

PRESS RELEASE:

EQUITY GROUP AND MSC (MICROSAVE CONSULTING) SIGN MoU TO ADVANCE FINANCIAL INCLUSION AND GENDER EQUITY IN FISHERIES SECTOR

- *The partnership establishes a joint framework between Equity Bank Kenya, Equity Group Foundation, and MSC to expand financial inclusion and gender equity across the fisheries value chain.*
- *The initiative targets critical sector gaps by promoting financial literacy, developing tailored financial and insurance products, and deploying climate-smart technologies.*
- *By integrating digital public infrastructure, data, and AI, the collaboration aims to modernize the fisheries sector as a sustainable economic driver*

Nairobi, Kenya – 25th May 2026 – Equity Group and MSC (MicroSave Consulting) have signed a strategic Memorandum of Understanding (MoU) to deepen financial inclusion and advance gender equity within Kenya’s fisheries sector, a partnership that also positions the blue economy as a key driver of sustainable growth.

The collaboration brings together the financial services strength of Equity Bank Kenya, the social impact and capacity-building expertise of Equity Group Foundation, and the global advisory and research capabilities of MSC to address structural gaps in the fisheries value chain. Speaking during the MoU signing in Nairobi, Equity Group Managing Director and CEO Dr. James Mwangi said the partnership aligns with Equity’s long-term vision of transforming livelihoods through inclusive finance, technology, and strategic collaboration.

“This partnership brings together institutions with diverse capabilities, creating a powerful platform to drive impact at scale. The fisheries sector represents a significant but underexploited opportunity. Through this collaboration, we will not only expand financial inclusion but also advance gender equity, strengthen food systems, and support climate resilience,” said Dr. Mwangi.

Dr. Mwangi noted that the initiative will help modernize the fisheries and broader agricultural sectors by integrating digital technologies and data-driven decision-making, positioning them as viable and attractive economic sectors.

“We are transforming agriculture and fisheries from subsistence activities into vibrant economic sectors. By leveraging digital public infrastructure and AI, we aim to elevate these sectors from traditional, informal engagements into modern economic engines that attract capital, improve productivity, and create inclusive opportunities for women to work alongside their sons and daughters while driving food security and economic growth,” he said.

MicroSave Consulting Group Managing Director Graham A.N. Wright said the renewed collaboration comes at a critical time as Africa faces growing challenges around food security, climate change, and inclusion. He added that the partnership will focus on applying data-driven tools and practical digital systems to improve decision-making, strengthen risk management, and support more resilient fisheries livelihoods.

“With climate change and global disruptions threatening food security, I cannot think of a better powerhouse than Equity Bank and the Equity Group Foundation to address these challenges. We aim to create an environment where risks are managed, data is available, and stakeholders, from

fishers to traders, can make informed decisions. By linking these communities to tailored financial products and climate-smart solutions, we can address structural barriers and unlock sustainable opportunities for women and youth in the fisheries sector,” Wright said.

The MoU establishes a framework for collaboration focused on fostering a business-oriented mindset in the fisheries sector, promoting financial literacy, and expanding access to tailored financial products for women and youth. Key interventions under the partnership include capacity building through joint training programs, development of climate-smart financial solutions, deployment of technologies such as cold storage infrastructure to reduce post-harvest losses, and the creation of insurance and guarantee mechanisms to de-risk lending.

The program will also support graduation pathways to transition small-scale operators into sustainable commercial enterprises, while expanding market access through partnerships across the value chain. Initial implementation will begin in Kenya, with plans to scale to other markets where Equity operates upon successful execution. The initiative targets a wide range of beneficiaries across the fisheries value chain, including fishers, aquaculture farmers, traders, processors, feed producers, and exporters.

The partnership will also support the design and delivery of high-impact programs across key areas such as financial inclusion, climate resilience, and gender equity. Implementation will be guided by clearly defined project frameworks and coordinated mechanisms to ensure effective execution and measurable impact.

MSC will play a key role in research, baseline assessments, and capacity building, including training both sector players and Equity staff on fisheries dynamics, while Equity Bank will design and deliver tailored financial products aligned to the sector’s unique cycles. Equity Group Foundation will complement these efforts through entrepreneurship training, mentorship, and ecosystem linkages.

This collaboration aligns closely with Kenya’s Vision 2030 by advancing inclusive economic growth, modernizing the fisheries sector, and promoting gender equity, while contributing to the African Union’s Agenda 2063 through sustainable resource management, climate resilience, and the development of integrated value chains.

The partnership also reinforces Equity’s vision of driving private sector–led development financing across Africa, leveraging its Africa Recovery and Resilience Plan (ARRP) to enhance productivity, digital transformation, and financial inclusion while creating sustainable opportunities for women, youth, and communities in the fisheries value chain.

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ABOUT MSC (MICROSAVE CONSULTING)

MSC (MicroSave Consulting) is a global consulting firm that has, for 27 years, pushed the world towards meaningful financial, social, and economic inclusion. With over 450 staff of different nationalities and varied expertise, we are proud to be working in over 70 developing countries across Africa, Asia, and the Pacific. We partner with participants in financial services, enterprise, agriculture, and health ecosystems to achieve sustainable performance improvements and unlock enduring value. Our clients include governments, donors, private sector corporations, and local businesses.



Our vision is to strengthen the capacity of institutions to deliver market-led, scalable financial, economic, and social inclusion in the digital age to all people through:

- Guiding policy & facilitating partnerships to develop enabling ecosystems.
- Comprehensive, customized strategic advice.
- Actionable, onsite operational assistance

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ABOUT EQUITY GROUP HOLDINGS PLC:

Equity Group Holdings Plc. is a Pan-African financial services holding company listed at the Nairobi Securities Exchange, Uganda Securities Exchange, and Rwanda Stock Exchange. The Group has banking subsidiaries in Kenya, DRC, Rwanda, Uganda, Tanzania, South Sudan, and a Commercial Representative Office in Ethiopia. It has other subsidiaries in investment banking, insurance, telecom, fintech and social impact investments delivered via Equity Group Foundation. Equity Group is the largest integrated financial services firm in the region with a market capitalization of USD 2 billion.

The Group has an asset base of USD 15.7 Billion, a customer base of 22.7 million supported by a footprint of 409 branches, 86,910 Agents, over 1.4 million Pay with Equity (PWE) merchants, 39,296 Point-of-Sale (POS) Merchants, 881 ATMs and an extensive adoption of digital banking channel.

The Bank's strong liquidity buffers, resilient funding profile, established domestic presence, and extensive use of digital and alternative distribution channels have earned it significant recognition. In 2026, it was named Africa's Strongest Banking Brand by Brand Finance, achieving a Brand Strength Index (BSI) of 93.9 out of 100 and an AAA+ rating, and ranking among the global top 10 strongest banking brands.

The Group was also recognized as a Superbrand in East Africa (2024–2026), affirming its commitment to quality, reliability, and excellence in the financial services sector.

For more information, visit: <https://equitygroupholdings.com>

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