

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.



Always on: TV400 launches new standard of home entertainment

There was a time when solar power meant just a few hours of light at night. In 2017, Azuri made history by being the first to offer full solar TV with integrated 60-channel satellite to off-grid rural African households. Now, Azuri is again changing the game to offer this content not just anywhere, but any time.

Azuri's products are designed to serve our consumers' needs and Azuri is delighted to launch the new TV400 system to answer the huge demand. The system includes a 32" super efficient TV and double the battery capacity of our previous product, offering over 10 hours of night-time viewing, in addition to day-time watching.

"Always on" technology is an important step for PayGo solar, now providing an indistinguishable service from the grid from the

user perspective - except solar is more reliable, sustainable, and eventually free.

In addition to greater TV viewing time, customers also requested more flexible lighting. The Azuri TV400 package includes two wide area tube lights and two focus lights, enabling users to customise their experience.

Rural areas can be dusty which, after time, can change the efficiency of the solar system if not cleaned frequently. The TV400 solar panels are "frameless", making them lighter whilst also including self-cooling and self-cleaning features to offer greater energy efficiency and simplicity for our customers.

The new AzuriTV TV400 systems have been initially launched in Kenya, with roll-out to all territories in the near future.



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Azuri maintains 2-year streak in The Sunday Times Tech Track 100

Azuri has been named in the Sunday Times Sage Tech Track 100 list of the fastest growing UK technology, telecoms and media companies for the second consecutive year.

Ranked 40th in the league table, two places higher than in 2019, Azuri has expanded its market from off-grid consumers to also include peri-urban households with intermittent grid electricity. The annual Tech Track 100 table ranks Britain's fastest growing privately held companies by sales growth (% per annum) over the last 3 years.

The energy challenge is increasingly being addressed in Asia, however, around 600 million people in sub-Saharan Africa remain unelectrified.

"Following several years of sustained growth, Azuri is delighted to be recognised once again as part of the Sunday Times Sage 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" commented Simon Bransfield-Garth, CEO of Azuri Technologies.



CEO Blog: The COVID-19 balancing act

Azuri CEO Simon Bransfield-Garth offers his thoughts on why we need to get back to a new normal and how COVID-19 has paved the way to create a better world.

Much has been written about how COVID-19 is a "once in a generation" global challenge. With over a million excess deaths reported and the pandemic clearly far from over, we need to learn to live with the balance between the disease and the impact of the corrective measures.

In more developed nations, lockdown and social distancing have demonstrated some success in controlling the spread of the virus. Running businesses over Zoom and ordering food over the Internet makes such arrangements viable. But in many parts of Africa the situation is very different: over 90% of the population works in the informal economy, balancing short-term income and immediate expenditure with few opportunities for significant savings. Rural farmers cannot sell their produce over Zoom, and likewise social distancing, enforced sanitisation and restricted movement can be near impossible in high density towns or rural settings.

Fortunately, despite the worries at the outset, Africa as a whole has apparently not seen the sorts of challenges with COVID-19 that have been experienced elsewhere. The reasons for this are not clear but certainly the demographics of a much younger population (40% of people on the continent are under the age of 15) would seem to have an effect.

Azuri has been working closely with Government organisations within our territories to continue to provide both essential energy service to our customers and employment for our local teams throughout the pandemic. With "essential provider" status, we have been able to equip our field workers with appropriate PPE and change our ways of working to enable customers to continue to have access to reliable power, particularly when more and more people are spending time at home.

The impressive growth of solar power in Africa has been driven by a combination of entrepreneurial companies, powerful demand from customers and commercial finance from institutional lenders. Africa is showing its resilience in the face of a global challenge and we all need



to do our part to continue on the path we have set to bring power on a commercial basis to the over half billion people that still lack access to reliable power.

As the world learns to deal with COVID-19, many voices long for "getting back to normal" and "going back to how it was". But "normal" underserves millions of people and accepts energy inequality as a by-product of city infrastructure. "Normal" means 600 million people remain without access to electricity in sub-Saharan Africa.

If we want to make real impact on energy access, climate change and increased standard of living, "getting back to normal" is not the way to go. Why would we go back to normal, when we can do something better?



Zambian farmers cash in on new harvest payment plan

60% of people in Zambia rely on agriculture for their livelihood. Working in agriculture often means farmers will earn the majority of their yearly income during the main harvest between April and June.

