

#### Vision Statements:

- To transform the unbanked and help them achieve their full potential
- **To be the number one microfinance bank in Africa**, contributing significantly to making life better for vulnerable groups through products, services, and relationships that will add value to all stakeholders' lives.
- To be a sustainable provider of financial and non-financial services to the unbanked population, with a focus on transforming them while generating appropriate and ethical returns to all stakeholders.
- To improve the quality of life and sustainability through provision of customer-centric and socially responsible financial products and services, for the *unbanked [under-banked]*, especially women.
- We will embark with you in your **journey to help you** make your life better and to be **financially independent** (*making your own financial decisions*). **We are here and we hear you.**
- Become the leading MFI providing customer-centric products, which are accessible, affordable and delivered by motivated and dedicated staff
- To empower the low-income earners to be independent and have a sustainable livelihood.

#### Mission Statements:

- To provide financial and non-financial services to the unbanked **Seattleites** in a financially sustainable manner using technology where appropriate to reduce costs and increase efficiency for our employees and clients.
- By providing financial and non-financial services to those at the base of the pyramid in **Ghana**, we seek to use technology as an enabler to transform the lives of our clients thereby achieving appropriate returns for all of our stakeholders.
- To provide small loans to **rural** families and to help women improve their household situation. We will **use the technology** (i.e. Applications) to make it more accessible for our clients to reach us. We **involve our employees** in the decision making while giving them the opportunity to grow within the organization. As a result the financial **profit** will prosper.
- Providing sustainable financial and non-financial services to the low income earners by providing solid financial and economic empowerment.
- We provide easy access to financial products and services to transform the lives of the poor and underserved, their families and their communities in **Ghana**.

- To make life better for all economically active and underserved in **Nigeria** by ensuring that financial and non-financial services are delivered by well-motivated and diverse staff members, using continually improved technology and adopting policies and strategies that are scientific to the satisfaction to all stakeholders while continually improving on our profitability, socially responsible, ethical company, worthy of emulation as a model of success.