

PRESS RELEASE

BNI MADAGASCAR LAUNCHES KRED, ITS NEW 100% DIGITAL MICROFINANCE BRAND DEDICATED TO SMES

KRED, microcredit differently!

Madagascar, Tuesday, June 4, 2019 - Axian announces the launch of KRED, the new 100% digital microfinance brand of its bank BNI MADAGASCAR, in the presence of *Mr Richard RANDRIAMANDRANTO, Minister of Finance and Budget and Ms Lantsoa RAKOTOMALA, Minister of Industry, Trade and Crafts;*

KRED, A FIRST IN AFRICA

« For the first time in Africa, a microcredit solution is 100% digitalized! » proudly announces Hassanein HIRIDJEE, CEO of the Axian Group.

KRED is an innovative microfinance solution that offers Malagasy VSEs and SMEs an optimal convergence between mobile and financial services. With a partnership with MVola, Axian's mobile money brand, KRED is deploying the concept, unique in Africa, of a *"digital microcredit bank"* allowing its customers to have access to affordable financial services without having to travel.

REDUCE STRUCTURAL AND GEOGRAPHICAL BARRIERS TO ACCESS FINANCIAL SERVICES

« Our office is at our customers' premises,» explains Bernardin ZAFINDRATSILIKANA, Business Development Manager at KRED. KRED's sales teams are constantly in the field, meeting directly with each client to offer them the most appropriate financial solutions for their situation. Once the granting of credits has been completed, the various operations are completely dematerialized.

A 100% MALAGASY INNOVATION, BORN FROM THE SYNERGIES WITHIN THE AXIAN GROUP

KRED was designed and developed within the Axian group. Born of the desire of BNI MADAGASCAR to democratize financial services for all segments of the Malagasy market, KRED has benefited throughout its creation from the expertise of TELMA MONEY (MVola) and AITS, Axian group's companies positioned in the mobile money and digital transformation markets.

« KRED was created to effectively contribute to the promotion of entrepreneurship at the national level, boost the various economic sectors still under-exploited and thus create jobs » says Adrian CHINDRIS, Deputy Director General of BNI MADAGASCAR - Strategy and Senior Manager of KRED.

Operational for a few months now, KRED has already attracted many customers in different cities of the Big Island, including Antananarivo, Antsirabe, Toamasina, Fianarantsoa and Antsiranana.

ABOUT KRED

KRED is the microfinance brand of BNI MADAGASAR. Created to meet the growing financing needs of Malagasy VSEs and SMEs, KRED offers an optimal convergence of mobile and financial services.

ABOUT BNI MADAGASCAR

As the leading local Malagasy bank, BNI MADAGASCAR offers banking products and services adapted to the needs of professionals and individuals. It contributes to financial inclusion and the dynamisation of the formal economy sector.

BNI MADAGASCAR is a company of the Axian and CIEL LDT groups.

ABOUT AXIAN

BNI MADAGASCAR and KRED are part of Axian group.

Born in Madagascar 150 years ago, Axian is a diversified group present in 5 sectors of activity with strong growth potential: real estate, telecoms, financial services, energy and innovation. With more than 3500 employees in the Indian Ocean and Africa, we are a partner in the economic transformation of emerging countries. We systematically ensure that our activities have a lasting and positive impact on the daily lives of as many people as possible.

Because having access to financial services makes it possible to secure the present and build the future, Axian supports BNI MADAGASCAR and KRED to offer innovative solutions adapted to the needs of each individual.

More information on www.axian-group.com and Twitter @AxianGroup



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