, Head of Marketing at Letshego Botswana, expressed enthusiasm about the campaign's success: *“The response to the Kitso Konokono competition has been fantastic. It was more than just a contest—it was an effective platform for financial education. We hope this initiative inspires more Batswana to pursue financial independence.”*

Letshego Botswana continues to be a driving force in improving lives, offering innovative financial solutions, promoting responsible lending, and expanding access to financial services for underserved communities across Botswana.

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About Letshego Botswana

*Letshego Financial Services Botswana (Letshego Botswana) opened its doors in 1998 in Gaborone, Botswana. As a subsidiary of the Letshego Group, Letshego Botswana has steadily grown into a leading financial services provider. The company contributes approximately 40% to Group profits. In addition to formally employed individuals in government, parastatal and private sectors, it has made inroads into servicing low to middle-income earners in the mining sector. In recent years, Letshego Botswana has been engaged in its Improving Lives Campaign that encourages customers to use their loan proceeds towards productive rather than consumptive lending in order to improve their lives. For more information, visit: <https://www.letshego.com/botswana> * www.letsgo.letshego.com * Facebook@Letshego Botswana*

About Letshego in Africa

Letshego Holdings Ltd (“Letshego Group”) is a truly African multinational organisation, headquartered and listed in Botswana and focused on delivering inclusive finance solutions to underserved populations across its 11 sub-Saharan Africa footprint. With a staff complement of over 3,000 – including both direct and indirect sales agents - and more than four hundred thousand customers, Letshego is synonymous with leveraging innovation and technology to improve the lives of individuals who have limited access to traditional financial services.

In 2024, Letshego celebrates 26 years of supporting regional communities, making strong progress with the launch of its Transformational Strategy in September 2020, towards the Group’s vision to be a world-class retail financial services organisation, improving the lives of mass and middle-market individuals and micro and small entrepreneurs.

www.letshego.com or www.letshegoinvestor.com:

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