

4G CAPITAL



2024 SUSTAINABILITY REPORT



CONTENTS

Overview

- Message from our CEO
- Objectives
- 2024 ESG Spotlights
- Achievements

4G Capital at a Glance

Our road map to sustainability

- Our commitment to sustainability
- Sustainability Framework
- Sustainable Development Goals
- Sustainability Integration
- Sustainability Management

Social Impact

- Financial Inclusion
- Diversity and Inclusion

Environmental Impact

- Green asset financing
- Carbon footprint

Governance

- Leadership and Board Diversity
- Our stakeholders

Corporate Social Responsibility

- Create partnership for inclusion initiatives
- Research: Develop debt stress warning signs for customers experiencing financial distress
- Fostering a culture of commitment to the society through community participatory activities
- Women Empowerment in the informal economy
- Fostering a culture of commitment to growth, excellence, respect & courage across our staff and the organisation

Action plan 2025 and Beyond



MESSAGE FROM THE CEO

At 4G Capital we always strive to ensure complete alignment between both commercial sustainability and positive impact for the customers, who are the heart of our business. The core of our mission is to '**Grow Businesses**', so to put simply, we only succeed, when our customers succeed.

The core of our strategy is to grow more businesses through the right capital and knowledge. To that end we spend considerable effort on engaging with customers, understanding and working with them, to help them grow. Over the last 12 years 4G Capital has delivered positive and measurable impact for more than **1 million customers**. With our approach to customer centricity resulting in unparalleled customer retention rates, which we only intend to improve.

Kenya's informal sector makes up 30% of its GDP and slightly more in Uganda, creating jobs for over 70% of the working population. This is our target market and our customers, getting the right products and services can have a huge impact on the society we live in. Consequently, we are proud that our portfolio is made up of over 70% women and >60% of it focused on rural communities. As the Nano and Micro Enterprises use our products and services to grow and create more employment.

To create the right impact, we need the right teams, which we have! The culture and engagement of the team is industry leading, with over 88% of staff describing themselves as engaged or nearly engaged. To drive the right culture and engagement, we default to our values; Growth, Respect, Excellence, Commitment, and Courage, these values are the heart of all decisions we make.

I also want to reiterate our alignment to the 2x Challenge to strengthen women's participation in economic life. This includes creating the right structures to be gender balanced across **all** layers of the company, which we currently are. This is to help keep building the right organisation to deliver the right impact and achieve the goal of impacting over a million businesses a month. This report shows our efforts to promote sustainability and transparency in our operations.

Objective of this Report.

At 4G, this report serves as both a reflection of our journey and a reaffirmation of our commitment to building a responsible, resilient business. It highlights the principles that guide us, the progress we've made, and the partnerships that bring our purpose to life.

Transparency

We believe in being open about our impact. This report offers a clear and honest account of how we manage our environmental, social, and governance responsibilities. Our achievements, our continuous improvement, and where we're headed next.

Stakeholder Engagement

Sustainable development is not a solo effort. We are proud to work alongside our customers, communities, investors, and team members, whose insights and contributions continue to shape and strengthen our sustainability approach.

Continuous Improvement

We see sustainability as a long-term commitment rooted in learning, adapting, and growing. By benchmarking our actions against global best practices and local realities, we aim to uphold the values of respect, courage, and excellence that define who we are.

Corporate Social Responsibility (CSR)

Our CSR initiatives are a direct expression of our mission to empower and uplift underserved communities. Whether through financial literacy training, youth and women empowerment programs, or community outreach efforts, we strive to make a meaningful difference beyond our business operations. These initiatives are integral to our identity and reflect our belief in inclusive, people-centered growth.



Julian Mitchell

Chief Executive Officer

2024 HIGHLIGHTS

The Finance Gap in sub-Saharan Africa remains at US \$400 billion according to the IFC, and over US\$50 billion in Kenya. This is the quantum of working capital required to fuel micro-SME growth and allow people to transition from an informal to formal existence. Impact is happening, but not fast enough to cope with population growth and the need to provide jobs and opportunities for this resilient and vast segment, with huge collective purchasing power.

This challenge presents an almost limitless opportunity but only with careful and client-focussed execution. We now seek to finance the scaling of our market proven products to lend in excess of US \$3.6 billion over the next 5 years. Strong gross margins will fund future expansion and diversification as well as developing our technology and AI to power a business neobank for the world's most exciting market.



Financial KPIs

\$39 million Revenue
\$7.2 million EBIT
\$31 million AUM
\$210 million Disbursements

ESG Impact Metrics



Environment

1,794 Tonnes CO2e GHG Footprint
40% Branches on energy saving bulbs
145.2 B Impact Score



Social

64.9 NPS
1500 Employees
\$ 11 million Staff costs
1.1 million Jobs created
1 million Customers served
433k Trained Customers
37.2% Youth served
60.5% Rural customers



Governance

Business operations in **2** Countries Kenya and Uganda
206 Branches
Headquarters in Nairobi Kenya
42% women board members
57% Women on SMT
72% women customers



Social Corporate Responsibility

4 Market clean ups
2 CSR Projects
12.4k Beneficiaries
10 Partnerships

2024 AWARDS



Orange Seal

We were verified and ranked by the Orange seal as a company creating an inclusive and sustainable future and our business values are aligned with the orange movement objectives in gender equality ,climate action and social impact.



