

FACT SHEET

COMPANY OVERVIEW

Blue Financial Services is a micro-finance institution (MFI) listed on the JSE AltX and Botswana Stock Exchange. The Group offers innovative and ethical credit solutions to formally employed but underbanked and underserved employees. Blue currently operates in 12 African countries through 281 branches, staffed by more than 3000 employees.

Unlike mainstream financial institutions that focus on middle and higher earning groups, Blue has identified its market as being the many millions of modest earning, but salaried Africans that are the continent's teachers, soldiers, nurses, policemen, civil servants and miners. Until recently, these formally employed lower income earners could only access rudimentary banking services and were often seen as "unbankable" by the mainstream financial service institutions due to the size of loans this market requires, as well as the lack of security it offers.

Blue's comprehensive industry knowledge, pioneering collection systems and strategically placed distribution network have resulted in exceptional growth over the past seven years. This rapid expansion has necessitated the significant enlargement of its capital base in order to meet current demands, as well as sustain further growth towards becoming one of Africa's biggest financial service providers.

Blue's success can be attributed to providing employees with a range of products that include salary advances, term loans, home improvement finance, mortgages, small business finance and micro-insurance. Blue's goal is to take advantage of the significant opportunities offered by Africa's largely ignored frontier markets.

KEY TRADING DATA (ZAR CURRENCY)

Share price (31 December 2008)	440 cps	3 month average daily volume	414 765 shares per day
52 week high	700 cps	3 month average daily value	R2 401 990,57
52 week low	330cps	Currency conversion	
Number of shares in issue (net of treasury shares) (million)	584 589 765	1\$ = R9,89	
Market capitalisation	R2,4 billion	1£ = R14,66	

MAJOR INVESTORS

AIG

American International Group (USA)



**International
Finance Corporation**
WORLD BANK GROUP

International Finance Corporation (USA)



