

PRESS RELEASE

Date: 2nd June 2016



LETSHEGO CELEBRATES SUSTAINABLE DEVELOPMENT IN KENYA; RE-AFFIRMS ITS COMMITMENT TO IMPROVING LIFE

- Letshego announces the launch of its refreshed brand in Kenya today, celebrating progress made in providing inclusive finance to support the people of Kenya over the last 10 years
- The new brand promise "*Let's improve life*" positions Letshego as a brand that aims to make a positive difference to people's lives
- Letshego is committed to deepening access to broad based inclusive finance in Kenya and across the continent

Championing inclusive finance for the people of Kenya remains a key focus for Letshego Kenya Limited. The business this week celebrates a clear commitment towards improving lives across the country through greater access, partnership, and support. This was shared at the launch of the newly refreshed Letshego brand at a stakeholder engagement in Nairobi before key partners of the Letshego business, including Cabinet Secretary, Ministry of Finance, Honourable Mr. Henry Rotich; and Ambassador, Botswana, His Excellency Mr. John Moruti.

Letshego has a clear strategy of building a leading African financial services group focused on financial inclusion. Said Group Managing Director, Mr. Chris Low, "Kenya is a key market for the Group which we are humbled to have called home for more than ten years now, with Letshego as the parent for four years. This is largely driven through strong relationships with customers, strategic partners, and our communities - the many valued stakeholders of the Letshego brand. It is through their support and the work of Government in creating an enabling environment for inclusive finance that we are able to help make a difference. This in turn encourages us to do more in the future."

The refreshed brand comes at a time when the Group has entered a transformation phase with many positive digital developments taking place that will have sustainable impact on many lives in Africa. Also the launch serves to bring to life Letshego's narrative across the Group's African footprint, with the brand promise "*Let's improve life*" articulated through the new Group identity.

Letshego has gained a strong reputation for social impact in Kenya, through its focus on inclusive finance. This sees provision of financial services that are both appropriate and accessible, while remaining affordable to Kenyans who are in the lower income segments of society. "Our refreshed brand reinforces the strong contribution to society improvement that Letshego makes in Kenya and indeed in all 10 of the markets we operate. We work towards providing support and upliftment as shown by the fuller base of our logo, facilitating growth with our customers and communities through upward motion of the logo and through partnerships. Delivering responsible solutions, financial success and improving lives together is our commitment," said Mr. Low.

In the last 6 years, Letshego has disbursed loans to over 25,000 customers across Kenya through mobile, and branch-based networks. Financial solutions introduced are geared to financing micro and small entrepreneurs, and offer means for sustainable and productive community and economic development. Said Letshego Kenya Limited CEO, Mr. Charles Njoroge, "As Kenya's largest credit-only MFI, with a strong culture of innovation and enterprise, we see Kenya playing a significant role in realising Letshego Group's inclusive finance strategy. Letshego Group operates in 10 countries in Africa, thus providing a wealth of resources, talent and experience that we leverage here in Kenya, as we work with Government and other partners to stimulate sustainable economic growth."

Letshego has a clear commitment to the social improvement across Kenya, reinvesting up to 1% of profits before tax into the society to facilitate sustainable community development. Future plans include significant investment in Kenya, with more than 50% of the social investment to be directed to the health sector. "Over time, we plan to increasingly bring more under-served and un-banked into the Kenyan formal economy, embodying our brand promise of "*Let's improve life*". We will continue to focus on growing our customer base through innovation and technology, as well as through improving access and delivery of our inclusive finance needs-based solutions in Kenya" concluded Mr. Njoroge.

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Notes to editors

About Letshego

Letshego Holdings Limited was incorporated in 1998, is headquartered in Gaborone and was publicly listed on the Botswana Stock Exchange (BSE) in 2002. It is a Botswana International Financial Services Centre-accredited holding company with lending and deposit-taking subsidiaries across ten countries in Southern, East and West Africa - Botswana, Kenya, Lesotho, Mozambique, Namibia, Nigeria, Rwanda, Swaziland, Tanzania and Uganda. Letshego is the largest indigenous company on the BSE by market capitalisation (in excess of US\$634 million as at 31 December 2015) and profitability (in excess of US\$104 million profit before tax for the full year 2015) and ranks among the top 40 market value sub-Saharan Africa companies (excluding South Africa).

It is a truly pan-African financial services provider and is committed to skills development – the Group employs over 2,300 team members, across more than 20 nationalities. 775 of the Letshego team comprise its commission-based sales force. It has over 268 representation points across its footprint, servicing a base of over 300,000 borrowers and 100,000 depositors.

Further information can be found at www.letshego.com.

About Letshego Kenya

Letshego Kenya Limited (LKL) was established in Kenya in 2000 (as Micro Africa Kenya Limited) and has been a subsidiary of Letshego Holdings Limited (LHL), an African financial services group, since June 2012.

Letshego Kenya operates as a credit only microfinance company, offering loans between KES10,000 (US\$110) and KES100,000 (US\$1,098). Clients mostly use Letshego Kenya's financial solutions to fund their micro or small enterprises (MSEs), as well as for housing initiatives as well as for their education and health needs.

Over the past three years, Letshego Kenya has registered compounded annual growth in net advances of over 40% per annum, and its customer base has grown to more than 25,000 since acquisition by LHL. Its branch network has grown to 25 from 9 in 2012 and this has enabled it to better service clients in wide spread geographic locations within the country.

LKL has focused on being responsive to its client's needs and providing simple-to-understand, affordable and inclusive products that are readily accessible through its 118-person strong sales team.