

2024 Newsletter

AML FINANCE LIMITED

Company Overview



AML Finance, founded in 2010, operates as a Microfinance Service Provider (MSP) in Tanzania offering a flexible suite of financial solutions tailored to the needs of small and medium-sized enterprises (SMEs). AML has established herself as a reliable financial partner for SMEs, salaried individuals, schools, and corporates requiring immediate loan facilities or bridge financing. The company's vision is *"to be the most reliable and accessible financial institution for SMEs"* while her mission is *"to provide competitive financial solutions to SMEs,"*

AML is driven by the core values of *initiative*, *accountability*, *execution*, and *integrity*, AML remains committed to customer-centric solutions through a team of staff dedicated to upholding high standards of professionalism and trust.

AML is also an Insurance Agency offering motor and non-motor Insurance products.

Welcome to the AML Finance Limited Newsletter!

This edition celebrates a vibrant 2024, marked by our 14th anniversary, the launch of the Gari Ya Ndoto Yako loan, expanded office spaces, and enhanced social media marketing. In 2024, AML strengthened team spirit through employee recognitions, trainings, a trip to Ngorongoro for retreat, and Bring Your Child to Work Day. Our CSR efforts included supporting orphanages. Our customers were engaged through physical visits and customer service survey to opine on our services which they rated us as among the best financial service providers in the country. AML remains committed to innovation, growth, and positive impact to the community.

Customer Satisfaction Survey

Response from clients and way forward.

Satisfied customers are more likely to return for repeat business and advocate for our brand to others while dissatisfied customers can harm our reputation through negative feedback, having this understanding AML conducted a survey to assess to what extent our customers' are satisfied with our services. The survey was done via online questionnaire where feedback was gathered from 200 current and old customers. The overall rating was 90%, reflecting strong customers' satisfaction. Going forward, AML will use the insights from the survey to enhance service delivery, address areas of improvement and further strengthen customer relationships.

The table below shows the response rating and customer feedback gathered from the survey.

Response Rate	Customer Feedback
99.0	Express Overall Satisfaction With The Helpfulness Of The Aml Team
98.5	Are satisfied with the responsiveness of the AML team
98.5	Are likely to seek assistance from the AML Team
98.5	Are likely to continue using AML services
98.5	Are satisfied with the quality of AML services
97.5	Feel that AML meet their needs
96.0	Feel that AML services are better than competitors
95.5	Feel that AML meet their expectations
94.5	Are satisfied with the speed of service delivery
94.5	Are likely to recommend AML insurance products
94.5	Are satisfied with AML collection and recovery procedures
79.5	Are satisfied with AML fees

Image : Customer Survey Report

We've heard our clients loud and clear: "Save me money, save me time, and make my life easier." We're committed to delivering just that. We'll continue enhancing our services and provide what you need, when you need it, in the most efficient way possible to exceed your expectations.



Improving Brand Awareness

Enhanced Social Media Engagement and Fresh Apparel

To enhance brand visibility, AML expanded her social media presence and introduced a new branded uniform. By the end of the second quarter of 2024, AML's social media platforms saw a significant surge, with ads reaching over 5,560 individuals and a notable increase in followers and profile visits. This online growth enabled AML to connect with a broader audience and engage potential clients more effectively. In addition, branded polo shirts were introduced as part of the company's uniform, worn every Friday and at external events. This addition not only fosters a cohesive team identity but also presents a professional image to clients and partners.

CSR Activities.

In 2024, we demonstrated our commitment to social responsibility through two impactful CSR activities. Our team visited Mtoni Lutheran Deaconic Centre, where we spent meaningful time with the children, shared a meal, and donated essential items to support their daily needs. Additionally, we sponsored and actively participated in Nyiwa Primary School's Bonanza, fostering community engagement and supporting educational activities. These initiatives reflect our dedication to giving back to the community and making a positive difference in the lives of others.



Image : 1.AML Staff together with Kids at Mtoni Lutheran Deaconic Center 2. At Nyiwa Schools Bonanza

Improving Brand Awareness

Customer Service Week (Above & Beyond).

