



pezesha

2024 Impact Report

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CEO & Founder Hilda Moraa talks about 2025



At Pezesha, we've always known that financial inclusion isn't just a mission — it's a movement. It's about unlocking resilience, prosperity, and dignity for millions of micro, small, and medium enterprises (MSMEs) that power Africa's economy but remain locked out of traditional finance.

As I reflect on the past year, I am incredibly proud of how far we've come — not just in numbers, but in lives changed, businesses scaled, and communities empowered. Through a year marked by economic headwinds and constrained capital flows, Pezesha stood firm. We didn't just adapt — we accelerated.

In 2024–2025, we:

Delivered record-breaking disbursements to underserved MSMEs through responsible, data-driven lending . Strengthened our platform to ensure risk-resilient growth and scalability. Deepened partnerships that are transforming access to capital across the ecosystem. But our story isn't told in graphs alone — it's told in the stories of the market vendor restocking

her stall, the retailer meeting payroll on time, or the small-scale manufacturer hiring two new employees. These are not small wins — they are systemic shifts in what's possible when finance is built inclusively, from the ground up.

Looking ahead, our ambition is bold: to close Africa's \$330 billion SME financing gap by building the continent's most trusted and scalable infrastructure for embedded, tech-enabled credit. Our north star remains clear — sustainable impact at scale, driven by innovation, discipline, and partnership.

To our team, investors, partners, and — most of all — the entrepreneurs who bet on themselves and trust us to walk that journey with them: thank you. You are the heartbeat of this mission. Together, we're building more than a business — we're building the future of inclusive finance in Africa.

Hilda Moraa

Founder & CEO, Pezesha



Pezsha is dedicated to empowering the "missing middle"—underserved MSMEs that form the backbone of Africa's employment, accounting for

80%
of the jobs.



About Pezesha

Pezesha—Swahili for "Financial Enabler"—was founded in 2016 and is headquartered in Kenya. We have built a robust digital financial infrastructure, anchored by our proprietary Patascore credit scoring engine, to become the leading platform connecting Micro, Small and Medium-sized enterprises (MSMEs) with working capital. Our platform brings together banks, microfinance institutions, telecommunication companies, and other financial networks to enable high-quality MSMEs, driving meaningful financial inclusion and reducing inequalities in access to formal financial services.

We are dedicated to empowering the "missing middle"—underserved MSMEs that form the backbone of Africa's employment, accounting for 80% of the continent's jobs. With over one billion people projected to enter the working-age population in Africa over the next two decades, supporting these businesses is critical for sustained economic growth. Through tailored products, innovative technology, and collaborative partnerships, Pezesha, powered by Patascore, is enabling these enterprises to thrive and drive Africa's economic progress.



“
Pezesha
Imwezesh
Biashara yangu!”



Pezesha has
disbursed

377,038

Loans amounting to

\$ 45,190,202



Pezesha's Impact at a Glance

\$ 45,190,202

Amount disbursed (\$)

377,038

Number of loans

52,516

Number of
unique customers

70%

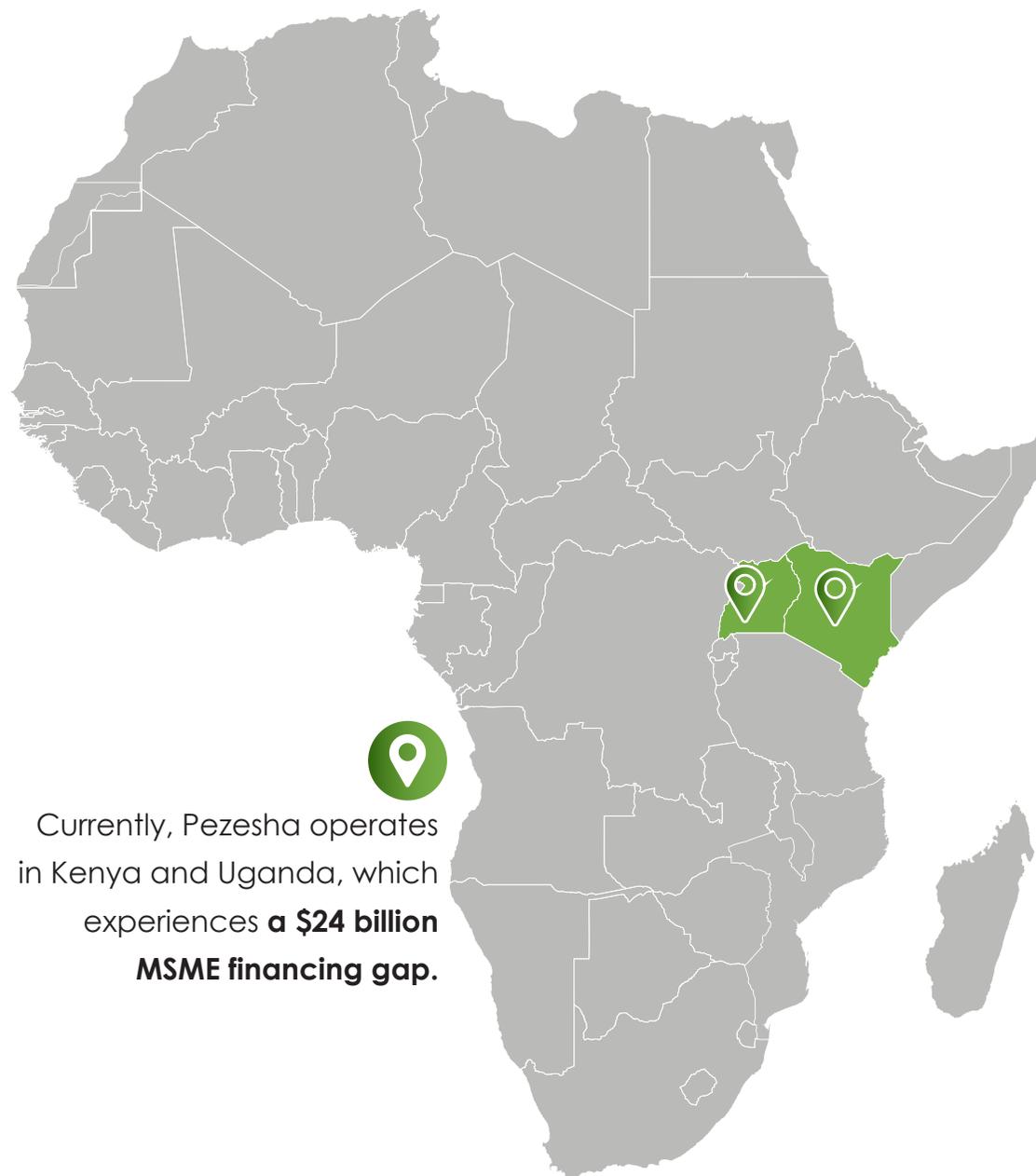
% repeat customers

28%

% accessing credit
for the first time

37%

% female-led
businesses



Our Theory Of Impact

Our Theory Of Impact

PROBLEM

Many MSMEs in East Africa need access to affordable capital to grow their businesses. However, they usually unable to access formal financing and are unacquainted with finance fundamentals.



INPUT

Patascore, Pezesha's proprietary credit scoring technology, is the underlying engine that drives Pezesha's services. Its use of alternative data sources (e.g., mobile money statements, business value chain data) for credit scoring.



OUTPUT

Patascore enables Pezesha to offer the following services:

