

# *Baobab highlights*

## *June 2020*

**UNLEASH YOUR POTENTIAL**

[WWW.BAOBAB.BZ](http://WWW.BAOBAB.BZ)



## Who we are

Our vision is **to be the financial services group of choice for entrepreneurs**. Created in 2005, Baobab now serves more than 1 million clients in 10 markets. Over 4,000 employees work together **to simplify financial services** and satisfy the needs of entrepreneurs. The goal: **to revolutionize financial services, making them simple, fast and accessible and unleash the full potential** of our clients wherever they are and whatever their financial situation.

## What we do



## Our values

**PROXIMITY**



**SIMPLICITY**



**INTEGRITY**



**TRANSPARENCY**





1,1 M

CLIENTS



Microentrepreneurs

95%



Under the age of 40

50%



Woman

46%



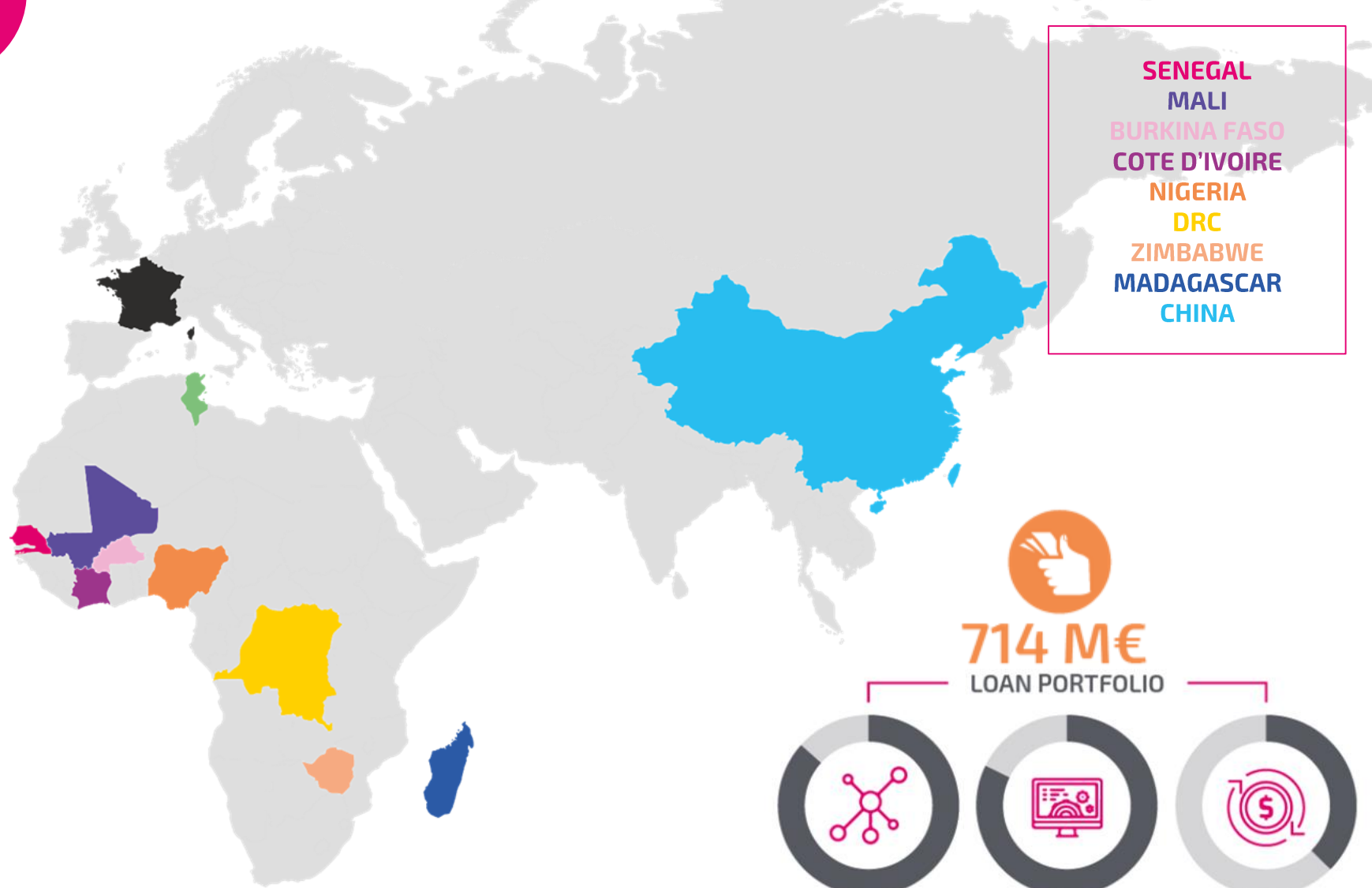
1,500

SALES POINTS



4,215

EMPLOYEES



- SENEGAL
- MALI
- BURKINA FASO
- COTE D'IVOIRE
- NIGERIA
- DRC
- ZIMBABWE
- MADAGASCAR
- CHINA



714 M€

LOAN PORTFOLIO



Invest in trade & service

85%



Finance networking capital

83%



SME

36%



257 M€

SAVINGS PORTFOLIO