Azuri's new harvest payment plan has been tailored to farmers so they can distribute their Azuri payments throughout the year alongside their income. Farmers pay bulk instalments during the harvest season with smaller weekly fees during the dry season.

Henry Muteneka lives with his young family in Chongwe, Lusaka province, and has been a farmer for over 20 years. Henry's neighbours purchased Azuri products quickly when they became available, but Henry thought his variable income wouldn't afford products the dry season so held off.

Henry soon saw the benefits his neighbours were having: their phones were always charged and they watched TV late into the night to relax. Meanwhile, Henry's family still relied on kerosene lamps, charging their phones at market and going to other households to watch TV. Henry's livestock had been stolen multiple times as he had no outdoor security lights to keep watch over them, which had been hugely expensive to replace. Lockdown was looming and his children were struggling to study at

night, huddled together to share limited light. Luckily for Henry, the Azuri harvest payment plan had just been launched meaning he could take advantage of paying in accordance with his income.

"When I heard about the harvest payment plan I took it right away! I have never seen a payment plan that understands my income like this. Now I can have safe energy for my family, have TV inside my own home and have an outside light to keep my livestock safe." - Henry

The children study under clean, clear lights in the evening and when school is closed due to COVID-19 they were able to watch educational channels on TV, which meant they never fell behind. The family save time and money from market trips and can budget sustainably. Henry can now relax after a long day and watch his favourite football games, knowing his family have safe, reliable energy which they will be able to afford throughout the year.

Mr. Muteneka is looking forward to the future when he has completed his Azuri contract and has all his solar energy and devices running free.

"I'm delighted to be able to provide clean energy for my family. Once I have completed this contract, I'm looking forward to my next products with Azuri!"

60%
Zambians rely on agriculture for their livelihood



Most farmers sell their produce at market, with 2-3 main harvests per year



Groundnuts, maize and soybeans are 3 of the most common farming crops in Zambia

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From customer to colleague

Meshack Otieno Omollo is one of Azuri's most passionate senior field sales agents. Meshack felt the benefit of Azuri as a customer, and now he is keen on ensuring that his entire community has access to clean, reliable energy too.

Meshack's journey with Azuri began in 2018 when he was introduced to the Azuri solar system by his local agent. The agent explained how the products worked, that it was a sustainable and reliable energy source, and that he product would be free after his contract ended in a few years. Meshack looked at the high quality products and thought about how much time and money he could save from not going to market to pay extortionate amounts to charge his phone, buy kerosene for lamps and hang around in restaurants and bars to watch TV. Meshack was really impressed that he could have the system installed cleanly in his grass thatched house.

After having the Azuri lighting home solar system installed, Meshack noticed big changes in his home and his family. His rooms were bright, his children studied clearly at night, and he was more relaxed knowing the light was reliable. Moreover, his family had stopped coughing and rubbing their eyes from the kerosene fuel, and he was enjoying spending time with them watching TV together in their home, rather than each out at different locations. All this from an



easy weekly payment from his mobile phone. Moreover, at the end of the contract the system and all future energy is free.

Meshack was so impressed he started telling his neighbours, market connections and anyone in the community to encourage them to learn about clean energy access with the Azuri products and the benefits this life changing technology would bring to their households and businesses.

Inspired, Meshack channeled his passion and officially became an Azuri Agent. His training taught him financial literacy, technical installation skills, sales techniques and, crucially with COVID-19

developments, public health and safety. They now watch Swahili and Nigerian movies together that entertain the whole family. The children are now able to watch educational programmes whilst schools are closed. Meshack is delighted that this has sparked their interest in informational channels including science documentaries.

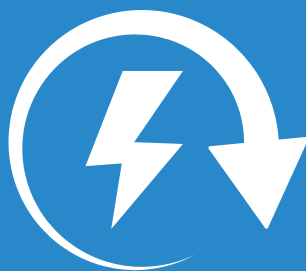
"I truly believe in Azuri and the products. I am so happy when I see the whole village with lights, and I know that Azuri has truly impacted our lives in a big way. It is easy to sell something good that works and that is why I am doing so well. Even when I am done paying for my two TVs, I will wait for the next product from Azuri." - Meshack

Industry insight

Statistics from research in East Africa by 60 Decibels and GOGLA



93% customers believe their quality of life has improved since having their solar products



24% of customers are using their solar products more than usual during the lockdown periods



75% investors anticipate maintaining or increasing their level of investment into off-grid solar



Solar energy has been marked as an "essential industry" during the COVID-19 restrictions