

SPEECH BY REAL PEOPLE EAST AFRICA C.O.O YVONNE GODO
DURING THE UNVEILING OF THE NEW FINANCIAL
TECHNOLOGY PLATFORM AT SAROVA STANLEY HOTEL ON
THE 26TH AUGUST, 2014.

- Our partners in this project,
- Invited Guests,
- Members of the Press,
- Ladies and Gentlemen,

A very warm welcome from *Real People* as we unveil this great and trendsetting technology for financial support. The service we are unveiling this morning is a strong indicator of the heights that *Real People* is already scaling in East Africa despite our fairly young age.

Indeed; we began operations in 2009 with a handful of employees, where we played in a very competitive space within the lending sector. Over the past five years, we have grown to about 281 permanent employees in Kenya, Uganda and Tanzania and have lent more than Kshs. 10 billion to micro, small and medium enterprises. We have grown with the market and we are not about to stop there. We have just laid the foundation. The real work begins!

I must hasten to add that this growth has been a result of hard work, sustained innovation and an unfaltering commitment towards remaining the best in a congested market.

Since launch, we have given loans to over 20,000 MSME'S in Kenya, and we are proud to be among those MFI's that can stand and be counted for contributing substantially to the economic growth of Kenya.

One difference that makes us stand out in the market is that, we do not just give loans; we walk and grow With our customers. We impart knowledge on financial responsibility and ensure that we are giving a good loan facility to a business that we have assessed and advised the best possible way for them to maximize on their profits and growth.

Ladies and Gentlemen; our unique products including the *Real Flexi loan* facility which allows our customers to take a loan facility and only draw down what they need at a particular time, has given our customers the best experience in the market in terms of lending. Our *Real Asset Loans* which allow our customers to purchase productive assets has also contributed greatly to our growing book in Kenya.

Distinguished Guests; The technology that we are launching today is a first in Africa. We thought long and hard about it before we even sat down to develop it with our partners and shareholders. We have invested heavily in it and we are confident that it will be a value addition to our customers.

We are proud to set the pace in micro-finance technology and are confident that indeed this will be a platform that customers will find a lot of value in.

Without further ado, please join me in welcoming the CEO of *Real People* in East Africa Mr. Daniel Ohonde.....