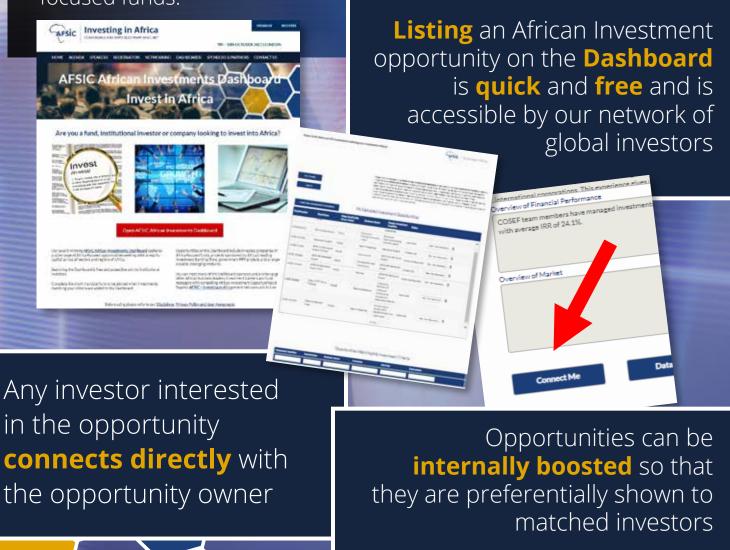
African Investments Limited

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.



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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

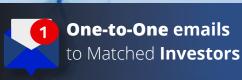
segments our network into 20 discrete mailing channels for customised communication with over

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



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



Latest African

Investment

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.

Investing in Africa

People

ccelerating Africa's economic emergence through the use of FREE proven business and

More

Posts

lobs

estment Management - Rue du Ponterrin, Jersey - 587 followers

Invite

Help your organization grow. Invite your connections to follow

Trending coworker content

salesforce

Rupert McCammon + 1st

PARTNER

AWARDS

Accelerating Africa Business, Trade and Invest-

I am thrilled to announce that we have won the 2022

Global Salesforce Partner Innovation Awarsee more

INNOVATION

2022 WINNER

Rupert & 4 other connections work here - 10 employees

About

African

African

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Home

Following

Be a team player

Invite connections

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your company.

My Company

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Our NEW Africa **Business Opportunity**

Helping smallholder

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BIO - the Belgian Investment Company for Developing C...

"Michael Rauenhorst and I both feit the need for a next generation of impact + Follow investment managers who are transparent and care about the environmental and

social balance. In that sense, SIMA is a rebellion against the corporate

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AFSIC Award Waveing Proven Technology Connecting Minca's Business, Trade and Investment Oppertunities er Africa 🥥 @PowerAfricaUS - Nov 1 deep dive w/ @TRF & app

looking at how their systems have impacted rural in I by helping to ditch diesel generators + create jobs & economic astar . astr

Jobs or just lights? Nigeria toile to power up its solar promise | Context

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Delighted to announce our NEW Africa Business ntunity: Circular economy investmensee 0000

Bold and safe waste management solutions for fast

growing cities

2

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.

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

ELECTRIC

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







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

AFSIC African

Opportunities PDF captures opportunities

seeking capital at

the event and is distributed to all AFSIC delegates

Investment

enting 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**



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AFSIC 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	1	1	1	<i>√</i>	1	1	 ✓ 	
Internal ranking boost on Dashboard to preferentially display the opportunity	Up to 5 deals	1	1	<i>√</i>	1	Up to 5 deals	 ✓ 	
3 months' promotion in the Latest African Investment Opportunities monthly mailer	Up to 5 deals	1	1			Up to 5 deals	 ✓ 	
Top 3 Billing in at least one Latest African Investments monthly mailer	Up to 5 deals	1	1			Up to 5 deals	 ✓ 	
Opportunity details sent via One-to-One emails to all matched global investors	Up to 5 deals	1	1			Up to 5 deals	1	
AFSIC - Speaking and Attendance								
AFSIC Delegate Registrations	7	5	3	1	1	5 virtual	2 virtual	
3-minute Video pitch on AFSIC Website	1	1	1	<i>✓</i>	1	1	1	
Inclusion in the annual AFSIC African Investment Opportunities PDF	1	1	1	1	1	1	1	
Quickfire pitch slot at AFSIC	1	1	1	1				
Early Access to the AFSIC Event and Meeting App	1	1	1					
Stream Panel or Country Summit Slot at AFSIC	 Image: A second s	1						
AFSIC - Bespoke Investor Liaison								
Meeting Room (1 day) - subject to availability	1							
Emails to matched investors attending AFSIC to schedule bespoke meetings at AFSIC	1							
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	1	1	1	\checkmark		1	1	
Branding on AFSIC Website	1	1	1			1		
Advert in conference brochure	Full page	1/2 page	1/2 page					
Inclusion of logo on onsite branding and conference collateral at AFSIC	1	1						
Branding on the Monthly African Investments Mailers for 6 months	1	1						
Flyer in delegate bags	 Image: A second s	1						
Media Interview in the lead up to AFSIC	 Image: A second s	1						
Logo on front page of AFSIC African Investment Opportunities PDF	1	1						
Exhibition Booth or Meeting Space at AFSIC - subject to availability	✓	1						
Corporate banner in front of Quickfire Room	1							
COST	£24,950	£13,950	£6,950	Delegate Rate	Delegate Rate	£9,950	£3,950	

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 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

P

investments@africaninvestments.co

Petit Ponterrin, St Saviour, Jersey, JE2 7HP

www.afsic.net | www.invest-in-africa.co | www.africaninvestments.co

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