**FOR IMMEDIATE RELEASE**
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**Unisa Enterprise and African Bank unite to drive financial inclusion through strategic partnership.**

**South Africa, 08 April 2025**: In a groundbreaking collaboration aimed at reshaping the financial landscape for previously disadvantaged communities, Unisa Enterprise and African Bank Limited have announced the launch of the African Bank & Unisa Enterprise Affinity Partnership. This transformative partnership is set to drive inclusive economic participation by providing tailored financial solutions, education, and support to previously marginalized individuals and SMMEs (Small, Medium, and Micro Enterprises).

The official launch event, held on Tuesday, 08 April 2025, brought together small business owners, academia as well as community representatives. This initiative signals a shared vision to break down barriers to financial inclusion and promote long-term socioeconomic development in South Africa and beyond.

“We are excited to have partnered with Unisa Enterprise to help reach a wider audience. At African Bank, we firmly believe that financial inclusion is the cornerstone of economic empowerment. This partnership allows us to provide innovative and accessible banking solutions to those who need them most. By combining education with practical financial tools, we are creating lasting opportunities for individuals and small businesses to build sustainable wealth and contribute to the broader economic growth of South Africa,” said Jamal Mathibe, CEO African Bank Affinity Partnerships.

**Key partnership highlights:**

* **MyWORLD Account Integration**: As part of the partnership, Unisa Enterprise will promote and facilitate access to African Bank’s flagship MyWORLD account - a flexible, shared banking solution that enables users to create up to five linked sub-accounts (Power and Savings Pockets). The product offers no monthly account fees, personalized debit cards, and digital banking convenience, empowering users to manage finances collaboratively and effectively.
* **Student Financial Literacy Programs**: A comprehensive series of workshops, webinars, and digital learning modules will be rolled out to educate students on essential topics such as budgeting, debt management, responsible credit usage, investment basics, and long-term financial planning. These programs are designed to foster a financially literate youth capable of making informed decisions.
* **Enterprise Supplier Development Access to Bank-led** initiatives aimed at promoting economic inclusion by empowering economically marginalised businesses to achieve capabilities and growth. The SMEs & Business Banking Support give Access to Entrepreneurial support offered by our partnerships Business Banking solution.
* **Community Consumer Education Sessions**: Open to the broader public, these sessions will provide practical guidance on personal finance, including saving techniques, budgeting, accessing credit responsibly, and planning for the future. By enhancing financial knowledge, the sessions aim to build confidence and resilience within underserved communities.
* **Corporate Social Responsibility (CSR) Alignment**: Both partners are committed to driving social impact by supporting community development projects, youth empowerment initiatives, and SMME incubation. The partnership aligns with broader national goals to reduce inequality and stimulate inclusive economic growth.

“To us, this partnership is more than banking - it’s about empowerment,” said **Lesetsa Matshekga**, CEO of Unisa Enterprise. “By exposing innovative financial solutions to students and small business, we’re opening doors to real, tangible opportunities for individuals and small businesses. Our goal is to help people take control of their financial futures, build sustainable wealth, and ultimately contribute to a more prosperous society”

The partnership also includes access to MyWORLD Elevate, a digital platform offering a wealth of value-added services such as online learning resources, career planning tools, and personal development content, further reinforcing the commitment to holistic empowerment.

Visit your nearest African Bank branch to open the Unisa Enterprise African Bank Affinity Partner Bank Account and receive rewards.

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