

# IMPROVING FINANCIAL HEALTH FOR UNDERSERVED CONSUMERS IN SOUTH AFRICA

Meerkat is a new generation financial wellness company on a mission to help South Africans do more with their money. We have developed simple financial solutions with **savings at the heart of all**. We help consumers gradually reduce their reliance on debt and improve their overall financial health.

## Customers

We're looking to reach individuals in South Africa earning between R5k and R50k who are over-indebted or have previously relied on debt to fund day to day expenses, or who have previously been unable to access a savings account due to the fees and minimum amounts.

## Traction

We have helped over 1500 underserved customers to better manage their debt repayments through our debt counselling process. Over half of them have achieved savings **by replacing their credit life insurance with the Meerkat solution**.

### HOW IT WORKS

All our solutions aim to address the national savings problem:

- 1 We reduce debt repayments for over-indebted consumers and allocate 5% of their affordability in our savings plan for life's emergencies.
- 2 We reduce credit life insurance payments by offering a more competitive solution and allocate savings into our savings plan for life's emergencies.
- 3 We reduce funeral insurance payments by offering a funeral plan that our customers actually need. The savings are then allocated into our savings plan to continue to fund the funeral cover when life happens or through retirement.

We offer simple advice, supported by a digital financial plan and telephone support.



# Who we are



**David O'Brien**  
CEO

David has worked in financial services for over 25 years. He is a qualified actuary and a registered debt counsellor. David is passionate about helping South African consumers live their best financial lives and is committed to making a positive impact on the national savings problem South Africa has.



**Chris Howarth**  
COO

Chris has been an operational leader in financial services for over 30 years. He focuses on delivering exceptional service to our customers through the motivated, multi-skilled staff.



**Nicki Bompani**  
CMO

Nicki has spent over 20 years in marketing working on blue-chip clients and small businesses within financial services both locally and overseas. With a passion for all things customer, Nicki is committed to attracting and building long-term relationships with our customers through effective communication.



**Guy Platt**  
CTO

Guy has spent over 25 years working in the IT and UX space, with 15 years in Silicon Valley. Guy has extensive technology start-up experience, having spent 8 years as one of the founders and technology leads for a start-up in Stockholm, Sweden.

# What our customers are saying



Thank you...do you know how great it feels to be free from debt problems?! I can't wait to be debt-free.



"I now have financial relief and can save some money!"



"I now have peace of mind and am left with more money each month. I can pay for my children's transport and buy electricity. Thank you."

## KEY PARTNERS AND INVESTORS



**HYPHEN**  
Payment Distribution Agent



## AWARDS & RECOGNITION

**Winner**, African Insurance Innovation at The Digital Insurer Global Livfest 2018

A Sage/Cape Talk, **Small Business Awards Finalist**

Selected by **Catalyst Fund** as part of their **Inclusive Fintech Startups Portfolio**