



EASTGATE
INTERNATIONAL



EASTGATE INTERNATIONAL LIMITED

Eastgate ("EGI") was founded in Kenya in 2010 and is a subsidiary of Eastgate Holdings – private holding company that coordinates our various business activities .

EGI was established to drive sustainable development within East Africa. Sustainability, in all its facets, is THE key purpose of EGI be it via promoting renewable energies, developing pioneering self-sustaining business models and technologies or cultivating long lasting collaborations and relationships.

We believe in activities that will stand the test of time – we focus on creating long term enduring mutual benefits in our work with private and public organisations, and progressive individuals, as we seek to advance business opportunities and drive innovation.

We guide, support, advise and invest in ventures and projects that have clear synergies with our existing investments and and development partners.

VISION

Accelerate the sustainable growth of Africa

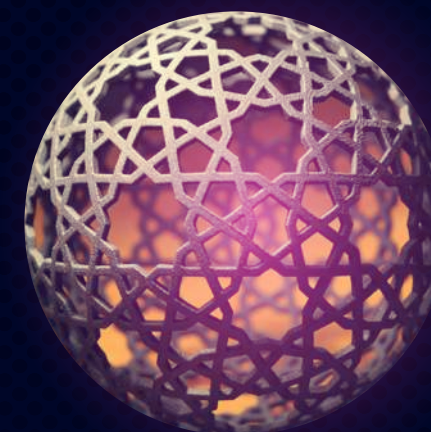
MISSION

Build networks that enhance Financial, Social, Economic Development

VALUES

- i. *Social Responsibility* – Doing Well by Doing Good
- ii. *Creativity* – the search for New, Different and Better
- iii. *Cultural Strategy* – melding Global Experience and Local Understanding

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*We are an advisory firm that invests in partnerships
and growth opportunities in the East Africa region.*
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— WHO WE ARE

EGI is an advisory firm that invests in partnerships and growth opportunities in the East Africa region.

We are experienced professionals, working as a single team, focused on a common mission.

Key focus areas are renewable energies, technology platforms that drive social impact at scale and the promotion of sustainable urban development – all of which combine to create a sustainable and better future for Africa while also generating positive financial returns.

— WHAT WE DO

Success is a function of matching the right investment with the right opportunity at the right time.

EGI provides the right combination of mentorship and money to enable organisations to enter the market, scale up or transform. By connecting them with collaboration and diversification opportunities, value creation is accelerated.

EGI leverages both local, international, private and public networks to amplify knowledge, experience and insights

Our approach is not proforma or templated. Understanding our partners interests and objectives is the first step in designing a solution to meet their goals.

The investor relationship team places significant emphasis on two aspects: relationship management and investor communication – for which transparency and timely communication are key.

— WHO WE SERVE

We engage with start-ups, scale-ups looking to accelerate growth. Established companies/brands seeking to pivot or transform their strategic direction.

With our Development Partners we provide technical advice and financial support to existing or green field projects.

Africa been the last frontier, we work with Global companies looking to grow and expand their brands.

We work with government(s) to help deliver their strategic vision.



OUR EXPERTISE

Emerging markets in Africa are what we know. With our development partners we foster social economic growth by infusing capital, technology, and know-how into key sectors is what we do.

EGI works with private and government stakeholders to establish effective legal, policy, and institutional frameworks to better the business environment therefore improving investment performance.

We operate at the crucial intersection of sustainability and Development - putting EGI in a unique position to offer a range of consulting services as a multi-sectorial player.

OUR ADVANTAGE

Our overriding objective is to develop long-serving relationships with our development partners. Once we understand their engagement model, we work to deliver opportunities that align and match their interest. In doing so, we bring the following to the table.

- Unique access to deal flow
- Deep and experienced management teams
- Proven historical track records of investment success
- Scalable investment strategies and operating platforms
- Potential to outperform industry benchmarks and expectations
- Commitment to developing long-term relationships with our partners
- A highly entrepreneurial culture and mind-set that shapes our view on opportunities