Real Impact Award.

4G Capital was recognized as one of the Top impact companies around the globe as a Bcorp certified Kenyan company and ranked 32nd overall & 7th in the financial services sector for empowering Kenyans to unlock their entrepreneurial potential.



Fintech of the Year Awards Winner (2025)

We are the winners of the Fintech of the Year award at the prestigious Bankers Awards held in 2025, in recognition of our cutting-edge technology and innovative business models. This accolade celebrates our commitment to delivering high-quality, affordable financial products and services, accelerating inclusive access to finance, and enhancing the security and reliability of transactions for our customers.

4G-CAPITAL AT A GLANCE



MISSION

To Grow Business with Capital and Knowledge



VISION

To be Africa's First Choice for Micro Enterprise Growth

PRINCIPLES UNDERPINNING OUR BUSINESS OPERATIONS



Accessibility

Our customers access instant mobile loans at the comfort of their own businesses.



Reliability

Our relationship officers walk with you every step of the way.



Innovation

We offer innovative financial solutions for those who need it the most.



Respect & Inclusion

We promote a welcoming environment that embraces the differences and offers respect for everybody.

CORE VALUES



Courage: We challenge the status quo, embrace innovation, and take smart risks to drive change



Growth: We are committed to learning; growing ourselves, our customers and the company



Respect: We listen with intention, collaborate with humility and treat others with empathy inside and outside our business.



Commitment: We show up fully for our mission, our teammates and the communities we serve because what we do matters



Excellence: We pursue results with focus and discipline, using data and insights to deliver what matters most.

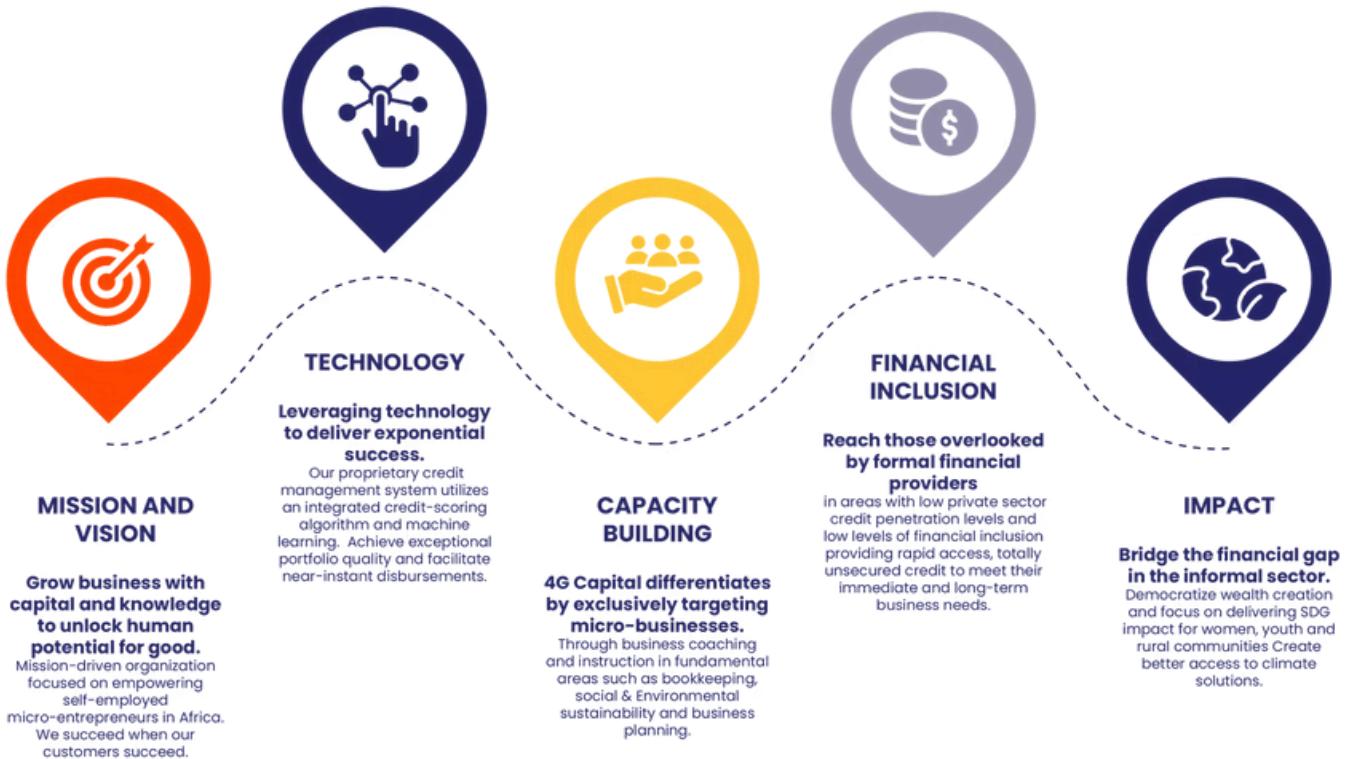
OUR ROADMAP TO SUSTAINABILITY

In 2024, we undertook a transformative journey to strengthen the foundations of our sustainability governance. This marked a pivotal year in which we established our first sustainability framework and enhanced our internal management systems to better integrate environmental, social, and governance considerations across our operations. Our focus was on building a coherent and transparent structure that reflects both global best practices and local regulatory expectations. The endorsement of our inaugural ESG policy by senior leadership, alongside the development of our first annual sustainability report, signified a major milestone in this process. It was a year defined by reflection, learning, and meaningful progress and we remain committed to continuous improvement as we embed sustainability deeper into the fabric of our business.

