

# African Investments Limited



Promoting  
**African**  
**Investment**  
**Opportunities**  
to **Global**  
**Investors**

# Dashboard Promotion

The **AFSIC African Investments Dashboard** captures **investment opportunities** that are supported by either registered financial intermediaries or government agencies or that have a comprehensive business and financial plan and Investor Deck/Information Memorandum prepared.

The **Dashboard** is accessible by our **extensive network** of global institutional investors who cover all business sectors and **all countries in Africa** and invest in public and private debt, public and private equity, venture capital and Africa-focused funds.



**Listing** an African Investment opportunity on the **Dashboard** is **quick** and **free** and is accessible by our network of global investors



Any investor interested in the opportunity **connects directly** with the opportunity owner

Opportunities can be **internally boosted** so that they are preferentially shown to matched investors



# Targeted Email Promotion

To **proactively promote opportunities** across our investor network, we offer a package of **promotional services** through various sophisticated **digital channels**

Our network of over **125,000 mailable contacts**

includes approx.:

- 25,000 institutional investors
- 6,000 investment bankers and financial intermediaries
- 30,000 African business leaders
- 31,000 service providers
- 23,000 executives

Our sophisticated mailing strategy

segments our network into 20 discrete mailing channels for customised communication with over

**2.6 million personalised, matched emails sent per annum**

Investment opportunities captured on the Dashboard are automatically **ranked and matched** against the investment interests of each user to customise individual email communications

**1 One-to-One emails** to Matched Investors



Individual emails outlining your investment opportunity are sent to matched investors including hyperlinks to any documents provided e.g. teaser/presentation.

**Latest African Investment Opportunities** monthly mailer

**1**



A short summary of selected opportunities are promoted in the monthly edition of the Latest African Investment Opportunities mailer which is sent to our entire investor network

# Social Media Promotion

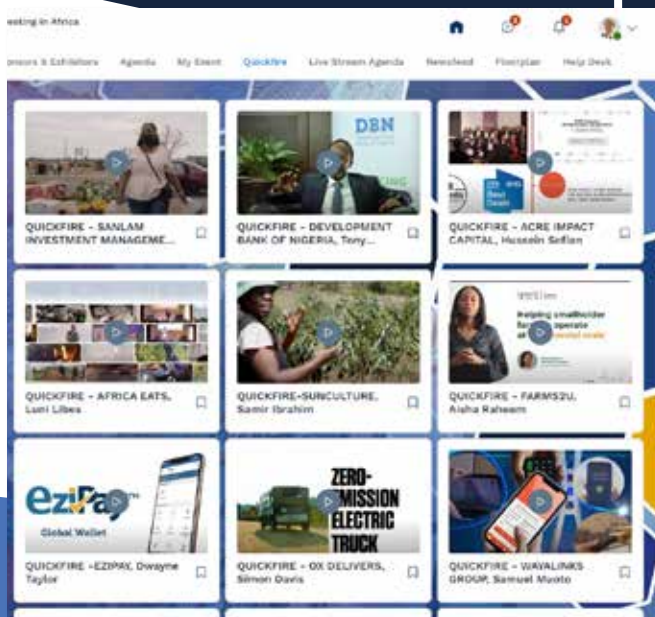
Our social media footprint extends well beyond our mailable network and boasts millions of annual impressions. We regularly post and retweet pitch videos, corporate information, company logos, business sector information and investment insights via our YouTube, LinkedIn and Twitter channels.





# AFSIC - Investing in Africa

**AFSIC – Investing in Africa** is our flagship investment event held annually in London attracting **1200+ delegates**. The **300+ investors** attending include DFI's, Sovereign Wealth Funds, Family Offices, Pension Funds, PE firms, Venture Investors and Impact Investors. Our **services to promote** projects seeking capital include a wide range of **digital, virtual** and **physical promotion** opportunities at the AFSIC event.



**Video pitches on our websites and on the Meeting and Event App**

Selection of Capital Raising Opportunities digitally profiled at **AFSIC - Investing in Africa 2022**



**AFSIC African Investment Opportunities PDF** captures opportunities seeking capital at the event and is distributed to all AFSIC delegates



**Quickfire Pitch Sessions at AFSIC** - Short, sharp pitches from fund managers, company leaders and entrepreneurs to introduce new projects and new funds in Africa