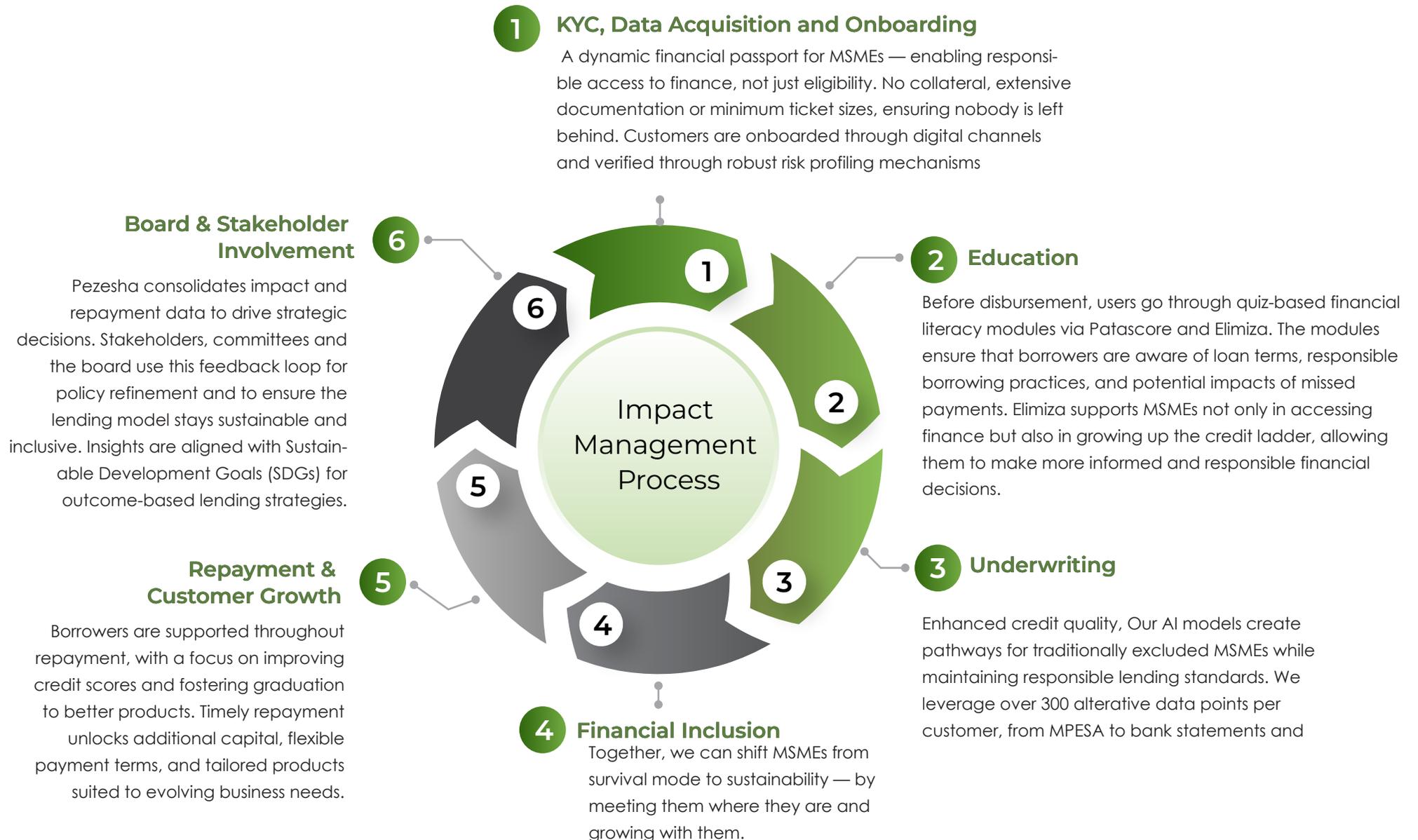
- Direct Lending to MSMEs**
- Embedded Finance:** partnerships with B2B suppliers allowing MSMEs to buy stock
- API solutions for financial institutions** to leverage credit scoring and loan management system



IMPACT

Pezesha provides MSMEs access to affordable credit and financial education, empowering them to achieve economic growth and financial stability. This stability builds resilience to overcome systemic barriers to financial inclusion.





Who Pezesha Serves

Business Size:

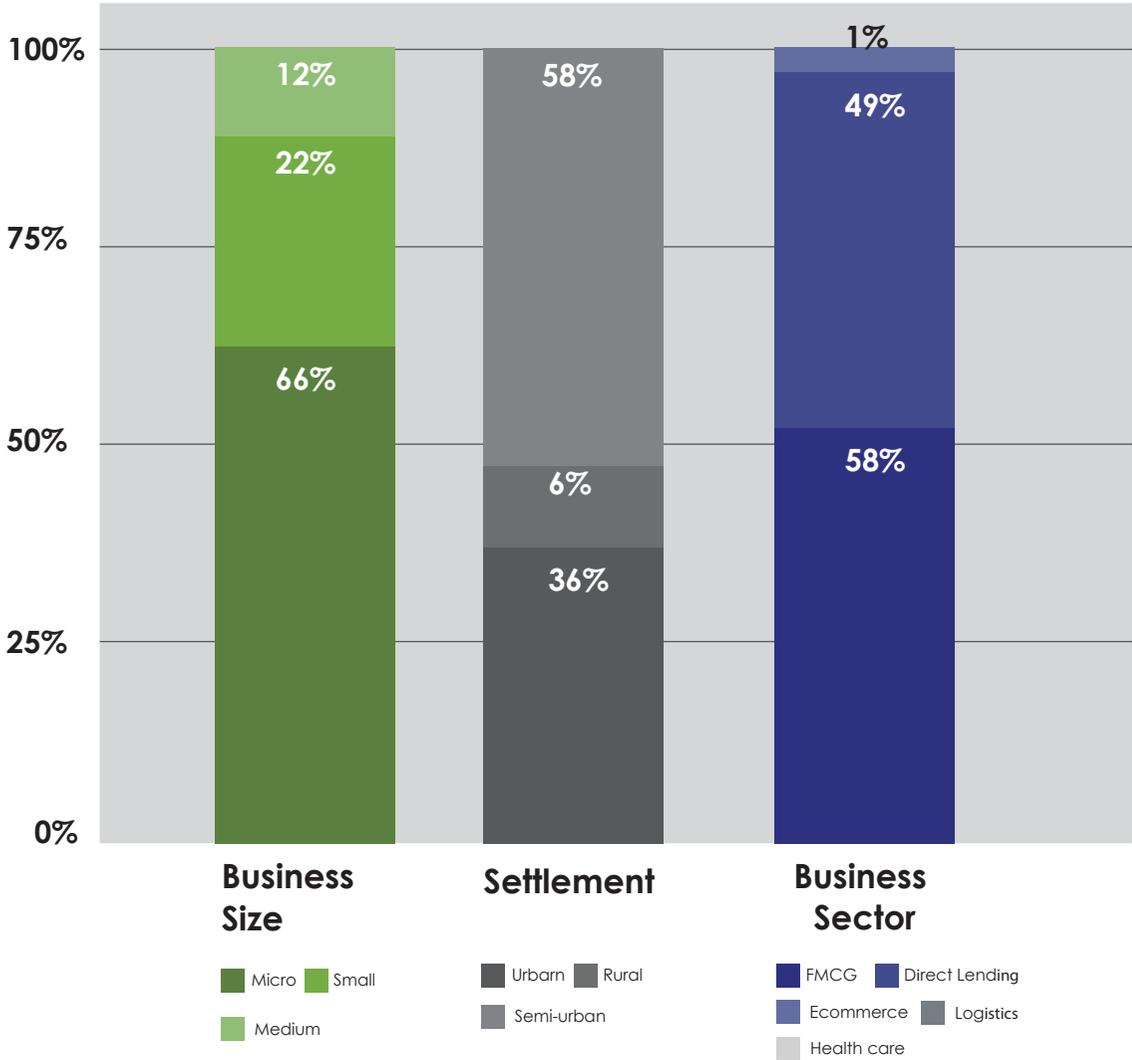
In 2024, Pezesha has lent to more than 7,000 micro and small enterprises, representing more than 90% of our customer base. Our focus on serving micro enterprises helps fulfill our mission to drive millions of job opportunities for the 1+ billion people expected to enter the working age bracket in Africa within the next two decades.

Settlement:

Roughly 35% of Pezesha's portfolio is to urban areas, such as Nairobi and Mombasa. The remaining 65% is lent to semi-urban or rural areas. Pezesha seeks to further expand into the untapped rural areas of East Africa.

Business Sector:

The bulk of Pezesha's lending is directed towards the fast-moving consumer goods (FMCG) and agriculture sectors, with a focus on small business owners marketing fresh goods (e.g. kiosks).





Pezesha has lent to more than **46,655** micro and small enterprises, representing more than **88%** of our customer base.

Who Pezesha Serves (Cont)

Focus on Women-Led Businesses:

