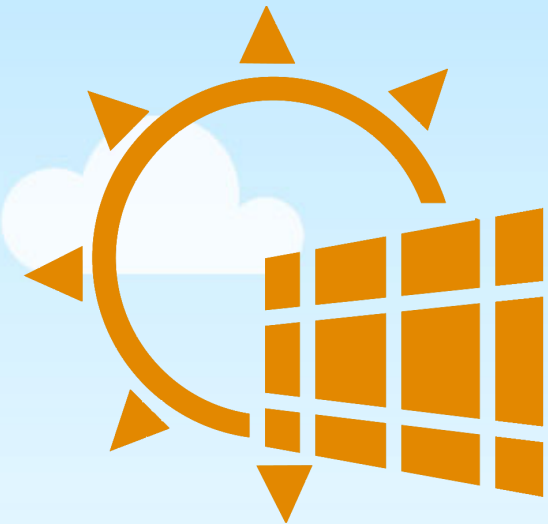


# BRIGHT IDEAS

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.



# 1 million

## Off-grid solar systems sold in first half of 2019

*Global Off-Grid Solar Market Report, January - June 2019*

## How free energy will change the world

The future of energy is about to get interesting - extract from TEDx Nairobi

Most of us pay for our electricity. Many complain about the cost but in reality the benefit far outweighs the expense.

This top-down approach to power, starting with a power station and the grid to a socket in the home, has been with us for a hundred years. But as mobile phones disrupted the landline that had been around for about the same time, so stand-alone power is beginning to make inroads into the way we get energy.

Interestingly, this energy revolution is not happening in Silicon Valley or London but in towns and villages across Africa and Asia.

In the last 4 years, Azuri estimates that 10 million people have purchased off-grid solar home systems comprising of multiple lights and digital devices, which provide zero-carbon power from the sun at no additional cost.

Recent figures suggest this number is growing fast, with the potential to double to 20 million people within the next 24 months. Something that started as a way of providing power to off-grid households, replacing candles and kerosene lamps, has grown into an



industry that is providing everyday items like a 32-inch TV with satellite content that is powered entirely with solar, without the grid in sight.

From the consumer point of view, these stand-alone solar systems are now indistinguishable from the grid - except that while the grid is often unreliable, the sun has a pretty good record of turning up on time. In 5 years, systems of a similar affordable cost will provide not just grid-like lights and TV but also fans, fridges and Internet access around

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the clock. For many households, that is all the basic needs covered.

Free is very different to affordable. When power is free, you can leave a security light on all night, watch TV as much as you like and keep the home cool with a fan 24x7.

In a world that is waking up to the impact of climate change, ironically, wasting power becomes cool. After all, why not? The sun's energy is going to hit the earth anyway, why not use it to do something useful?

Just as the advent of free Internet access over wifi and unlimited data plans changed the way people used technology, so free energy will change the way people use appliances.

Even in well-off households, consumers will have the choice between free energy from solar or paid for energy from the grid.

It's not hard to see a drive to more efficient devices that run without cost, powered by solar and a USB socket.

The future of energy is about to get interesting.

*This article is an extract from the presentation delivered last month at TEDx Nairobi by Azuri CEO Simon Bransfield-Garth.*

[> Azuri at TEDx](#)



## Azuri welcomes UK International Development Secretary Alok Sharma to Kenya



Azuri was delighted to welcome UK Secretary of State for International Development Alok Sharma to Kisumu as part of a trade visit to strengthen ties between Africa and Britain.

Mr Sharma saw first-hand how pay-as-you-go solar and British clean energy innovation is changing people's lives in sub-Saharan Africa when 19-year-old Neville Ochieng and his family opened their home, powered by solar, to the Minister and his entourage.

Clean reliable light and internet access has transformed life and study for university student Neville, who hopes to one day use his developing IT skills to build a brighter future for Kenya.

[> Read more on the Minister's visit](#)

# Best UK-Japan Partnership

Azuri and Marubeni partnership wins award for 'best game-changing collaboration'

The successful partnership between Azuri and Marubeni Corporation has been awarded 'Best UK-Japan Partnership for 2019' at the British Business Awards in Tokyo.

In June 2019, Azuri announced an investment of US\$26 million, led by Marubeni.

Working together, Marubeni and Azuri are implementing a strategy to deliver affordable, clean energy solutions to millions across sub-Saharan Africa.

Commenting on the award success, Yuji Sato, Marubeni General Manager, Power Business Division said: "While

many energy businesses are focusing on delivering established technologies, Marubeni is exploring how new technology can provide a disruptive shift in the global energy market."