Our Environmental + Social Management System (ESMS)	At 4G, our Environmental and Social Management System (ESMS) is more than a compliance tool .it is a strategic framework integrated into our core operations, guiding how we manage the environmental and social risks. Rooted in documented practices and practical tools, the system enables us to embed sustainability into the heart of our decision-making processes.
Proactive Risk Identification and Management	The ESMS allows us to systematically identify and assess environmental, social, and governance (ESG) risks across our operations. This enables us to take early, strategic action to mitigate negative impacts, protect communities and the environment, and strengthen resilience.
Real-Time Monitoring and Response	Through continuous monitoring, we can respond swiftly and effectively to emerging ESG issues. This real-time oversight helps ensure we stay ahead of potential risks and maintain accountability throughout our operations.
Deepened Stakeholder Engagement	The ESMS strengthens our engagement with key stakeholders—from customers and employees to investors and regulators. By ensuring clear channels of communication and responsiveness, we are better equipped to understand and meet stakeholder needs and expectations.
Alignment with Stakeholder Expectations	As expectations around sustainability evolve, the ESMS ensures we remain compliant and aligned with both local regulations and international best practices. It provides a structured approach to navigating a complex and dynamic landscape.
Driving Improvement and Innovation	By uncovering performance gaps and spotlighting areas for enhancement, the ESMS drives a culture of learning and continuous improvement. It supports us in refining our processes and advancing our environmental and social performance.
Building Investor Confidence	For values-driven and sustainability-conscious investors, our ESMS demonstrates that we are not only aware of ESG risks but are actively managing them. It reflects our commitment to responsible business, reinforcing investor trust and positioning us for long-term value creation.

OUR VALUE CHAIN

Theory of change



Our Sustainability Pillars

"Responsible business is not only about minimizing harm but also about creating lasting value for people and the planet."

Environmental Stewardship

Client Protection

Strong Governance and Accountability

Health, Safety, and Wellbeing

Social Responsibility and Inclusion

OUR COMMITMENT TO SUSTAINABILITY

Our commitment to sustainability is rooted in our core objectives: financial inclusion, diversity and inclusion, climate action, robust governance, and social responsibility.

Our Social & Environmental Mission drives us to effectively manage our operations in order to minimise the impact of our business on the natural environment and community at large.

Our Economic Mission prompts us to design scalable financial solutions and business tools that connect the African informal sector with the rest of the world.

Our Product Mission compels us to leverage digital and innovative solutions that offer the greatest value to our customers who need it the most.

Using Our Business as a Force for Good

4G Capital is Africa's leading fintech and is proudly certified as a B Corporation (B Corp). B Corps represent a new class of businesses committed to balancing purpose and profit, meeting rigorous standards of social and environmental performance, accountability, and transparency as verified by B Lab.

We actively engage within the B Corp community and the broader B for Good Leaders Network, collaborating with mission-aligned partners to promote our core values of courage, Respect, Excellence, Commitment and Growth.

As a customer-centric organization, 4G Capital has been recognized for two consecutive years as a Best for the World™ company, celebrated for creating positive value for our customers. We are among the leaders in setting the standard for exceptional customer service and value.

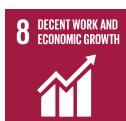
Our microfinance products are thoughtfully designed to meet the specific needs of our customers in the most accessible and innovative ways. We enhance the lives of our customers by providing essential training and capacity building in business and financial management. Our ethical marketing practices prioritise data privacy and security, and we have established efficient feedback channels to ensure continuous improvement and customer satisfaction.

Our Sustainability Framework

Financial Inclusion

Reach those overlooked by formal financial providers in areas with low private sector credit penetration levels and low levels of financial inclusion.

Objectives



Providing rapid access, totally unsecured credit to meet customers immediate and long-term business needs with a focus on women and Youth.

Bring borrowers into the formal economy, with resulting social impact (credit history, greater access to services and family financial security).

Achieve higher levels of economic productivity through diversification, technological upgrading and innovation

Making financial services more accessible and sustainable

Diversity and Inclusion

Objectives



Equal access to economic resources and basic service

Strive for equal opportunity, equitable economic empowerment, and diversity

Treat employees fairly in terms of recruitment, progression, terms and conditions of work and representation, irrespective of gender, race, colour, disability, political opinion, sexual orientation, age, religion, social or ethnic origin or health

Climate action

Objectives



Raise awareness on climate change mitigation, adaptation, impact reduction

Approach business operations with the principle of do no significant harm to the environment in which our customers operate from.

Foster efficient use of natural resources, especially energy saving initiatives

Provide carbon reducing technologies -Green lending

Reduce scope 1 and scope 2

Manage waste by reducing, reusing and recycling materials.

