Empowering Lives through Innovative Finance

Debo MFI, established in 2017, is driven by a vision to become a leading microfinance institution in Ethiopia, recognized for its innovative, efficient, and sustainable financial services. We cater to micro and small enterprises, individuals, and institutions, aiming to maximize their business and economic well-being.

Committed to Growth

We are currently experiencing a steady growth phase, constantly expanding our reach and impact. Our clients benefit from fast and accessible saving and credit services, tailored to their unique needs. We actively listen to their feedback and deploy innovative approaches, ensuring their satisfaction and success.

A Team of Excellence:

Debo MFI boasts a dedicated and qualified team led by a talented management group. We foster a strong leadership culture and a profound work ethic, guided by the spirit of teamwork. As Nelson Mandela reminds us, "Alone we can do so little; together we can do so much."

This collaborative spirit fuels our commitment to empowering individuals and communities. By providing accessible financial solutions, we unlock opportunities for growth, stability, and improved livelihoods.

Success Stories and Testimonials 1



Ms. Woynishet at her home with her car

Woynishet, a single mother, faced challenges running her existing business. Debo MFI's loan enabled her to launch a ride-sharing service, boosting her income and creating a job for her son. Thanks to our fast and reliable service, she now enjoys financial security and contributes to the community's transportation needs.

> **"Launching my transport business was a significant milestone made possible by Debo Microfinance Institution's unwavering support,"**

Meet Woynishet Ayalew , a resilient businesswoman residing in Addis Ababa, who at the age of 56, single-handedly supports her family of 8. Formerly engaged in the "Baltina" business, Woynishet found herself facing challenges with the passage of time. Determined to adapt and thrive, she sought a new venture in the transportation sector, specifically in ride services.

With aspirations to purchase a vehicle for this purpose, Woynishet realized she needed financial assistance beyond her current savings. That's when she turned to Debo Microfinance Institution. Becoming a customer on October 25, 2014 E.C., she accessed credit services through two loan cycles, which proved instrumental in realizing her business dreams.

"Launching my transport business was a significant milestone made possible by Debo Microfinance Institution's unwavering support," Woynishet shares. "The loans I received filled the financial gap, enabling me to purchase a vehicle for ride transportation services. Not only did this boost my income, but it also provided employment for my son and ensured a more secure financial future for my family."

In addition to the economic benefits, Woynishet's ride services have become a valuable asset to the community, offering reliable transportation solutions. She extends her heartfelt gratitude to the Debo staff for their efficient credit services, which played a pivotal role in her journey towards success.

Success Stories and Testimonials 2

Biruk, a young household leader in Addis Ababa, turned to Debo Microfinance Institution to expand his beauty salon. With our support, he enhanced his services, boosted his income, and created jobs Thanks to Debo's quick credit and guidance, Biruk transformed his dream into reality.

> **"Today, my dream is becoming a reality as I am able to offer a wide range of high-quality beauty products and services."**

Meet Biruk, a 23-year-old married man and the head of his household in Addis Ababa. Responsible for supporting six family members along with his own child, Biruk found himself facing financial constraints while striving to provide a better life for his loved ones.

Prior to becoming a customer of Debo Microfinance Institution, Biruk encountered challenges in expanding his beauty salon services to meet the demands of his growing clientele. Determined to elevate the quality of his services and increase his income, he sought financial assistance to realize his ambitions.

"I am immensely grateful to Debo Microfinance Institution for the loan that enabled me to expand and enhance my beauty salon services," Biruk shares. "Today, my dream is becoming a reality as I am able to offer a wide range of high-quality beauty products and services. Not only has my income seen a steady rise, but I've also been able to create job opportunities for three talented stylists and one cleaner."

Biruk attributes much of his success to the fast credit and invaluable guidance services provided by Debo MFI, which played a pivotal role in turning his aspirations into achievements.



Biruk at his business place

NewsLetter

DEBO MICROFINANCE

March 2024, Issue 01



Branch Expansion 2017-2023

Reached
6 BRANCHES
Achieved **85.71%**
out of the targated 7 branches

Key Performance Indicators (KPI)

Semi-annual performance plan versus achievement
From July 1 - December 31, 2023

Financial Performance

profit of
ETB 10,967,467.50
exceeding our initial projections
by **136.87%**

Current Capital

Current Capital
ETB 70,880,704
36%
Return on equity (ROE)

Loan Repayment

loan repayment of
ETB 42,990,274.57
Achieved
108.21%

Loan Distribution Value

loan repayment of
ETB 124,548,500.00
exceeded expectations
by **116.22%**

Saving Mobilization

Saving Balance
ETB 69,090,589
Increased
by **101.25%**

Debo MFI Growth Trends: July 2020- June2023 Overview

	July 2020	June 2023
LOAN DISBURSEMENT	ETB 24,509,380	ETB 147,671,000
disbursement increased	330	1,942
OUTSTANDING LOANS	ETB 17,090,196	ETB 119,475,393
borrowers increased	392	1,876
LOAN REPAYMENT	ETB 16,294,237	ETB 103,984,538
SAVINGS	ETB 24,509,380	ETB 147,671,000
REVENUE	ETB 4,331,584	ETB 26,685,160
EXPENSES	ETB 3,644,358	ETB 12,397,117
PROFIT	ETB 687,226	ETB 14,288,044
ASSET	ETB 21,442,258	ETB 145,203,343
CAPITAL GROWTH	ETB 12,000,000	ETB 47,327,650

UNLOCKING OPPORTUNITIES: DEBO MFI'S LATEST PROMOTIONS

DEBO MFI empowers individuals and businesses with loans up to **ETB 700,000.00+** competitive savings rates to help you grow.

- *Loans for ambitious entrepreneurs and individuals*
- *High savings interest rates*



Inside This Issue

- Debo MFI Updates
- Success Stories and Testimonials from Clients
- Key Performance Indicators (KPI)
- Growth Trends from 2020 to 2023
- Latest Promotions

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