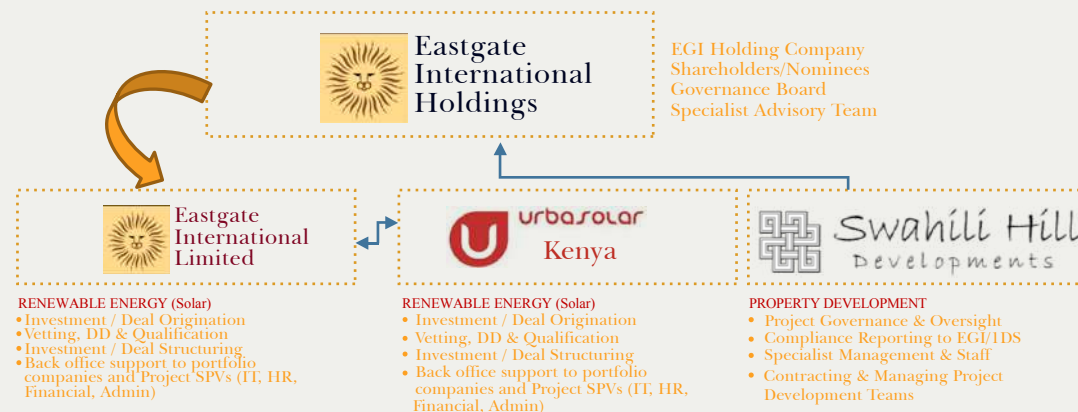
OUR PROCESS

EGI has identified and developed a range of investor support services tailored to guide development partners planning to invest and or expand business operations in East Africa – or Africa more broadly. EGI acts as a link between our partners and local companies, key government decision makers, agencies and stake holders. In doing so, we:

- **Advise** - understand context, scenario planning
- **Innovate** - find a sustainable path to better outcomes
- **Finance** - define best type and structure of funding to drive performance
- **Transact** - set the parameters of EGI on-going engagement with partners
- **Support** - lend assistance to partners as a when required

- **Transparency** - in traditionally opaque markets, providing clarity is more important than ever.
- **Innovation** – new technologies and processes are only useful tools if they maximize value for our partner.
- **Sustainability** - environmental sustainability considerations are central to our decision-making processes.
- **Social Responsibility** – our activities seek to enhance communities in which we operate.
- **Investing with Purpose** - Environmental, Social, and Governance (ESG) defines our view of long-term value.

OUR STRUCTURE



EGI brings together strategic relationships with specialised technical and financial development partners to provide a broad range of corporate advisory, consulting, investment and market entry services.

OUR PARTNERS

Eastgate International interest lies in partnerships that focus on economic growth and development for the growing economies of Africa. EGI brings together strategic relationships with specialised technical and financial development partners to provide a broad range of corporate advisory, consulting, investment and market entry services. We originate and build a pipeline of projects and assist in deal structuring to effectively match bankable project(s) with the right funding partner.

We recommend and structure flexible patient capital investments that tap into and leverage three key African megatrends that are central to Africa's growth story – the Demographic Dividend opportunity that women and youth represent, technology platforms that deliver Social Impact at *Scale and Sustainable Development* to improve quality of life.

Our investment approach is guided by 3 central principles:

- Identifying businesses that create scalable growth opportunities
- Support developers with technical, mentorship and management services to design a sustainable model that allows growth.
- Prioritizing investment opportunities that have clear a synergy, and collaborative potential, with other investee companies and projects within our areas of focus.

EGI has the experience and subject matter expertise that helps our Collaborators and Partners stay in front of an ever-evolving business landscape.

Unlocking Opportunity - matching the right projects to the right development partners.

Social Economic Growth – delivering sustainable, social, economic development benefits that positively impacts the society.

Research And Development- accelerating growth and via innovation, knowledge, sharing and creativity.

Best In Class - adopting what works in the local market context to influence change.

Collaboration – african proverb “*if you want to go fast go alone, but if you want to go far then go together*” – that is why we don't HAVE CLIENTS, INSTEAD WE HAVE PARTNERS.

MARKET BACKGROUND AND CONTEXT

Africa is by all measures a promising and rewarding investment destination that is attracting and ever growing numbers of development and investment partners from all over the world.

The prime investment opportunities are many and varied lies in *Agri-Business, Tourism/Hotel/Hospitality Industry, Real Estate, Renewable Energy, Manufacturing, Food Processing, Transport, Communication, Infrastructure, Natural Resources, Technologies and Financial Services.*

East Africa is a particularly desirable investment destination due to a number of key strengths that include:-

1) Excellent Connectivity – convenient time zones, Nairobi as the transportation hub of Eastern and Central Africa and Mombasa Port is the most biggest deep-water port on Africa's entire east coast – all connect Kenya to the world and the world to Kenya

2) Talent Skills - A deep pool of educated and skilled manpower have made East Africa the manufacturing, commercial and financial hub in eastern and central Africa

3) Tourism – as a global wildlife and safari destination, the tourism industry is one of the most successful in the world, and continues to expand

4) Commercial Environment – as fully liberalized economy without exchange or price controls, there are no restrictions on domestic and foreign borrowing by residents and non-residents

5) Trade Promotion - an attractive and comprehensive package of incentives offered to development partners

6) Collaboration - A strong and cooperative relationship exists between the government, the private sector and development partners makes it conducive to attracting investments in countries in East Africa.

