

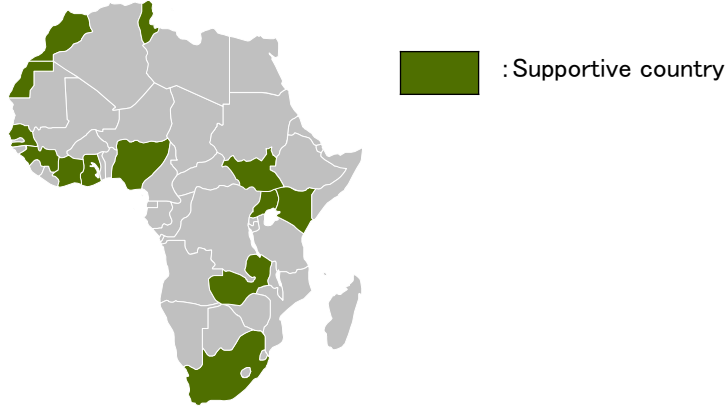


INTRODUCTION

General Information

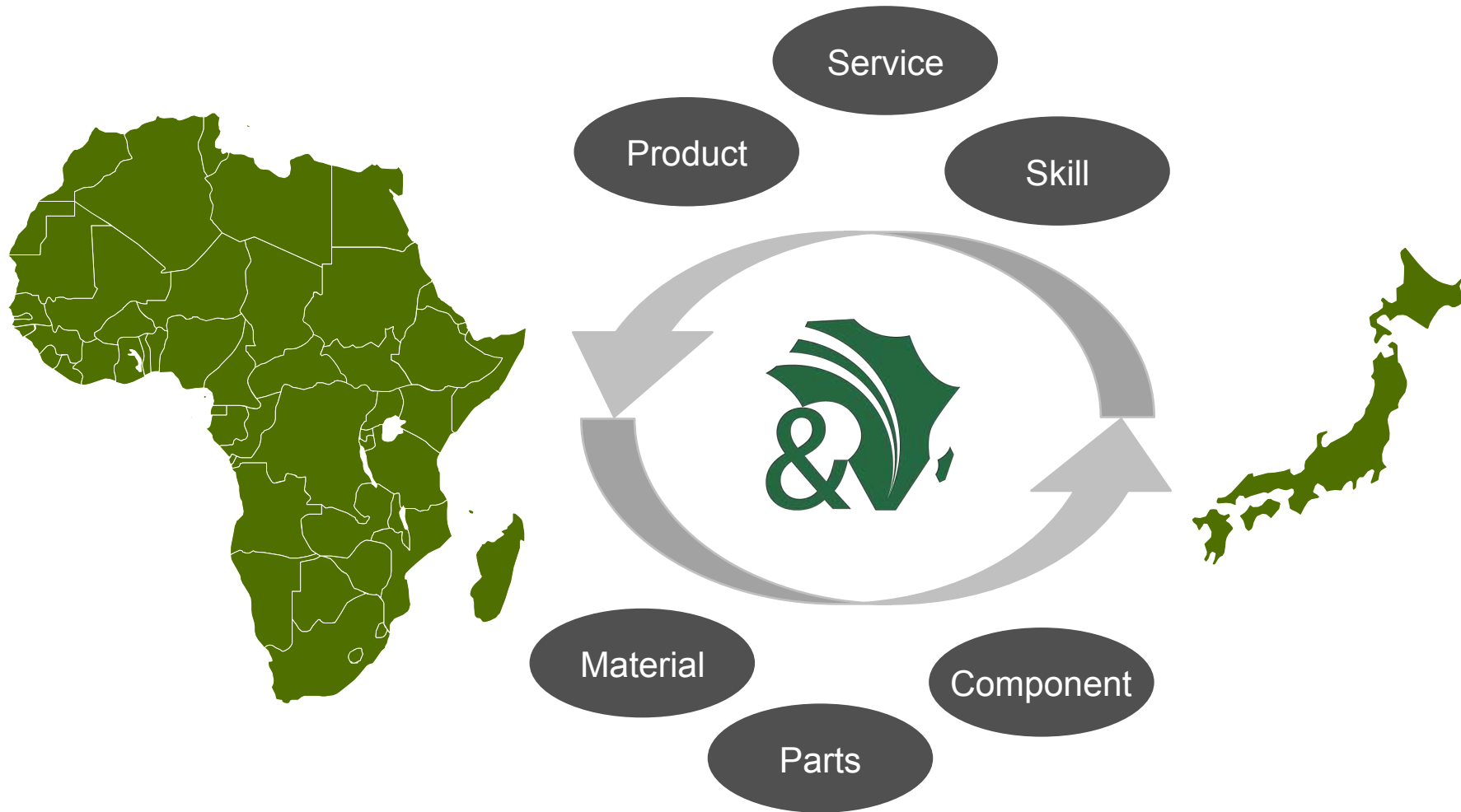
Company overview of And Africa

And Africa is a consultancy firm focusing on the African market.

Company Name	And Africa Co., Ltd.
Founded	May, 2017
Representative	Yo Murofushi
Capital	7 Million JPY
Address	Headquarters : 6-11-13 Kamirenjaku, Mitaka-City, Tokyo South Africa Branch : 625 Mias Str. Garsfontein, Pretoria, South Africa
Supportive area in Africa	<ul style="list-style-type: none"> • South Africa • Morocco • Tunisia • Kenya • Tanzania • Zambia • Uganda • Ghana, etc 
Business description	<ul style="list-style-type: none"> ■ Incubation for African startups (Online Match Making Platform, etc) ■ Consulting service to Japanese firms focusing on Africa Business <ul style="list-style-type: none"> • Development of sales channels in Africa • M&A and other investment support • Test marketing, etc. ■ Trading (Exporting Japanese Products to Africa)

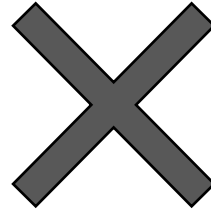
What is our vision ?

Being the bridge that fosters value creating partnerships between Japan and Africa.



What is our mission ?

We aim to solve the fundamental issues faced by both Africa and Japan.



- ❑ Industrialization, and contribute to job creation in Africa
- ❑ Development of efficient African start-up ecosystem

- ❑ Create exponential growth opportunities
- ❑ Develop innovative partnerships

Board Member

Yo Murofushi



- The founder and CEO of And Africa
- Lives in Tokyo, Japan

- Educational background :
 - Tohoku University, Agricultural Science (Bachelor's & Master's)
- Job history :
 - Yamada Business Consulting