Governance

Objectives



Upholding strong governance practices that promote accountability, transparency, and integrity

Foster value-driven ethical behaviour and good governance practices, informed by respect for human rights

Effectively manage our operations in order to minimize the impact of our business on the natural environment and community at large

Promote effective leadership, board diversity and fulfil the Gender 2X Challenge criteria for financial services.

Commit to compliance, risk management and anti corruption measures

Social Responsibility

Objectives



Use business for good within our area of operation.

Create partnership for inclusion initiative for disability

Develop debt stress early warning signs for customers experiencing financial distress

Women empowerment in the informal economy

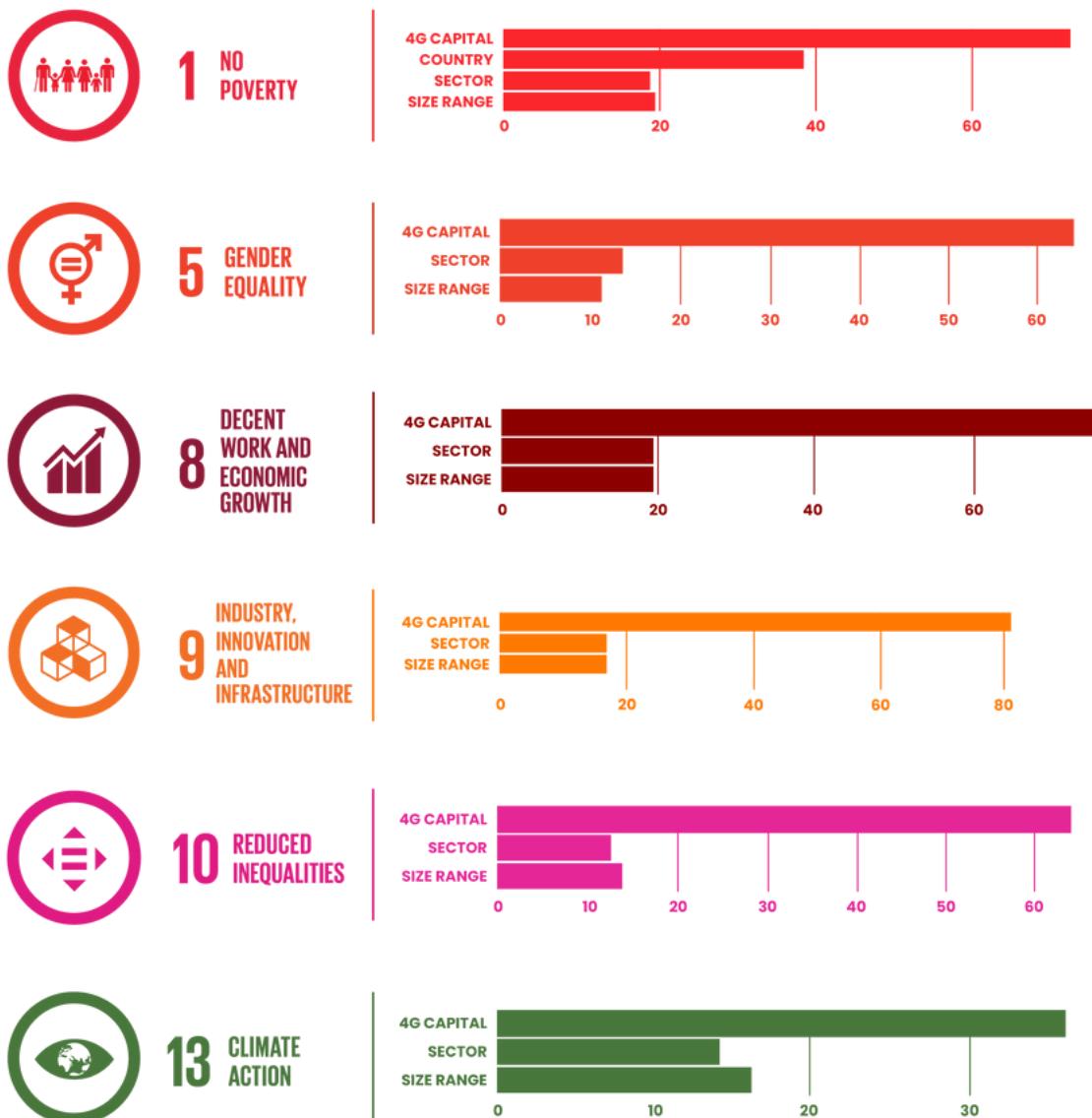
Fostering a culture of commitment to the society through community participatory activities

COMMITTED TO THE UN SDG'S

Our commitment is most closely aligned with six of the 17 UN Sustainable Development Goals (SDGs). It is here that we can make the most positive impact on the challenges presented by sustainable development.

Best in class progress on benchmark results for 6 UN SDG's

Our commitment is most closely aligned with six of the 17 UN Sustainable Development Goals (SDGs). It is here that we can make the most positive impact on the challenges presented by sustainable development. 4G Capital uses the B Corp SDG Action Manager to evaluate and set targets. Progress is re-evaluated annually and scores are benchmarked against other B Corp enterprises from the same sector and size range. These benchmarks show that 4G Capital is consistently outperforming by over double the scores of all other similarly sized or modelled B Corporations in these SDG;s.