7) Memberships – in regional trading blocs of COMESA and the EAC, as well as a beneficiary country under the preferential trade enhancing schemes offered by the AGOA legislation of the USA and the ACP-EU Cooperation and various bilateral cooperation agreements

8) Location - Proximity to the entire African market with plenty of land and a high population

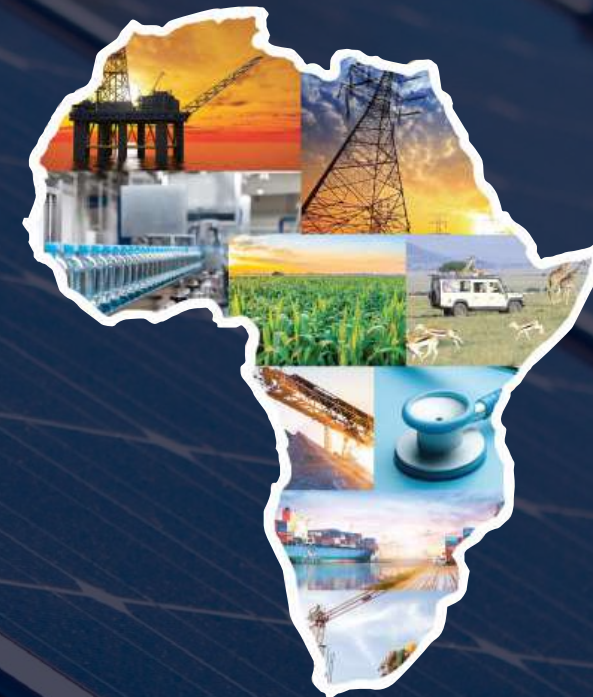
9) Manufacturing - a relatively well developed manufacturing base in the Eastern African region

10) Natural Resources - potential exists for exploration and exploitation of East Africa's mineral resources such as Oil, Natural Gas and precious metals. At present, exploration is at early stages.

11) Climate - favorable weather conditions as well as attractive and diverse social/cultural environment.

12) Infrastructure - is relatively well developed, is growing fast and attracting significant investment

13) Technology – Kenya is the global leader in mobile payments, making the mobile phone a major platform for financial services, doing business and accessing the Internet.





SECTOR BRIEFS

AGRIBUSINESS

A key driver of meaningful, sustainable development on the continent. Agriculture is a dominant economic sector in Africa, and concerns around global food security making the continent's fertile, uncultivated land an enormously important resource. Statistics show that;

- There will be 2.4 billion more people to feed by 2050;
- 79% of Africa's arable land remains uncultivated;
- Annual post-harvest grain losses in sub-Saharan Africa average \$4 billion;
- 40% of the unemployed in Africa are young people;
- 16% of Africa's land is arable, the largest share in the world;
- The rate of youth inactivity in North Africa is 62% and 42% in sub-Saharan Africa;
- 3.5 million Agricultural equipment are needed to put Africa on a par with other regions;

Interventions;

- Advise on the development and implementation of national programmes for food and agricultural statistics and advise on the organization of the necessary structures to support these programmes.
- Identify, formulate and technically backstop statistical field projects.
- Advise on the organization and conduct of agricultural censuses and surveys and of household surveys related to food and agriculture, including the use of appropriate methodologies and the training of national personnel as well as the dissemination of results.
- Network, organize and participate in meetings, seminars and training courses on food and agriculture
- Promote cooperation and coordination between countries and facilitate the exchange of information and methodological experience to diversify the agri-business.
- Cooperate with other agencies and develop partnerships to promote effective and efficient food and agricultural statistics systems.



HEALTH CARE DEVELOPMENT

For decades, Africa chronic preventable infectious and non-communicable diseases continue to rise, creating a new matrix of health challenges for present and future generations, whilst longstanding challenges have not been conveniently dealt with. The reality is that healthcare workers, policy makers, governments and agencies face trying times as never seen before and actions must commence now to fix the ills of the past and plan for a better future.

This would require a new approach to tackling disease. It would also involve an overhaul of healthcare delivery, including greater use of technology, co-operation between the public and private sector and task-shifting to help extend scarce health care resources. Fast growing population rates, strong urbanization trends, new and severe health challenges, an increasing middle class who is willing to pay for better treatment, are among the multiple factors stimulating the need for upgrades, expansions and construction of hospitals across the entire continent.

