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2024

IMPACT REPORT

ADVANS
Growing together

Our mission

We respond to the needs of
African small businesses and other populations
who have ill-adapted, limited or no access
to formal financial services,
by providing tailored solutions
in a sustainable and responsible manner.



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Our ambition

We aim to go beyond financial inclusion to drive resilience and sustainable growth for small businesses, farmers, and women by harnessing digital innovation and building climate-smart solutions.

Message from **Steven Duchatelle, CEO**

For Advans, impact means growth.

Our mission as a financial services provider is to empower small businesses and farmers with the financial tools they need to expand their activities, such as buying additional stock, investing in a new tractor, or saving for a future project. These services help our clients grow their incomes, create jobs, and support their families, driving wider economic development in the communities where we operate.

We have already come a long way with our clients in Africa, having disbursed almost 1 million loans for a total amount of €3.5 billion since the start of operations.[1]

Today, we are focused on amplifying and consolidating our impact by aligning with key sustainable development priorities. We are investing in outcome measurement, through initiatives like the 60 Decibels[2] Microfinance Index, to better understand the impact of our services on our clients and what we can improve. We are especially committed to reducing barriers for women entrepreneurs, who represent 33% of borrowers today, as well as to delivering tailored and flexible financial products to farmers (representing 15% of borrowers) according to their value chain. In addition, we want to ensure all our subsidiaries meet the highest standards of customer service and client protection through undertaking the Client protection certification process, with Advans Tunisie recently achieving Gold level certification and Advans Cote d'Ivoire achieving Silver[3]! We are also continuing to build the capacity of our staff to serve as ambassadors of responsible financial inclusion and sustainable development.

Finally, in the face of climate change, we are building up our knowledge on the climate risks our clients are facing in different sectors and locations and looking to integrate these risks into our everyday operations and strategic decisions. This understanding will help us to continue to support clients to build their resilience and adaptation capacity in the face of potential climate shocks in the years to come. We are developing and testing new services to help our entrepreneurs and farmer clients cope, which can include non-financial services like awareness campaigns and training or access to partners, or financial services like emergency or recovery loans and insurance.

We are proud of the progress we have made in these areas, as detailed in this report, and we would like to thank our key partners who have provided support to help us go that bit further to innovate, test and pilot new projects and solutions to better serve our clients and expand our impact.

We know there is still a long way to go. Our mission remains clear: to help African entrepreneurs and farmers thrive by delivering accessible and tailored financial services that foster lasting, inclusive and viable growth.



Steven Duchatelle
CEO Advans International

1. Calculation based on the historic disbursements of our 6 current African subsidiaries: Advans Cameroun, Advans Congo, Advans Côte d'Ivoire, Advans Ghana, Advans La Fayette (Nigeria), and Advans Tunisie.

2. 60 Decibels is a global leader in social impact customer insights, with over 1,400 researchers in 80+ countries.

3. External certification on Client Protection granted by rating agency MFR.

Advans Social Goals

Advans has established five social goals to guide and structure its impact priorities across its African subsidiaries.

These goals are aligned with the United Nations Sustainable Development Goals.

01

HAVE A POSITIVE IMPACT ON CLIENTS' REVENUES AND SAVINGS

through supporting their activities and building their financial stability



02

REACH OUT TO UNDERSERVED POPULATIONS

with appropriate products and channels

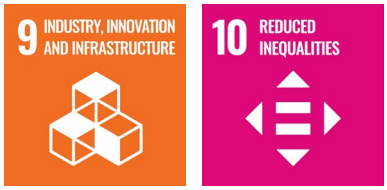


The indicators presented in the following pages of this report are monitored annually to track Advans' progress toward achieving its social goals

