

Antananarivo, 28 September 2023



The pan-African group AXIAN announces the appointment of Erwan Gelebart as the CEO of its Open Innovation & Fintech division. In his new role, his mission will be to transform and develop AXIAN's fintechs to ensure a pioneering and innovative leadership position for the Group in the sector. With the support of his teams, Erwan will also lead the overall innovation strategy across the Group and all its entities, especially digital innovation.

Erwan Gelebart brings over 15 years of experience, during which he has successfully led multiple fintechs and financial institutions in Africa and Asia. He has notably developed mobile wallet portfolios for groups like Orange in Mali and Madagascar, as well as VEON in Pakistan, reaching up to 17 million active users. Previously, he also served as the Fintech Director for Telenor Asia, with the mission of aiding their subsidiaries' growth in the region. More recently, he has been involved in the development of a fintech specializing in digital loans in Africa and Asia.

// It is with great pleasure that I announce the appointment of Erwan Gelebart as the CEO of AXIAN's Open Innovation & Fintech division. I have full confidence in his ability to assemble exceptionally talented teams, embrace innovative solutions, and make execution a top priority. With Erwan at the helm, AXIAN is poised to chart new pathways in our mission to transform society and accelerate digital, financial, and energy inclusion across the African continent. I extend my heartfelt wishes for tremendous success to Erwan in his new role within our teams. **//**

Hassanein HIRIDJEE, AXIAN Group CEO.



LET'S GROW TOGETHER

// I am very proud to become a part of the AXIAN group and, in my new role as CEO of AXIAN Open Innovation & Fintech, to have the opportunity to spearhead the launch of novel digital services that will enhance millions of Africans' lives. The future holds great promise for innovation within African markets, and I am thrilled to be a part of what I see as a unique moment in time, where talent and ideas are flourishing in this part of the world. //

Erwan GELEBART, CEO, AXIAN Open Innovation & Fintech.

ABOUT AXIAN

AXIAN Group is a pan-African group that operates in 10 countries and specialises in 5 industries with high growth potential: namely telecoms, financial services, real estate, energy, and open innovation.

AXIAN is an engaged partner in the socio-economic growth of the countries where it operates. With over 6,900 daring and passionate staff, the group systematically ensures that its products and services have a positive and sustainable impact on the day-to-day lives of millions of Africans.

The AXIAN Group is a signatory of the United Nations' Global Compact initiative and committed to the integration of its 10 Sustainable Development Goals (SDGs) into group strategy, policies and operations.

Find out more about **AXIAN** : www.axian-group.com

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