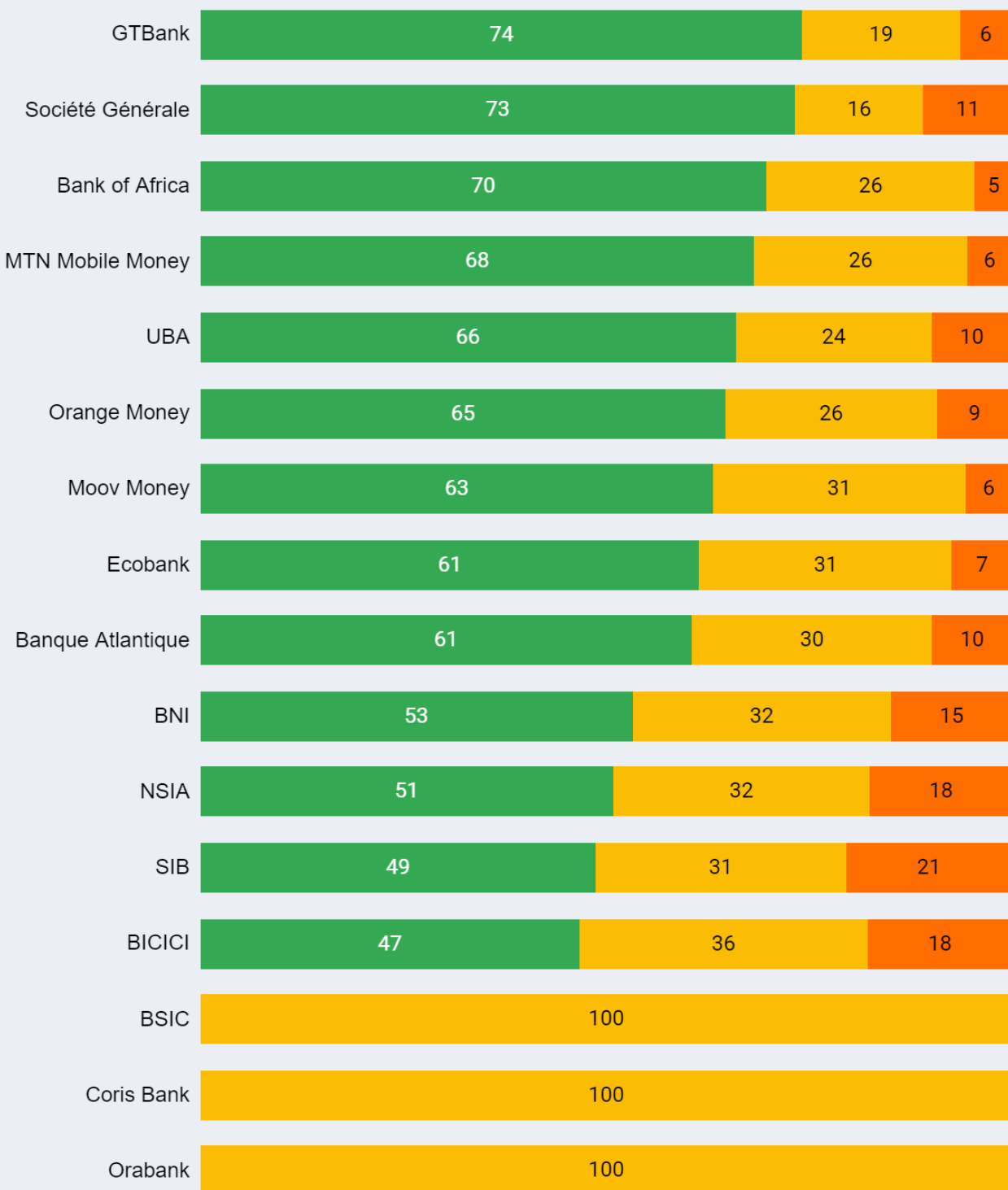


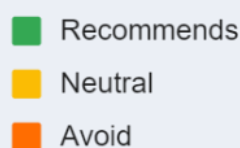
Financial Services Ivory Coast

Recommendation – March 2021

Base: Respondents who are clients of the brand



Note: For these brands, user base too small to be conclusive

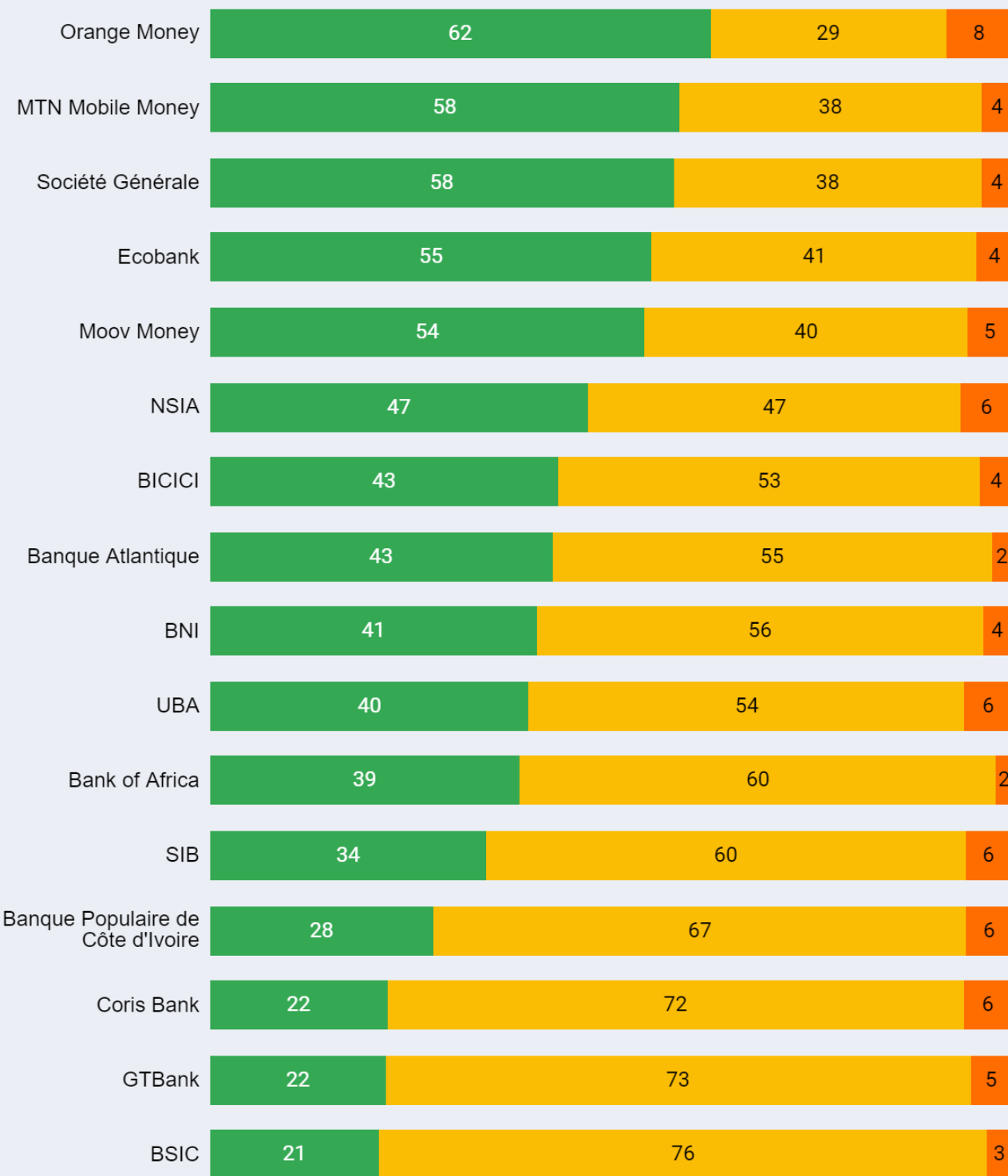


Methodology: SagaBrand, the continuous tracking tool for brands across the African continent. In Ivory Coast, more than 500 brands are assessed on a daily basis via our online panel. **Questions:** Which brands would you RECOMMEND to a friend? Which brands would you tell them to AVOID? **Population:** adults above 18 years old. **Period:** March 2021. N = 800

Financial Services Ivory Coast

Quality Perception – March 2021

Base: Respondents who are aware of the brand



■ Good Quality
■ Neutral
■ Bad Quality

Methodology: SagaBrand, the continuous tracking tool for brands across the African continent. In Kenya, more than 500 brands are assessed on a daily basis via our online panel.

Questions: Which of the following brands represents GOOD quality? Which of the following brands represents POOR quality?

Population: adults above 18 years old. **Period:** March 2021. N = 800