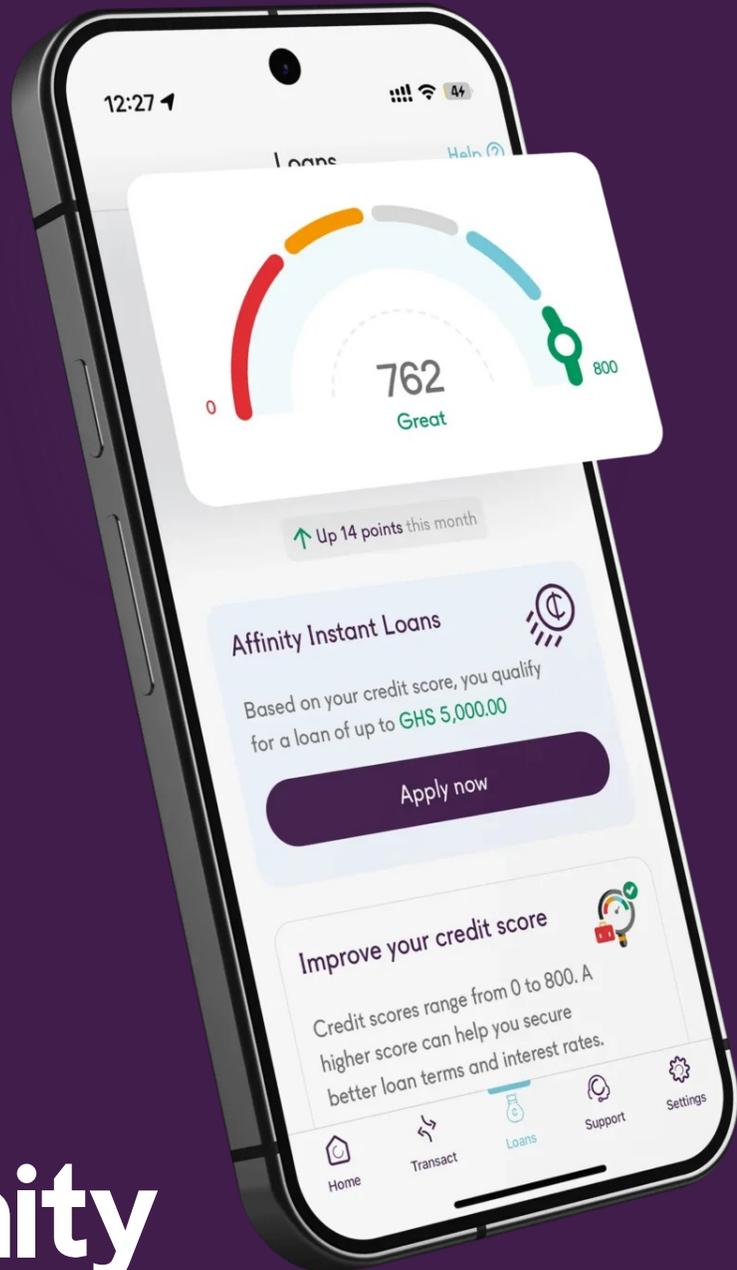


2025 Recap

Affinity





January 2025

Instant Loan upgrades

Launched a new credit scoring feature, making it easy and ethical for customers to learn how to qualify for a loan

Affinity

www.affinityafrica.com



February 2025

\$8 million Seed Round

To accelerate our mission of delivering
affordable and accessible financial
services in Ghana

Affinity

www.affinityafrica.com



March 2025

Award winners

Fintech for Financial Inclusion of the
Year at the Ghana Fintech Awards,
winner of the AFI's Inclusive Fintech
Showcase 2025, CB Insights Top 100
Fintech 2025

www.affinityafrica.com

April 2025

Incredible Partnerships

From Paystack to Enterprise Trustees,
this year we closed multiple partnerships,
offering our customers the very best

