



PRESS RELEASE

For immediate release

MASCOM AND LETSHEGO BOTSWANA PARTNER TO DELIVER THE MASCOM MYZAKA INSTANT LOAN

March 31, 2023; [Gaborone, Botswana]: Letshego Botswana has recently partnered with Mascom to launch the Mascom MyZaka Instant Loan. The MyZaka Instant Loan is a customer focused mobile money microloan service designed to provide customers with swift and convenient access to funds, driven by the underlying theme of “Ithuse” meaning “help yourself”. This theme puts the customers’ control of their finances squarely in their hands, and they can use the MyZaka Instant Loan to help themselves out for those times when money is tight.

The service is a short-term, real-time, safe, and affordable micro-loan issued to qualifying MyZaka users. Customers can access it through the MyZaka *167# USSD code from their mobile phones and apply for the loan without any paperwork. The loan gives customers instant access to funds from as little as P50.00 to a maximum of P1500.00 payable within 30 days at very low interest rates. Eligibility for the loan is determined by the customer’s spend pattern on the MyZaka platform.

Mascom’s Chief Executive Officer, Ms. Dzene Makhwade-Seboni said, “*we are pleased to launch such a product in partnership with a leading and reputable financial services provider such as Letshego Botswana. As we celebrate our silver jubilee this year, we are committed to deliver on our value of innovation to our customers and this is just one of many to come in this year.*”

Through the MyZaka Instant Loan, Mascom and Letshego are advancing financial inclusion and actively bridging the gap between the banked and unbanked, and assisting Botswana to instantly meet their needs and goals.

Letshego Botswana’s Acting Chief Executive Officer, Letso Gaborekwe said, “*We are excited about the launch of MyZaka as it delivers to our purpose to Improve Lives of Botswana. As part of our partnership with Mascom will help to accelerate financial inclusion to provide more Botswana with easily accessible self-service financial solutions. Mascom MyZaka Instant loan is designed to benefit people from all walks of life, as a convenient and hassle-free financial lifeline.*”

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

“Ithuse” with the Mascom MyZaka Instant Loan.

ENDS.

About Mascom Wireless Pty LTD

Rooted in the origins and evolution of the Botswana telecommunications industry, Mascom remains the leading communications operator. We are ISO certified for both the Quality and Environment Management and focused on being the leading digital service provider of choice to all users. We are a Public Interest Entity committed to the development of the communications industry in Botswana.

Our success is supported by a strong employee driven culture, which centres on our values of Integrity, Service Excellence, Innovation, Open and Effective Communication, Teamwork, and Fun!

We are a recognised and proud corporate citizen, whose Corporate Social Investment Initiatives are premised on the following pillars:

Mascom on ICT Development

Mascom on Sports

Mascom on Vulnerable Groups

Mascom on the Arts and Culture

Mascom on the Environment

Mascom on Mobile Health.

Our brand statement “Number 1 because of you” is an acknowledgement of the importance of the role played by our customers and various stakeholders in our success as an innovative and proudly Botswana corporate citizen.

We have reflected on our why, the meaning that we give, as well as what it is that gives us meaning. Collectively, we came to one affirmation. At the very core, ours is to ensure that we are Powering Connections That Inspire Change. This is our guiding beacon.

About Letshego Botswana

Letshego Financial Services Botswana (Letshego Botswana) opened its doors in 1998 in Gaborone, Botswana. As a subsidiary of the Letshego Group, Letshego Botswana has steadily grown into a leading financial services provider. The company contributes approximately 40% to Group profits. In addition to formally employed individuals in government, parastatal and private sectors, it has made inroads into servicing low to middle-income earners in the private sector. Letshego has further diversified its offering to include an Affordable Housing Solution as well as offering financial assistance to Micro and Small Enterprises. In recent years, Letshego Botswana has been engaged in its Improving Lives Campaign that encourages customers to use their loan proceeds towards productive rather than consumptive lending in order to improve their lives. For more information, please visit: <https://www.letshego.com/botswana>, letsgo.letshego.com, Facebook @Letshego Botswana

Media & Editorial Contacts

For Mascom related enquiries:	Boipelo Matenge Chief Corporate Affairs Officer boipelo.matenge@mascom.bw Mascom Head Office Gaborone Tsholetsa House Main Mall Tel: + 267 390 3396/8 www.mascom.bw
For Letshego Botswana related enquiries:	Mokoro Ketsitlile Group External Communication Manager Letshego Holdings Limited Mobile: +267 75338686 Email: mokorok@letshego.com