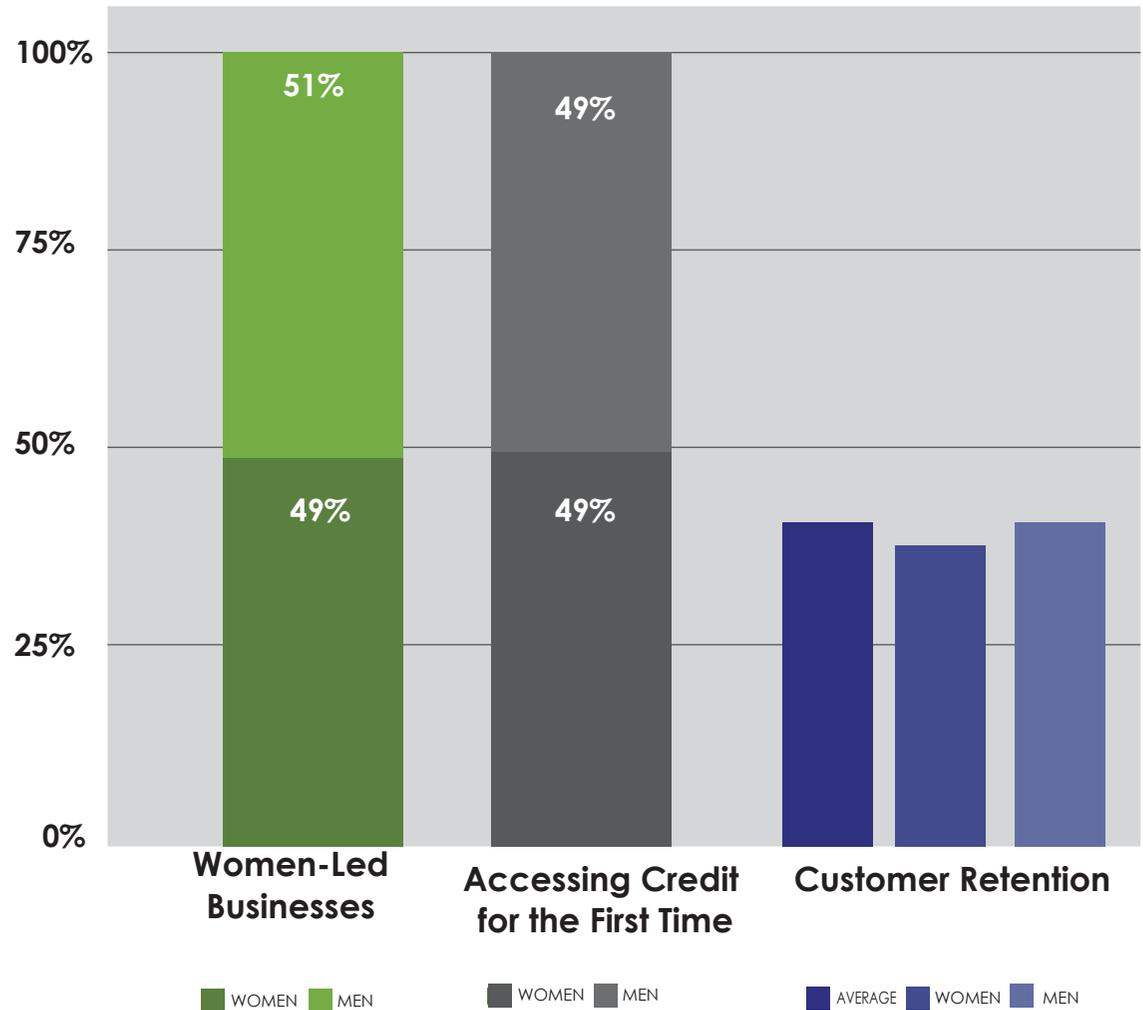
Pezesha has lent to 3,542 female-led businesses in 2024 alone, representing over **49% of our lending in 2024**. Pezesha strives to continue fostering financial inclusion among underserved female MSMEs.

Accessing Credit for the First Time:

Of our customers accessing credit for the first time, **49% are female-led businesses**. This disproportionate representation of women among those accessing credit reveals how Pezesha is reducing the financial inclusion gap for women specifically by fulfilling their working capital needs and facilitating a pathway to accessing institutional financial services as their business grows.

Customer Retention

Female-led businesses have shown an improve rate of retention for the third consecutive year. With 5% more women taking a loan in 2024 who also took a loan in 2023.



Pezesha has lent to
19,386
female-led businesses in
representing over
37%
of our lending



Pezesha 2024 impact numbers

In 2024, Pezesha's lending ecosystem achieved key milestones in driving financial inclusion and enabling MSME growth across Africa. Through our integrated channels—Pochi, Embedded Finance, and the SME App—we onboarded over 1 million MSMEs, providing them with access to affordable and responsible credit, with over 35% being first-time borrowers entering the formal financial system. Our lending solutions addressed critical working capital needs across sectors including trade, agriculture, retail, and services, with high repeat lending rates contributing to greater business resilience and sustained borrower trust.

Over the year, Pezesha disbursed approximately \$8 million in loans, with 49% directed to female-led businesses—underscoring our commitment to gender inclusion and equitable economic participation. Financial literacy touchpoints embedded across our ecosystem—via in-app learning, quizzes, and partner-based education—played a key role in improving repayment behavior and financial decision-making. Our use of dynamic credit scoring and alternative data ensured that credit access remained inclusive, fair, and data-driven.

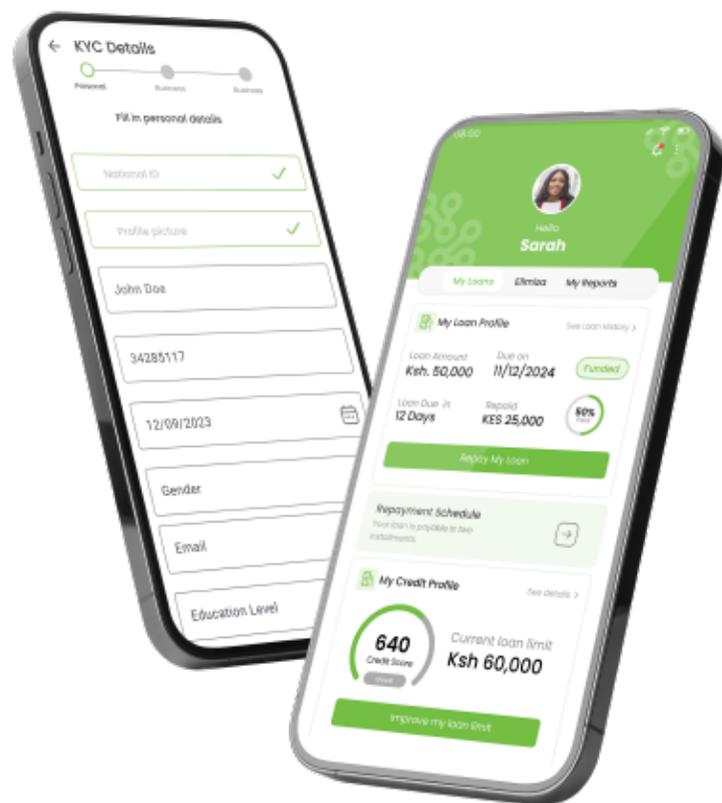
As we look ahead, we remain focused on scaling impact through localized credit products, smarter risk models, and digital tools that empower MSMEs to build long-term financial health and thrive in the formal economy.

| | Since inception | In 2024 | '17-'24 CAGR |
|---------------------------------------|-----------------|-----------|--------------|
| Number of unique customers | 52,516 | 7,814 | 9% |
| % repeat customers | 70% | 69% | 11% |
| % female-led businesses | 37% | 49% | 5% |
| % accessing credit for the first time | 28% | 35% | 40% |
| Number of loans | 377,038 | 40,494 | 27% |
| Amount disbursed (\$) | 45,190,202 | 8,135,147 | 71% |



Financing Through SME APP Direct Channel

Pezesha's SME App is a core pillar of our strategy to deepen financial inclusion and empower underserved MSMEs with the tools they need to grow and succeed. The 2.0 app combines access to credit with financial education and digital infrastructure. Through in-app quizzes and bite-sized learning modules, MSMEs improve their financial literacy and gain confidence in managing loans, cash flow, and business decisions. Each user receives a personalized credit score and credit report, helping them understand how their financial behavior affects creditworthiness. This transparency builds trust and encourages better financial habits.

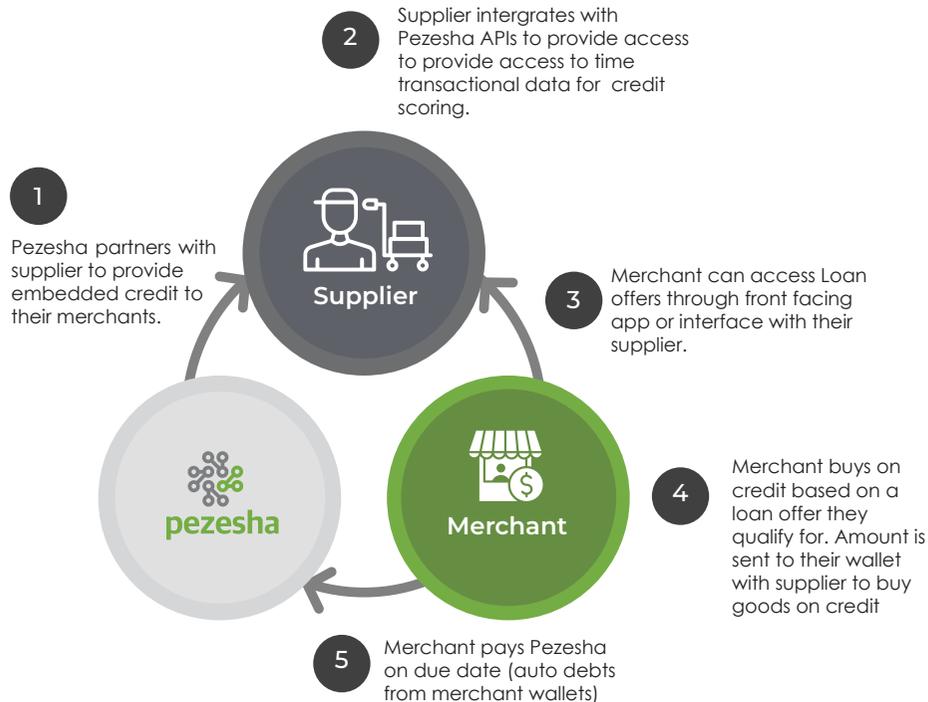


The app provides flexible, tailored credit products that align with the cash flow cycles of MSMEs—offering short-term working capital, inventory financing, and repeat loan options based on performance. These credit solutions are designed to be affordable, accessible, and adaptive to each MSME's evolving needs, supporting them through growth and uncertainty.

