



**ZENKA**  
FINANCE GROUP

## **ZENKA KENYA – 2021 UPDATE**

27.09.2021

# ZENKA – TOP TRENDING FINANCE APP IN KENYA



Total:  
**3.3M**  
downloads from  
Google Play Store



Trending Up ⓘ

App ⓘ	Store Rank ⓘ
Zenka Loan App - Kenya	4
Coinbase – Buy & Trade Bitcoin, Eth...	150
FXPesa	106
Pesapal Mobile	-
SafCIRI	-

Top trending finance app in Kenya (September 2021)

Registrations in September increased by 250% compared to July.



Latest updates

Reintroduced promo offer – First loan for free

June 2021

\*Unstructured Supplementary Service Data (specially designed for feature phones)

USSD\* channel re-launch and start of Zenka campaign in local radio stations

August 2021

Launched campaign in all marketing channels (TV, radio, outdoor, digital)

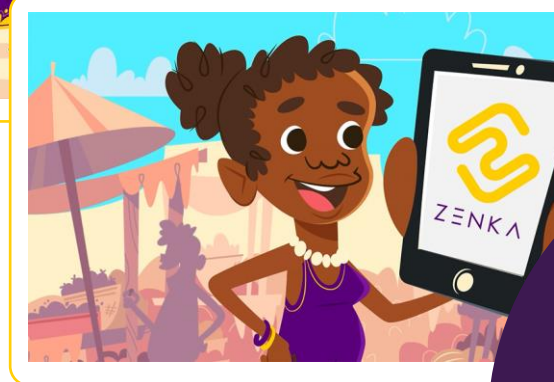
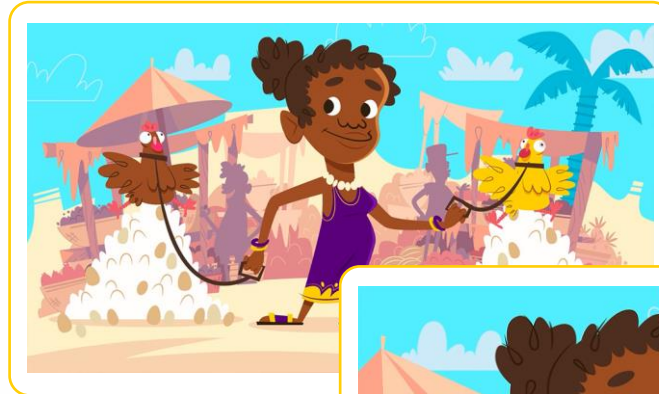
September 2021



# ZENKA – NEW INTENSIVE TV/RADIO CAMPAIGN



**TV campaign** in the two biggest tv stations (Citizen TV and NTV) with a daily audience reach on the level of +9M



**Radio campaigns** in the biggest nationwide stations and the most recognized local radio stations. Daily audience reach: 2.5M – 5M.

**Campaign results:**  
**15-18k**  
**registrations daily**  
(avg. radio/tv results in 2021 before „Smart Loans for Smart People” campaign got 2-4k registrations daily)



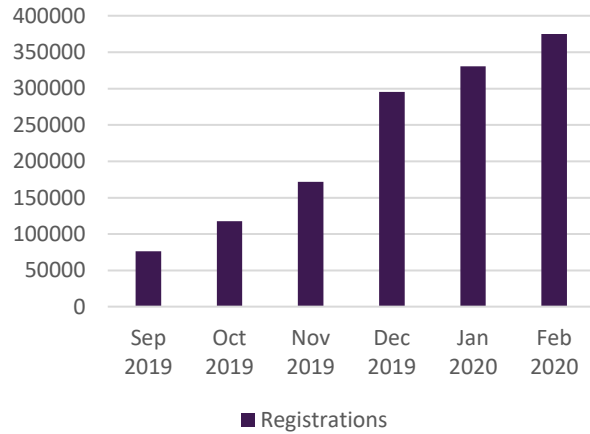
**Outdoor billboards** in the crowdest local marketplaces in Nairobi.



**360k+**  
**registrations**  
**expected**  
**in September**



### Zenka's pre-covid growth



We observe in the last 2 months a similar pace with user acquisition as it was just before covid started.



Zenka is starting a **partnership with Airtel** and is going to be the first lender available on: M-Pesa and Airtel Money.

