



PRESS RELEASE

For immediate release

LETSHEGO TANZANIA AND AIRTEL MONEY LAUNCH THE SAVE AND WIN PROMOTION

Dar Es Salaam, Tanzania: – Letshego Bank Tanzania, a subsidiary of Letshego Holdings Limited (Letshego Group), has, in partnership with Airtel Money, announced the launch of Vimba na Timiza Akiba, an eight weeks promotion that aims at encouraging Tanzanians to save digitally by offering them an opportunity to win Bajaji, Motorcycles, Television Sets and Cash prizes.

Speaking during the launch of the promotion, Letshego Bank Tanzania Head of Sales, Leah Phil, said, "We are excited to partner with Airtel Money to launch the Vimba na Timiza Akiba promotion. We believe that digital savings are the future of financial services, and we are committed to providing innovative products that meet the needs of our customers. For this promotion, we want to assure all Airtel Money customers that they will get their prizes through Airtel Money accounts immediately after they are declared the winners."

Timiza Akiba is a digital saving product, offered by Letshego Bank in partnership with Airtel Money, that enables individuals to save money directly from their Airtel Money account. The product is designed to provide a safe, convenient, and reliable way for Tanzanian's to save money and achieve their financial goals while earning 4.5% per annum on interest.

Airtel Tanzania Director of Communications Ms Beatrice Singano said, "The promotion aims at encouraging Airtel Money customers and the public on making savings digitally"

Letshego Bank Tanzania will continue to improve people's lives through innovative and digitally accessible financial products, Partnership with Airtel Money is a mark of the bank's commitment to continue delivering positive social impact.

ENDS.

NOTES TO EDITORS:

About Letshego Bank Tanzania

Letshego Bank (T) Limited is a licensed Commercial Bank operating in Tanzania and is a subsidiary of Letshego Holdings Limited (leading in inclusive finance across Africa). Letshego Bank (T) Limited through its efficient alternative channels not limited to 5 branches 3 outlets, LetsGo mobile, agency (over 200 third party agencies), Western Union, ATM Cards, E-Money and Bank Transfer (TISS). Letshego Bank Tanzania has more than 79 employees, offering credit, savings and transactional solutions in affordable housing, education and health sectors. For more information, visit: www.letshego.com/tanzania Follow us on Facebook: @Letshego Bank Tanzania. To access the LetsGo Digital mall visit: www.letsgo.letshego.com

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.

www.letshego.com / www.letshegoinvestor.com

To access the LetsGo Digital mall visit: www.letsgo.letshego.com

FOR FURTHER ENQUIRIES, PLEASE CONTACT:

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