03

PROVIDE CLIENTS WITH QUALITY SERVICES

in a transparent respectful and conscientious manner



04

CREATE A FAIR, HEALTHY AND DYNAMIC WORKING ENVIRONMENT

for our staff



05

BE ACCOUNTABLE

and support the shift to more resilient & sustainable economies





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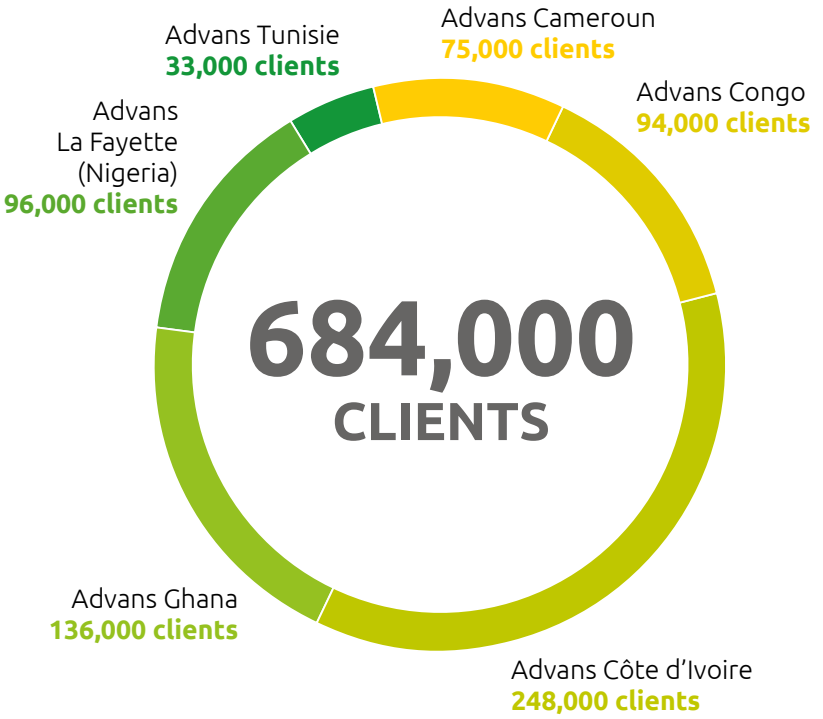
SOCIAL GOAL 01

Have a positive impact on clients' revenues and savings

Advans aims to support its clients' business growth, improve their quality of life and build resilience, using feedback collected through 60 Decibels studies to identify areas where it can enhance its impact.

SOCIAL GOAL 01

HAVE A POSITIVE IMPACT ON CLIENTS' REVENUES AND SAVINGS



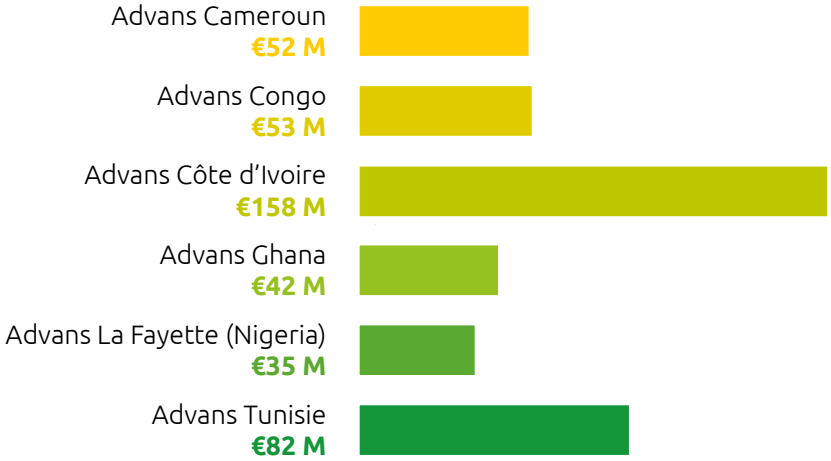
80,000
BORROWERS

80%
CLIENTS WITH A MICRO BUSINESS LOAN[1]

91,000
LOANS DISBURSED IN 2024

€ 4 658
AVERAGE LOAN AMOUNT

€ 423 M
TOTAL VOLUME OF LOANS DISBURSED IN 2024



1. Micro business loan is defined as by World Bank - loans for MSMEs & farmers below USD 5 000 (Excludes retail loans)

SOCIAL GOAL 01

HAVE A POSITIVE IMPACT ON CLIENTS' REVENUES AND SAVINGS

FOCUS ON OUR BEST PERFORMERS

Clients declaring they have 'very much increased' their income since joining Advans[2]



