



MEDIA RELEASE

For immediate release

LET SHEGO LESOTHO APPOINTS BRIGHT PITA AS CHIEF OPERATING OFFICER

Maseru; Lesotho – 15 June 2023: Letshego Lesotho, a subsidiary of Africa’s inclusive finance provider, Letshego Africa (“Letshego Holdings Ltd” / “Letshego Group”), is pleased to confirm the appointment of Bright Pita as Chief Operating Officer. Bright joins Letshego Lesotho from his previous role as Head of Platform Business at Standard Bank Lesotho, where he was responsible for transforming the bank into a future-ready platform services provider.

With over 15 years of professional work experience, Bright Pita is a highly motivated and seasoned executive with a rich background in sectors like Manufacturing, Telecommunications, Public Sector and Banking. His leadership acumen and technical expertise in digital transformation will be invaluable to accelerating the pace of Letshego Lesotho’s Digital Transformation Strategy.

Letshego’s Lesotho Chief Executive, Selloane Tsike, commented, *“Bright is an ideal candidate to take Letshego Lesotho into the next generation, where we aim to realise the benefits of our Digital Transformation Strategy and recent tech investments to become digitally-led in accelerating our customers’ digital financial inclusion. We are pleased to welcome Bright to the team and to see him take on such a key and strategic role within Letshego Lesotho.*

Letshego Lesotho’s vision is to capture market share target in all product-segment combinations and build product offerings that deliver unique value propositions across Deduction at Source loans, Individual Loans, domestic transfers, insurance and cards.

Bright joins Letshego Lesotho at a time when the company aims to diversify its customer segments and deepen ‘Digital’ as Letshego Lesotho’s “new normal” to increase their reach through end-to-end digital customer solutions. Strategic partnerships with mobile network operators (MNOs) and retailers for mobile loans and money transfer companies for remittances will be a priority and Bright’s experience will be critical in supporting Letshego Lesotho to digitise most customer journeys and automate manual processes.

In keeping with the Group’s 6-2-5 Strategy Commenting on his appointment to lead Letshego Lesotho operations, **Bright Pita** added, *“Improving lives is a virtue that is clear and simple – Letshego’s purpose is to ‘improve lives’ and that is something I cherish and hold dear to my heart. I am delighted to join a vibrant and ambitious team of professionals whose passion lies in ensuring that we make a difference in the daily lives of Basotho by delivering a positive social impact to people and the communities we serve.”*

implementation plan, for the future, Letshego Lesotho aims to build a comprehensive product offering Beyond financial inclusion catering to changing consumer preferences. This will be achieved by growing digital ecosystems and offering end-to-end digital offerings to all customer segments by leveraging Digital capabilities to promote continuous innovation, transforming Letshego Lesotho into a fully digitised and full service financial services company.



MEDIA RELEASE

For immediate release

ENDS.

Note to the Editors:

Letshego in Lesotho

Letshego Lesotho started its operations in September 2012 as a credit-only licensed financial service provider. The company has positioned itself as an inclusive financial solutions partner for the people of Lesotho. Through continuous customer experience improvements, Letshego Lesotho's customer base has grown to over 6,300 customers. Customer access points are well distributed across the country in Butha-Buthe, Leribe, Mafeteng, Maseru, and Mahale's Hoek, expanded further by Letshego's digitisation of further access channels such as Web forms; WhatsApp, and USSD. Letshego Lesotho continues its focus and progress in diversifying its customer segments into non-government sectors, boosted by the Group's regional rollout of world-class digitised channels and systems to support customer access, convenience, and product diversification.

For more information, visit: <https://www.letshego.com/lesotho> Follow us on Facebook: @LetshegoLesotho, <https://letsgo.letshego.com>, WhatsApp: +266 59073570 and Mobile: +266 22031017

Letshego in Africa

The Letshego Group is an African multinational, first opening its doors in Botswana more than 21 years ago by offering loans to government employees. Today, the Group has over 3,000 employees comprising more than 21 nationalities and supports public and private sector individual customers, as well as micro and small entrepreneurs. Letshego has operations in 11 sub-Saharan African markets, including Eswatini, Ghana, Kenya, Lesotho, Mozambique, Namibia, Nigeria, Rwanda, Tanzania, and Uganda. Letshego Holdings Limited (the group holding company) is listed on the Botswana Stock Exchange, with additional listings including a subsidiary listing on the Namibian stock exchange, and bond listings on both the Ghana and Johannesburg Stock exchanges.

www.letshego.com – follow us on social media #LetshegoGroup #letsgodigitalnation at <https://letsgo.letshego.com>,

For further information please contact:

Letshego Financial Services Lesotho enquiries:	Name: Toka Makhaketso Role: Head of People & Culture Tel: +266 2203 1017 Email: Tokam@letshego.com
--	---