Integrating sustainability into Company strategy

4G Capital values measuring its environmental and social impact and its role in promoting sustainable development. It is committed to integrating ESG factors into its operations, decision-making, and investment strategies. The company intentionally adopts processes to drive positive social and environmental outcomes in its communities.

PILLARS SUPPORTING OUR INTEGRATION EFFORTS



ENVIRONMENT

Climate Action



- B Corp certified to meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.
- Commitment to Netzero. Kawi Partnerships with organizations providing Carbon Reducing technologies to provide subsidized asset financing.
- Moving customers from climate risk rated activities to sustainable business practices through training, partnership and opportunity.

Carbon Footprint Reduction



- Reducing wherever possible scope 1 and scope 2 emissions

Waste & Recycling



- Managing waste by reducing, reusing and recycling materials.

Natural resource Management



- Fostering efficient use of natural resources, especially energy use.
- Our operations do not have a direct negative impact on protected plants or animals

SOCIAL



Community Impact

- Our commitment to empower women in the informal economy.
- Serving in need population that is unbanked



Customer Responsibility

- Our ethical credit products combine enterprise training with unsecured loans for MSMEs to power micro and small business growth to build economies and generational success.
- Fostering a culture of employees volunteering in the communities we operate in.



Health & Safety

- Fostering safe working conditions for all employees and adhere to local country health and safety law



Labour standards

- Fostering value-driven ethical behavior and good governance practices, informed by respect for human rights
- Striving for equal opportunity, equitable economic empowerment, and diversity at all stakeholder levels
- We Provide training and skills development opportunities to the employees of 4G Capital.

GOVERNANCE



Corporate policy

- Fostering collaboration across business units to develop business products that align with our sustainability goals.
- Partnering with The Kenya Business and Disability network to increase disability inclusion in the private sector
- Integrated Gender 2X Challenge criteria into our business strategy, incorporating specific standards that promote gender equality



Data Governance & Cyber Security

- We implement a sustainability data program to improve data availability and quality, allowing us to accurately measure, analyse, and report on environmental, social, and governance factors.
- We seek external validation for social accreditation organisations such as B Corp and SPTF + Cerise to ensuring client protection including data privacy



Risk Management & Compliance

- We have identified key sustainability metrics and established ambitious targets to ensure that our efforts are measurable, impactful, and aligned with our broader business strategy.
- Regulated by the CBK and adhere to set rules, regulations and International standards on sustainability.



Stakeholder rights

- Client centric response lending i.e Ethical pricing, and communication
- Drive skills development and awareness on sustainability Empowering colleagues with the knowledge and tools necessary to champion sustainability practices within their respective roles.

OUR APPROACH TO MANAGEMENT OF SUSTAINABILITY

Our approach to management of sustainability is comprehensive and multifaceted and aim to create a positive impact on society and the environment while driving sustainable growth for our business.

Sustainability Governance

We have established a governance structure that ensures effective oversight, accountability and strategic alignment with our sustainability goals.



ROLES AND RESPONSIBILITIES

Responsible Entity	Role	Responsibility(ies)
Board	Advisory Board	
EXCO	Decision Body	Oversight function, providing advice on risks and impact opportunities, decision making and provide approvals.
ESG Committee	ESG Advisory Panel	Developing and implementing environmental initiatives and ensuring compliance. Monitor progress towards our environmental targets and report regularly to the Board of Directors.
Audit, Legal & Compliance	Complimentary to the ESG Committee	Additional support/process oversight for ESG committee
Occupational Safety & Health Committee	Complimentary to the ESG Committee	Monitor compliance with safety and health rules
Remuneration Committee	Complimentary to the ESG Committee	Recommend to the Board for approval of policies to support management, retention, and fair and responsible remuneration of Human Capital in compliance with legal requirements & governance standards.
Impact Management	ESG Manager/Impact Director	Overall management responsibility of adherence to ESG policy, ESG response activity and engagement with stakeholders. In charge of annual review of E&S Capacity. Tracks adherence to ESMS.
Sustainability	Sustainability/ESG Officer, Data team, Loan and collection Officers (LOCO Pair), Unit Managers	Day-to-day sustainability implementation ESG screening, due diligence and monitoring Assist training customers on sustainability issues
Internal Audit Department	ESG Audit	Periodically review and assess the effectiveness of the climate risk management process.

SOCIAL IMPACT

FINANCIAL INCLUSION

Financial inclusion serves as a driver to reach individuals overlooked by formal financial providers, particularly in areas with low private sector credit penetration and limited financial inclusion. Providing rapid access, totally unsecured credit to meet customers immediate and long-term business needs with a focus on women and youth. Bring borrowers into the formal economy, with resulting social impact (credit history, greater access to services and family financial security). Achieve higher levels of economic productivity through diversification, technological upgrading and innovation. Making financial services more accessible and sustainable.

