



BAOBAB

Press Kit



Unleash your potential



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OUR IMPACT 2020

Our vision is to be the preferred financial partner for business people

Founded in 2005, Baobab now has around 1.2 million customers in nine markets. Over 3,773 employees work together to simplify banking and meet the needs of entrepreneurs. We aim to revolutionise financial services, and make them easier, faster and more accessible, and thus unleash the potential of our customers wherever they are and whatever their financial situation.

1,246,360

CUSTOMERS

including 45% women and
44% between 25 and 40 years old

1,210

SALES POINTS

3,773

EMPLOYEES

including 59% managers
portfolio

44%

DIGITAL LOANS

10 COUNTRIES

Loan portfolio

659M€

Total Deposits

264M€

Figure as of December 31, 2020



Baobab, the partner of entrepreneurs



**BAOBAB
LOANS**



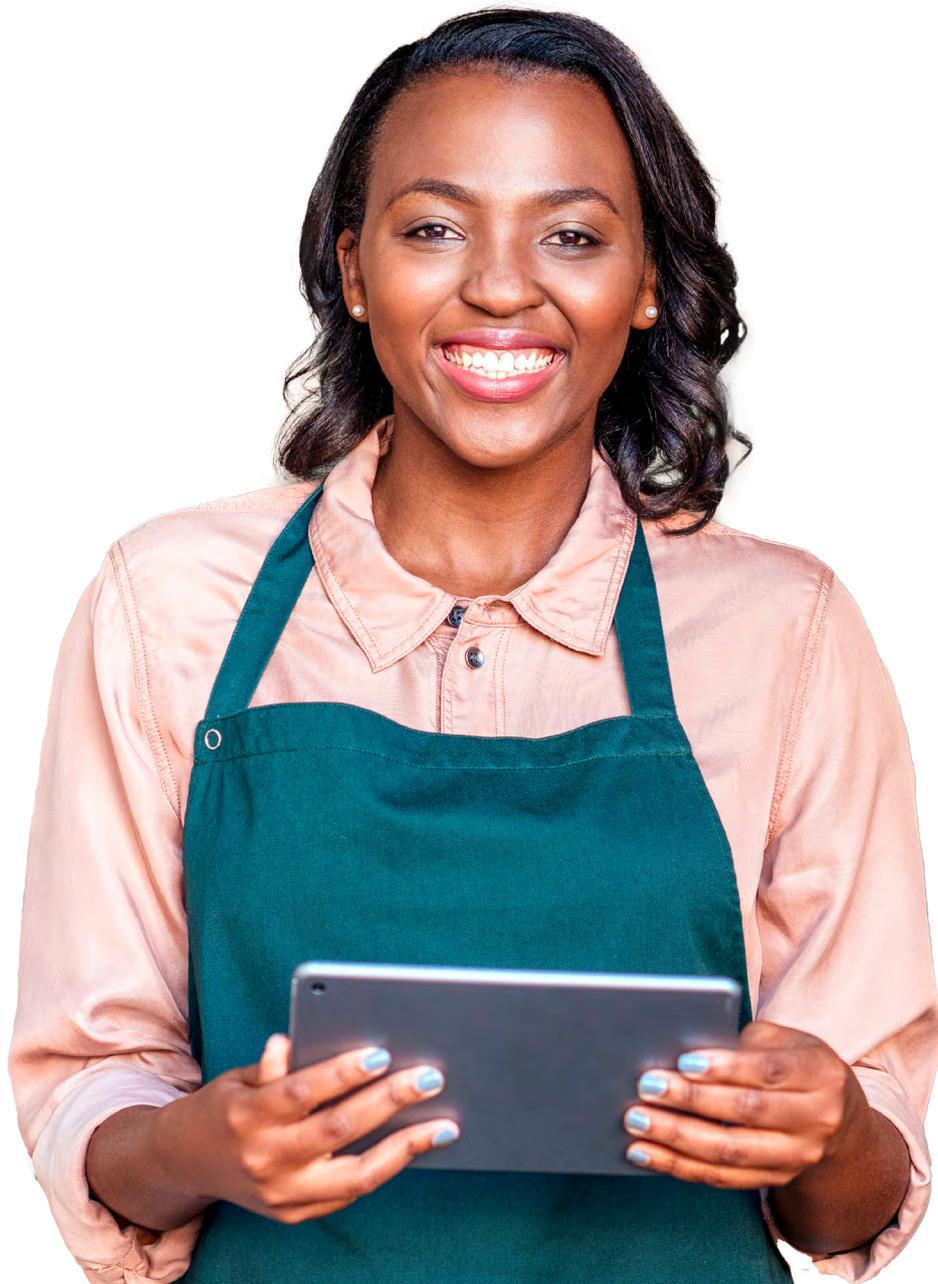
**BAOBAB
SAVINGS**



**BAOBAB
PAY**



**BAOBAB
INSURANCE**





OUR PRODUCTS AND SERVICES



Loan

Our loans are designed to finance the working capital and/or investments of small and very-small businesses. Target customers may be very small entrepreneurs in search of micro-credits (less than €3,000) repayable in the short term (less than 12 months), and SMEs in need of bigger loans (up to €300,000) and longer maturities (up to 36 months), to support substantial investments.

Like all financial institutions, for Baobab, 2020 was marked by the Covid-19 pandemic, which considerably impacted our own business and that of our customers. However, thanks to the close relationship with our customers and our understanding of local economic landscapes, in just a few weeks, the institution developed financing offers in response to our customers' new needs: longer and more flexible repayment plans; bespoke lending offers to revive business after partial or total lockdowns; and support for expanding sectors (hospitals, pharmacies, etc.).