| | Since inception | In 2024 | '17-'24 CAGR |
|---------------------------------------|-----------------|-----------|--------------|
| Number of unique customers | 28,735 | 1,224 | 31% |
| % repeat customers | 54% | 65% | 2% |
| % female-led businesses | 33% | 49% | 19% |
| % accessing credit for the first time | 28% | 35% | 40% |
| Number of loans | 89,034 | 3,319 | 43% |
| Amount disbursed (\$) | 9,608,014 | 2,392,139 | 44% |

Financing Through Value Chain Partnerships

In addition to direct digital lending via the Pezesha 2.0 app, Pezesha has scaled its financial inclusion footprint through strategic B2B embedded finance partnerships. By integrating with digital platforms and supply chains across sectors, Pezesha is able to embed credit and financial services directly into the value-chain of underserved MSMEs. As of 2024, more than 1 million MSMEs have gained access to Pezesha's services through these value chain partnerships, many for the first time. These embedded finance solutions are tailored to meet the cash flow realities of MSMEs operating in agriculture, trade, logistics, and retail.



| | Since inception | In 2024 | '17-'24 CAGR |
|---------------------------------------|-----------------|-----------|--------------|
| Number of unique customers | 24,042 | 6,639 | 20% |
| % repeat customers | 70% | 69% | 20% |
| % female-led businesses | 40% | 49% | 19% |
| % accessing credit for the first time | 28% | 35% | 78% |
| Number of loans | 288,004 | 37,175 | 34% |
| Amount disbursed (\$) | 35,582,189 | 5,743,008 | 30% |



over
1 million
MSMEs have access to Pezesha services through value chain partnerships.

Partnership with Safaricom to power instant, digitally enabled working capital loans

Taasi Pochi by Pezesha is our 2024 flagship digital credit solution built in strategic partnership with Safaricom to power instant, digitally enabled working capital loans for Kenya's micro and small enterprises. The product is embedded within the M-PESA ecosystem, Pochi is now accessible to over 1 million MSMEs nationwide, with a strong focus on micro-businesses and underserved communities.



Strategic Partners that Fueled Our 2024 Scale



DFC supported Pezesha with technical assistance to strengthen its embedded finance credit scoring models



Pezesha is the pioneer lender on the Pochi La Biashara merchant network, with access to 300,000+ merchants



NCBA is leveraging our Pata-score credit scoring system to power MSME lending through its Boosta product



We partnered with DPO to enable merchant credit in their ecosystem

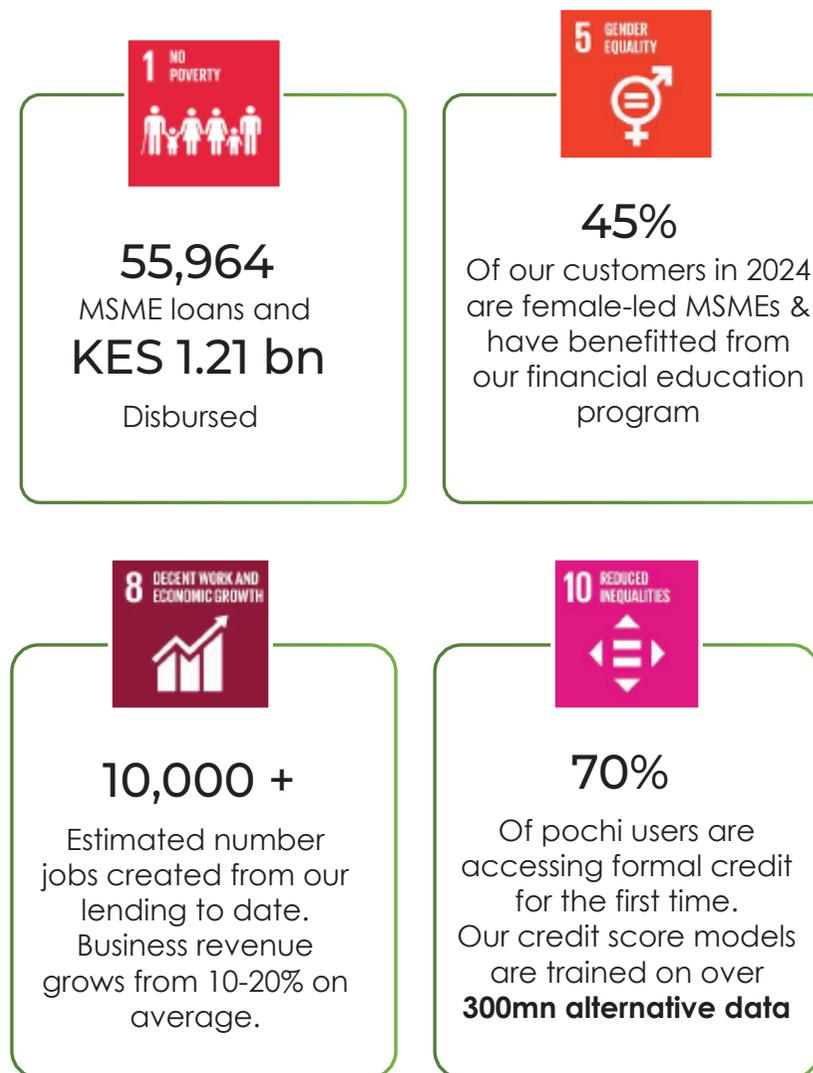
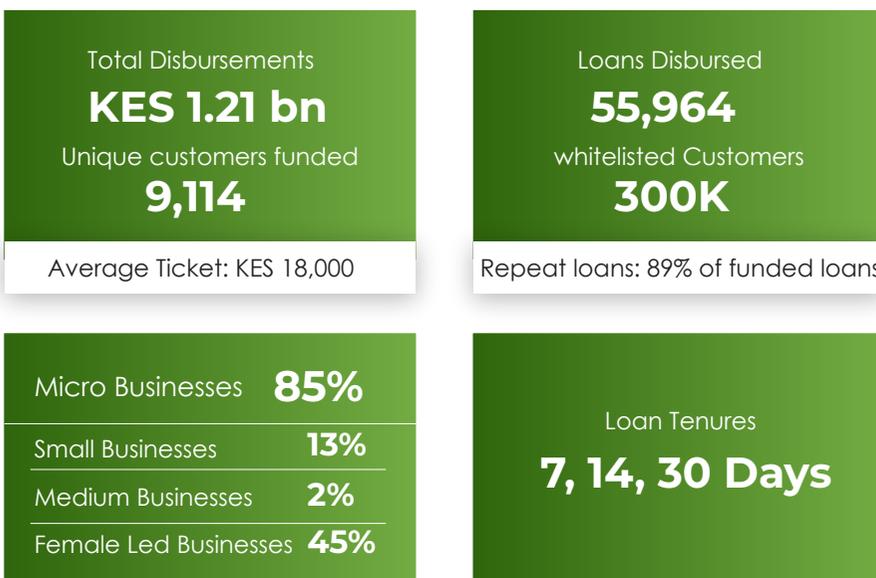


Partnership with Safaricom Impact

By integrating financial services into a platform used by more than 1mn active merchants, Pezesha is expanding its reach to help unlock accessible, affordable, and responsible credit at the last mile. Since launch, the product has disbursed over KES 1.2 billion across 55,964 MSME loans, reaching more than 10,000 micro-merchants—with 90% repeat usage and 45% of loans directed to female-led businesses.

These outcomes demonstrate the power of Pochi to democratize access to finance, catalyze business growth, and build financial resilience for Kenya's most excluded entrepreneurs.

How this Impact is Supporting SDG Goals



How We Lend Responsibly



Transparency

Pezesha provides timely credit products with transparent pricing



Customer Protection

Lending in a manner that mitigates the perpetuation of over-indebtedness.



Financial Education

Comprehensive financial education solution to educate MSMEs across the loan lifecycle.



Affordability & Suitability

Pezesha has maintained sustainable default rates of 4% (vs. 16.6% for conventional Kenyan households)



The background is a solid green color with several overlapping, semi-transparent circles of varying shades of green, creating a layered, abstract effect.

