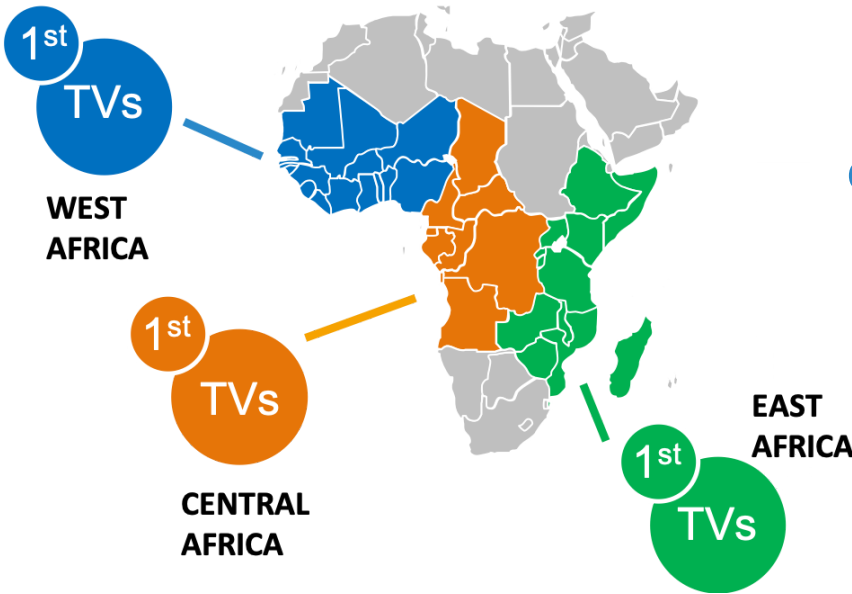


# BRIGHT IDEAS

Azuri is leading next-generation energy in Africa. Our pay-as-you-go solar technology works to generate energy access, improve lives and economic opportunities, build sustainable markets, and combat climate change.



## SURVEY

### Off-grid consumers continually rank TVs first in order of preference

*Off-Grid Appliance Market Survey 2018, courtesy of Efficiency for Access*

## Televisions before fridges

What Africa's off-grid consumers really want

A new study released by *Efficiency for Access*, the coalition committed to accelerating energy access for all, has confirmed long-standing findings and feedback that Azuri has collated over the years from its customers across sub-Saharan African.

For most rural African households, a television is the first major electrical appliance to feature in the family home after LED lights. Assumptions based on consumer trends in traditional energy markets suggest kettles and fridges would be a higher priority. Once again, this confirms the requirement for true user-led design. In Africa, the appliances consumers want, and the order of preference, is quite different to what consumers in the UK or USA would list. The only way to design, therefore, is to start with the customer. The *real* customer.

Nearly 2 million households have made the switch to off-grid solar in sub-Saharan Africa. The demand continues to grow as African consumers look to

take the next step to more advanced solar systems that feature HD TVs and other modern energy-efficient appliances.

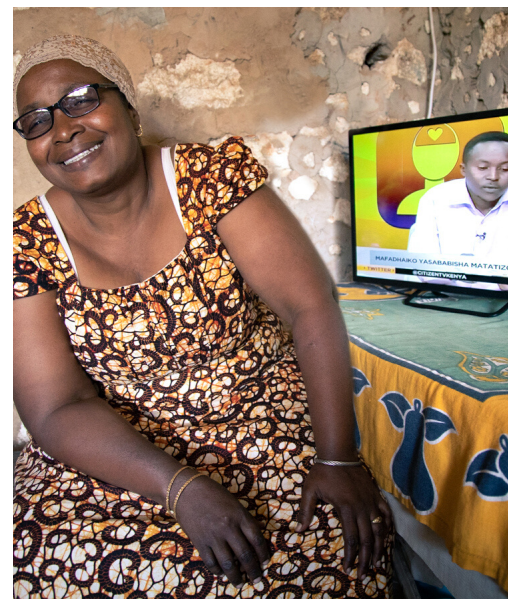
Our customers view solar TV as a product that the entire household can enjoy. Solar TV offers their family a portal to news, information and entertainment, connecting them seamlessly to the rest of the world. From football to agricultural tips, healthcare advice to religious songs, science programmes to breaking news; the TV is a household cornerstone. According to our customers, solar TV also brings pride and status to the household, helps children improve knowledge and language skills, and makes an enjoyable environment.

We love listening to our customers for inspiration and direction. Afterall, it's their home and their choice!

[> See how solar TV is changing lives](#)

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#### TVs before fridges

15 million households to a solar-powered TV by 2020



#### 2m connected by solar

African consumers are embracing solar energy solutions and appliances



#### Sales of \$8 billion by 2020

The World Bank estimates off-grid solar sales worth \$8 billion by 2022

# Azuri joins Tech Track 100

Fastest-growing British firms named in *The Sunday Times* top 100 league table

The annual Sunday Times Hiscox Tech Track 100 league table ranks Britain's fastest growing privately held companies by sales growth (% per annum) over the last 3 years.

Ranked 42 in the league table, Azuri is paving the way in next-generation energy access in Africa.

Azuri's innovative application of solar power combined with mobile payment technology and energy efficient appliances is enabling off-grid African families to experience modern digital technologies such as clean LED lighting and satellite TV for the first time.

More than 600 million people in sub-Saharan Africa still lack access to electricity. Azuri is delighted to be making a positive impact, bringing affordable, clean energy, devices and financial services to consistently underserved rural communities.

