

PRESS RELEASE

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FINANCIAL INCLUSION AND SUSTAINABLE GROWTH FOR RWANDA IS A LETSHEGO IMPERATIVE

- Letshego fortifies its dedication towards championing financial inclusion in Rwanda, supporting government efforts to deepen the economy
- Letshego shares its newly refreshed brand and new brand promise "*Let's improve life*," positioning the micro-finance deposit-taking institution as committed to making a positive difference to people's lives
- Letshego is committed to sustainable economic development and financial inclusion in Rwanda and, as a Group, across the continent

Letshego Rwanda Limited, "Letshego", is committed to driving financial inclusion and sustainable growth in Rwanda. Letshego shared its strategic vision for "inclusive finance" along with a refreshed, bolder brand to support its journey of growth in Rwanda with key stakeholders on 22nd July 2016. Amongst those in attendance were stakeholders who play a vital role in partnering to make the dream of a financially inclusive, empowered Rwanda a reality. These included government authorities, leaders in the microfinance, banking and trade sectors, including customers.

The business reaffirmed its focus on improving lives through innovative, simple, appropriate and affordable solutions. This is a key tenet in the Letshego Group's wider financial inclusion agenda.

Across its ten country sub-Saharan Africa footprint, Letshego's strategic intent is to be Africa's leading inclusive finance group. This will be achieved through the broad based financial solutions that the Group offers, which include savings, borrowing, e-payments and micro-insurance. In Rwanda, Letshego has a twelve year history of serving the nation through its access points, which include eight branches, and recently added mobile capability. Said Letshego Rwanda CEO, Mr. Joel Uwizeye, "We are committed to improving life for our fellow Rwandese beyond basic financial solutions. Further, we are committed to providing support – the very essence of what Letshego means and stands for – for our country's development. This will see continued financing of education, affordable housing and agriculture supply chains, as well as simple and appropriate savings, payment and investment solutions - areas and opportunities we are passionate about."

Letshego has a long history of working with local stakeholders to champion impactful change across its footprint. The business continues to work with, and engage, key industry stakeholders such as their regulator, the National Bank of Rwanda, the Association of Microfinance Institutions in Rwanda (AMIR), and the Private Sector Federation (PSF), amongst others, all of whom work to facilitate the Government's financial inclusion agenda. The refreshed brand, with its newly articulated promise of "*Let's improve life*," further underscores Letshego's dedication, with a number of positive digital developments taking place that will have a sustainable impact on the lives of the broader community.

"Letshego is a proudly Botswana-born yet truly pan-African business. Indeed, Letshego translates in Setswana to "support" and this is what we strive to do for a stronger, more financially stable Rwandese community. This is clearly depicted in our modern, bolder and stronger Letshego refreshed brand – we will focus on delivering our mandate, facilitating growth for our customers and communities. Delivering responsible solutions, financial success and improving lives together is our commitment in Rwanda and indeed in each of the ten markets we call home across Africa. This is further underpinned by our Groupwide Strategic Social Investment focus towards improving the livelihoods, health and education of our communities," said Letshego Holdings Limited Group Head of East Africa and Microfinance, Mr. Tom Kocsis.

Amongst the key strategic focus areas is that of driving a stronger savings culture. This includes providing solutions and skills development geared at saving for family needs and aspirations in the short term as well as for longer term commitments, with savings and fixed deposit accounts earning interest of 6% and above. This, coupled with offerings to help promote financial growth for individuals and collectives, aims to ensure a more financially secure and empowered populace in the long term.

"Simple, appropriate and affordable products that solve the needs of our customers and which contribute to productive, prosperous futures; this is what we strive to provide. Through responsible lending, we allow our customers to improve their lives through the ownership of productive assets, homes, and more. For us, this is about making a positive, life long impact in the lives of our fellow Rwandese. Together, we want to help build Africa's success stories," concluded Mr. Uwizeye.

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Notes to editors

About Letshego Holdings Limited

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 Rwanda Limited

Letshego Rwanda Limited, formerly Rwanda Microfinance Limited (RML), was established in May 2004 as a regulated credit only microfinance company limited by shares. It is a subsidiary of Letshego Holdings Limited (LHL), a pan-African financial services group that is headquartered in Gaborone.

Letshego Rwanda started operations as a regulated credit only microfinance company, supporting its clients by offering innovative and competitively priced loans between RWF 50,000 (US\$ 65) and RWF 37.5 million (US\$ 48,000). Its mostly micro and small entrepreneur customers borrow to fund their businesses, affordable housing projects as well as for their education and health needs. Letshego Rwanda was the second country across Letshego Group's operations to commence deposit-taking. To date, Letshego Rwanda has opened over 10,000 saving accounts with deposits standing at RWF 1.3billion (US\$1.7 million). The success of these products has positioned Letshego firmly on the path towards achieving its strategic priorities of becoming a broader based financial services group and to diversifying its business in markets where it can align with, and contribute to, Government's agenda of financial inclusion and skills deepening.

Through issuance of savings, borrowing, payments and micro-insurance solutions, Letshego Rwanda supports the Rwanda Government's drive to eradicate poverty by aiding its customers' active participation in economic activities.

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