Affinity

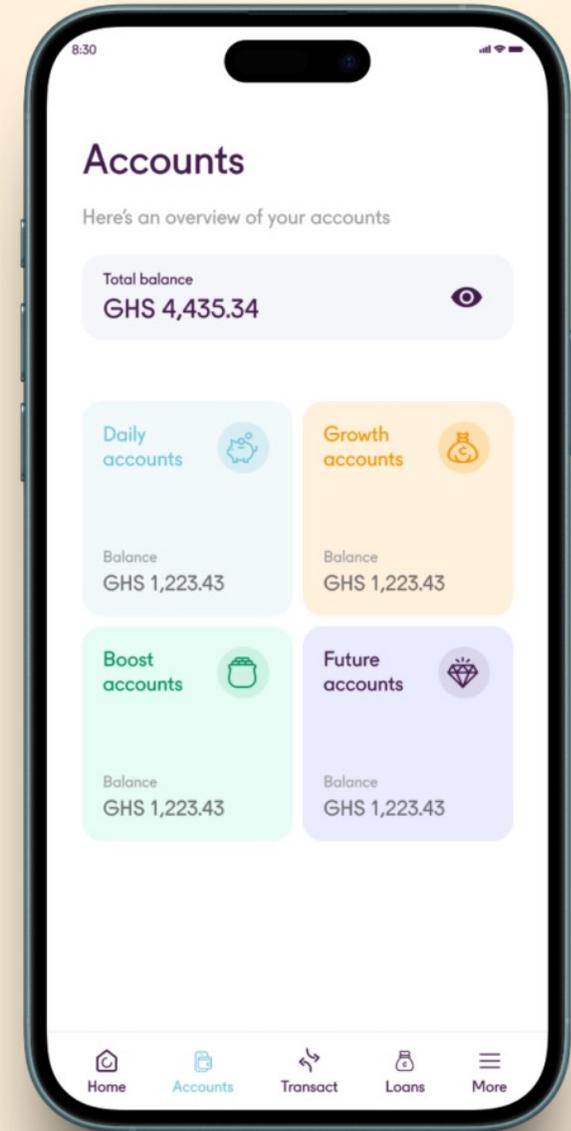
www.affinityam.com

May 2025

App glow up

Sleeker. Smarter. Built to help customers do more with their money

Affinity



June 2025

+120 team members

Building, shipping, whether in the office or on the field, growing Affinity every day



July 2025

Taking the conversation forward

Through multiple events, keynotes, interviews, and moments,
connecting with customers, partners, and the ecosystem

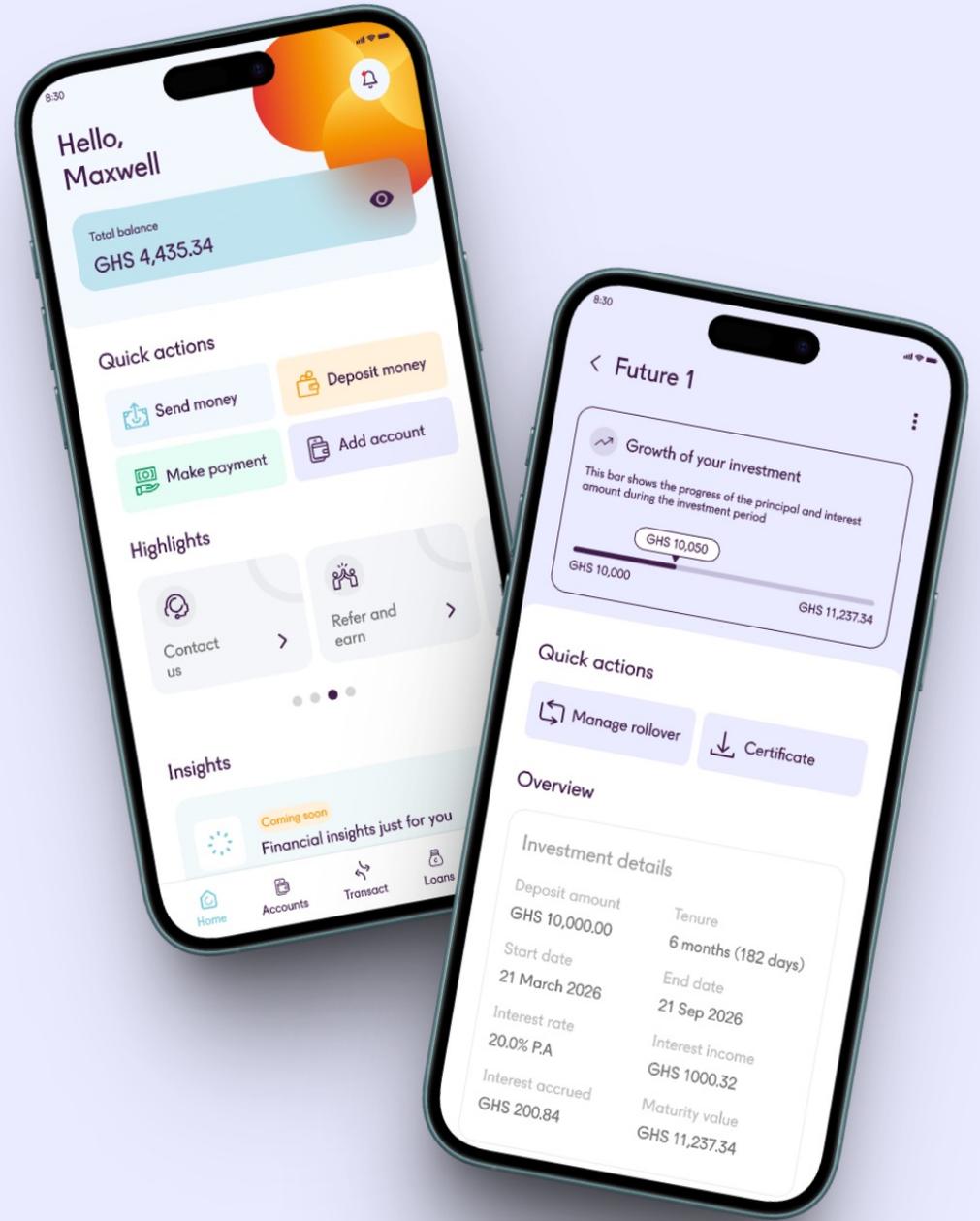
Affinity

August 2025

Affinity Boost & much more

A year of product launches designed to help customers save, grow, pay, borrow, and plan with confidence

Affinity



September 2025

NPS 70

A powerful signal of strong customer
satisfaction and trust

Affinity

October 2025

+1,000 loans a month

Representing 2.7x growth in the number of monthly loans





November 2025

10% MoM savings growth

Signalling strong customer trust and
continued adoption

Affinity

www.affinityafrica.com



Affinity

December 2025

**+115,000
customers**

3.3x customer growth
since our app launch 12 month ago





Thank you,
2025!

Affinity