 - Deloitte Tohmatsu Consulting
 - World Lead Co., Ltd. – Co Founder & Vice President
- Core skill :
 - Overseas market research, Strategic planning, M&A support, New business development, Financial planning, Project management, Human resource management

Buntu Majaja



- The executive of And Africa
- Lives in Johannesburg, South Africa

- Educational background :
 - University of Pretoria, Chemical engineering
 - Gordon Institute for Business Science (Business Administration)
 - Wits Business School (Entrepreneurship and New Venture Creation)
- Job history :
 - A.T. Kearny
 - Research Institute for Innovation and Sustainability
 - Developing and Uplifting Young Organizations - President
- Core Skill :
 - African market knowledge especially in South Africa, Entrepreneurship, New business development, etc.

Board Member

Nicolas du Bois



- The executive of And Africa
- From Cape Town, South Africa
- Lives in Tokyo (5 years of Japan professional experience)

■ Education:

- Cape Town University (Political Economy)
- Oxford University Graduate School (Area Study)

■ Career History:

- PwC (Cape Town)
- JET (Japan Exchange & Teaching) Program
- Davis Polk & Wardwell

- #### ■ Core skills / strengths:
- Supporting Japanese companies overseas deployment
 - Knowledge on the African market (especially South Africa)
 - Macro environmental analysis (politics · economics · social trends)
 - networks in South Africa (especially persons in major local companies)

Masa Tanaka



- The executive of And Africa
- Lives in Tokyo

■ Education:

- Soka University (Business Administration)
(Bachelor's degree)

■ Career History:

