

Press Release

LETSHEGO'S 'TOKAFATSA BOTSHELO' CAMPAIGN REWARDS CUSTOMERS FOR USING FUNDS PRODUCTIVELY.

- 5 Letshego Customers win a unique prize package comprising business skills training and start-up capital valued at P50,000
- Prizes form part of the inclusive finance provider's 'Improving Life Campaign', now termed 'Tokafatsa Botshelo'.
- 'Tokafatsa Botshelo' encourages and rewards customers who use Letshego loans for productive purposes, e.g. for Education; Home Improvements; Small Business Expansion, etc.
- To qualify for one of the five grand prizes, Letshego customers share their personal stories on how they have used their loan productively

Botswana, Gaborone - 25 July 2019: Letshego Botswana has invigorated their annual 'Improving Life' Campaign by entitling the initiative 'Tokafatsa Botshelo' (a term that means 'Improve Life' in Setswana), and offering a new set of sustainable grand prizes. The annual campaign is run region-wide, and was initiated by Letshego to celebrate and reward customers who use their funds for productive and sustainable purposes. Over the past four years, Letshego Botswana's annual Improving Life Campaign has given away some innovative, income-generating prizes, including a house, a cattle post, catering equipment and tents.

Letshego Botswana Chief Executive Officer **Fergus Ferguson** said, *"Through Tokafatsa Botshelo, Letshego Botswana is promoting and rewarding the sustainable benefits Letshego loans can generate for our customers. By using our loans for productive purposes – like education, small business and home renovation – customers can expect to derive benefits from their loans long after the loan has been repaid. Letshego remains committed to making a difference in the lives of Botswana, and maintaining our goal of being the right financial partner in unlocking individual growth and development opportunities."*

This year's 5 winners each walk away with a grand prize valued at P50, 000. Grand prizes comprise a unique package made up of accredited business and financial training skills, in partnership with the CCLK Kgotlano Business Centre, and P35,000 start-up capital. The business training package empowers winning customers with financial literacy skills, tools to improve and launch effective business ideas, as well as insights and mentoring in establishing and investing in small business ventures. The campaign aligns with public sector mandates by supporting small business owners, a sector that plays an increasingly valuable role in reducing unemployment in the economy, as well as empowering individuals with fundamental business and financial skills to support sustainable growth.

Letshego's partnership course with CCLK Kgotlano will run for six months. The first three months of the course focuses on business skills training and mandatory business compliance, and the final months involve business incubation, where winning customers will benefit from personal support and expert guidance in creating a business that is fit for long-term growth.

To enter, Letshego customers shared their personal stories on how they used Letshego's loan to improve their lives, as well as the lives of their family members and/or members of their community.

The competition closed recently with the five winning finalists being awarded their prizes during a series of mall activations in Jwaneng, Ghanzi, Francistown, Mahalapye and Molepolole.

Winning customer stories :

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Wilfred Ngwako, Jwaneng: Wilfred will use his funds to source a plot and construct an events garden at Bobonong. This is an eco-friendly project for the environment that will create an extra source of income for his family and also create employment for the community.

Keikantsemang Madumane, Ghanzi: Keikantsemang inherited a borehole from her parents. She would like to use the funds to start a vegetable garden and sell vegetables for extra income. The garden will create employment for the community. When her business performs well, she wants to assist the government in providing hospitals with vegetables at a subsidised cost.

Norman Baraedi, Francistown: Norman has an undeveloped farm at his home village. He plans to develop the farm and produce various vegetables. This way, his family will benefit, as these will serve as a source of income. The farm will create employment for the community. Local schools and vendors will also benefit by accessing fresh produce without having to travel long distances.

Barutwa Bafentse, Mahalapye: Barutwa has plans to start up a security company, for which he recently secured a licence. The business will improve his family's financial income as well as create employment for members of his community and the wider region.

Lerato Basima, Molepolole: Lerato intends to use the funds to establish a tutorial centre for primary school learners with reduced fees to accommodate less privileged learners. Her family will benefit financially and through the completion of pending projects (building). Her community will also have the chance to enrol their children at a local resource centre, that aims to benefit and improve their children's academic performance.

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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 FURTHER INFORMATION, PLEASE CONTACT:

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