



## **MEDIA RELEASE**

For immediate release

### **LETSHEGO'S LETSGO DIGITAL MALL OFFERS BASOTHO ACCESS TO FINANCIAL SUPPORT THROUGH THEIR TOP-UP AND WIN CAMPAIGN**

**Maseru; Lesotho – 28 July 2022:** Letshego is providing their customers with instant digital access to loans through their new Top-up and Win Campaign on the LetsGo Digital Mall, Letshego's multichannel digital platform. The Top-up and Win Campaign runs over a period of five weeks, from 1 August to 2 September 2022, offering world-class digitised access and enabling existing customers to enjoy flexible loan repayments and extended tenure up to 84 months and a maximum loan limit of M400, 000.

Participating customers will also have the opportunity to win weekly prizes including M1, 000 shopping vouchers, a M1,000 fuel voucher and a M1, 000 electricity voucher each. The lucky customers who have won the weekly prizes will enter into a final prize draw, where they stand to win M5, 000 in cash at the end of the campaign.

**Letshego's Lesotho Head of Sales, Channels, Products and Marketing, Nobandile Seleteng Ranthamane,** commented, *"Our Top-up and Win Campaign reflects our deliberate efforts to continue to diversify our products and financial solutions in close alignment with our brand purpose, to improve lives. In our quest to be customer-led, the campaign is fulfilled through the LetsGo Digital Mall that provides convenience, flexibility and instant digital access to relevant financial solutions that our customers deserve."*

The Top-up and Win Campaign is open to all Letshego customers who have provided more than 1 month of repayments towards their current loan and have no arrears. Letshego provides its customers with quick turnaround times on applications through the convenience of the LetsGoDigital Mall, making it easy for customers to apply, with just 3 clicks, and offering 24-hour access anytime, anywhere, to empower them to achieve their dreams.

**ENDS.**

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### **About Letshego 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 5,000.*

*Customer access points are well distributed across the country in Butha-Buthe, Leribe, Mafeteng, Maseru and Mophale's hoek, expanded further by Letshego's digitization of further access channels such as webforms; 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, product diversification and overall business efficiencies. For more information, visit: <https://www.letshego.com/lesotho> Follow us on facebook: @LetshegoLesotho*

### **FOR FURTHER INFORMATION, PLEASE CONTACT:**

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