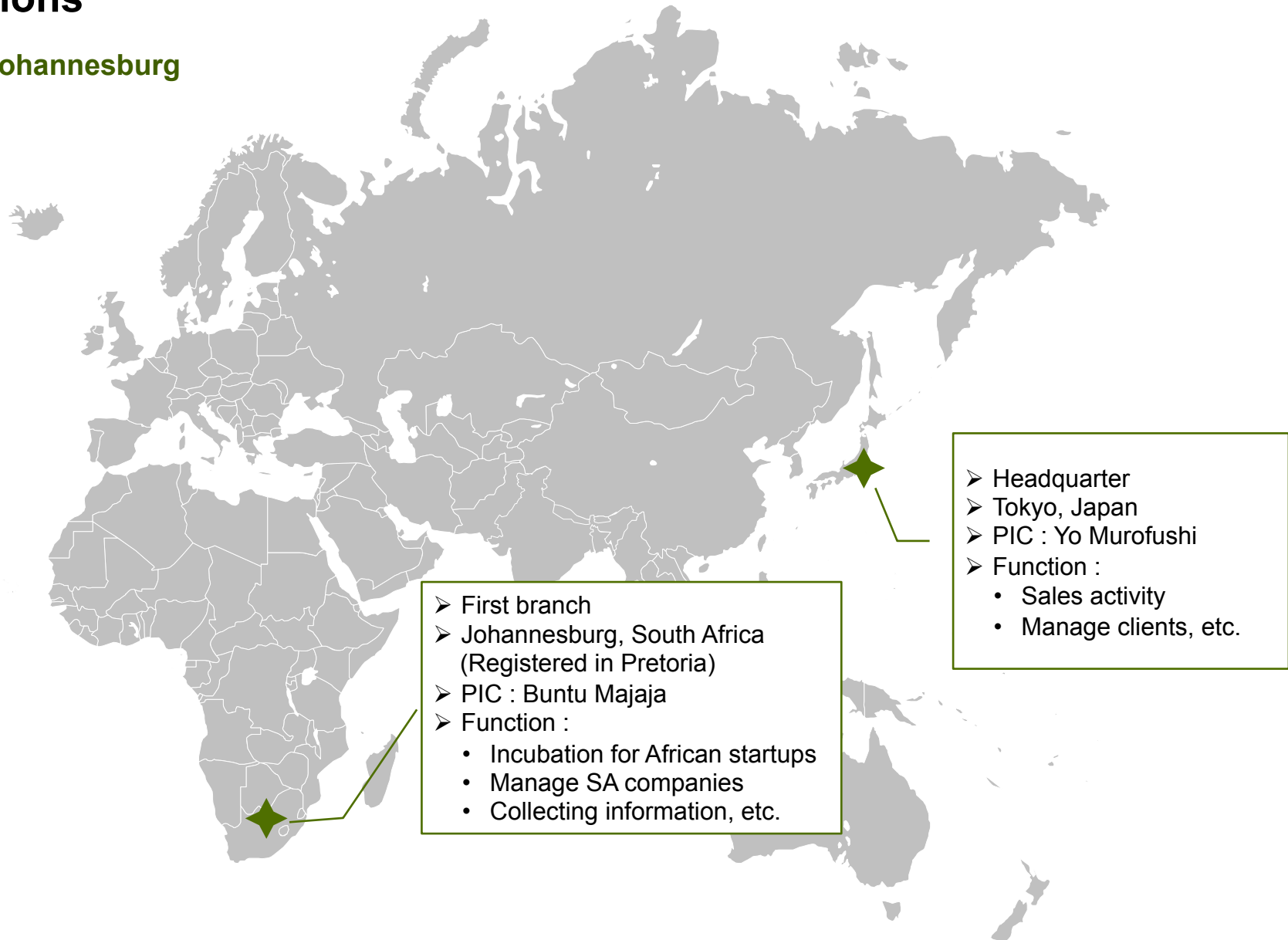
- SAP (Japan) — Solution Principle

■ Core skills / strengths: :

- Supporting Japanese company's business process changes and digitalization
- Knowledge on the Business Intelligence, Artificial Intelligence, Machine Learning
- Enterprise Consulting sales, Strategic Sales Planning

Our locations

Tokyo and Johannesburg



- First branch
- Johannesburg, South Africa (Registered in Pretoria)
- PIC : Buntu Majaja
- Function :
 - Incubation for African startups
 - Manage SA companies
 - Collecting information, etc.

- Headquarter
- Tokyo, Japan
- PIC : Yo Murofushi
- Function :
 - Sales activity
 - Manage clients, etc.

