

## Half a million clients grow with the Advans group

The Advans group is pleased to announce that it has reached the milestone of serving over 500,000 clients. This outstanding achievement confirms the Advans group's impact in terms of serving MSMEs and low-income populations. Since the creation of Advans SA in 2005, Advans institutions have been providing loans, deposits



and other financial services to clients in developing and emerging economies in Africa and Asia. Today, the Luxembourg based investment company has created 7 fully operating greenfields and is also the lead shareholder in the Cambodian MFI Amret. Sharing common goals, values and best practices, the institutions of the Advans group work together to ensure that they provide quality customer service, offer

innovative new products and reach out to the maximum number of clients.

### Milestones for the Advans group:

- ◆ **August 2005:** Creation of Advans SA SICAR (Advans SA), a Luxembourg Investment company, by Horus Development Finance
- ◆ **2006:** Advans SA becomes a shareholder in Amret, a Cambodian MFI and has since become the MFI's lead shareholder
- ◆ **2007:** Launch of operations of Advans Cameroun
- ◆ **2008:** Launch of operations of Advans Ghana
- ◆ **2009:** Launch of operations of Advans Banque Congo
- ◆ **2011:** Launch of operations of Advans Bank Tanzania
- ◆ **2012:** Launch of operations of Advans Côte d'Ivoire
- ◆ **2013:** Launch of operations of Advans Pakistan and La Fayette MFB (Advans Nigeria)
- ◆ **July 2014:** The group serves over 500,000 clients

Claude Falgon, Director of Advans SA says: *"We are proud to say that our affiliates are able to reach out to over half a million clients across Africa and Asia, providing access to financial services for MSMEs who have previously had limited or no access to formal banking services. In catering for these MSMEs, the Advans group supports both economic and social development in the countries in which it operates. Over the coming years we plan to further consolidate and expand our network, improving our impact and outreach and diversifying our services. This milestone achievement has been made possible through the hard work of our dedicated staff and the continued support of our shareholders and we will continue to work together in the future to reach out to those who are excluded from traditional banking systems."*

For more information on the Advans group and its clients please visit our new website, where you will find our latest annual report [www.advansgroup.com](http://www.advansgroup.com).

#### Contacts: Advans SA

Amanda Hannan, Head of Investment

Claude Falgon, Executive Director, Advans SA SICAR

T: +33 1 53 32 75 75

E: [ahannan@advansgroup.com](mailto:ahannan@advansgroup.com)

[cfalgon@advansgroup.com](mailto:cfalgon@advansgroup.com)