"Azuri is at the forefront of this transition and provides a front seat view of these new markets as they develop."

[> More on Azuri and Marubeni](#)



## New generation Quad launched

Introducing the new Azuri Quad with Tube light

Azuri has launched its new generation Quad home lighting system.

The new Azuri Quad system features a larger 15W solar panel, 3 x powerful LED lights and a new Tube light.

As with the original system, the new Quad also comes complete with rechargeable torch and radio.

[> More about Azuri's solutions](#)



# Azuri GrowFast off-grid solar irrigation pump named finalist in Global LEAP Award

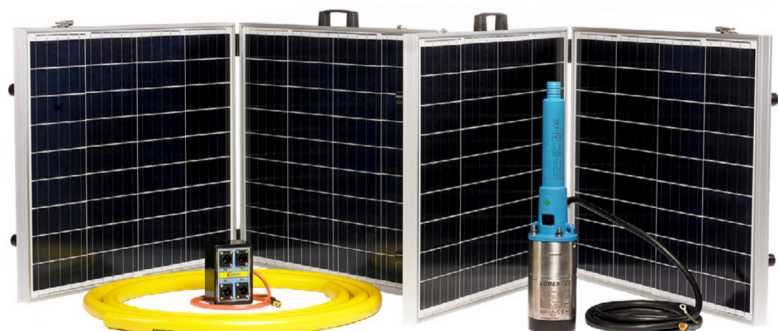
The GrowFast solar irrigation system from Azuri has been named a finalist in the 2019 Global LEAP Awards which showcases the world's best off-grid appliances.

Azuri is currently piloting the irrigation system in Uganda before rolling the product out more widely.

"Energy-efficient and affordable solar water pumps have the potential to be a critical enabler of economic growth and security for smallholder farmers across Africa," explains Azuri CEO Simon Bransfield-Garth.

Azuri Growfast comprises: a robust submersible pump, 2 x 100W folding solar panels, flexible hose with sprinkler, plus control unit with Bluetooth connection to Azuri smartphone and GrowFast app.

Azuri GrowFast customers also benefit from regular visits and expert advice from agronomists who help inform and educate farmers on modern farming techniques that will help improve harvests and yields.





## Azuri solar power enables education to soar for both children and parents

In Kisumu County in Kenya, Jane Odondi's children had to set down their books at sun down. Each child needed light to study after dark, but multiple paraffin lamps would be too expensive to light every night and the children couldn't see well if they shared the light.

Jane constantly struggled between allowing her children to study and worrying about the dangers of paraffin. Sore eyes, breathing problems, and risk of toxic spills and burns are an every day burden to her children who want to use light at night. House fires are common from candles or lamps, and Jane says everyone knows someone who has suffered badly from using kerosene.

After seeing the Azuri stall at market one day, Jane realised it was possible to have affordable, clean energy with PayGo solar. Jane chose the AzuriTV package and had it installed the next day: 4 powerful LED lights with switches, solar panel, rechargeable radio, solar TV with satellite channels and rechargeable torch.

When Jane's children came home from school that evening, they sat comfortably, spread their books out and enjoyed reading clearly in the light. "They could see everything, and it's completely clean. No fumes, no fire, just clean light."

Jane's children enjoy the light so much, they bring their friends over to share it too. But it's not all book work, either – the TV is in constant use.

**"Swahili movies, English documentaries, Nat Geo and Nickelodeon – their English, science and Kiswahili grades at school have gone up so much because they have so much more exposure now that I couldn't give them before."**

Within one year of having her AzuriTV, Jane's children have begun to excel in school. Her eldest son, Opiyo, has improved his grades so much that he has been offered a place at a prestigious high school. The opportunity to study independently and at leisure has changed his outlook entirely.

Jane has also benefited. Her career as a science and geography teacher she says has also improved leaps and bounds, something she attributes directly to having TV in her home.

**"Watching the scientific channels has helped me better understand what I am teaching."**

Jane says her increased knowledge and improved communication has helped her teaching so much so that last year Jane was voted best teacher at her school and she also received a KSh5,000 monthly pay rise!

Home life has also improved says Jane. Before TV, Jane often felt isolated and alone. "Now I have at my fingertips, information and entertainment whenever I want."

[> Read more customer stories](#)

# 98%

Customers report their children study more in the evenings with solar lighting



Customers prefer their homelife conditions with solar lighting and appliances, especially clean air and access to technology

After LED lighting appliances, television are the most desired off-grid appliance



Jane's children have improved their language skills by having radio and TV exposure

Jane's teaching income has increased since having access to more information at home

