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THEY TRUSTED US

GIMAC

FIRST TRUST



TRAINING SESSION



WORKING SESSION



EKREADX



*We advise, train, and support CEMAC institutions
in their transition toward an inclusive and
high-performing digital finance ecosystem.*

Let's innovate together to build a future of trust.

Our DNA



THE VISIONARY LEADERSHIP OF THE FOUNDER

Hanna Nadia NGUEA LOTTIN is the Founder and CEO of EkreaDX, a consulting firm specialized in digital finance and financial inclusion across the CEMAC region. A computer science engineer from the University of Reims (France), she brings over 13 years of experience in digital finance, strategic marketing, and capacity-building for financial institutions. Her career includes key roles at MTN MoMo Cameroon and Orange Money Cameroon.

As former Head of Marketing and Communication at GIMAC, she led the repositioning of the GIMACPAY platform, expanding its ecosystem from 14 to 104 institutions and securing its regional influence.

At EkreaDX, she now guides inclusive, high-impact digital transformation projects for public institutions, private sector players, and regulators. Her approach blends strategic vision, on-the-ground expertise, and a commitment to results. Under her leadership, EkreaDX delivers user-centric, robust, and sustainable digital solutions that drive innovation across banking and fintech ecosystems in Central Africa.intech.



OUR TEAM

EkreaDX relies on a multidisciplinary team of expert consultants, project managers, and field specialists. Together, we combine technical expertise, cultural intelligence, and operational rigor to deliver end-to-end support.

SENIOR CYBERSECURITY CONSULTANT

Leads IT governance programs and mitigates technological risks.

DIGITAL & MULTILINGUAL PROJECT MANAGER

Manages innovation projects and ensures coordination between institutions and users.

FIELD EXPERT IN FINANCIAL INCLUSION

Conducts needs assessments, trains field agents, and drives community engagement.

OUR VISION

To be a key player in the CEMAC financial ecosystem: one that is inclusive, secure, and resilient, fostering collaboration among institutions to accelerate regional economic transformation.



OUR MISSION

Supporting institutions in leveraging digital opportunities in payment systems across the CEMAC region by combining:

- Skills development and capacity building
- Regulatory compliance
- Cybersecurity
- User-centric innovation



Our services



DIGITAL FINANCE & INCLUSION

Expertise in digital solutions tailored to the specific needs of the CEMAC region.

Development of interactive content to support training and raise awareness on digital finance challenges.

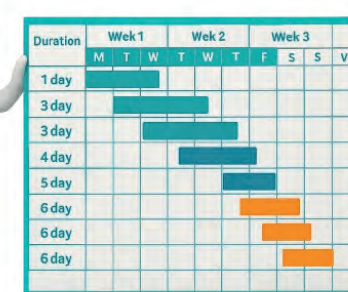
Advisory on structuring, deploying, and managing agent networks to promote inclusive digital financial solutions

DIGITAL MARKETING & COMMUNICATION

Design and execution of multichannel strategies (SEO/SEM, social media, email marketing).

Creation of engaging content tailored to local and regional audiences.

Planning and management of 360° influence campaigns for financial institutions.



FINTECH PROJECT MANAGEMENT

Agile methodology and cross-team coordination.

KPI tracking and strategic steering.

Project risk mitigation & performance optimization.

CYBERSECURITY & COMPLIANCE

Security audits and risk assessments.

Compliance with GDPR and regional standards (GIMAC, BEAC, COBAC, COSUMAF).

Cybersecurity training and capacity building.



Solution



Our support enables our partners to achieve stronger adoption of digital services, enhanced team capabilities, and a significant revenue increase driven by digitalization.

The results: greater internal engagement, faster uptake of digital solutions, and sustainable, measurable growth aligned with strategic objectives.

Our DNA

OUR VALUES



E ETHICS
BUILDING TRUST



KNOWLEDGE & KNOW HOW
SHARING KNOWLEDGE AND PRACTICAL EXPERTISE



R REACH (NETWORK)
FOSTERING COLLECTIVE GROWTH



EQUITY
PROMOTING UNIVERSAL INCLUSION

A ASSISTANCE
DELIVERING HIGH-IMPACT SUPPORT



DISRUPTION
CHALLENGING NORMS AND BREAKING BARRIERS

X EXPERIENCE
PUTTING PEOPLE FIRST WITH A HUMAN-CENTERED APPROACH



OUR VALUE PROPOSITION



Our tailored support plans combine hands-on training, operational coaching, strategic diagnostics, and high-value content creation.

With our in-depth knowledge of the CEMAC landscape, we turn every regional challenge into a concrete growth opportunity.

Our professional, modern, and pragmatic approach fosters sustainable impact and measurable results.

Empowering your teams with new skills, accelerating the adoption of digital solutions, and driving significant, sustainable revenue growth.

With EkreaDX, innovation becomes your strongest strategic lever to achieve solid, sustainable, and shared financial performance.

OUR TARGET

- SMEs**
- Academic institutions**
- Financial institutions**
- Fintechs**
- Non-governmental organizations (NGOs)**