Since launching in 2012, Azuri is one of the leading providers of pay-as-you-go solar power lighting and TV systems, operating in Kenya, Tanzania, Uganda, Zambia and Nigeria. To date, Azuri has sold over 150,000 systems.

> Don't just take it from us, read some of our customers' stories



THE SUNDAY TIMES  
TECH TRACK  
100  
2019  
HISCOX

We've ranked in **The Sunday Times Hiscox Tech Track 100** as one of Britain's fastest-growing tech companies

#TechTrack100

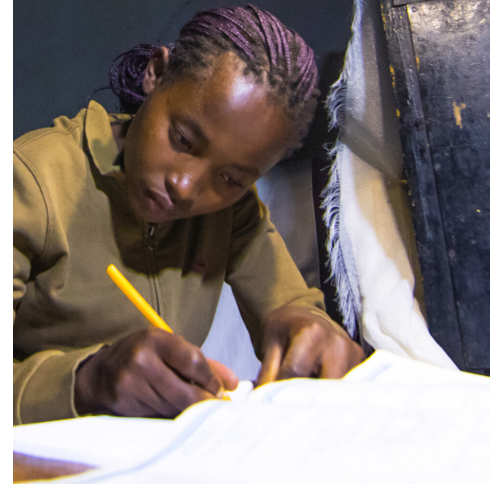
**42** "Following several years of sustained growth, Azuri is delighted to be recognised as part of the Sunday Times Hiscox Tech Track 100. This growth reflects a rapidly expanding sector and increasing demand from African consumers for affordable clean energy and access to modern life-changing technology."

Tech Track 100 ranking

*Simon Bransfield-Garth, CEO of Azuri*

[www.azuri-technologies.com](http://www.azuri-technologies.com)

## Japan forges new energy ties in Africa



### \$26m investment in Azuri led by Japan's Marubeni

Azuri announced in July a \$26 million investment led by Fortune 500 company Marubeni. Both companies share a unique vision to create a level playing field where all consumers can access and benefit from modern digital devices and services, wherever they live.

During TICAD7, the largest event focussed on investment in Africa (hosted by the Japanese Government and the United Nations), the collaboration between Azuri and Marubeni took centre stage.

Speaking to *Forbes* during TICAD7, Azuri CEO Simon Bransfield-Garth noted that Japan is taking a progressive view of the sector and Japanese companies are taking a lead in relation to Africa and how the latest technologies can be rolled out there.

> Read the Forbes interview in full

Reports expect Sub Saharan Africa's population to double in size to **2 billion people by 2045**, intensifying the demand for accessible energy.



# PayGo solar drives business to Kenyan bodabodas

Azuri solar power delivers clean, reliable energy and helps bodaboda driver Frank Kiema connect to new customers.

In Kenya and many other parts of Africa, motorcycle taxis (or 'bodaboda' – meaning 'border to border') are a low-cost way to get from town to town. Traditionally, bodaboda drivers are self-employed individuals who have invested in a motorbike as a means of achieving an income.

When 29-years-old Frank Kiema, from Mlangoni, Kitui County in Kenya first starting out he was earning around KSh1,200 per day after a 12-hour shift on his bike. Most of his time was spent waiting for customers at a crowded bodaboda stage, the equivalent of a taxi rank.

Despite having the Uber app on his smartphone, Frank was unable to take advantage of it, because keeping his mobile charged was costly and challenging as he'd have to travel miles to the next village to charge it.. Only 4.8% of households in Kitui County have access to electricity so simple tasks like charging a phone usually involves large expense and travel.

**"It cost around Ksh100 per week for me to charge my phone, plus the fuel needed for the 4km round trip to the kiosk and back. Often I would choose to put fuel in my motorbike rather than use that money to charge my mobile"**

Pay-as-you-go solar from Azuri offered an affordable option for Frank and his family with the ability to make weekly top-ups to access clean and reliable power. Not only does his family benefit from light at night, Frank has the advantage of keeping his smartphone constantly charged.

With access to the Uber app and customers 24/7, Frank no longer needs to return to the bodaboda station so often and wait alongside the crowd of drivers for customers to approach them. Most of his customers are now finding him via the Uber app now and, as a result, Frank says he is earning around KSh2,500 per day – over double his previous income.

**"Because of Azuri solar power I am able to keep my phone fully charged and I use the app to see customer pick-up and drop points. Having the Uber app gives me an advantage as very few drivers have the app or have a smartphone they keep charged"**

With business going so well, Frank says he is saving up to buy a new motorcycle. The extra income has also enabled Frank to send his children to a prestigious school nearby and he is also planning to build a second home for his family.

Bodaboda is one of the most used means of transport in Kenya and the industry is worth around KSh2 billion a year with most bodaboda operators taking home around KSh1,000 (\$9) per day each.

The Azuri Quad solar home lighting system which Frank has in his home comes complete with 4 powerful LED lights, rechargeable torch and radio and mobile charging port. Once Frank completes payment on the system, all the energy generated will be free of charge and he will continue to benefit from connectivity.

[> Read more customer stories](#)

The average a bodaboda driver earns:

**\$9 per day**



Since off-grid solar has kept Frank connected to Uber's app, he now earns:

**\$24 per day**



**600,000**

Commercial motorcycles operating in Kenya.

**\$2 billion**

Contribution of the bodaboda industry to Kenya's economy.

