

New investee announcement: an alternative trade financier that provides financial services to small, underserved businesses in Kenya, Uganda, Rwanda, and Nigeria.

The Investee

INOKS Capital is pleased to introduce our new investee: **Asante Financial Services Group**.

Asante operates an embedded ecosystem-based lending model (B2B2B), in which the company creates partnerships with leading corporates as channel partners to provide financing to the micro, small and medium-sized enterprises (MSMEs) within their value chains.

The Purpose

INOKS Capital S.A. will provide short-term debt to increase Asante's liquidity and **extend the company's ability to offer loans** to small businesses in Kenya.

Asante Financial Services Group's role is key in removing traditional barriers, allowing more local SMEs to enter the formal economy, and, in turn, supporting inclusive growth and development.

The Impact

The company contributes to **employment and poverty reduction** while significantly improving **financial inclusion for microentrepreneurs**. Without access to finance, Kenyan businesses are limited in their ability to thrive while promoters are unable to save, repay debt, manage risk responsibly and invest in critical services like education and healthcare.

Asante also supports **female leadership and women empowerment**. The company meets the 2X Challenge: Financing for Women as a woman-led and woman-employed enterprise, with women accounting for 50% of total employees, and over 30% in senior management and at Board level.

Asante's team, led by founder and CEO Chidi Okpala, has embedded ESG principles within the company's internal policies and activities. Over the course of the coming year, **the company will look to further develop their Impact and ESG strategy, with INOKS Capital's support**. This will involve the introduction of key impact metrics and E&S checklists to formalise data collection for impact measurement and management (IMM) and ESG risk mitigation. Asante is also receiving third party ESG risk management training through INOKS' introduction.

We are thrilled about this collaboration and look forward to the next steps!