In 2024, we celebrated Customer Service Week under the theme "Above and Beyond," highlighting our dedication to delivering exceptional customer experiences. The week was filled with activities aimed at appreciating our customers and recognizing the hard work of our service teams. This celebration served as a reminder of the vital role customer satisfaction plays in our continued success.



Image 1,3&4 : Uniforms, Scarves, and Ties Day as Part of Customer Service Week Celebrations showcasing professionalism

Image 2 : All-in-White Day During Customer Service Week Celebrations showcasing Unity in Elegance



Enhancing Operational Efficiency

Relocation of the Disaster Recovery Site

To strengthen its operational infrastructure, AML recently relocated its disaster recovery site from a rented facility in Goba to a more secure and cost-effective facility. This state-of-the-art facility offers heightened security, cost savings, and scalability, ensuring the protection of AML's critical systems and data. This strategic move aligns with AML's commitment to robust risk management and operational continuity, demonstrating its proactive approach to safeguarding client information in unforeseen events.

AML 14th Anniversary

April 2024 marked AML's 14th anniversary, a milestone celebrated with a company-wide event that honored its journey and achievements. The day brought AML staff together for a blend of reflection and festivities. Key moments included a presentation on AML's history by Ms. Carolyn Lyimo, Head of Credit, who recounted AML's transformation from a small financial start-up to a respected industry player. Early staff members shared personal stories about navigating challenges and building client trust, reflecting AML's resilience and dedication to financial empowerment. The anniversary celebration included various fun activities, a luncheon, and a renewed commitment from staff to further AML's mission in the years to come.

Expansion of Business

Acquisition of Additional Office Space

To support its expanding team and client base, AML acquired additional office space on the sixth floor of the Tanzanite Tower building and has redecorated its offices to reflect the company's vibrant brand identity. The expansion aims to accommodate the growing workforce, enhance collaboration, and improve overall productivity. Plans are also underway to purchase the entire Tanzanite Tower building, with completion expected in January 2025. This acquisition represents a long-term commitment to growth and stability, giving AML the flexibility to further expand as needed. Additionally, the move aligns with AML's strategic vision of establishing a strong corporate presence and reinforcing its reputation in the financial sector. By securing a larger, dedicated space, AML ensures better client engagement, seamless operations, and a solid foundation for future developments.



Expansion of Business

Launch of "Gari Ya Ndoto Yako" Car Loan Product

We proudly launched our new car loan product, Gari Ya Ndoto Yako, tailored to help salaried employees and business owners turn their dream of owning a vehicle into reality. This product provides a unique opportunity for those who may have faced challenges in purchasing a vehicle due to financial constraints. With competitive loan terms, flexible repayment periods, and a simple, customer-friendly application process, Gari Ya Ndoto Yako makes vehicle purchasing more accessible. The loan offers up to 50% in financing, enabling individuals to cover a significant portion of the vehicle cost, thus easing the burden of ownership.

The successful launch of this product marks a significant milestone in our ongoing efforts to provide innovative financial solutions tailored to our customers' needs. It reflects our commitment to enhancing financial accessibility and offering products that meet the diverse needs of salaried employees and business owners alike. By offering flexible repayment options and a straightforward process, we aim to make vehicle ownership a reality for more individuals and businesses, contributing to their personal and professional growth.



Image : 1.AML Staff at Car loan launching event at TRONI MOTORS

Image : 2. AML Staff at Car loan launching event at BENCARS



Expansion of Business

Acquisition of Tanzanite Tower

We are excited to share some important news with you that AML Finance (AML) has officially acquired the Tanzanite Tower Building from TT Investment, effective January 1, 2025. With this acquisition, AML is now the new owner of the building, which has been renamed AML Tower. This purchase represents an exciting opportunity for AML to grow alongside our clients, reinforcing our dedication to delivering unmatched service and value. By owning and managing AML Tower, we are in a stronger position to enhance the quality of services and create a more customized experience tailored to your needs. We will implement improvements to the building's infrastructure to provide a more modern, efficient, and comfortable environment for all tenants.

