

# The results are in.

Since Kina's rebrand in  
November 2015...



**50%**

increase in inquiry for Kina's  
primary loan product, EsiLoan

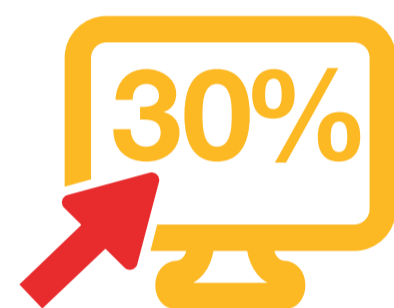


**more than 400%**

growth in fixed term deposits



**30% increase** in Kina's  
website traffic – up from 15,688  
visits per month to 20,671



**33%**

growth in the number  
of savings accounts



facebook followers have  
almost tripled – up from  
**3,744 to 9,364**

**9,364**



**100%**

take-up of employee  
equity offer



**100%**

\* Results for 1 November 2015 to 30 June 2016