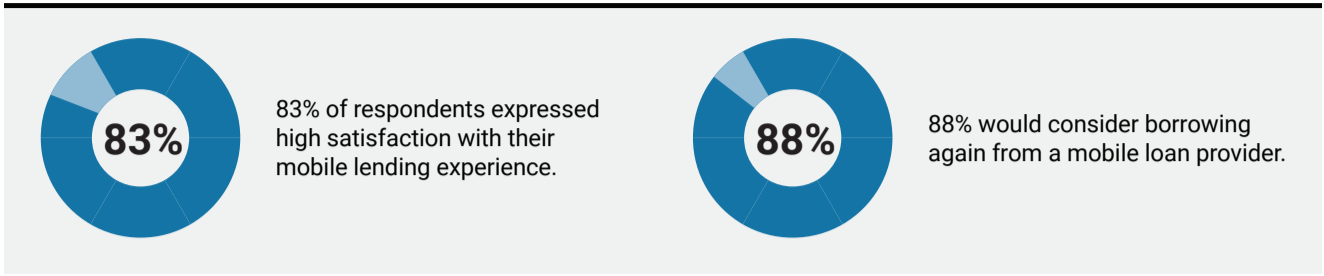


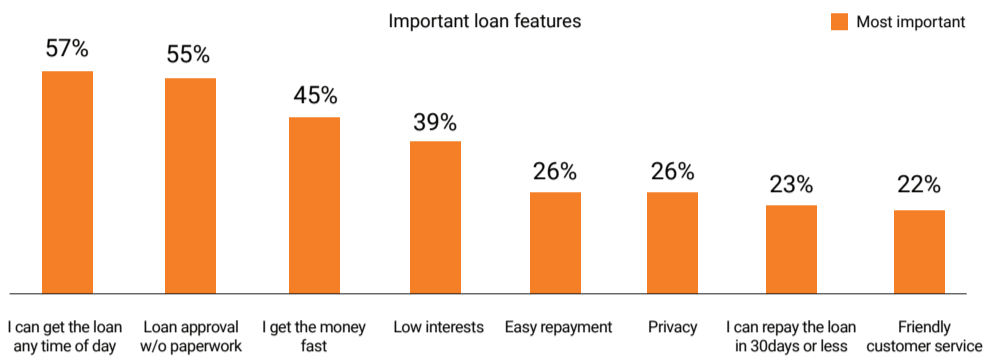
The State of Digital Lending

Presented by  

SATISFACTION

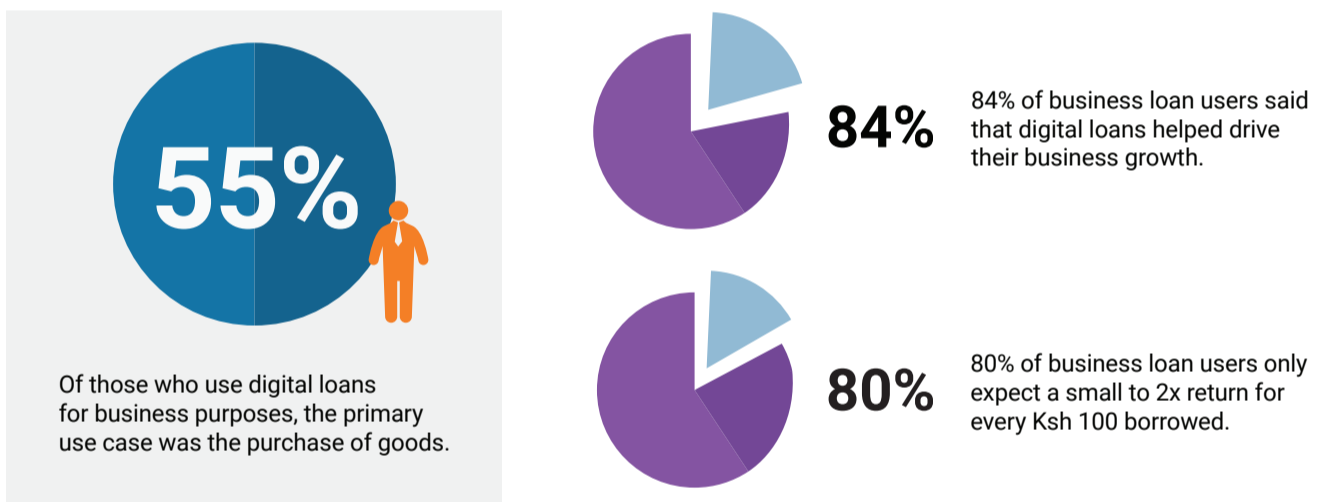


TOP FEATURES

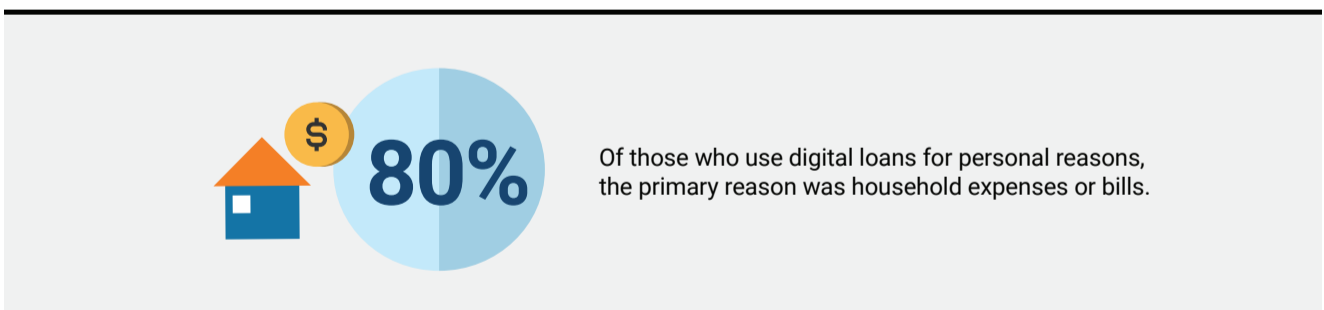


Respondents ranked 24/7 accessibility, lack of paperwork, and speed among the top features of mobile loans.

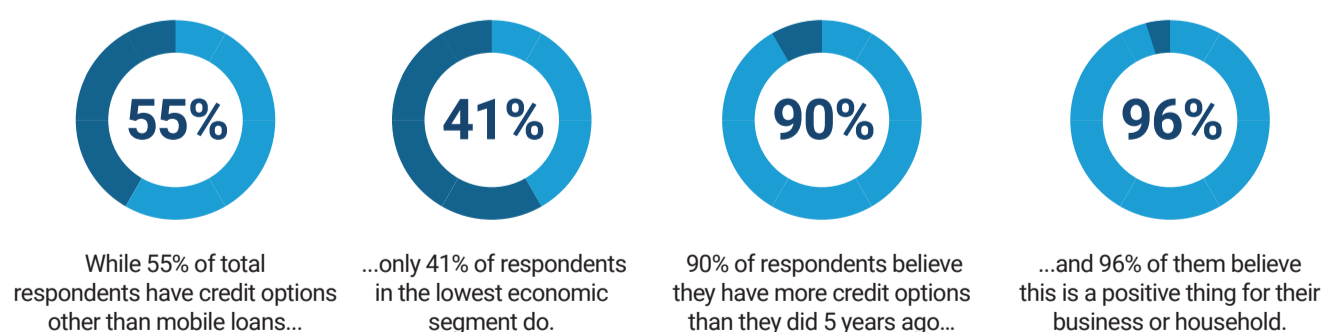
SUPPORTING SMALL BUSINESSES



HELPING PEOPLE MANAGE DAY-TO-DAY



ACCESS TO CREDIT



The Digital Lenders Association of Kenya (DLAK) is a new member organization incorporated in 2019 bringing together the leading digital-first loan providers and associated stakeholders to facilitate mutual growth in the digital lending sector in Kenya. The main objective of the organization is to set ethical and professional standards in the industry, to collaborate with policy makers and other stakeholders in addressing industry issues, contribute to knowledge and learning and to drive the overall growth of the digital lending and Fintech sector in line with the Economic Pillar of the Vision 2030, MTP III and the Big Four Agenda. For more information visit dlak.co.ke.

Study based on random sample of 1000 Kenyans age 18+