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LETSGO KENYA LAUNCHES “LETSGO CASH” IN PARTNERSHIP WITH CREDITINFO KENYA TO TAKE FINANCIAL INCLUSION TO A HIGHER LEVEL

- LetsGo Cash offer a minimum loan amount of KES 1,000 and a maximum of KES 100,000 and a loan repayment period of 30 days.
- The solution increases access and supports customers who need quick and easy access to funds for emergency purposes.
- LetsGo Cash supports digital financial inclusion and enables the underserved and informal sector players to build their own credit records.

May 3, 2023; Nairobi, Kenya - Letshego Kenya Limited, a subsidiary of Letshego Holdings Limited (Letshego Group), has partnered with Creditinfo Kenya to launch **LetsGo Cash**, a self-service and short-term instant loan that gives customers access to KES 1,000 up to KES 100,000.

LetsGo Cash is payable in 30 days and geared towards consumers who need quick and easy access to funds for emergency purposes, including family emergencies, medical needs, home repairs, car breakdowns or funds to support entrepreneurs and small businesses. Creditinfo Kenya’s team brings decades of experience and practical knowledge in credit risk management to support the delivery of LetsGo Cash.



Letshego Kenya’s Chief Executive Officer, Adam Kasaine said: *“LetsGo Cash is another way we are increasing access to product funds for more Kenyans. This is inclusive finance in action – it’s quick and hassle-free cash at a competitive price, accessible via your phone or web.”*

The innovative LetsGo Cash is a potential game-changer, as it is accessible anytime, anywhere and is more competitive than traditional short-term cash advance providers, enabling customers with immediate financial relief and the opportunity to participate in the digital economy in a sustainable and responsible manner.

Creditinfo’s Regional Manager for East Africa, Kamau Kunyiha added: *“Creditinfo is proud to support LetsGo Cash to assist customers who need quick and easy access to emergency funds the most, while also helping the underserved to build their own credit scores at the same time. Customers’ applications are submitted with a few swipes on a mobile phone, and the time to cash can be as short as a few minutes.”*



LetsGo Cash provides a convenient, safe, and affordable financial service to the underserved and informal sector players thereby helping to increase financial inclusion. It also helps customers build their credit record, since the better you manage your loan, the better your credit record, and the more cash you be provided with going forward. This ensures that more people can access the service, including first-time borrowers who can now enjoy the benefits of a secure, regulated lending solution. Once approved, the money is disbursed directly into the customer’s mobile wallet. It can then be used

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as the customer desires, including for emergencies, such as purchasing prepaid electricity and water, paying bills, or sending money to friends and family.

LetsGo Cash can be accessed on Letshego's LetsGo Digital Mall and downloadable via Android and Apple Play Store, or with one click, clicking on www.letsgo.letshego.com as well as via the USSD *435# on their mobile phone.

-ENDS-

NOTES TO EDITORS:

About Letshego Kenya Limited

Letshego Kenya Limited is the largest credit-only microfinance institution in Kenya and a licensed financial services provider in Kenya, providing loans to individuals across both the public and private sectors, as well as supporting Micro and Small Entrepreneurs (MSE). Since the conclusion of the successful acquisition by Letshego Holdings Ltd in February 2012, Micro Africa Group became a wholly owned subsidiary of Botswana-based Letshego Holdings Limited - an inclusive finance group with more than 21 years of experience in Africa, and a current footprint of 11 Sub-Saharan Markets. Its contribution to the group has been to leverage the microfinance banking competencies and existing customer base, expand Letshego's geographic coverage, and diversify its solution offering.

The company is founded on, and continues to strive towards, the principle of finding the most effective way to implement microfinance banking in an African context and transform the livelihoods of customers who carry out viable economic activity. Letshego Kenya Limited has a staff complement of over 150 employees, spread across 25 branches. The company provides loans to over 20,000 customers who enjoy expanded access through strategic partnerships, innovative technology and digital delivery channels. **For more information on Letshego, please visit www.letshego.com/kenya**

About Creditinfo

Established in 1997 and headquartered in London, UK, Creditinfo is a provider of credit information and risk management solutions worldwide. As one of the fastest-growing companies in its field, Creditinfo facilitates access to finance, through intelligent information, software and decision analytics solutions.

With more than 30 credit bureaus running today, Creditinfo has the most considerable global presence in the field of credit risk management. For decades it has provided business information, risk management and credit bureau solutions to some of the largest, lenders, governments and central banks globally to increase financial inclusion and generate economic growth by allowing credit access for SMEs and individuals.

For more information on Creditinfo, please visit www.creditinfo.com

For more information on Creditinfo Kenya, please visit www.creditinfo.co.ke



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