GROUP **36%**



GLOBAL BENCHMARK[3] **25%**



ADVANS CAMEROUN **50%**



ADVANS CONGO **41%**

Clients declaring they have increased the number of employees since joining Advans[2]



GROUP **27%**



GLOBAL BENCHMARK[3] **10%**



ADVANS CÔTE D'IVOIRE **47%**



ADVANS CONGO **39%**

Clients declaring their quality of life has 'very much improved' since joining Advans[2]



GROUP **39%**



GLOBAL BENCHMARK[3] **34%**



ADVANS CAMEROUN **47%**



ADVANS CÔTE D'IVOIRE **43%**

Clients declaring that their savings have 'very much increased' since joining Advans[2]



GROUP **23%**



GLOBAL BENCHMARK[3] **15%**



ADVANS CÔTE D'IVOIRE **36%**



ADVANS CAMEROUN **29%**

2. Data from 60 Decibels 2024 study in local languages with 1,712 clients across Advans 6 markets
3. Benchmarks from Global 60 Decibels Microfinance Benchmarks with 261 MFIS and 128,242 clients

SOCIAL GOAL 01

HAVE A POSITIVE IMPACT ON CLIENTS' REVENUES AND SAVINGS

FOCUS ON OUR BEST PERFORMERS

Clients saying their spending on Education has 'very much increased' since joining Advans[2]



GROUP
23%



GLOBAL BENCHMARK[3]
17%



ADVANS CONGO
37%



ADVANS TUNISIE
32%

Clients saying their ability to visit Health professionals has 'very much increased' since joining Advans[2]



GROUP
15%



GLOBAL BENCHMARK[3]
7%



ADVANS CONGO
33%



ADVANS CAMEROUN
20%

Clients saying their ability to reach financial goals has 'very much improved' since joining Advans[2]



GROUP
34%



GLOBAL BENCHMARK[3]
28%



ADVANS CAMEROUN
44%



ADVANS CÔTE D'IVOIRE
40%

2. Data from 60 Decibels 2024 study in local languages with 1,712 clients across Advans 6 markets
3. Benchmarks from Global 60 Decibels Microfinance Benchmarks with 261 MFIS and 128,242 clients



SOCIAL GOAL 02

Reach out to underserved populations

Advans is expanding its physical and digital delivery channels to increase access for underserved populations, with targeted outreach to farmers and gender smart programs & services to help women overcome financial barriers.

SOCIAL GOAL 02

REACH OUT TO UNDERSERVED POPULATIONS

123
BRANCHES

Advans Cameroun
14 branches

Advans Côte d'Ivoire
25 branches

Advans La Fayette (Nigeria)
30 branches



Advans Congo
11 branches

Advans Ghana
19 branches

Advans Tunisie
24 branches

Clients saying they are accessing loans for the first time[2]



GROUP
61%



GLOBAL BENCHMARK[3]
58%

FOCUS ON OUR BEST PERFORMERS



ADVANS CONGO
70%



ADVANS CAMEROUN
68%

WOMEN'S EMPOWERMENT

Female Borrowers
33%

Female Depositors
35%

Female Clients with a Micro Business Loan[1]
88%

ALTERNATIVE CHANNELS

Out-of-branch transactions
54%

Self-service subcriptions[4]
41%

Digital loan disbursements
7%

AGRICULTURAL SUPPORT

Agri Borrowers
15%

1. Micro business loan is defined as by World Bank - loans for MSMEs & farmers below USD 5 000 (Excludes retail loans)
2. Data from 60 Decibels 2024 study in local languages with 1,712 clients across Advans 6 markets
3. Benchmarks from Global 60 Decibels Microfinance Benchmarks with 261 MFIS and 128,242 clients
4. USSD/App



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9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

SOCIAL GOAL 03

Provide clients with quality services

Advans creates value for clients by ensuring each borrower has a personal relationship officer, offering automated loan renewals for loyal clients, and applying international Client Protection Standards.