2024 Figures



ENTERPRISE SUPPORTED

95k



FEMALE CUSTOMERS BENEFICIARIES

71%



YOUTH CUSTOMERS BENEFICIARIES

38%



CUSTOMERS TRAINED

46k



REPEAT CUSTOMERS

76%



AMOUNT DISBURSED

210.7M



NEW LOANS

1.5M



RURAL CUSTOMERS

60%



LOAN UPGRADES

379.1k

DIVERSITY AND INCLUSION

We are committed to equal access to economic resources and basic service. Striving for equal opportunity, equitable economic empowerment, and diversity. Treat employees fairly in terms of recruitment, progression, terms and conditions of work and representation, irrespective of gender, race, colour, disability, political opinion, sexual orientation, age, religion, social or ethnic origin or health.

2024 Figures

	Total	Male	Female
Total Employees (FTE)	1379	676 49%	703 51%
Total Youth Employed	1120	569 50%	551 50%
Total PWDs	4	1	3

External Validation and Accreditation



4G Capital has achieved Orange Seal Certification.

The Orange Seal™ is a certification recognizing businesses driving gender equality and climate action. It showcases companies making tangible contributions by empowering women, girls, and gender minorities to create tangible, lasting, and sustainable impacts.



4G Capital aligns with the 2X Gender Challenge criteria for financial services in Kenya.

The 2X Criteria are a global baseline standard for gender finance. They are commonly adopted as a baseline/ minimum common denominator for investing with a gender lens across asset classes, markets and regions.



ENTREPRENEURSHIP

Female Co-Founder



EMPLOYMENT

51% Female Staff



LEADERSHIP

57% Females on SMT



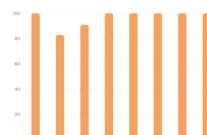
CONSUMPTION

71% Female Customers



SPTF + CERISE Client Protection Pathway

Following our online assessment in the SPTF Customer protection pathway full, 4G Capital scored between 80 and 100% for each Universal Standard.



ENVIRONMENTAL IMPACT

We recognize our responsibility in addressing climate change and environmental degradation. Through thoughtful management of our energy use, resource efficiency, and waste practices, we are actively reducing our carbon footprint. Our KAWI product exemplifies this commitment by making clean energy solutions accessible to underserved communities because we believe that everyone, regardless of income, has a role to play in building a greener future.

Through Asset Finance Loans

- 768.6 avoided Co2. ● \$ 379.5k EV Disbursements. ● 183 No of EVs. ●
- 2% Female served. ● 6 No of partners. ● 7 No of EV partners ●

Carbon Avoided

Through our Jiinue program in partnership with Mastercard we have avoided 768.6 tonnes of carbon per annum, Through financing of EVs.

Carbon reduction efforts

Improving energy efficiency in buildings and appliances. 71 no out of 180 office branches in Kenya are fitted with energy efficiency bulbs.

4G Capital 2024 carbon footprint



4G Capital 2024 carbon footprint in tonnes CO2e

Activity	Total kg CO2e	Total Tons CO2e
Scope 1	22,930	22.93
Scope 2	19,850	19.85
Scope 3	1,750,950	1,750.95
Total	1,793,730	1,793.73
4G Capital Carbon Footprint		1,793.73

Methodology

The UNFCCC secretariat greenhouse gas (GHG) emissions calculator (Document version: 02.6); publication date: September 2022

GOVERNANCE

At 4G Capital, we are committed to embedding sustainability at the core of our operations and governance.

Leadership and Board Diversity

We believe that diverse leadership drives innovation and enhances decision-making. We promote effective leadership and board diversity, actively fulfilling the Gender 2X Challenge criteria for financial services. 4GC commitment to gender diversity ensures that we benefit from a wide range of perspectives and experiences, fostering a more inclusive and equitable company.

2024 Figures

	Total	Male	Female
Total Board Members	7	4 57%	3 42%
Total Senior Management	6	3 50%	3 50%
Total other management	26	13 50%	13 50%

4G CAPITAL BOARD



SHAKIR MERALI
Investor
Director
DUBAI



WAYNE HENNESSY-BARRETT
Founder and Executive
Chairman
JERSEY



DIANE MAXWELL
Non-Executive
Director
JERSEY



JOANNE CHADWICK
Non-Executive
Director
USA



GENEVIEVE HENNESSY-BARRETT
Co-Founder / Director Impact
JERSEY



THOMAS BARRY
Investor Director
USA



ARUL THOMAS
Board Observer
KENYA

4G CAPITAL MANAGEMENT TEAM



ROSEANNE MASILA
Chief Operating Officer
KENYA



JULIAN MITCHELL
Chief Executive Officer
KENYA



AUSTEN TITFORD
Chief Finance Officer
UNITED KINGDOM



CAMILA DIAZ
Chief Product Officer
KENYA



EDGAR RIVERA
Chief Technology Officer
UNITED KINGDOM



MONICA TAREMWA
General Manager Uganda
UGANDA



JULIET KITHAMBA
Chief Of Staff
KENYA



JURISDICTION CHANGE

In 2024 4G Capital established its holding company in Jersey, Channel Islands to reflect the origin and home base of the Founders, meeting the high standards required for JFSC approval. The Mauritian company serves as a treasury centre for the Kenyan and Ugandan operating companies



STAKEHOLDERS

Commitment to our stakeholders

At 4G Capital, we recognize that we are part of an interconnected ecosystem, where our stakeholders play a crucial role in our success. We understand that the quality of our relationships significantly influences our ability to fulfil our purpose. Therefore, we are committed to building and maintaining trust-based relationships with all our stakeholders, taking into consideration their diverse needs and expectations.

