

LETSHEGO MICROFINANCE BANK NIGERIA REWARDS 20 CUSTOMERS WITH CASH PRIZES IN "SAVE & WIN" PROMO

Lagos, Nigeria – August 21, 2024 – Letshego Microfinance Bank Nigeria is delighted to announce the first 20 winners of its "Save & Win" promotion, each receiving a cash prize of N100,000. The promotion, which launched on June 1, 2024, is designed to reward customers for their commitment to saving, with monthly raffle draws running through December 2024.

Already, 10 customers were rewarded for their savings in June, with another 10 following in July, showcasing Letshego's dedication to fostering a culture of savings and financial discipline among its customers.

Nkosana Ndlovu, Managing Director of Letshego MFB Nigeria, shared his enthusiasm: *"It's an exciting time for us at Letshego as we celebrate the winners of our Save & Win Promo. This initiative is more than just a reward; it's a testament to our commitment to enhancing financial inclusion by encouraging a strong savings culture among Nigerians. Congratulations to all our winners – we look forward to recognizing more loyal customers in the coming months."*

Two of the lucky winners shared their joy at being selected:

Mr. Salami, who discovered the promotion at the Ikorodu Branch, said, *"I was surprised! I never thought I would be a winner. This money will be very useful for my business."*

Mr. Nwogbala, a long-time customer, expressed his excitement: *"I'm very happy because I've been with Letshego since the beginning. I'll be telling everyone at Alaba International Market to open an account with Letshego MFB."*

Olufemi Ayileka, Head of Marketing & Communications at Letshego MFB Nigeria, echoed this sentiment: *"The positive response to the Save & Win Promo has been overwhelming. It's gratifying to see our customers actively engaging with the promotion and reaping the benefits. This is only the beginning, and we urge all our customers to keep saving – the next winner could be you!"*

The winners have been notified via SMS and contacted by their respective branches. For a full list of winners, visit Letshego MFB Nigeria's official social media pages. The promotion continues to run monthly until December 2024, offering many more opportunities for customers to win big by simply increasing their savings.

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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.

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