AML will continue to occupy floors 5 and 6 leasing the other four floors and we are delighted to inform you that a commercial space is available for lease. This property offers a prime commercial opportunity in a high traffic area poised for significant growth as the Bus Rapid Transit (BRT) stop is just in front of the building. Furthermore, the government has gazetted plans to construct a BRT bus workshop across the road which will significantly increase foot traffic and catalyze additional commercial activities in the area. We therefore invite interested parties for the available space.

Should you require further details or wish to arrange a viewing, please contact our Property Manager, Ms. Joan M., at joan.m@amlfinance.co.tz or via mobile at +255 758 886 082.



Image: AML Tower



Recruitments and the establishment of the Business Development Unit

With continued growth, AML recognized the need for specialized recruitment and established a Business Development Unit to support business expansion. New hires in 2024 included additional credit officers and an ICT Officer to manage AML's expanding digital infrastructure. The new Business Development Unit will focus on high-value client acquisition, particularly targeting clients with large loan requirements, and lead campaigns for market sectors such as manufacturing and trade. The unit is also responsible for developing new loan products, bolstering AML's competitive edge and market reach.

Bring Your Child To Work Day.

We hosted a memorable "Bring Your Child to Work Day," creating a unique opportunity for employees to share their workplace experiences with their children. The day was filled with excitement as the young visitors explored their parents' work environment, learned about various roles within the organization, and participated in engaging activities. This initiative fostered stronger family connections and offered a glimpse into our organizational culture, emphasizing the importance of work-life balance and community spirit.



Image 1: Managing Director, Mr. Reginald Massawe, Connecting with the Children Through Engaging Conversations

Image 2: Children actively engaging in various fun activities, including drawing, painting, and showcasing their talents

Image 3: kids happily sharing a meal while watching a movie together

Staff Training and Development Programs

At AML Finance Ltd, we believe continuous learning is key to professional growth and excellent service delivery. Throughout 2024, our team participated in impactful training sessions on Emotional Intelligence, Sales Effectiveness & Customer Experience, and Credit Risk Management. These sessions have enhanced our ability to connect with clients, optimize sales strategies, and strengthen risk assessment practices. As we apply these insights, we remain committed to delivering top-tier financial solutions and customer service..



Image 1: The highly experienced finance expert, the late Mr. Andulile Mwakalyelye, training AML staff on Credit Risk Management.

Image 2: Sales expert Mr. James Mwang'amba tutoring AML staff on Effective Sales and Customer Experience during Training Week at the office.

Image 3: Madam Zuhura from Impact Academy training AML staff on Emotional Intelligence at a workplace at Seascope Hotel in Dar es Salaam.

Training Needs Analysis and Development Program

Training and development play a crucial role in AML's strategy as demonstrated by the Training Needs Analysis conducted earlier in 2024. This analysis coordinated by Dr. Benson Momanyi led to the development of a comprehensive Training Week Program. During the program, staff participated in workshops covering key topics such as presentation and sales skills, emotional intelligence, credit risk management and workplace emergency preparedness. This initiative aligns with AML's 2025-2030 Strategic Business Plan ensuring employees are equipped with the necessary skills for both their current roles and future career growth. Through continuous training AML strengthens job satisfaction and employee retention empowering staff to deliver exceptional service to clients.

Employee Well-being and Safety

At AML Finance Ltd, we prioritize the health, safety, and well-being of our staff. In 2024, we conducted comprehensive medical check-ups to ensure our employees maintain good health and well-being. Additionally, we organized fire safety and first aid training, equipping our team with essential skills such as CPR and emergency response measures. These initiatives reinforce our commitment to creating a safe and healthy work environment, ensuring our team is prepared to handle emergencies effectively.