Stakeholder Engagement Table

Below, we provide details of our key stakeholders, how we engage with them, and the outcomes of these engagements.

Stakeholder	Relationship to 4G Capital	Engagement Methods	Outcomes of Engagement
Customers	Beneficiaries of our lending products and training services.	Customer surveys, Focus groups, feedback forms, whistle blowing, Horizon mobile app interactions, Call center interactions to swiftly address customer needs	Improved service delivery, enhanced customer satisfaction, tailored financial products
Employees	Our team members who drive business operations	Regular team meetings, Lunch & learn initiatives, internal newsletters	Increased employee engagement, skill development, higher retention rates
Investors	Providers of capital and funding	Quarterly reports, investor briefings, Board meetings, one on one meetings	Enhanced transparency, strong investor relations, sustained funding support
Regulatory Bodies	Entities that regulate the financial sector (CBK, KRA, FRC, ODPC) Certification entities (B-Corp, CERISE + SPTF)	Compliance audits, policy discussions, statutory regulatory filings, Client protection certifications	Ensured compliance, positive regulatory relationships, risk mitigation, client protection
Local Communities	Societal groups within our operational regions	Community outreach programs, CSR activities, Market Clean ups,	Strengthened community ties, positive social impact, community development
Business Partners	Collaborators in lending services, and training, Technical assistance facility	Strategic partnerships, Market development initiatives regular communication	Expanded service offerings, synergies in operations, mutual growth
Suppliers	Providers of goods and services required for operations	Contract negotiations, performance reviews	Reliable supply chain, cost efficiencies, quality improvements

CORPORATE SOCIAL RESPONSIBILITY

4G Capital aims to support and promote corporate social responsibility projects that align with its objectives of promoting economic empowerment and social responsibility. We aim to use business for good and create partnerships for inclusion initiatives within our area of operation. We team up with our customers to conduct market clean-ups routinely across all markets.



NUMBER OF PROJECTS

6



NUMBER OF PEOPLE

12.4k



NO OF PARTNERSHIPS

10

CREATE PARTNERSHIPS FOR INCLUSION INITIATIVES



JIINUE

4G Capital continues to leverage strategic partnership for off balance sheet collaboration with Mastercard under the Jiinue program to drive scalable impact across underserved communities targeting women and Youth.

Stahimili

The Stahimili loan, a zero-interest product, was launched to aid 4GC customers and JGP Business Member Organizations (BMOs) members impacted by the devastating floods of the 2023 long rains. Operating from May to September 2024, this 3-month loan featured a 1-month grace period and included calamity recovery training for recipients.

Impact

- Number of Loans Disbursed: 11.9K.
- Amounts Disbursed: \$ 1.2m.
- Young People Reached: 41%
- Female Participants: 66.7%.
- Female Youth: 25.9%

DEVELOPMENT OF DEBT STRESS EARLY WARNING SYSTEM FOR CUSTOMERS EXPERIENCING FINANCIAL DISTRESS



FINANCIAL STRESS EARLY WARNING SYSTEM

CGAP and 4G Capital embarked on a pilot of a financial stress early warning system. Modeled after famine early warning systems, the aim is to monitor lead indicators of financial stress proactively, enabling timely interventions to prevent harm to borrowers and mitigate risks within the financial sector. The system focuses on tracking coping strategies adopted by borrowers in response to financial challenges, which can range from mild adjustments to severe measures such as skipping meals or pulling children out of school. Initial data from the pilot reveals that despite maintaining high repayment rates, a significant portion of 4G Capital's customers experience varying degrees of financial stress.

In Phase 2, the focus shifted to testing the predictive power of stress indicators in relation to borrower outcomes, including delinquency, default, and loan rollover. Preliminary analysis showed mixed results. While there was no consistent correlation across all months, notable findings emerged in August: high-stress respondents were 33% more likely to make late repayments compared to those with mild or no stress. This result was statistically significant at the 95% confidence level. However, overall statistical testing across the study achieved 90% confidence, slightly below academic standards, and indicated the need for a larger sample to strengthen conclusions. Despite these limitations, the findings suggest that monitoring financial stress through coping strategies holds promise as a predictive tool. The EWS has potential to enhance customer-centric risk management by identifying emerging borrower distress before it affects repayment, enabling lenders and regulators to take timely, informed action.

FOSTERING A CULTURE OF COMMITMENT TO THE SOCIETY THROUGH COMMUNITY PARTICIPATORY ACTIVITIES



WAITHAKA SPECIAL SCHOOL

Since 2021, 4G Capital has maintained a progressive and heartfelt commitment to supporting Waithaka Special School as part of our Corporate Social Responsibility (CSR) initiatives. This journey began with a partnership aimed at uplifting vulnerable children with special needs, in alignment with the school's mission.

In our initial engagement, we provided school fees for 23 children, repaired a classroom, and fixed dormitory windows positively impacting over 400 individuals within the school community. Building on this foundation, in 2024 we partnered with the Kenya Revenue Authority (KRA) to renovate additional dormitory windows and refurbish the dining hall floor, further enhancing the students' living and learning conditions.