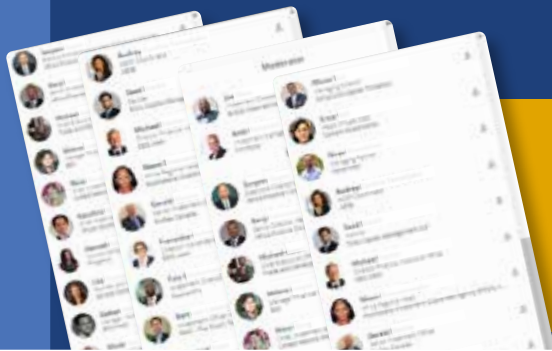
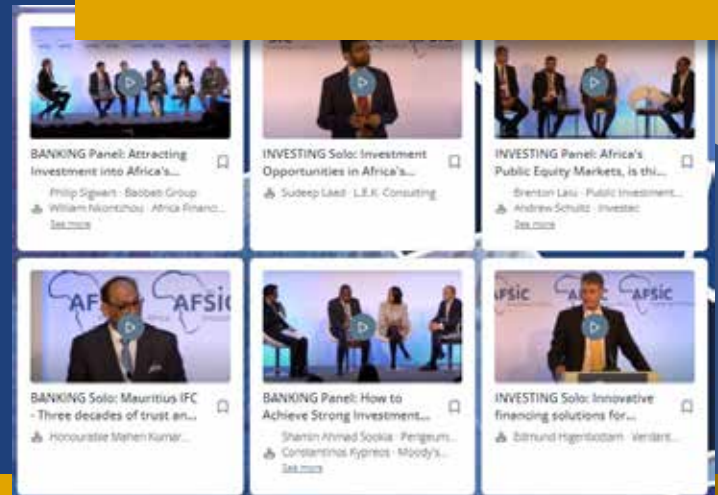
# Networking with Investors at AFSIC - Investing in Africa



Access to the **Event and Meeting App** including live streaming, quickfire videos, digital content and delegate messaging

**Physical** and **Virtual** delegates gain full access to the **Event and Meeting App** which provides digital content on participating delegates, speakers and sponsors, quickfire video recordings, delegate messaging and meeting services, live streaming and recordings of plenary sessions and access to the extensive AFSIC African Investment Opportunities PDF

## Live Streaming and Recordings



Direct access to **+300 investors** attending AFSIC

Connect with investors to arrange meetings via the Event and Meeting App, network with investors at the Meet The Investors sessions and get engaged during investor panels, round tables and social functions





# Promotion Packages

	AFSIC SPECIAL PACKAGES					DIGITAL PACKAGES	
	Premier Quickfire Sponsor	Tier 1 Quickfire Sponsor	Tier 2 Quickfire Sponsor	Standard Quickfire Speaker	Delegate Non-Speaker	Multi-Package	Single Package
Digital Reach to Investors							
Listing on AFSIC African Investments Dashboard	✓	✓	✓	✓	✓	✓	✓
Internal ranking boost on Dashboard to preferentially display the opportunity	Up to 5 deals	✓	✓	✓	✓	Up to 5 deals	✓
3 months' promotion in the Latest African Investment Opportunities monthly mailer	Up to 5 deals	✓	✓			Up to 5 deals	✓
Top 3 Billing in at least one Latest African Investments monthly mailer	Up to 5 deals	✓	✓			Up to 5 deals	✓
Opportunity details sent via One-to-One emails to all matched global investors	Up to 5 deals	✓	✓			Up to 5 deals	✓
AFSIC - Speaking and Attendance							
AFSIC Delegate Registrations	7	5	3	1	1	5 virtual	2 virtual
3-minute Video pitch on AFSIC Website	✓	✓	✓	✓	✓	✓	✓
Inclusion in the annual AFSIC African Investment Opportunities PDF	✓	✓	✓	✓	✓	✓	✓
Quickfire pitch slot at AFSIC	✓	✓	✓	✓			
Early Access to the AFSIC Event and Meeting App	✓	✓	✓				
Stream Panel or Country Summit Slot at AFSIC	✓	✓					
AFSIC - Bespoke Investor Liaison							
Meeting Room (1 day) - subject to availability	✓						
Emails to matched investors attending AFSIC to schedule bespoke meetings at AFSIC	✓						
Dedicated AFSIC Staff member on hand during AFSIC to arrange meetings with investors	✓						
AFSIC - Branding/Awareness							
Promotion on social media channels in the lead up to AFSIC	✓	✓	✓	✓		✓	✓
Branding on AFSIC Website	✓	✓	✓			✓	
Advert in conference brochure	Full page	1/2 page	1/2 page				
Inclusion of logo on onsite branding and conference collateral at AFSIC	✓	✓					
Branding on the Monthly African Investments Mailers for 6 months	✓	✓					
Flyer in delegate bags	✓	✓					
Media Interview in the lead up to AFSIC	✓	✓					
Logo on front page of AFSIC African Investment Opportunities PDF	✓	✓					
Exhibition Booth or Meeting Space at AFSIC - subject to availability	✓	✓					
Corporate banner in front of Quickfire Room	✓						
<b>COST</b>	<b>£24,950</b>	<b>£13,950</b>	<b>£6,950</b>	<b>Delegate Rate</b>	<b>Delegate Rate</b>	<b>£9,950</b>	<b>£3,950</b>

All prices are quoted excluding VAT, if applicable

Our services aim to introduce compelling African Investment Opportunities to as many relevant investors as possible across our global network via our dashboard, our sophisticated emailing strategies, our digital channels, our social media platforms and at our flagship investment event **AFSIC – Investing in Africa**.

Contact the team at [investments@africaninvestments.co](mailto:investments@africaninvestments.co) for details on our special packages combining digital promotion across our platforms and mailing channels plus enhanced presence at **AFSIC – Investing in Africa**.



# Contact

**African Investments Limited**

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