

**STATEMENT BY MR KENNETH S. MATOMOLA**  
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**AT THE LAUNCH OF THE NAMFISA CONSUMER EDUCATION WEBSITE**

**04 July 2025**

Distinguished Guests

Members of the media

NAMFISA Management and Staff,

Ladies and Gentlemen,

Good morning,

It is an honour for me to welcome you to this important milestone – the official launch of the NAMFISA Consumer Education Website. Today, we take a major step toward empowering Namibians with accessible, relevant, and practical financial knowledge. This initiative reflects our commitment to consumer protection and building a financially literate society in the digital age.

As Namibia's non-bank financial sector regulator, NAMFISA knows that regulation alone is not enough. But building a stable and inclusive financial sector requires

informed consumers who can make confident decisions. Financial education is not a privilege – it is a right. This website bridges the gap, helping people in urban and rural areas navigate financial services with clarity and security.

Designed with the consumer in mind, this website is easy to use and packed with relevant and multilingual content. Whether you are a student, retiree, or entrepreneur, you will find clear guidance on insurance, microlending, pensions, investment, and more. Interactive tools like videos, educational games, and our digital mascot, Tulonga, make learning engaging and effective.

This initiative aligns with NAMFISA's goals of financial inclusion and consumer protection. Knowledge is the best defense against exploitation – it builds trust, accountability, and economic participation.

As Dave Ramsey said, and I quote, "Personal finance is only 20% head knowledge. It's 80% behavior." Therefore, with this tool – the consumer website – NAMFISA is intentional in imparting knowledge with an ultimate goal of influencing the nation's behavior toward wealth creation.

This launch is just the beginning. Through campaigns like *Ask Tulonga* and multimedia outreach, we will continue expanding financial literacy.

Today, we embrace a future where consumer education is free, dynamic, and available to all. A future where every Namibian can engage with financial services confidently, protect their rights, and secure their financial future.

Explore the website, share it widely, and join us in building a more informed and empowered Namibia.

In conclusion, I thank the NAMFISA team and Green Enterprise Solutions for their hard work in bringing this platform to life. To the media, your partnership is crucial in spreading financial awareness nationwide. As always, help us ensure this resource reaches every corner of Namibia.

Thank you.