Our dedication to Waithaka Special School remains steadfast. We recognize the ongoing needs of the over 40 students and are actively working to mobilize more support through strategic partnerships with like minded organizations. Our goal is to continue improving the learning environment and overall well-being of these students ensuring they have the resources, safety, and dignity they deserve.

FOSTERING A CULTURE OF COMMITMENT TO THE SOCIETY THROUGH COMMUNITY PARTICIPATORY ACTIVITIES



Our Needs-Based Program

Since 2020, 4G Capital has run a customer support initiative designed to assist clients facing extraordinary hardships—ranging from natural disasters such as droughts and floods to severe health challenges, including terminal illnesses and the loss of a loved one. Through this program, we offer non-cash assistance via Bonga Points, providing meaningful relief during times of crisis. This initiative reflects our core value of putting customers first and underscores our long-term commitment to empowering communities, building trust, and fostering resilience.

Impact to Date

2020–2023: Supported 306 customers, with Bonga Points valued at KES 472,063

2024 (to date): Supported 49 customers, with Bonga Points valued at KES 98,000

This is an ongoing effort, and we remain dedicated to growing the program and reaching more customers in need. As we look ahead, we will continue to explore partnerships and innovative ways to strengthen the safety net for our customers during their most vulnerable moments.

WOMEN'S EMPOWERMENT IN THE INFORMAL ECONOMY



Felicity Mwendwa: Building Community and Empowering Agriculture with the Jiinue Growth Program

In the arid North Eastern region of Kenya, Felicity Mwendwa, Founder and Managing Director of Mwees Farm Limited, is transforming agriculture through sustainable farming and community empowerment. Her farm specializes in tomatoes, onions, French beans, and capsicum. Starting her journey three years ago with greenhouse and open-field cultivation, Felicity faced major setbacks during the COVID-19 pandemic. Joining KEPSA in 2020 became a turning point, equipping her with skills in environmental safety and waste management to rebuild her business.

Access to affordable financing remained a challenge until Felicity joined the Jiinue loan program, which offers mobile-based loans without the heavy collateral requirements. She started with Kshs. 16,000 and progressed to Kshs. 100,000, investing in organic crops, drip irrigation, and expanding her farm by an acre—boosting productivity and profits by 40% and creating local jobs.

Now at the Jiinue MSME loan limit, Felicity is seeking an SME loan to further expand, build a storage facility, and eventually process her tomatoes into paste. “Jiinue has been a game changer—the financial support, training, and mentorship have empowered me to grow sustainably,” she says.

Beyond farming, Felicity is a force for community good drilling a borehole to provide free water, sponsoring a youth football team, and planning a communal garden for women workers. Her journey reflects not just entrepreneurial success, but the power of agribusiness to uplift communities.

FOSTERING A CULTURE OF COMMITMENT, GROWTH, EXCELLENCE, RESPECT AND COURAGE ACROSS OUR STAFF AND ORGANISATION



Sector Engagement for Staff Development and Wellbeing.

We continued to prioritize staff development, engagement, and wellbeing through a range of structured internal activities that foster performance, connection, and growth across all levels of the organization. Throughout the year, we held eight sector lunches where teams across different branches and functions came together to connect, reflect, and raise any operational, HR, or technical concerns. These sessions helped strengthen team bonds, improve cross-functional communication, and surface valuable feedback from the ground to management.

We also hosted four Lunch and Learn sessions, where staff had the opportunity to engage in peer led knowledge sharing and practical learning on key business topics. These sessions offered actionable insights to enhance daily performance while reinforcing a culture of continuous learning.

To celebrate milestones and foster unity, we organized an End Year Party that brought all staff together in appreciation of their hard work and dedication. The event served not only as a moment to unwind and celebrate success but also to publicly recognize top performers across the business. Additionally, a game night was held during the year, offering staff a relaxed environment to interact, laugh, and build camaraderie outside the formal work setting.

Supporting staff wellbeing remained a key priority. We conducted mental wellness sessions and facilitated medical checkups to ensure our teams were cared for both physically and mentally recognizing that employee wellbeing is essential to long term organizational success.

We also continued to invest in internal capacity development through the 4G Capital Academy, our selfpaced learning platform designed to empower staff with relevant business knowledge and practical tools for everyday work. The Academy covers a range of topics aligned with our operational goals and remains a key driver of performance and personal development.

ACTION PLAN 2025 AND BEYOND

Theme	Action 2025
4G Capital's Path to Net Zero	<p>We are accelerating our sustainability efforts through a three-pronged approach focused on sustainable asset financing, emissions reduction, and climate-resilient customer transitions.</p> <ul style="list-style-type: none">• Empowering Green solutions through Kawi partnerships : partnering with organizations that provide cutting-edge carbon-reducing technologies.• Minimizing our Carbon Footprint: Scope 1, and 2 wherever possible and strive to report on scope 3 throughout our value chain.• Guiding Customers Towards Sustainable Futures: working to transition our customers from climate risk-rated activities to sustainable business practices.
Standards, regulations and Certification	<p>Client Protection Certification Climate disclosures and target setting</p>