In addition, in 2020, a dedicated offer was developed for the farming sector and a specific strategy was implemented in Côte d'Ivoire, a Group country with great agricultural potential.

Launch of the Baobab Mobile App

In 2020, Baobab launched the first version of its new mobile application. Customers can view their bank account status with this version but cannot yet carry out transactions. However, these functions will be available in a significantly enhanced second version due for launch in summer.

This first version proved to be successful with downloading campaigns carried out in the different countries.



Savings

Baobab offers savings accounts available at any time, various savings schemes and a range of term deposits with attractive yields.



Insurance

The main insurance product offered by the Group's various subsidiaries protects borrowers and repays their entire loan in the event of death or disability.



Payment

In addition to cash transactions available in Group branches, Baobab has developed partnerships to offer payment options on each of its markets, such as electronic and interbank transfers, payment cards, cheques, payment vouchers and electronic bill payment.

Specific offers have been launched in some countries, like the Nibss offer in Nigeria which can particularly be used to securely make a loan repayment via a phone.

In Madagascar, in partnership with Orange, an interoperability service has been rolled out. This new service allows Malagasy customers to instantly transfer money from their Baobab account to their Orange Money wallet and vice versa. Both secure and easy to access, this channel aims to simplify the everyday transactions of over 200,000 customers in Madagascar.



Call Center

Baobab has developed a call centre in each country to improve its customer service. Call centres gather suggestions, opinions and complaints from customers and provide information about our products and services. They also carry out satisfaction surveys and are becoming a means of acquiring potential customers through phoning campaigns.

Correspondents and dedicated correspondents

Baobab Group has developed services to be close to customers even when they are in remote geographical areas. These are networks of correspondents and dedicated correspondents.



Network of Correspondents

Baobab outlets form a network of correspondents where customers can carry out transactions. They can deposit and withdraw cash, repay their loan instalment, and transfer money between accounts. All transactions are secured thanks to a biometric system directly connected to the Baobab system.

The Baobab Group now operates networks of correspondents in three markets (Côte d'Ivoire, Madagascar and Senegal), with over 902 customer service outlets completing the networks of branches in these countries.

Dedicated Correspondents

Dedicated correspondents have been set up to assist Baobab employees by becoming a pre-services outpost for customers in remote areas. Customers can make deposits and withdrawals, open a Baobab account, apply

for a loan, check their account balance, pay bills, obtain nano-credits and transfer money.

The staff in Baobab branches hires and trains the dedicated correspondents who are generally motivated young entrepreneurs keen to manage their own business. They are then provided with Baobab kiosks featuring special branding in semi-rural areas where Baobab detects potential for growth. Each kiosk is located at least three kilometres from a Baobab branch. As support when they start up their business, these managers receive working capital funding, a tablet and a minimum salary. The aim is to assist them over the first six months of their start-up phase

Account opening in the field and smartphone loan application

Baobab has developed an application for opening an account out in the field. It allows promotion staff or dedicated correspondents to open accounts for new customers in the street in just five minutes. Thanks to the application, the employee collects the customer's information from their ID card and their fingerprints via the biometric system connected to the application. Once collected, branch staff checks the information and confirms the opening of the account.

To complete this account opening app, the loan granting application Tune Loan has been developed and implemented in two countries.

The results of the two pilot rollouts were very positive over 2020: in Nigeria, the adoption rate exceeds 70% and it reached 50% in Senegal. These great results have led Baobab to launch deployment in the other subsidiaries in Africa.



AWARDS

Baobab Tunisia



Best Customer Service 2020

Baobab Nigeria



Best Employer in Training Contribution for 2020



Best Digital Innovator 2020

PRESS RELEASES

Baobab+



Fundraising of 10 million euros at Nordfund in 2021



Fundraising of 4 million euros at Shell's Energy Entrepreneurs Growth Fund (EEGF) in 2021



CLIENT TESTIMONIALS

I had heard that in addition to financing various entrepreneurial activities, Baobab offered its customers a good quality service. This feedback prompted me to inquire and that's when I decided to open an account with Baobab.



Amadou

Manager of an entrepreneurship and management firm
Senegal

Thanks to these funds, Elieja has been able to confidently develop his business and offer his customers quality printing services. Over the years, the small company has made a name for itself and built up a loyal customer base.



Elieja

Printing Company Owner
Nigeria

Grâce à l'accompagnement de Baobab, Mamie est passée de vendeuse détaillante à grossiste et emploie désormais 4 personnes.



Mamie

Retailer in the food sector
DR Congo

Baobab supported me when I needed it most! Thanks to my first loan, I was able to increase my orders considerably. And the money was available within a fortnight.



Michel

Clothing Store Manager
Côte d'Ivoire

Disappointed but just as determined, he contacted Baobab that he heard about from people he knew. After submitting his loan application he received a positive response and was granted a loan of MGA 166 million (€36,451).



Béranger

CEO of a company specialised in visual communication
Madagascar

He contacted Baobab in 2018 because he heard about the financial services tailored to micro-enterprises. The same year, he obtained his first loan and was able to invest and develop his business



Seif

Florist
Tunisia



LOGO VARIATIONS

FRENCH

ENGLISH

ARABIC

LOGO CENTERED



HORIZONTAL LOGO



COLORS

1



Rubine RED
HEX E40473
C00 M100 J20 N03
R228 V04 B115

2



BLACK 95
HEX 333132
C00 M00 J00 N95
R51 V49 B50

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