

PRESS RELEASE

For immediate release

LETSHEGO LESOTHO CELEBRATES 10 YEARS OF IMPROVING LIVES AND AN EVEN STRONGER COMMITMENT TO GROWTH, FINANCIAL INCLUSION AND IMPROVING LIFE

September 15, 2022; [Maseru, Lesotho]: Letshego Lesotho, a subsidiary of Letshego Holdings Limited ('Letshego Group') is celebrating a 10-year history of growth, diversity and improving life for Basotho. As a way to thank customers for their support over the past 10 years, from 12 September to 31st December, Letshego Lesotho will be giving weekly celebratory giveaways for customers including 10 smartphones worth M35, 000, 4 customer trolley dashes worth M20, 000, 10 petrol vouchers worth M10,000, 10 Electricity Vouchers worth M10, 000, and 10 grocery vouchers worth M10, 000 to some customers who apply for a loan during the period.

Letshego Lesotho started with one branch in Maseru, employing 10 people, and has since expanded its footprint to Mhale's Hoek, Mafeteng, Leribe and Butha-Buthe, employing 64 people and serving over 5000 customers. Over 400 suppliers of various goods and services have benefitted from Letshego Lesotho's procurement finance throughout its 10-year growth journey.

Advancing their purpose to Improve Lives and increase financial inclusion, Letshego Lesotho has extended their customers' reach of simple, affordable and appropriate financial solutions to Individuals over the years, with a focus on Youth, Health, Agriculture and, Education. They will soon be launching their Invoice and Purchase Order Financing to help Micro and Small Entrepreneurs (MSEs) bridge the gap between funding stock and supplies and getting paid by their contractors.

Financial inclusion, as **Letshego Lesotho Chief Executive Officer, Selloane Tsike**, shared, underpins Letshego's strategic agenda. *"From the moment we opened our doors in Maseru in 2012, what has set us apart from the rest is our commitment to extend the reach and benefit of relevant financial solutions and capital to more Basotho. We are humbled by, and proud of, our invaluable niche that has improved lives by serving thousands of customers, that in turn has positively impacted their families and their communities. Through our assistance to the underserved, we are grateful to have contributed towards Lesotho's economic development and sincerely thankful to our loyal customers who have stood by our side throughout this journey."*

As part of their Digital Transformation Strategy and aspirations to become digitally-led, Letshego Lesotho recently, launched their LetsGo Digital Mall, an interactive online platform that customers can access via their mobile phones or online, enabling them to apply for loans through self-service, access their account details, loan statements and update their personal information. Ongoing developments will see the platform offering diversified financial products and beyond banking services to improve lives for customers, stakeholders and communities.

Letshego Lesotho has continued to engage with customers and communities in providing financial literacy initiatives in both rural and urban areas across the country. They have also invested in their annual Improving Life Campaigns for several years to encourage Basotho to obtain loans for productive, rather than consumptive purposes, serving as a classic example of how the company and its people work tirelessly to deliver value creation and a positive social impact.

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Over the years Letshego Lesotho has delivered their strategic social investment to support various charitable and philanthropic causes. In 2015 they supported The Resource Centre for the Blind which looks after visually impaired learners from the ten districts of Lesotho with much-needed basic supplies such as blankets and bedding for the vulnerable children. During the same year, they also extended their support to The Teenage Mothers' Centre by donating sewing equipment to be used to train and provide sewing skills to the young mothers at the Centre who have HIV/AIDS and originate from poverty-stricken families.

Letshego Lesotho was further recognised for their donation of tables, chairs and books to Hlokomela Bana, a charitable organisation that provides for the needs of orphaned and vulnerable children. In addition, at the recent onset of the COVID-19 pandemic, the company donated Personal Protective Equipment (PPE) and Sanitisers worth M100, 000 in support of the government's efforts to curb the spread of the disease.

For the future, Letshego Lesotho aims to progressively transfer the learnings from their digital transformation journey in ways that further improve livelihoods while making it easy for Basotho to access more affordable financial support and affordable solutions designed to add value and convenience.

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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 Mphahlele'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, LinkedIn: @LetshegoLesotho <https://letsqo.letshego.com>, WhatsApp: +266 59073570 and Mobile: +266 22031017

About Letshego Africa

Letshego Holdings Ltd ("Letshego Group") is a truly African multinational organisation, headquartered and listed in Botswana and focused on delivering inclusive finance solutions to underserved populations across its 11 sub-Saharan Africa footprint. With a staff complement of over 3,000 – including both direct and indirect sales agents – and serving over five million customers across Africa, Letshego is synonymous with leveraging innovation and technology to improve the lives of individuals who have limited access to traditional financial services.

In 2022, Letshego celebrates 23 years of supporting regional communities, making strong progress with the launch of its Transformational Strategy in September 2020, towards the Group's vision to be a world-class retail financial services organisation, improving the lives of mass and middle-market individuals and micro and small entrepreneurs. To access the LetsGo Digital mall visit: www.letsqo.letshego.com and www.letshego.com / www.letshegoinvestor.com

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For further information, please contact:

Letshego Financial Services Lesotho
inquiries::

Name: Nobandile Seleteng Ranthamane
Head of Sales, Channels, and Marketing
Tel: (+266) 22031017
Mobile: (+266) 56713620
Email: motselisis@letshego.com