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AKELO Group poised to become emerging market fintech and engagement powerhouse

on 17 February 2023

Global research over more than two decades by institutions such as MasterCard, Visa, The World Bank, commercial banks and mobile network operators (MNOs) affirms that the most powerful tool to drive revenue and impact is to connect consumers, merchants, banks and brands to drive financial inclusion and deep customer engagement, ultimately maximising value for all participants in the value chain.

In response to these global trends and its own deep experience, emerging market focused fintech and customer engagement group, AKELO, consolidated its recently acquired strategic fintech and customer engagement entities to financially include the underserved consumer and merchants, driving maximum value for its clients and their customers. The consolidation of these entities will also deliver channels to drive awareness of consumer brands that have traditionally been invisible outside of mainstream retail.

With a 15 year history of serving retailers, banks, brands and consumers with a range of technologies from payment products and services, data and analytics down to individual basket item data, AKELO is poised for significant growth.

The acquisition of a further five companies closing in Q2 this year will establish the AKELO Group as a leading fintech business to watch and positions the group for infinitely scalable growth in Africa, the Middle East and other emerging markets.

‘Through the consolidation of the different business units under two clear take-to-market structures (B2B and B2BC), AKELO is ideally positioned to tap into the power of millions of consumers and give our clients insights they couldn’t previously access because of fragmentation in emerging markets,’ says Andrew Weinberg, CEO at AKELO Group.

The recent purchase and consolidation of the group of companies have also allowed AKELO to reposition key resources for improved focus and delivery and utilise its broad client base for cross-selling products and solutions over a far wider market spectrum.

‘Our purpose is to make a real impact in the day-to-day lives of millions of people and merchants, by simplifying access to products, services and technologies in emerging markets,’ says Weinberg.

Informa Tech Leader, James Bull, joins board of African Association of Exhibition Organisers



James Bull, Sales Director at Informa Tech, has been announced as the newest member to **NEX MEDIA VILLAGE** ...

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Nex Media provides you with a highly informative monthly newsletter, which aims to enlighten and delight you with industry news and content.

'Our platforms, which are enabled by unique technologies, embedded internet protocol (IP) and a real-time view of payments, allow us to offer bespoke products and services that generate sustainable revenue streams from multiple products by securing ownership of the last mile of each channel. This provides a powerful marketplace for embedded financial services, engagement and payment solutions for banks, brands, independent retailers and SMME merchants, thus linking brands and underserved consumers across Africa and the Middle East,' he concludes.

TAGS: [AKELO Group](#) [Business Consolidation](#) [Customer Engagement](#) [Financial Services](#) [Fintech](#)

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