

Advans: Building our clients' future success with a stronger brand

Growing together. With over ten years in operation and a wealth of knowledge in providing financial services, Advans is a leading international microfinance group, and a brand which is still growing and evolving in many ways. We are growing in terms of our geographic presence, with 9 countries in our network and increased coverage in our markets. We are growing along with our 750,000 clients, introducing client centric services, products and channels to ensure that we continually adapt to their everyday financial needs, be they professional or personal. We are growing in terms of innovation and technology, with new practices and the digitalisation of our services and processes, to improve our efficiency and outreach. We are also growing along with our 6,400 staff, who strive to provide our clients with a quality customer experience. And all this while keeping focused on our core mission: providing small businesses with tailored financial services in a sustainable and responsible manner.

To show how far we've come and how far we still have to go, Advans has created a new logo which reflects our maturity and commitment, our sense of innovation and openness to change and most importantly, our journey with our clients towards building their future success.

The new logo

Strong letters: We are a solid and mature brand clients can trust.

Same Advans colours: We are still the same brand, with the same mission and values.

Unfinished A: We are still growing, always looking to better serve and respond to clients' needs.

Clean lines and modern design: We are innovative and looking ahead.

Colours going towards the light: We are moving along with our clients, supporting them in their journey towards something better, brighter.

Reinforced values

Our new visual identity goes along with our brand values, which we have streamlined to:

Find out more about our new values on our brand new website www.advansgroup.com



Open
To all.



Committed
To having a positive and lasting impact.



Entrepreneurial
In what we do.



Innovative
In our approach.

What our CEO says

Steven Duchatelle, CEO of the Advans Group says: "Over the next few years, we will focus on harnessing the full potential of our affiliates, to position each of them as the preferred financial partner of small businesses. We have identified 5 key strategic pillars to support this ambition: (i) finalise our transformation into client-centric institutions, (ii) broaden our agrifinance offer, (iii) develop products to answer the personal finance needs of our small business clients and their families, in particular education and housing, (iv) deploy alternative delivery channels to offer proximity and convenience to our clients, (v) digitalise our processes and products, to improve efficiency and client experience. Thanks to these innovations, and with a reinforced brand identity, we can continue to grow together with our clients."

About the Advans Group

Advans mission is to build a model group of financial institutions to respond to the need for financial services of small businesses and other populations who have ill-adapted, limited or no access to formal financial services. The Advans Group currently spans nine countries: Cambodia, Cameroon, Ghana, the Democratic Republic of Congo, Côte d'Ivoire, Pakistan, Nigeria, Tunisia and Myanmar. As at end December 2017 the group served more than 750,000 clients and employed 6,400 staff, with a Gross Loan Portfolio of €775 million and a total of €405 million in savings deposits. Headquartered in Luxembourg with its support services in Paris, the group's shareholders are EIB, KfW, FMO, CDC Group plc, FISEA (AFD Group) and IFC. For more information, please visit www.advansgroup.com.