Essentially, sustainable health is the meeting place of critical thinking, holistic investigations, responsive planning and apt service delivery for current and future demands within the health field



RENEWABLE ENERGY

Africa's population is set to double by 2050 and its energy needs will grow even faster. If current growth rates are maintained Africa's GDP will increase seven-fold by 2050. Providing full electricity access to all Africans will require at least a doubling of total electricity production by 2030 from current levels. The continent's vast untapped renewable energy resources can supply the majority of this future energy demand and are suited to supply both concentrated, high-load urban centres and remote, dispersed rural areas. Renewable resources are plentiful, demand is growing, technology costs are falling and the political will has never been stronger. The moment is right for a rapid scale-up of renewable energy in Africa.



WASTE TO ENERGY

EGI believes in integrated approach of Waste Management, thus managing different fractions of waste separately with Proven & Environmentally sound technologies to produce useful by products.



TOURISM

East Africa has state of the art features and if promoted well can be a great resource and a revenue stream for countries which embrace tourism. Recognizing that tourist attractions in East African countries to a large extent complement each other EAC is working to bring people together from all cultures in order to break barriers and learn from each other. EAC Partner States have agreed to work together to promote the industry and maximize gains. Tourism is one the productive sectors identified under the areas of cooperation agreed upon by Partner States in the EAC Development Strategy (2001-2005).

It is from that Strategy that the sector derives one of its key achievements; the development of a Tourism Marketing Plan and Strategy. With a third EAC Development Strategy (2006-2010) now in place, the implementation of the initiatives/interventions contained therein is the focus of the sector.

Strategic Interventions

The Treaty for the establishment of the EAC requires Partner States to undertake and to develop a regional strategy for tourism promotion, with the stated Development Objective of *“Maximized benefits from sustainable tourism and wildlife resources.”*

In pursuit of the goals stated above, the following strategic interventions have been identified:

- Market and promote East Africa as a single tourist destination;

- Operationalise the East African Tourism and Wildlife Conservation Agency;
- Implement the criteria for classification of hotels, restaurants, and other tourist facilities;
- Harmonize policies and legislation on wildlife conservation and management;
- Adopt a regional approach to the protection of wildlife resources from illegal use and practice;
- Adopt a regional approach for participation in regional and international treaties/agreements on wildlife conservation and management;
- Enhance capacity building in the tourism and wildlife sector Tourism in East Africa is endowed with a multitude of possibilities. While affording the traveler an impressive range of options in exploration and relaxation, there's still enough to spare for the investor – this is a region that presents incredible potential for one hoping to exploit the countless opportunities the industry offers.

TECH AND INNOVATIONS

Tech and innovation is been celebrated globally for its contribution towards global economic stability. Technology has emerged as a cutting edge innovation that support more inclusive economy. Data driven solutions is the future tied with tech and innovations provide a multiplying effect to the growth of emerging markets.

INFRASTRUCTURE DEVELOPMENT

In the developing world and especially in Africa, the urban population is expected to jump by more than 1.3-billion over the next two decades, with each new entrant seeking better employment opportunities and a higher quality of living; African cities would grow 267% by 2050, while global cities would expand 94%; Rapid urbanization on the continent demands that governments and cities become globally competitive.

The biggest need for infrastructure exists in power, transportation (*roads, rail, ports, etc*), hospitals and schools. The current spend on infrastructure in a developing country in Africa is about US\$45 billion a year. About US\$90 to ups of US\$100 billion a year is needed to fund priority projects in Africa as it develops which is a huge funding deficit.

This means there are substantial opportunities for the private sector to either invest alone or in partnership with government, which EGI is well aware of and acts to bridge the gap between governments and development partners.



NATURAL RESOURCES

Africa's natural resources are in demand! This is not only restricted to the extractive industries such as mining, and oil and gas. The current emerging un-extracted resource's in Africa is growing by the numbers a fact the EGI has noted and wants to engage in as a support stream to help enhance the capabilities that this sector boosts of.

Massive offshore gas discoveries in East Africa are catapulting the region into a major player in the global energy arena, bringing billions in investment that could transform entire economies. Off the pristine beaches of Africa's Indian Ocean coast, multinationals have struck gas — well upon well upon well.

East Africa's coastal region, stretching out to Seychelles holds 441.1 trillion cubic feet of natural gas, according to the U.S. Geological Survey. That's about 50 percent more than in Saudi Arabia.

"There could be the expectation that natural gas will be exploited tomorrow and we'll benefit immediately."



If you are looking for an opportunity to invest and or have a project that needs investment, talk to us.

PHYSICAL LOCATION
KEDONG HOUSE, GROUND FLOOR OFFICE NO
C LENANA ROAD, NAIROBI, KENYA
P.O BOX 51310-00100
NAIROBI, KENYA

EMAIL: info@eastgateinternational.co.ke
WEBSITE www.eastgateinternational.co.ke

Please explore our website and feel free to contact any of us to learn more about our strategy, investment criteria and track record.