

Subject line: (Name), You're family now.

(Name), We're happy to have you.

(Name), Welcome to padimi.co

Welcome, and thank you

Hey (Name),

Thank you for making the smart decision to create a padimi account.

I'm Seth Usanga, CEO of padimi.co, and I am thrilled to welcome you to the padimi family.

### **Why We Founded Padimi Finance**

Over 100 million Nigerians are living below the poverty line.

And compared to the rest of the world, most Nigerians above the poverty line can still be called poor.

### **A platform that builds wealth for you**

We created Padimi to help you save, invest, and have access to financial services—like loans in a simple, reliable, and convenient way.

### **What's Next?**

We created essential services to fit every budget, including yours. Check out our offers below and click the link to learn more about them.

### **Savings**

Save, get high-profit interest, and let your money work for you in becoming financially secure.

CTA: Start building wealth

### **Loans**

Access loans with little interest attached, no collateral, and without the hassles of paperwork—all from your mobile phone.

CTA: Start building wealth

### **Investments**

You can invest periodically—daily/weekly/monthly—through the padimi platform to get high-profit returns.

CTA: Start building wealth

### **Free Benefits**

We offer value-based benefits to our subscribed customers at no extra cost. And your benefits increase based on your contribution value.

- **HMO**

Get quality healthcare services in the best hospital of your choice.

- **Telemedicine**

Talk to a medical professional and get expert advice from the comfort of your home.

We have more amazing offers, too much to talk about in one email. And I'm sure you'll come across them soon.

If you have any questions or problems, please reach out to us at 091009100 or [support@padimi.co](mailto:support@padimi.co).

Again, welcome to Padimi.

Your friend,

Seth Usanga

(Signature)

CEO, padimi.co.