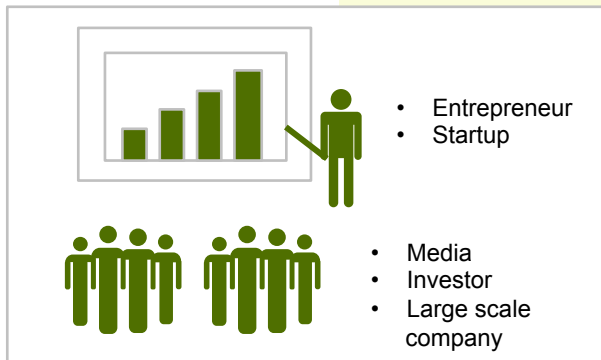
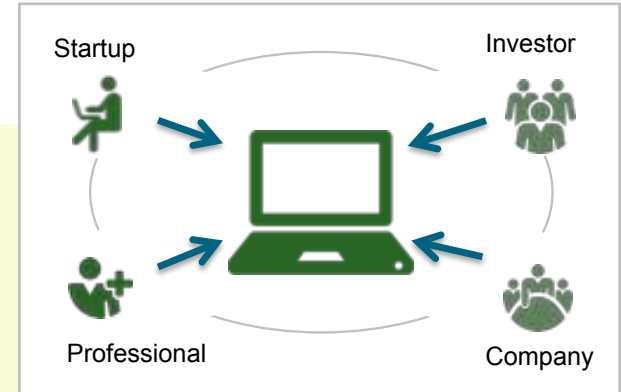
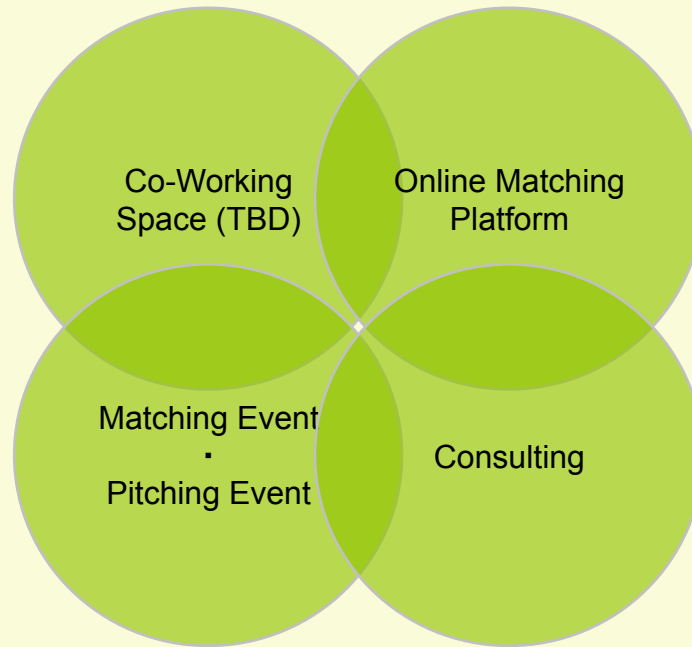
Our Service Offerings :

Incubation for African startups

Incubation for African startups

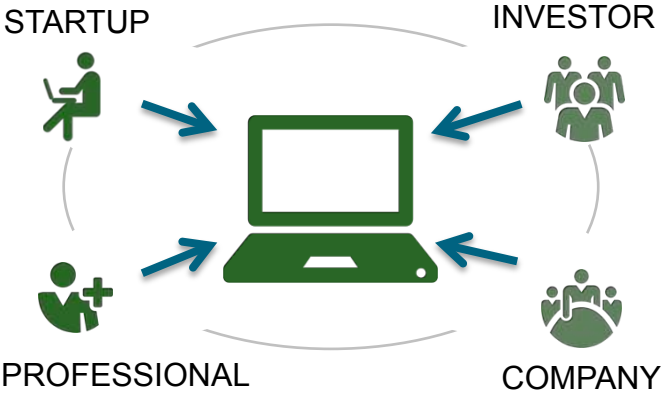


<https://www.youthvillage.co.za/2015/10/10/10-creative-co-working-spaces-in-south-africa/>