Image 1: Certified medical doctors from Muhimbili National Hospital demonstrating CPR to AML staff in a session about Emergency preparedness at the workplace

Image 2: AML Staff performing a Fire drill exercise as instructed by the member of the fire fighting department

Monthly Staff Wellness Walk and Dinner

At AML Finance Limited, we prioritize the well-being of our team. Every end of the month, all staff participate in an exercise activity, walking and jogging from our office to Kawe Beach. This initiative promotes health, teamwork, and relaxation. After the exercise, we come together for a shared dinner, fostering a strong sense of camaraderie and appreciation. It's a refreshing way to end the month on a high note!



Employee Recognition and Rewards Program

Employee recognition is a priority at AML, and 2024 saw three employees celebrated for their outstanding contributions. Jennifer Mwengwa, a Credit Officer, was named Employee of the Quarter for January to March, recognized for her exceptional attention to detail and customer management skills. Mariam Senkondo, AML's receptionist, received the same award for April to June, with her warm, professional demeanor setting a positive tone for all client interactions. Most recently, Suma Mwakatobe, a Registry Officer, was also honored for her dedication and hard work. These recognitions, held during quarterly offsite meetings, not only honor individual achievements but also aim to foster a culture of excellence, motivation, and continuous improvement across AML's team.



Image : Employees of the Quarter

Weddings and Birthdays



Celebrating personal milestones is part of AML's inclusive culture.

This year, the wedding of Joel Massawe, AML's Finance Officer and son of the company's founder, was a notable highlight. Staff joined the celebration, emphasizing the sense of community within AML.

In addition to weddings, employee birthdays are regularly celebrated, creating a warm work environment where each team member feels valued and appreciated.

Staff Recreational Trip to Ngorongoro

A Memorable Retreat to Recharge and Reconnect

As part of employee engagement, AML organized a recreational trip to Ngorongoro in July 2024, offering staff a chance to unwind and bond. The trip included a stay at the Maasailand Lodge in Arusha, followed by visits to Meru Camp, Napuru Waterfalls, and the iconic Ngorongoro Crater. This retreat provided a refreshing break from daily routines, allowing team members to connect in a relaxed, natural setting, strengthening the camaraderie among AML staff.



Image : Various Moments during the trip



International Women's Day

On March 8, 2024, AML Finance Limited proudly celebrated International Women's Day, honoring the incredible contributions of women in our workplace and beyond. The event featured inspiring speeches, engaging discussions, and appreciation activities to recognize the dedication and achievements of our female colleagues. As a company, we remain committed to fostering gender equality and empowering women in all aspects of our operations.



Images : All smiles on Women's DAY



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Message from The Managing Director

Re: Happy New Year 2025

The New Year presents a wonderful opportunity to extend our heartfelt thanks and best wishes to all our stakeholders. As we embark on a new chapter, we cheer you on, our esteemed customer, toward continued improvement and growth. It is also a chance for us to reassess and enhance our services and collaborations to better meet your needs.

The year 2024 was marked by significant global events and trends. From shifts in politics to groundbreaking technological advancements, and from environmental challenges to cultural milestones, the past year left an indelible impact on the world. Notably, 2024 was recorded as the hottest year in history, highlighting the urgent need for action on climate change.

At AML, 2024 was a year of aspirations, achievements, progress, and challenges across. We are proud of the remarkable progress we have achieved and your role in our success has been nothing short of invaluable. We are deeply grateful for your continued trust in our services and are committed to serving you even better in the year ahead.

Looking forward, 2025 promises to be a year of groundbreaking opportunities and transformative changes for business owners. With innovative approaches to building businesses, strategies for offering personalized customer experiences, advancements in technology, and fresh perspectives on marketing, finance, employee management, and globalization, the possibilities are boundless.

We strongly encourage all our esteemed customers to integrate technology into their plans and operations while maintaining a well-structured budget to ensure optimal value for money. As always, we remain genuinely excited to support your goals and contribute to your success in 2025.

Together, let us make 2025 a year of unprecedented growth, innovation, and achievement.

Sincerely yours,

Reginald Massawe

Managing Director

AML Finance Limited

