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Customer Experience at the Heart of Letshego Strategy

- *Putting the customer at the heart of our strategy approach for financial inclusion*
- *Nurturing the potential of African and its people*

GABORONE – People and customer experience have always been integral to Letshego’s culture of success. With a clear vision of African success through financial inclusion, Letshego Holdings Limited is driving a customer-experience focused strategy. This agenda for enhanced customer interaction and value-creation has been augmented by the appointment of Mr. James Wainaina, as Group Head of Customer Experience.

James’ role focuses on ensuring a clear sense of customer engagement, insight and satisfaction. He will focus on the Group’s efforts to constantly work towards building a comprehensive understanding of evolving customer needs and trends within financial services. James wields 24 years of experience in the financial services sector across East Africa, ensuring he is well versed in this space across markets. He has extensive background and experience from leading financial institutions, including, but not limited to, Standard Chartered Bank Kenya, Barclays Bank, NIC Bank and MasterCard East Africa.

“As a home-grown, pan-African financial services provider that aims to bring empowering solutions to Africans, it is vital for us to put in place effective resources and skilled team players who will ensure we understand market needs. In many ways, inclusiveness is simply about providing better access, at affordable cost, and allowing customers options, including better awareness and skills. James has exponential experience that will be essential for Letshego being even more customer-centric and we are excited to see a more experience focused approach take shape,” said Letshego Holdings Group Managing Director, Mr. Chris Low.

With a presence in 9 countries, Letshego aims to continue availing accessible financial solutions from grassroots level to empower Africans. James has been strategically appointed based upon his experience with financially inclusive products in Africa. He has a BA Hons (Maths and Economics) from Kenyatta University, and an eCornell Certificate in Strategic Management.

“We at Letshego passionately believe that inclusiveness, awareness, and empowerment are central to African growth. Africa will thrive because of its people; similarly at Letshego, we believe that for us to achieve a financially inclusive environment in Africa, we need a talented, experienced team comprising those who understand this diverse continent, who have a firm grasp of innovative and relevant market solutions. James joins a family that is driven by championing sustainable social impact, and we welcome him to this family,” concluded Low.

-ENDS –

For more information, please contact Mrs. Mythri Sambasivan-George – Head of Corporate Affairs, Letshego Holdings Limited on mythris@letshego.com or 3643300. Alternatively, visit www.letshego.com for more information.



NOTES TO THE EDITOR

More about Letshego:

Rooted in Botswana, Letshego has branched out across Africa and borne fruit across the continent, ploughing back returns into the Botswana economy via its BITC accredited head office situated in Gaborone. With a market capitalisation of BWP 7 billion, Letshego currently stands as Botswana's ***largest indigenous listed entity***. Letshego also ranks as the most profitable indigenous listed entity, having reported P970 million profit for the eleven months ended 31 December 2014. The Group employs about 1,400 team members, equally split between men and women, who service a customer base of over 265,000 through some 250 access points, including over 500 direct agents. The Group can now also boast being one of the Top 30 listed companies in Africa (excluding South Africa) by market capitalisation. The positioning is highlighted as part of a survey done by London-based firm, Hartland-Peel.

More about James Wainaina

James joins Letshego with 24 years of experience largely within sales and general management functions, with individual and team leadership roles. Over the last fifteen years in financial services in both the corporate and retail businesses, he has worked at such institutions as with Standard Chartered, Barclays, and NIC Bank. During his tenure with NIC, James was nominated to become a member of the prestigious BAI Global Innovation Awards judging panel. Prior to joining Letshego, James served as Vice President and Area Business Head at MasterCard East Africa.