<https://inter-care.it/en/2017/05/04/business-matching-platform-is-online/>

Online Matching Platform

Overview	 <p>STARTUP INVESTOR</p> <p>PROFESSIONAL COMPANY</p>	<ol style="list-style-type: none"> 1、 African Startups 2、 Angel investors, venture capitalist, private equity, etc 3、 Large company / SME 4、 Professional / Freelancer in Africa <p>The platform connects the above into a digital ecosystem.</p>
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Details	Startup side	<ul style="list-style-type: none"> • Promote for a usership of mainly African entrepreneurs / start-ups (Seed - Series C / D) • Preparing free members and paid members
	Investor side	<ul style="list-style-type: none"> • Users are investors in OECD countries, particularly Japan • Free for the first 3 months

Opening at December 2018

Startup ecosystem event and investment consulting

Events

- Pitching to investors / big companies by African entrepreneur / start-up
- “Hackathons”, design sprints and open innovation events with Corporates

Consulting

- Consulting to start-up by providing capacity and advisory service (Targeting growth to expansion (Series B – D))
- Supporting Japanese companies for investing in South Africa (e.g. M & A, industrial setup, start-up investment etc.)

Value Proposition


Expertise	<ul style="list-style-type: none"> • Expertise for empowering entrepreneurs in Africa • High level consulting skills (all from multinational consulting firms)
Network	<ul style="list-style-type: none"> • Japanese investor network with Japanese companies and investors. • A network with entrepreneurs in Africa • Network with major South African companies
Digital platform integration	<ul style="list-style-type: none"> • Provide online (digital) and offline (physical) platform as a seamless service
Consulting	<ul style="list-style-type: none"> • Consulting services for users by experts supporting entrepreneurs (Business Plan Development, Design thinking, Lean methodology etc.)

Our Service Offerings :

Consulting to Japanese Corporations

Our clients

We're supporting Japanese companies which have any of the following issues:



We're considering to develop new sales channels.

We're considering investment in an African company.

Is there demand from local consumers in each African country when it comes to selling our product ?

Information gathering about each African market is the first step for us.

We're considering importing raw materials from Africa.

We're considering establishing our factory in Africa.

Our service offering

We help to prepare an environment for expansion into the African market.

 : And Africa's field of expertise

Business development in Africa Stage / Purpose	Services
Comprehensive understanding of the market · Planning strategy · Developing a business plan	<ul style="list-style-type: none"> ▪ Market research ▪ Information provision <hr/> <ul style="list-style-type: none"> ▪ Business model planning ▪ Feasibility study <hr/> <ul style="list-style-type: none"> ▪ Sales strategy planning for customer acquisition <hr/> <ul style="list-style-type: none"> ▪ Test marketing ▪ Proposal for localization of particular products, services <hr/> <ul style="list-style-type: none"> ▪ Business plan development ▪ Financial simulation creation

Our service offering

We help to prepare an environment for expansion into the African market.

: And Africa's field of expertise

Business development in Africa			Services
Purpose	Strategic options		
Development of new sales channels	Secure a local sales base	Sell through existing local sales agent	<ul style="list-style-type: none"> Manage from your local base Support development of local sales agents
			<ul style="list-style-type: none"> Remote control Management of local sales agents
	Secure a local sales base		<ul style="list-style-type: none"> Establish new local subsidiary on your own Support for local recruitment Support for establishment of a local subsidiary <ul style="list-style-type: none"> – Creating a list of candidates – Visualization of the establishment process in the country – Project Management
		Sell through own local sales subsidiary	<ul style="list-style-type: none"> M&A of local company or capital alliance with them Support for M&A of local companies, capital alliance <ul style="list-style-type: none"> – Create a list of investment target candidates – Business survey of each company (field survey) – Corporate value evaluation – Acquisition price calculation – Drafting contract contents – Negotiate with each candidate
		※Including indirectly owned subsidiary	
	Strategic business alliance with local companies	<ul style="list-style-type: none"> Support for business alliances with local companies <ul style="list-style-type: none"> – Create a list of candidates – Business survey of each company (field survey) – Drafting contract contents – Negotiate with each candidate 	
Export from Japan or Third country	Sell to local wholesalers	<ul style="list-style-type: none"> Pioneering local wholesalers Negotiate with each candidate Export management 	

Our service offering

We help to prepare an environment for expansion into the African market.