Equipping MSMEs with Actionable Financial Knowledge

Having credit scored over 1M customers, MSME's still struggle to access financial services, due to:



Financial Literacy

Around **40% are using Fuliza** to finance betting activity
Just **30% of customers are using savings** and investment products

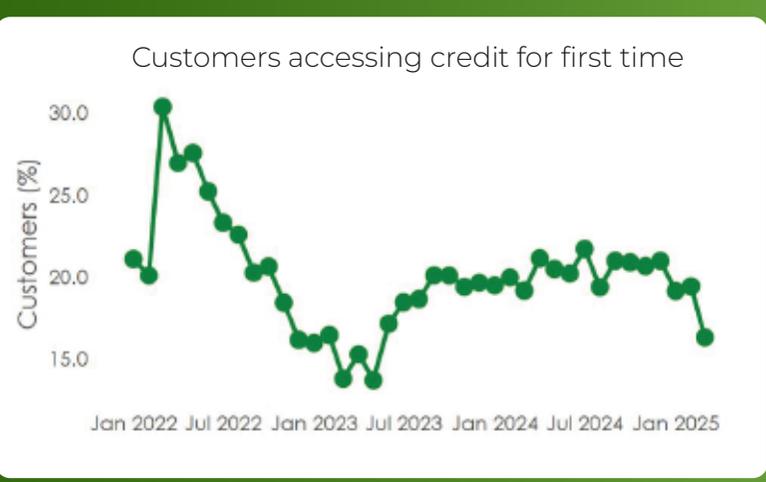
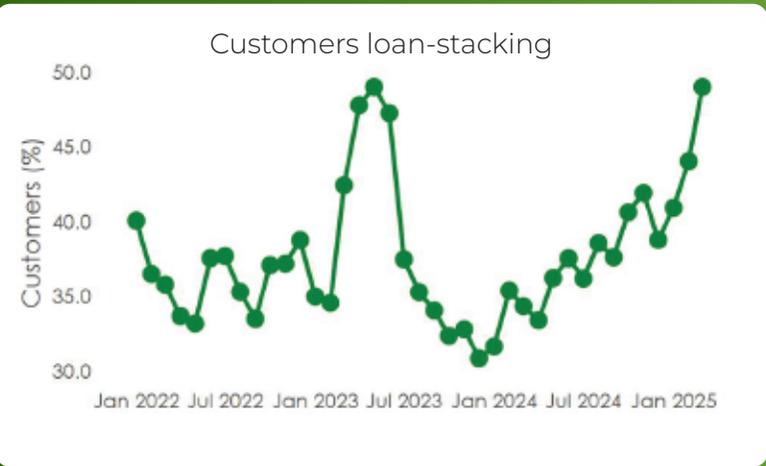
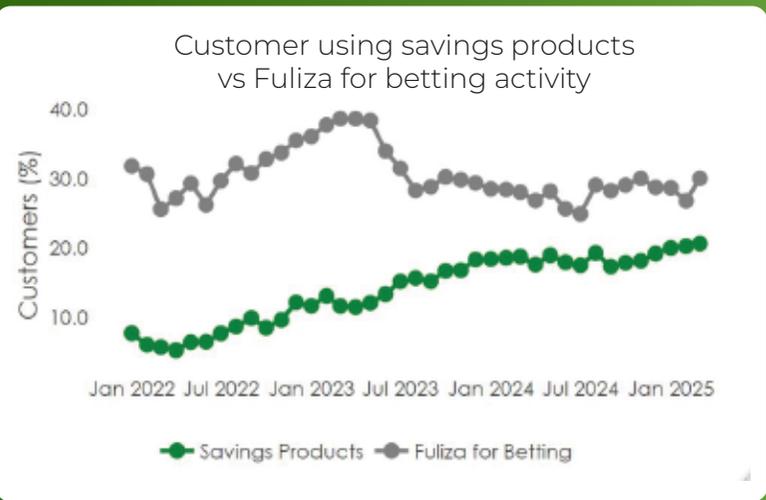


Over indebtedness

Around **15% of customers are loan-stacking** and struggling to pay-off their facilities.
Over 30% of Customers have Loan-to-Income Ratios above 50%

Informational Asymmetry and Thin Files

20% MSME's have no formal credit history, accessing credit for the first time
Average ticket size 15,000KSH - making underwriting expensive



The story of Rose up the Pezesha ladder



Rose's credit score, loan limit, and financial literacy grew over-time. She experienced 20% income growth year-on-year and expanded from 1 to 3 employees



Rose benefitted from our free targeted financial education services, Elimiza, enabling her to increase her credit score from 300 to over 600 and received credit for the first time.



Rose was not eligible for credit and received a high-risk score of 300 / 900 due to unstable cash flows.



Rose Applied for credit for the first time and received a decision and score from Patascore



Financial
Education
Increased sales
Quick Access
Empowered
Affordable Flow
Growth Good

Financial Education Through Positive Friction

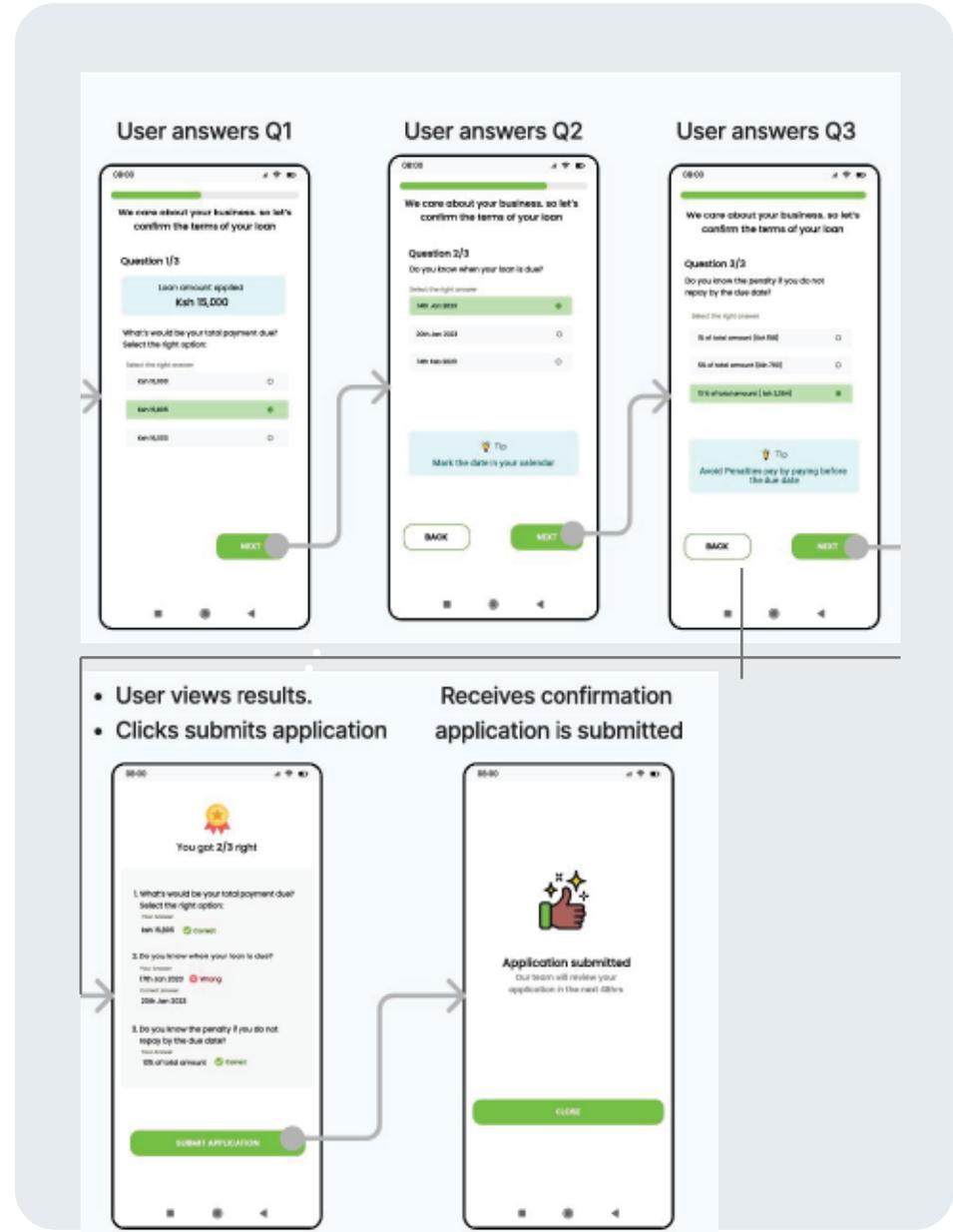
Pezesha partnered with CFI to incorporate positive friction into the customer journey. This approach aimed to promote financial education, enhance borrowers' understanding of credit terms, and drive positive financial outcomes. The results of this initiative demonstrate that well-informed customers make better financial decisions, leading to lower default rates.