**PUBLIC INVESTMENT
CORPORATION**

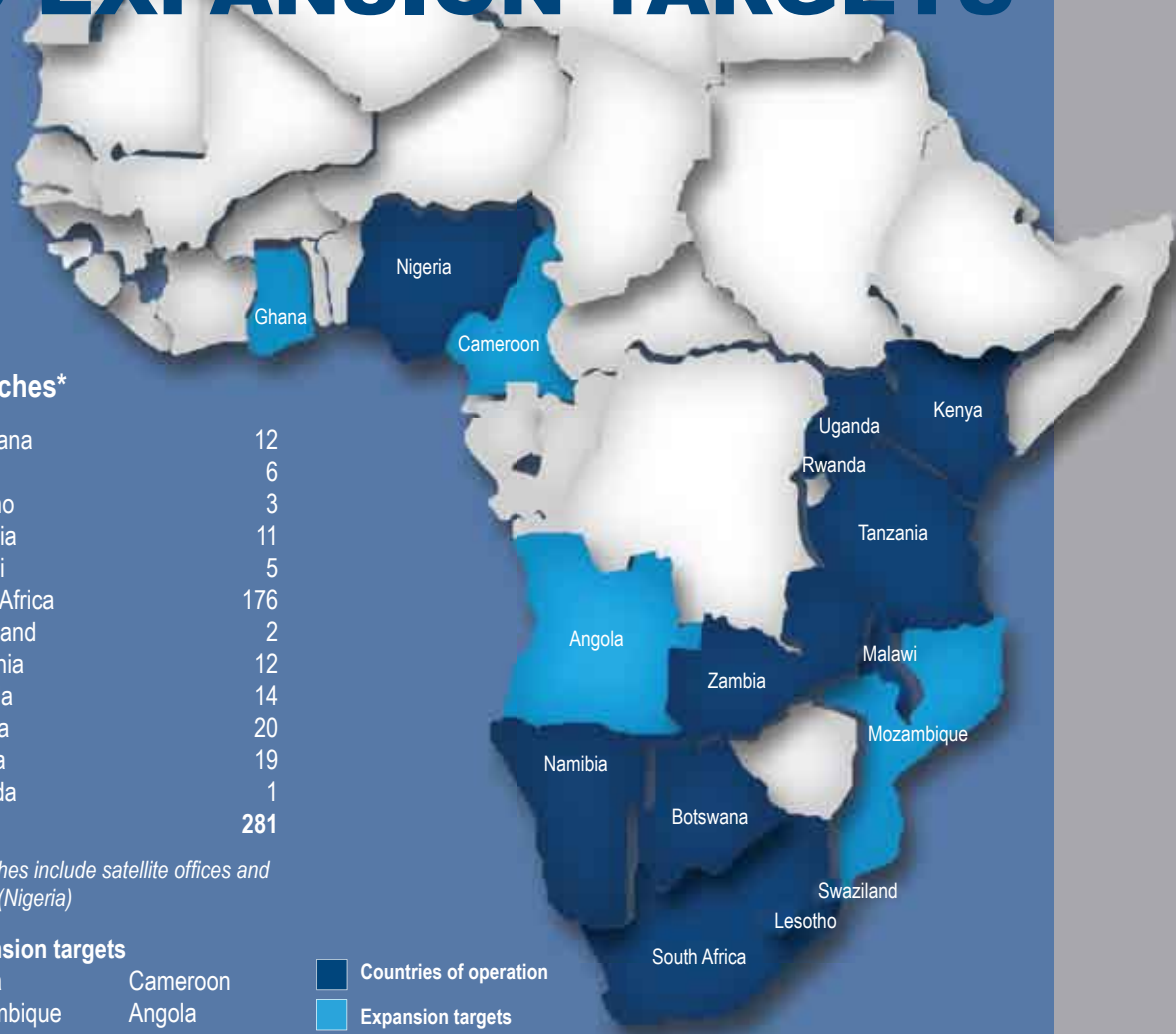
Public Investment Corporation (South Africa)

STANLIB

Stanlib (South Africa)



COUNTRIES OF OPERATION AND EXPANSION TARGETS



Branches*

Botswana	12
Kenya	6
Lesotho	3
Namibia	11
Malawi	5
South Africa	176
Swaziland	2
Tanzania	12
Uganda	14
Zambia	20
Nigeria	19
Rwanda	1
Total	381

*Branches include satellite offices and kiosks (Nigeria)

Expansion targets

Ghana	Cameroon
Mozambique	Angola

■ Countries of operation
■ Expansion targets

CONTACT US

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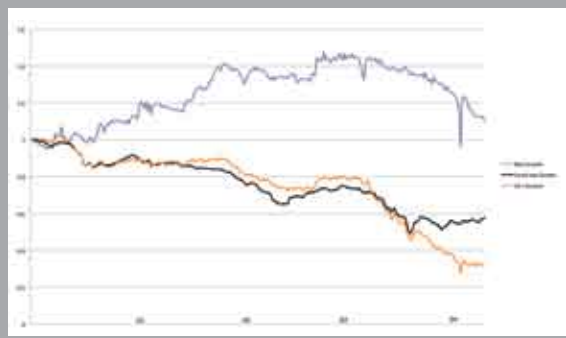
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INVESTMENT CASE

- Financial track record
- Exponential growth potential
- Non-performing loan rate well below industry average across operations
- Know-how and technology to overcome Africa's infrastructure challenges
- Diversified through geographies and products
- Substantial funding lines and international backing
- Top JSE AltX 15 Index

PRODUCTS

- Short-term loans and salary advances
- Long-term loans
- Bonded housing finance
- Home improvement loans
- Micro-insurance
- Pension and provident fund-backed home loans
- Cellular products
- Small business loans
- Education loans
- Asset-based finance (pre-launch phase)
- Debt consolidation loans



Comparative growth chart - December 2008