SOCIAL GOAL 03

PROVIDE CLIENTS WITH QUALITY SERVICES

●●○○○

2 SUBSIDIARIES

CLIENT PROTECTION CERTIFIED

●●●●●

6 SUBSIDIARIES

WITH CLIENT PROTECTION TRAINING IN PLACE



ADVANS TUNISIE

GOLD



ADVANS CÔTE D'IVOIRE

SILVER

1,217

CLIENT RELATIONSHIP OFFICERS



COMPLAINTS RESOLVED IN 30 DAYS OR LESS

66

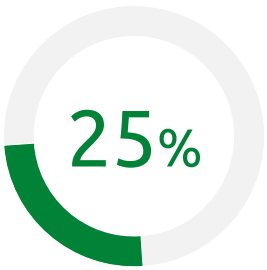
BORROWERS PER CLIENT RELATIONSHIP OFFICER

2,9%

PAR 30

€ 70 M

VOLUME OF AUTOMATIC RENEWALS IN 2024



LOANS RENEWED AUTOMATICALLY (% OF TOTAL RENEWALS)

SOCIAL GOAL 03

PROVIDE CLIENTS WITH QUALITY SERVICES

Clients 'Strongly agreeing' that Advans staff always treat them respectfully[2]



GROUP
82%



GLOBAL BENCHMARK[3]
82%

FOCUS ON OUR BEST PERFORMERS



ADVANS TUNISIE
91%



ADVANS CAMEROUN
88%

Clients never having to reduce food consumption to make payments[2]



GROUP
80%



GLOBAL BENCHMARK[3]
86%



ADVANS CONGO
87%



ADVANS CÔTE D'IVOIRE
85%

Clients never having received an unexpected fee or charge at Advans[2]



GROUP
83%



GLOBAL BENCHMARK[3]
95%



ADVANS GHANA
94%



ADVANS TUNISIE
93%

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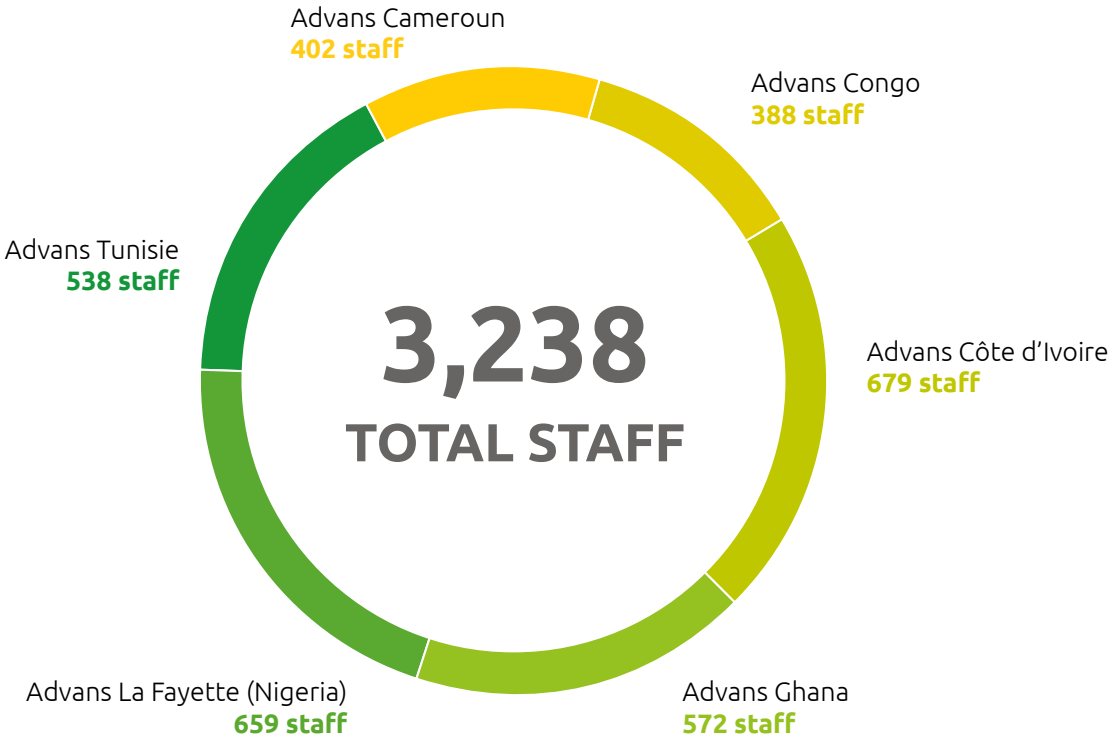
SOCIAL GOAL 04

Create a fair, healthy and dynamic working environment

Advans invests in its staff to build a skilled, diverse, and dynamic workforce through tailored training, internal mobility, leadership development, and a strong focus on gender equity.