90%
Quiz Accuracy Rate Since Implementation

+10%
On-time Repayment Rate

-15%
Portfolio at Risk > 90 days (PAR 90)

+12%
Repayment Rate who got all 3/3



Elimiza - Financial Education Platform

In 2024, Pezesha developed Elimiza, a financial education platform integrated with the Pezesha 2.0 app

Accessible and scalable financial education content
Wide-ranging content to engage MSMEs along their entire journey of interacting and growing with Pezesha
Intended to improve loan portfolio quality, as educated borrowers are more likely to manage loans responsibly

Who is Elimiza for



Customers don't have a strong understanding of the financial literacy behaviors



MSMEs need to be equipped with the knowledge and resources



A holistic financial education platform that targets MSMEs to improve their financial literacy

“I wanted to take steps to improve my credit score, but previously I did not know how. Elimiza is interesting.” - Sarah Mwangi



How Pezesha supports
the UN's sustainable
development goals



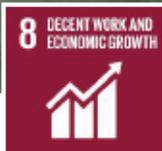
Enabling Economic Growth and Financial Stability



377,038
MSME loans and
\$ 45,190,202
Disbursed (\$45mn)



49%
Of our customers in 2024
are female-led MSMEs &
have benefitted from
our financial education
program



50,000 +
Estimated number
jobs created from our
lending to date.
Business revenue
grows from 10-20% on
average.



35%
Of our businesses are
accessing formal credit
for the first time.
Our credit score models
are trained on over
300mn alternative data



The Businesses We Serve Are Growing

Pezesha's customers continue to grow up the Pezesha ladder, demonstrating consistent growth in revenues and business activity year-on-year.

98% of customers indicated in our annual customer feedback survey that having access to loans has had a high or very high impact on being able to grow their business, with the primary use of funds being for [insert results from survey here].

5%

Revenue Increase

For direct lending customers
For direct lending customers

8%

Business activity growth

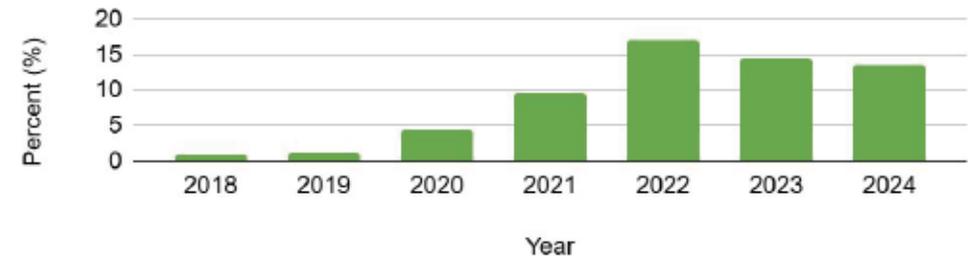
For embedded finance customers, proxied through customer transactional volumes

5%

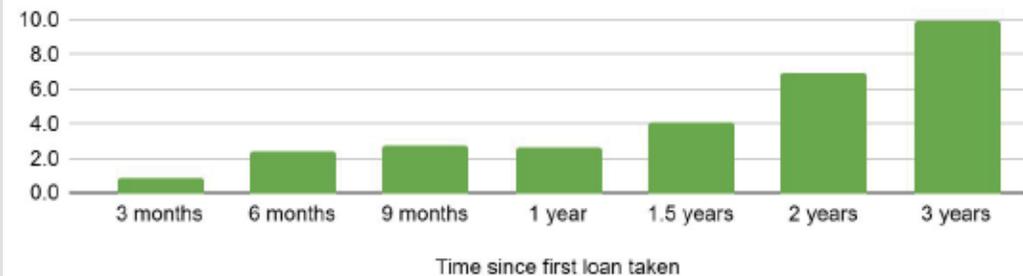
Employee activity growth



Average percentage growth of the direct customer revenue in the subject year



Average loan limit improvement (KSh)



Our Customer Success Stories



I applied for a Pezesha loan when I was almost closing shop as I could not restock my business. Since taking my first loan with Pezesha, my business has grown two folds.

~ Sarah
Retail shop owner



Pezesha services are provided at affordable interest rates. Thanks to Pezesha's Financial Education modules, I am now equipped with knowledge to run my business

~ Joe
Executive Saloon owner



I could not access a loan from the banks due to my inability to provide collateral. My Pezesha loans enabled me to expand my business and meet all my running costs.

~ Eunice
Poultry Farmer

Partnership with MIT- GLab

Pezesha partnered with Massachusetts Institute of Technology (MIT) Sloan School of Management's Global Entrepreneurship Lab (G-Lab) in an exciting project centered around the integration of Financial Education and ESG within our organization to drive our MSMEs financial growth and wealth creation as they scale up the Pezesha ladder.

In Pezesha, we believe that disrupting SME working capital requires a team with diverse backgrounds, demographics and thought. The G-Lab program supported this mission and provided our team with a chance to gain insight from new perspectives as we scale our impact strategy, integrating these efforts to enhance financial inclusion/access and ensure our customers are making well informed financial decisions.



Pezesha's ESG Framework



Environmental

Bolster environmental health through sustainable financial services and resource use .

- Digital Financial solutions
- Green Lending
- Sustainable resource use



Social

Drive inclusive economic outcomes for our customers, employees, and the greater community.

- Responsible lending
- Employee well being
- Community Impact
- CEO mentoring other founders



Governance

Build enterprise resilience through transparent and accountable management practices and robust stakeholder engagement.

- Board oversight
- Conduct & Compliance
- Diversity & Inclusion



Sustainable Lending

Pezesha ensures that the funds it is dispersing goes to customers with legitimate businesses supporting socially beneficial business activities. Pezesha screens the businesses of all new customers and has processes in place to ensure compliant lending practices.

Pezesha also strives to mitigate customers defaulting, through financial education throughout the loan journey and payment plan options at collections.

We ensure that the majority (>90%) of our embedded finance partnerships are local to East Africa and that at least half of these partnerships contribute to the green sector. Examples of our green partnerships include:

Twiga:

FMCG company connecting independent retailers with access to high quality foods

Victory Farms:

Fully integrated tilapia producer with a mission to feed 2 billion Africans in the next 2 decades



Green Lending

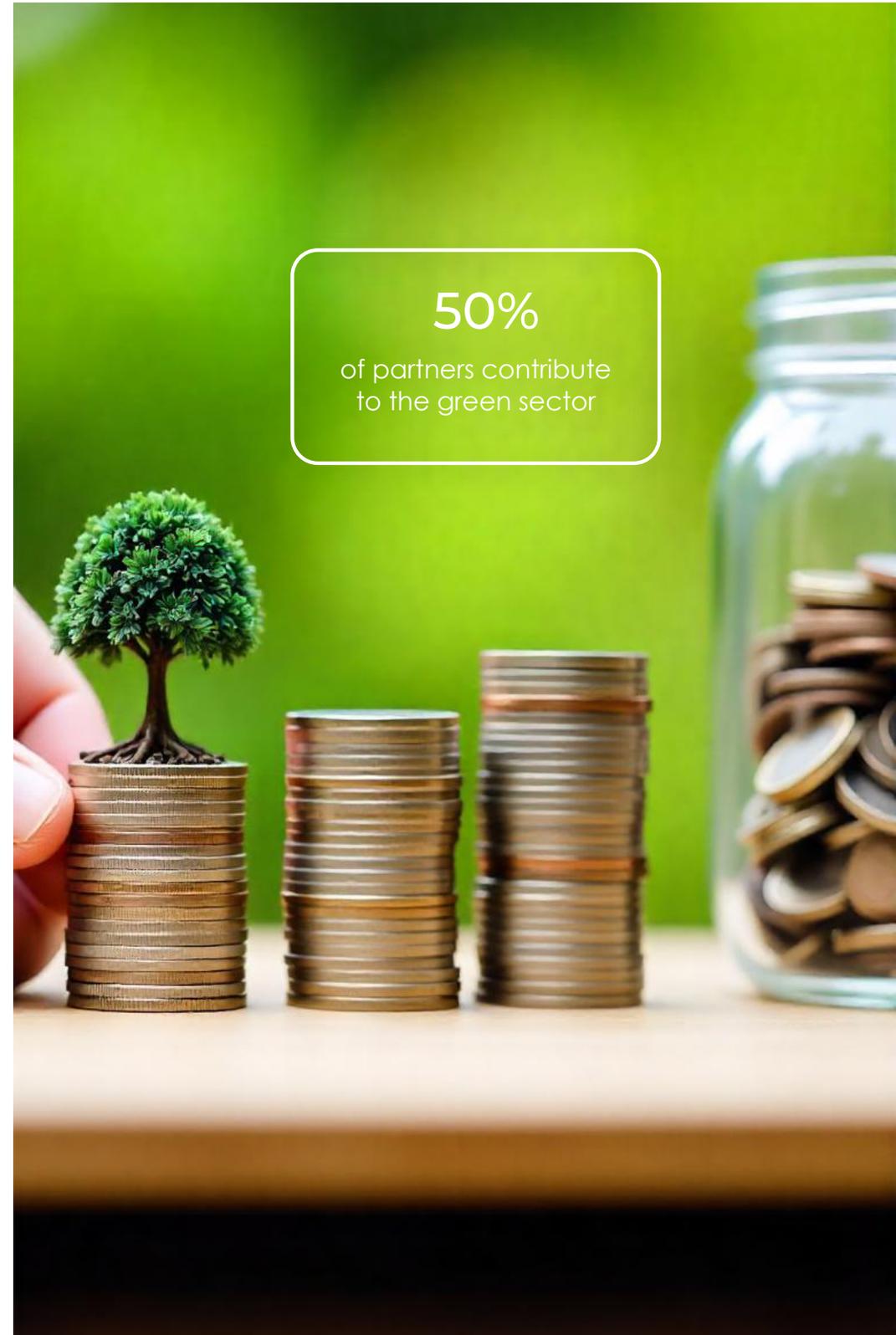
Pezesha ensures 50% of partners contribute to the green sector, such as agriculture other eco-friendly industries. All new customers are also screened to check that the business does not support environmentally-harmful activities such as deforestation, wildlife or marine environment harm, ozone depleting substances, or hazardous chemicals.

