

WHAT EQUITY BANK DID FOR FARMERS, NUMIDA IS DOING FOR REFUGEES

The partnership between Amahoro Coalition and Numida is a market-driven collaboration that helps unlock refugee economies by matching fintech innovation with refugee talent. As Numida sought to scale financial services for refugee-owned micro-businesses in Uganda, it faced trust, language, and market-access barriers that traditional outreach could not solve. Through Amahoro Coalition's Skills

Hub, Numida was able to identify, recruit, and hire displaced individuals who understood the cultural, linguistic, and economic realities of refugee entrepreneurs. These agents became the bridge between Numida's loan products and refugee-run businesses, enabling the company to rapidly grow its refugee portfolio while maintaining high repayment rates.

For decades, banks across East Africa misread the informal sector. Small farmers and kiosk owners were seen as risky, unproductive, and unbankable, until Equity Bank proved otherwise. By meeting people where they were and using unconventional ways to understand their cash flows, Equity unlocked a vast, overlooked market and built a mass-market franchise serving more than 16 million customers.

Refugee economies sit at a similar crossroads today. Too often, they are framed as charity cases rather than what the evidence shows them to be: resilient, responsive, and paying markets. Numida, a fintech company offering fast, collateral-free business loans, recognised this parallel early. Like Equity before it, Numida saw that millions of micro-businesses, many run by refugees, were not failing businesses, but invisible ones. Their problem was not lack of potential, but lack of financial history.

In July 2025, Numida launched a pilot loan product for refugee entrepreneurs in Kampala, Wakiso, and Mukono. The demand was real, but uptake was slow. Trust was

fragile. Language and cultural barriers stood in the way. Traditional outreach methods failed to connect Numida's product to the people it was designed for. It became clear that technology alone was not enough, the missing piece was proximity and understanding.

That is where Amahoro Coalition came in. Through the Amahoro Skills Hub, Numida was able to identify and hire displaced individuals who spoke the language, understood the market, and were trusted by the community.

Thirteen refugee sales agents were recruited, not as intermediaries of charity, but as professionals with market insight. They became the bridge between Numida and refugee entrepreneurs translating trust into transactions.

The results were immediate and measurable.

In just four months, Numida built a refugee business portfolio of 130 active enterprises, issuing more than 500 loans and recording strong repayment performance.

Refugee entrepreneurs gained access to capital to scale their enterprises. Numida gained a new, viable market. And displaced talent moved from the margins into value-creating roles at the heart of a growing fintech.



Because I am a refugee myself, I understand the challenges people face and they recognise me as one of their own. We have lived the same realities. Through the Amahoro Skills Hub, I was connected to Numida, and that connection allowed me to turn trust into opportunity. When I speak to my community about the loan product, they listen, and that confidence encourages others to step forward and grow their businesses.

Nancy Mbombo,
Numida Sale Agent

Building on the success of its pilot, Numida has now fully integrated refugee entrepreneurs into its core lending products. The pilot phase demonstrated not only the viability of lending to refugee-owned businesses, but also equipped Numida with the operational understanding, technical systems, and risk management capabilities required to serve this segment at scale. What began as a targeted pilot has become part of Numida's mainstream offering.

For forward-looking businesses, the message is clear: the talent exists, the markets exist, and partnerships like this show that inclusion, when done strategically, creates value for everyone.

**Access over 6,000
verified, job-ready
professionals through
the Amahoro Coalition
Skills Hub.**

Your next dedicated, high-performing
team member is ready to be hired at
no recruitment cost to you.

Click for more

If you are a forward-looking business interested in partnering with Amahoro Coalition to create jobs and economic opportunities for displaced people and host communities across Africa, we invite you to connect with us.

Reach out at info@thecoalitionafrica.com or visit <https://amahorocoalition.com/> to start the conversation.

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