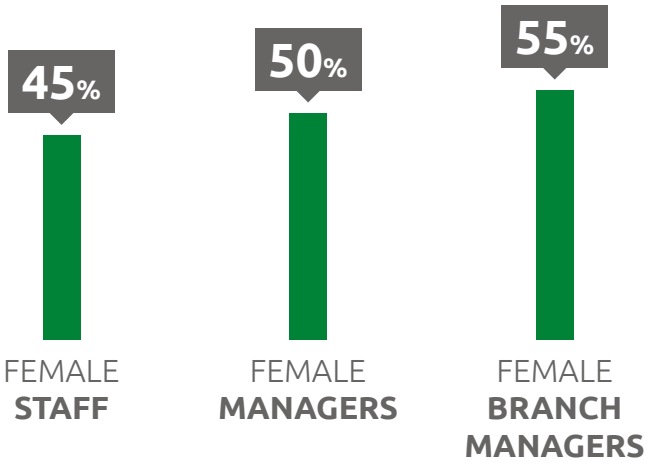
SOCIAL GOAL 04

CREATE A FAIR, HEALTHY AND DYNAMIC WORKING ENVIRONNEMENT



7,3 YEARS
AVERAGE STAFF TIME WITH ADVANS

34 YEARS
AVERAGE AGE OF STAFF





12 RESPONSIBLE CONSUMPTION AND PRODUCTION

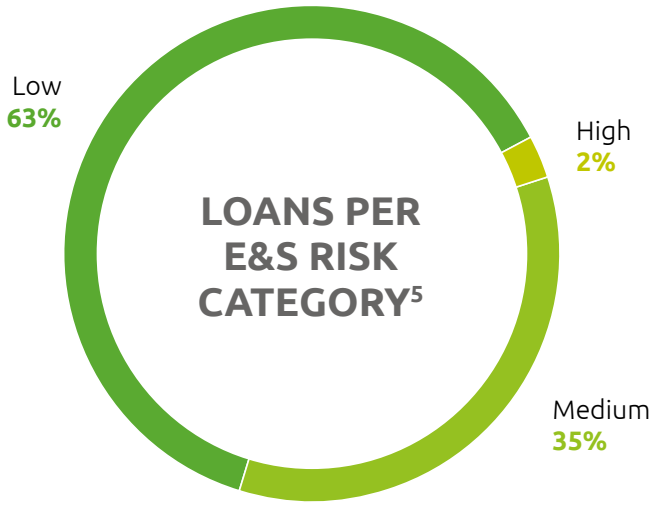
13 CLIMATE ACTION

SOCIAL GOAL 05

Be accountable

Advans is strengthening its environmental and social risk management framework, embedding climate risk assessments across operations, and training staff to help clients build resilience to climate-related shocks.

SOCIAL GOAL 05
BE ACCOUNTABLE



●●●●●●

6 SUBSIDIARIES

WITH ESPM[6] TRAINING IN PLACE

●●●○○○

3 SUBSIDIARIES

WITH A CLIMATE STRATEGY[7]

STAFF HAVING COMPLETED THE CLIMATE FRESK[8]

34%

CLIENTS VULNERABLE TO CLIMATE CHANGE[8]

21%

85

EXCO MEMBERS AND EXPERTS TRAINED ON CLIMATE RISKS AND OPPORTUNITIES[8]

5. Excluding DRC
6. Environmental and Social Performance Management
7. Advans Côte d'Ivoire, Advans Ghana, Advans Tunisie
8. Performance indicators for our 3 pilot subsidiaries with climate strategies: Advans Côte d'Ivoire, Advans Ghana, and Advans Tunisie.

ADVANS
Growing together

ADVANS GROUP

Cameroon | Côte d'Ivoire | DR Congo
Ghana | Nigeria | Tunisia

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