 : And Africa's field of expertise

Business development in Africa		Services
Purpose	Strategic options	
Optimization for Production/ Logistics Costs	Establish new production base	<ul style="list-style-type: none"> • Support for local recruitment • Support for establishment of a local manufacturing base <ul style="list-style-type: none"> – Creating a list of candidates – Visualization of the establishment process in the country – Project Management
	Secure a local manufacturing base M&A or capital alliance with local manufacturer	<ul style="list-style-type: none"> • Support for M&A of local companies, capital alliance <ul style="list-style-type: none"> – Create a list of investment target candidates – Business survey of each company (field survey) – Corporate value evaluation – Acquisition price calculation – Drafting contract contents – Negotiate with each candidate
	Outsourcing to local manufacturers (Original Equipment Manufacturer - OEM)	<ul style="list-style-type: none"> • Support for business alliance with local companies <ul style="list-style-type: none"> – Create a list of candidates – Business survey of each company (field survey) – Drafting contract contents – Negotiate with each candidate
	Import raw materials, semi-finished products, etc. Africa to Japan	<ul style="list-style-type: none"> • Provide a long list of local companies • Collecting detailed information (credibility etc.) of each company • Negotiate with each candidate • Export management
	Africa to Third country	
Build a local logistics network		<ul style="list-style-type: none"> • Support for building a local logistics network <ul style="list-style-type: none"> – Creating a list of candidate locations for logistics center – Creating a list of candidates for local distribution partner – Negotiate with each candidate

Supporting Industry

	Focus Area
	Supportable Area
	Partially Compatible Area

		Included Business/Product/Service
Consumer Business		Retail, Wholesale, Logistics, Consumer goods, Automobiles, Other toC services
Energy & Resources		Mining, Metals, Chemistry, Oil & Energy
Financial		Bank, Securities, Insurance, Investment
Life Science & Health Care		Medicine, Medical equipment, Health equipment/food/supplement, Fitness, etc.
Manufacturing		Industrial machinery, Various manufacturing
Public Sector		Central ministries, Local governments, International development
Real Estate		Construction, General contractor, Real estate
Technology		Software, Computer, Electronic equipment, Semiconductor, High-tech (AI · IoT · 3D printing · others)
Media & Telecommunications		Advertisement, Media, Communication, Entertainment (TV · Movie · others)

Our projects (In part)

Client	Project Overview	Target area	Our Values	Period
A Japanese company that is buying, selling, and distributing used automobiles	Market research for planning and launching an e-commerce business specializing in second-hand automotive and parts, and business partner matching	<ul style="list-style-type: none"> •UAE •Tanzania •Uganda •Zambia 	<ul style="list-style-type: none"> •Market research •Building business strategy to enter the African market •Business partner matching 	June, 2017~ Oct.,2017
Major fitness company in Japan	Fundamental research of the Dubai fitness market in order to enter into the Middle East market	<ul style="list-style-type: none"> •UAE 	<ul style="list-style-type: none"> •Market research •Macro data organization, information collection by hearing experts •Recommendations on strategy policy 	Nov., 2017~ Dec.,2017
Major Japanese chemical manufacturers and a well-known NGO (Joint project)	Investigate requirements for product and plan marketing strategy	<ul style="list-style-type: none"> •India •Nigeria, etc. 	<ul style="list-style-type: none"> •Investigation of requirements for products contributing to elimination of nutritional deficiencies at the time of disasters •Organize method of securing profit •Consider possibility of selling in general market 	Jan., 2018~ Now
Domestic leading paper manufacturer	Development of luxury diaper market in African market	<ul style="list-style-type: none"> •Morocco •Tunisia •South Africa •Kenya 	<ul style="list-style-type: none"> •Matching support with local retailers and wholesalers in Africa's main consumer markets •Field survey, African countries' networks and our company EC surveyed product demand 	March, 2018~ May 2018
Domestic Japanese unique manufacturer	Developing new sales channels in major consuming countries in Africa	<ul style="list-style-type: none"> •Morocco •Tunisia •South Africa 	<ul style="list-style-type: none"> •Finding local wholesalers in each country •Negotiate with them in terms of importing the client's product 	March, 2018~ Now
Japanese "MONOZUKURI" platform provider	Considering a new business that is a matching platform between Japanese small manufacturers and South African manufacturers	<ul style="list-style-type: none"> •South Africa 	<ul style="list-style-type: none"> •Discuss about the business model, especially how to monetize •Creating list of South African manufacturers •Contacting them in terms of business matching 	April, 2018~ Now

**LET'S GO AHEAD
TOGETHER**