400 000  
350 000  
300 000  
250 000  
200 000  
150 000  
100 000  
50 000  
0

January 2021 February 2021 March 2021 April 2021 May 2021 June 2021 July 2021 August 2021 September 2021

■ Registrations ■ First loans ■ Referrals

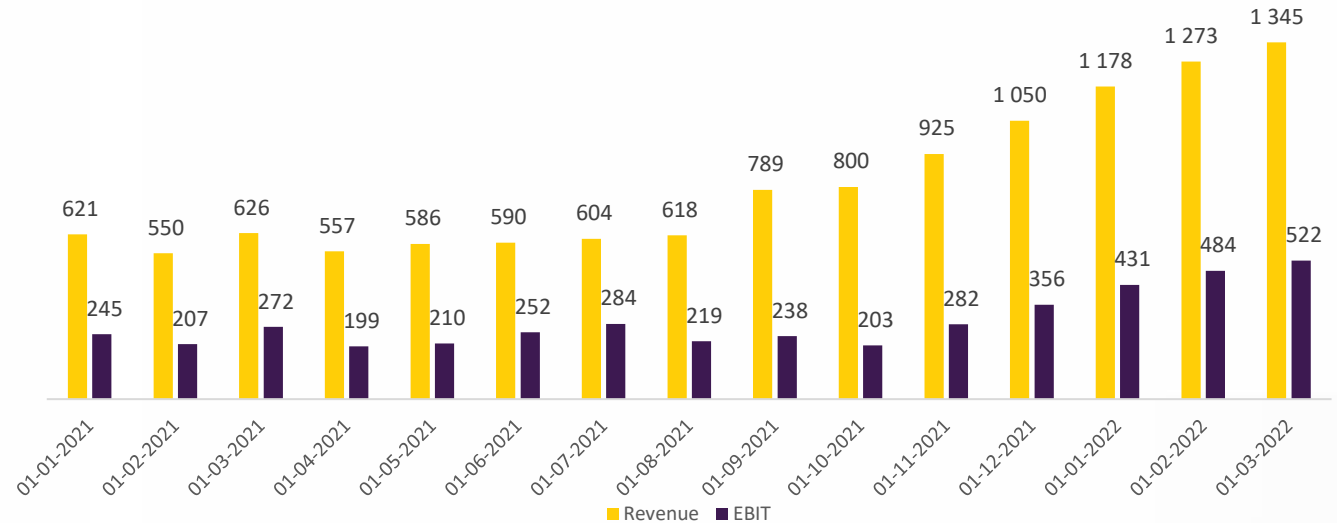


- EUR 2m capital injection from Zenka shareholders for Mintos repayment in Sep/Oct
- Share capital increase by EUR 1.5m

Covenants as at the end of Oct:

- AQR > 31%
- ICR (Interest coverage ratio) >3.4 (calculated on Oct21)

Revenue and EBIT before fx (kEUR)



Profit & Loss accounts

31.01.2021 28.02.2021 31.03.2021 30.04.2021 31.05.2021 30.06.2021 31.07.2021 31.08.2021 30.09.2021 31.10.2021 30.11.2021 31.12.2021 31.01.2022 28.02.2022 31.03.2022

Interest and commission income	621 103	549 697	626 477	557 270	585 708	589 529	604 234	618 340	788 866	799 894	924 700	1 049 506	1 178 259	1 273 378	1 344 704
Interest expense	(116 843)	(82 043)	(85 638)	(60 244)	(95 360)	(89 559)	(83 253)	(96 678)	(82 637)	(132 909)	(132 252)	(138 078)	(144 510)	(151 810)	(157 419)
Net impairment allowance	(103 498)	(95 420)	(74 652)	(137 711)	(96 775)	(59 622)	(60 156)	(88 589)	(150 000)	(264 000)	(304 000)	(344 000)	(385 263)	(415 763)	(438 649)
<b>Gross profit</b>	<b>400 762</b>	<b>372 234</b>	<b>466 187</b>	<b>359 315</b>	<b>393 573</b>	<b>440 348</b>	<b>460 825</b>	<b>433 073</b>	<b>556 229</b>	<b>402 984</b>	<b>488 448</b>	<b>567 428</b>	<b>648 486</b>	<b>705 805</b>	<b>748 636</b>
General administrative expenses	(156 175)	(164 901)	(193 932)	(160 560)	(183 887)	(188 316)	(176 842)	(214 497)	(318 158)	(200 364)	(206 036)	(211 661)	(217 335)	(222 166)	(226 409)
Fx	33 309	(33 027)	264 524	(96 605)	(13 297)	134 443	(26 253)	(50 706)	30 861	(2 606)	(2 659)	(2 765)	(2 897)	(3 034)	(3 143)
Taxes	(56 555)	(29 376)	(52 665)	(51 375)	(27 369)	(23 414)	(23 605)	(20 957)	(36 922)	(36 922)	(36 922)	(36 922)	(155 191)	(170 937)	(182 514)
<b>NET PROFIT</b>	<b>221 341</b>	<b>144 930</b>	<b>484 114</b>	<b>50 774</b>	<b>169 021</b>	<b>363 060</b>	<b>234 126</b>	<b>146 913</b>	<b>232 010</b>	<b>163 093</b>	<b>242 831</b>	<b>316 081</b>	<b>273 063</b>	<b>309 668</b>	<b>336 570</b>

Notes:

- 1) EUR/KES = 128
- 2) Non-audited management accounts.
- 3) Numbers may not add up due to rounding.