



baobab

Press Kit | November 2024



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Mission

To empower small businesses in Africa

Baobab is a financial services group with operations in seven (7) countries on the African continent. Via its subsidiaries, **Baobab provides financial services to half a million micro entrepreneurs and small businesses**, fulfilling its mission of broadening access to finance among those underserved by traditional banks.

Our global range of products includes micro-loans, savings solutions, transaction and daily banking services as well as innovative banking products like mobile payments, buy-now-pay later plans and digital nano loans.

Our **4,800 team members** work together to make financial services more accessible, inclusive and transparent.



7 Subsidiaries

France (HQ)
since 2005

Senegal
since 2007

Mali
since 2014

Burkina Faso
since 2014

Nigeria
since 2010

Ivory Coast
since 2010

DR Congo
since 2017

**Madagascar
Banque**
since 2006



Our Impact in 2024

Figures as at 31 october 2024



* An active customer is a person or a legal entity having done a transaction on a Baobab account over the last 12 months.
** Sales points includes our branches and our network of banking agents.




Our Products and Services


 **loan**


- ↳ Nano, Micro and SME loans ranging from 10 - 300,000 €
- ↳ Group loans
- ↳ Agricultural loans



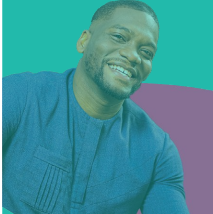
 **saving**


- ↳ Current accounts
- ↳ Savings accounts
- ↳ Savings plans
- ↳ Term deposits




 **payment**


- ↳ Transfers
- ↳ Bank cards
- ↳ Checks
- ↳ Bill payments






 **insurance**

- ↳ Credit life insurance

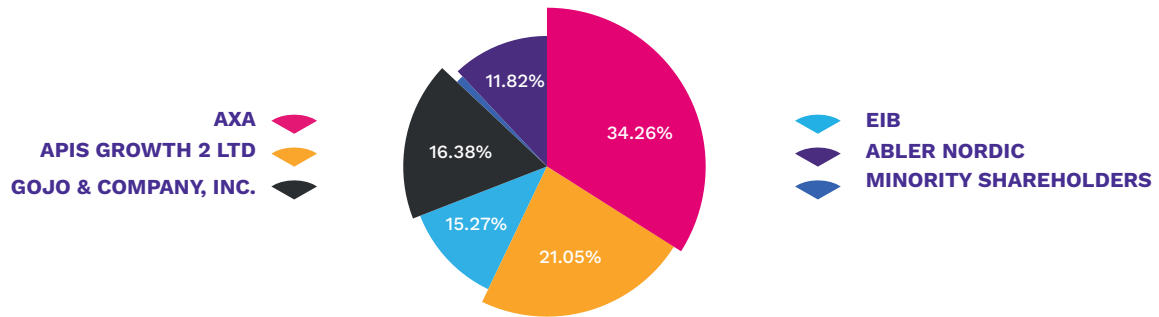


 **baobab+**

Pay - As - You - Go Solar products  **digital**  **energy**  Tablets with financing plans to support literacy, education, healthcare and business management



Our Shareholders



Abler Nordic



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