AlphaMundi Group Invests in Fortune Credit Limited to Drive Rural Economic Empowerment in Kenya

AlphaMundi Group (AMG), through its SocialAlpha-Bastion Investment Fund (SAIF), is proud to announce a strategic investment in Fortune Credit Limited, a microfinance institution transforming the lives of underserved communities in Kenya's rural and peri-urban areas. Since its founding in 2014 by Janet Kuteli, Fortune Credit has provided over USD 10M in loans to more than 50,000 active borrowers, delivering innovative financial solutions that empower small businesses, enhance livelihoods, and drive sustainable development.

Fortune Credit serves farmers, traders, pastoralists, and young entrepreneurs in the motorcycle transport sector, with tailored products like agribusiness, clean energy, and education loans. By offering flexible terms, mobile repayment options, and non-traditional collateral, the company bridges the financial inclusion gap that prevents many micro, small, and medium enterprises (MSMEs) from achieving their full potential. Its dedication to women and youth empowerment is evident—60% of its loans are issued to women, and 42% of its board members are female.



Fortune Credit CEO, Janet Kuteli together with Board Member, Bernard Mwonyonyo during the opening of a new branch in Nyeri County, Kenya.

The company's impact has not gone unnoticed. It was a semi-finalist in the prestigious MIT Solve 2024 Global Economic Prosperity Challenge and a finalist for the 2023 European Microfinance Award, underscoring its role as a global leader in inclusive finance.

This investment is a milestone in addressing the USD 300 billion credit gap facing MSMEs in Sub-Saharan Africa. With SAIF's support, Fortune Credit will expand its reach and scale its impactful solutions, enabling small businesses to grow sustainably, families to access quality education, and women and youth to unlock new economic opportunities. The partnership exemplifies AlphaMundi's commitment to advancing the UN Sustainable Development Goals (SDGs), including No Poverty, Quality Education, Gender Equality, and Reduced Inequalities.

"SAIF's investment in Fortune Credit represents our unwavering belief in the transformative power of financial inclusion. By empowering rural communities, women, and youth, this partnership will deliver significant social and economic impact." said Delck Wahome, Senior Analyst at AlphaMundi Group.

Janet Kuteli, CEO of Fortune Credit, added: "This investment is a turning point in our mission to uplift Kenya's underserved communities With SAIF's support, we will expand access to innovative financial solutions, enabling small businesses to thrive sustainably, families to invest in education, and women and youth to unlock their social and economic potential. Together, we are driving economic growth, reducing poverty, and creating a sustainable pathway for lasting impact in Kenya's most vulnerable regions,¡."

About AlphaMundi Group Ltd

AlphaMundi Group (AMG), launched in 2008 in Switzerland, is an impact investor expert in identifying profitable early-stage companies in emerging markets that generate substantial benefits to society and the environment. The firm's mission is to drive social inclusion and sustainable economic transformation in Africa and Latin America by investing in ventures that tackle global challenges in climate change, financial inclusion, sustainable food and agriculture, renewable energy or affordable housing. Since 2009, AMG has profitably invested over USD 125M in 65 impact ventures across both regions, executing over 321 venture debt and equity transactions through its SocialAlpha and AlphaJiri funds and related co-investments. AMG is a certified B-Corp and a UNPRI signatory.

AlphaMundi also supports sustainable development through the AlphaMundi Foundation, a 501(c)(3) organization in Washington DC, by providing technical assistance for small enterprises and promoting the Climate and Gender Lens agenda across AlphaMundi's portfolio and pipeline companies.

For more information:

www.alphamundigroup.com

www.alphamundifoundation.org