FCMG

Pezesha finances last-mile agents and distributors within FMCG and agri value chains.

Victory Farms

Victory Farms is a sustainable aquaculture business that produces tilapia on Lake Victoria and sells primarily in



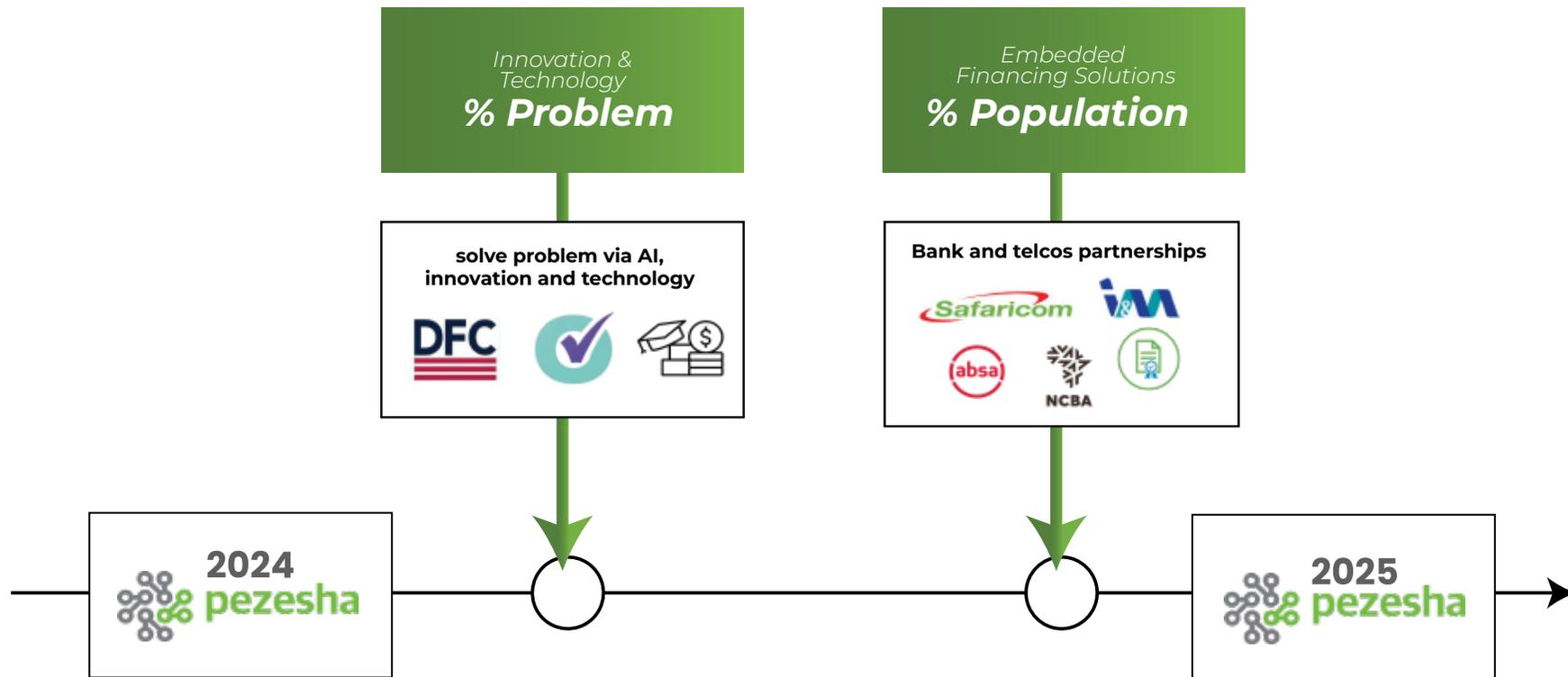
50%

of partners contribute
to the green sector

Looking Forward to 2025

In 2025, Pezesha aims to be a household name for credit scoring, AI and MSME financing solutions, deepening local capital markets and increasing financial inclusion. To accomplish its target of over \$100mn in disbursements by 2025, Pezesha will focus on: Expanding its reach across the East Africa population by forging new and deepening existing embedded finance partnerships (“% population”); and Investing in innovation and technology (including expansive AI solutions) to directly address the financial inclusion gap (“% problem”)

Pezesha is excited to take the momentum gained from 2024 to continue improving the daily lives of MSMEs and their communities.



Using AI for good

At Patascore powered by pezesha, we believe in the power of data and artificial intelligence to drive financial inclusion and transform access to capital for underserved individuals and businesses. Our AI-driven credit scoring platform leverages alternative data from **over 1 million users scores**, and **300 million data points** — an average of 300 data points per user to generate rich, reliable insights.

Transforming Financial inclusion across Africa

**98% faster
loan processing**

from 10 minutes to 2 hours,
compared to the 1–2 week
average with traditional banks

**Reduced
rejection rates
from 90% to 65%**

opening access to credit for
previously excluded populations

**40% of
customers with no
formal credit history**

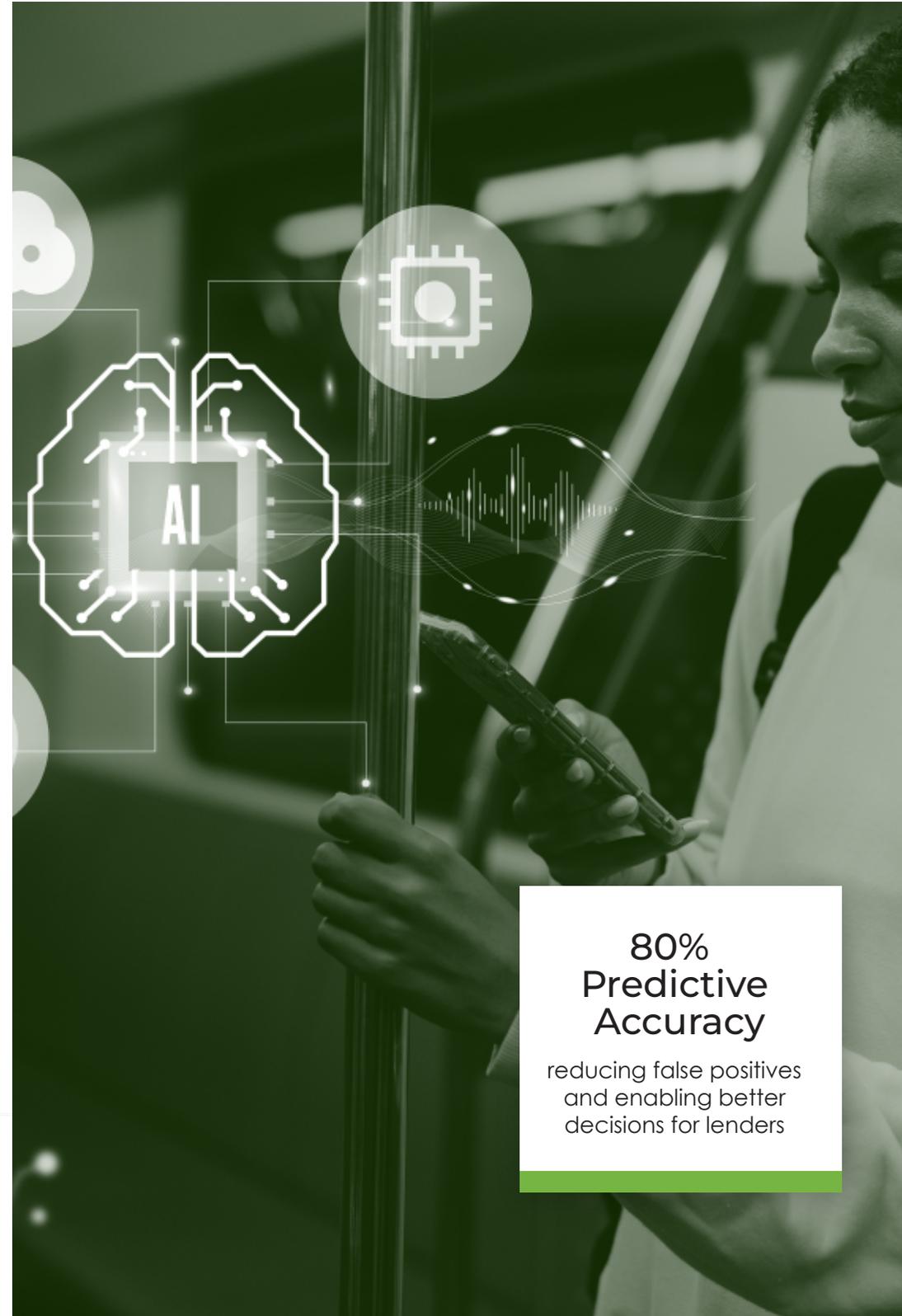
now receive an AI-based
alternative score

**Powering 10+
ecosystem partners**

from 10 minutes to 2 hours,
compared to the 1–2 week
average with traditional banks

**80%
Predictive
Accuracy**

reducing false positives
and enabling better
decisions for lenders



Using AI for good Key Impact Areas:

Financial Inclusion:

1 Million+
users scored from
300+ million
data points.

Responsible Lending:

AI-powered solutions
helping reduce default
rates and improve
loan processing speeds to
98%

Data Democratization:

Converting mobile
money and bank
statements into
structured analytics.

Economic Empowerment:

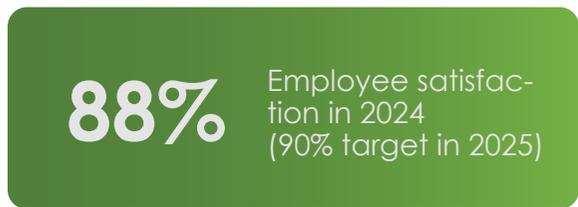
Supporting SMEs and
underserved communities
with credit access through
alternative data.



Employee Wellbeing and Engagement

Pezesha strives to provide a healthy work environment where employees have opportunities for professional learning and growth as well as feel like they are making a positive impact to society. One key component of this work environment is our flexible work policy. With a minimum two day-per-week policy for remote working, Pezeshians can effectively balance the impactful work they are contributing with their personal life commitments.

Giving back to the community is also a key focus at Pezesha. Pezesha is committed to contributing 30 business days (240 employee volunteer hours) annually to a local community cause. In 2024, Pezesha hosted a transformative event at the Mwariri SME Market in Nairobi to empower Kenya's vibrant "jua kali" informal sector, which accounts for 98% of businesses in Kenya, employing 30% of the workforce and contributing 3% of GDP. This event provided financial education, debt counseling, guidance on improving credit scores, and free medical checkups to over 100 SMEs from various sectors.



Accountable Management Team

Pezesha is committed to a representative workplace, striving for 50% female representation in the company and board. Among the management team, Pezesha is also intentional about including engaged and diverse members on the board. We built our board so that over 50% of our members are independent, non-executive board directors, and ensure 100% board attendance.

The management team regularly tracks ESG priorities and compliance activities to ensure that Pezesha is operating responsibly and sustainably. The ESG and compliance activities of Pezesha partners are also monitored to ensure that there are no downstream negative impacts for Pezesha customers and that business risks are mitigated.

Diversity and inclusion

Pezesha is committed to a representative and diverse workplace and customer base

49%

of Pezesha employees are women (50% target in 2025)

49%

of Pezesha board members are women (50% target in 2025)

100%

of partners have East African operations (>90% target in 2025)



Board oversight

Pezesha is also intentional about including engaged and diverse members on the board to prevent bias

75%

of board members are non-executive directors (>50% target in 2025)

100%

board attendance (100% target in 2025)

Conduct and compliance

The management team regularly tracks ESG priorities and compliance activities to ensure that Pezesha and its partners are operating responsibly and sustainably, to ensure that downstream negative impacts for customers and business risks are mitigated

100%

of partners meet compliance criteria (100% target in 2025)

100%

completion of monthly CBK regulatory reporting

95%

of employees completed compliance training (100% target in 2025)



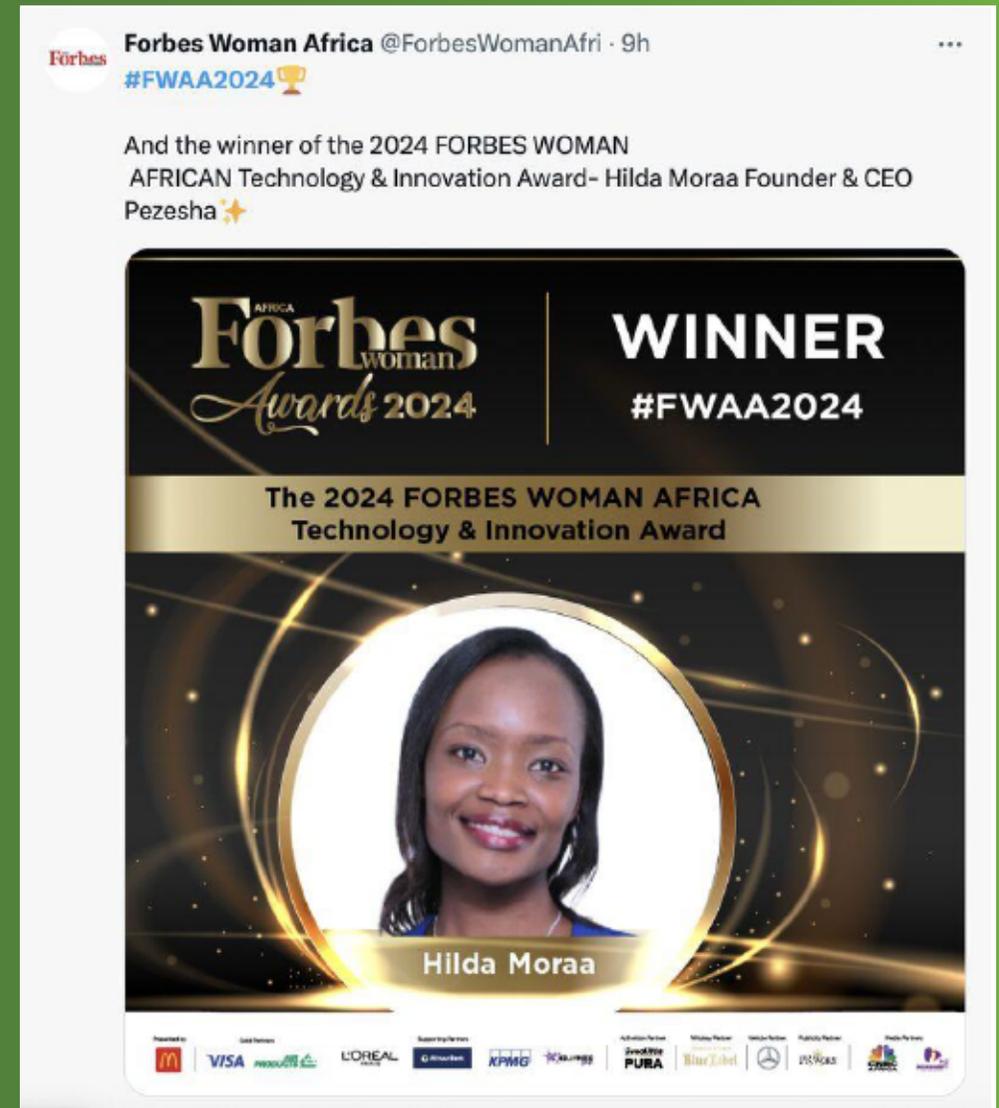
2024 Forbes Woman Africa Technology & Innovation Award

Our CEO, Hilda Moraa, was awarded the 2024 Forbes Woman Africa Technology & Innovation Award!

This recognition is not just a personal milestone — it affirms Pezesha's bold mission to close the MSME credit gap through innovation, resilience, and inclusive fintech infrastructure.

At Pezesha, we believe in building Africa's future with integrity, data, and purpose. This award is a celebration of every SME, every team member, and every partner who believes in a financially inclusive Africa.

The journey continues — and we're just getting started.



2024 8th Anniversary



THANK YOU

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