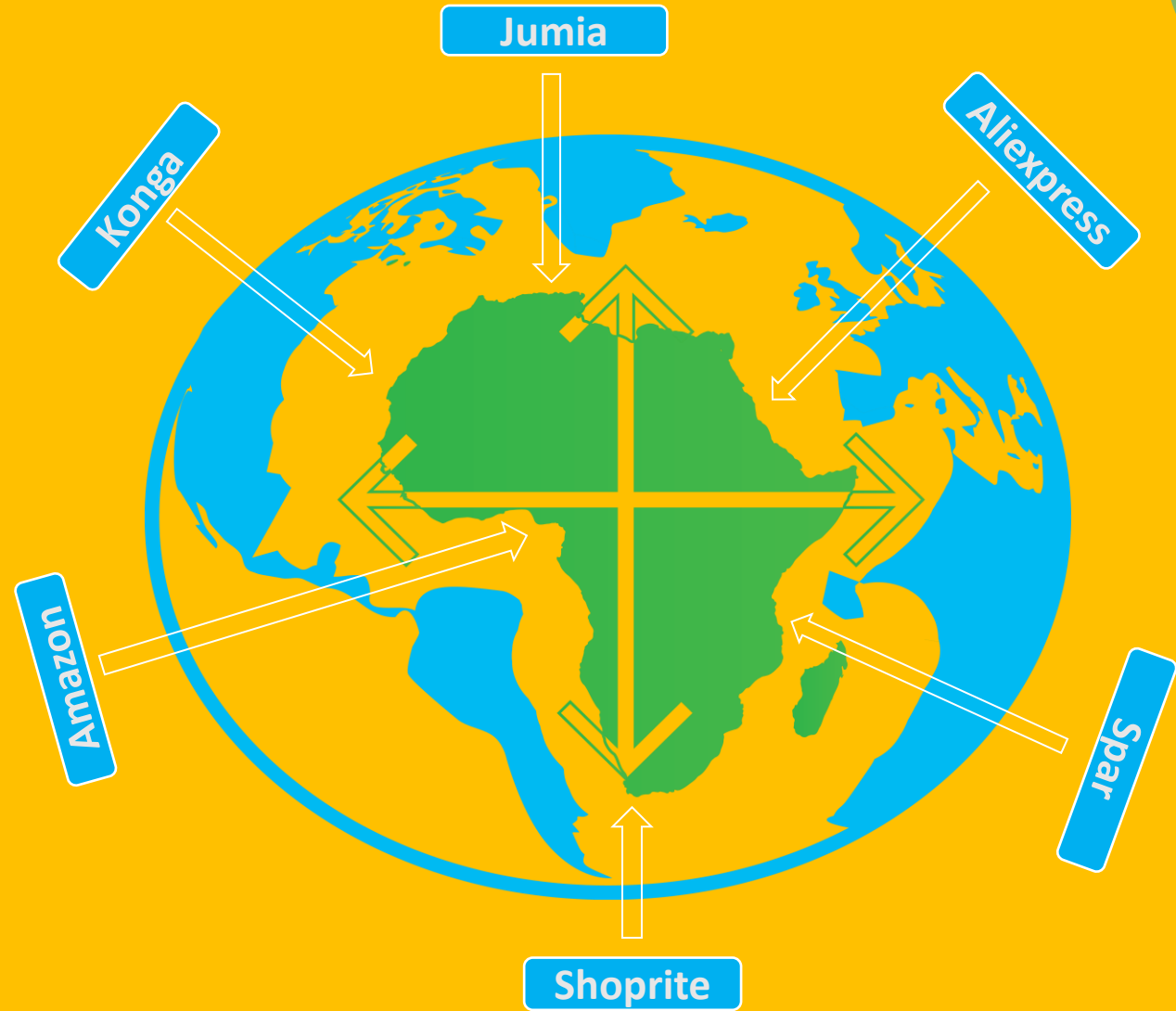




AfricExpress

Africa to the World



Problem

Western Customers

Increase of product cost in the West and rising consumer base all over the World

Logistics Issues

Huge logistical impediments causing most Chinese products to arrive to customers in the rest of the World 25-30 days after purchase

Access for vendors

African vendors and manufacturers have long produced amazing products without access to the global market

Solution

Affordability

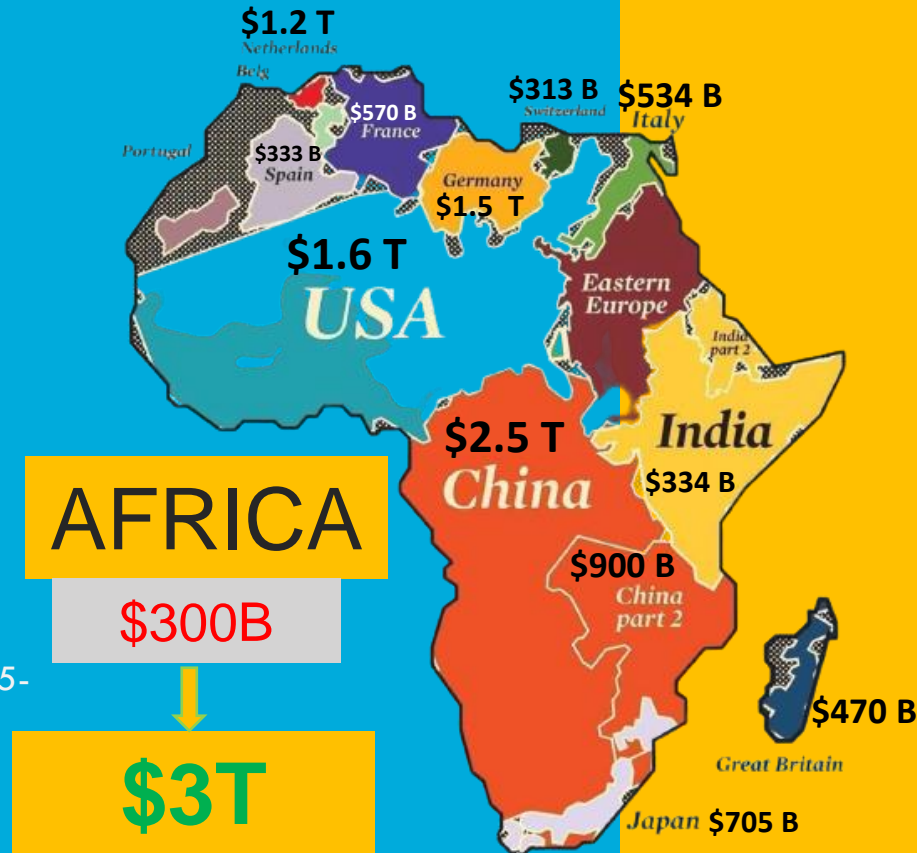
Provide access to the African and Caribbean vendors and manufacturers who are still producing and selling products 30% cheaper than the rest of the World

Faster and reliable delivery

A faster delivery service, typically delivering products within 7-10 days of purchase with a scope of reducing it to less than 5 days within the next 3 months.

AfricExpress.com

The foremost and dedicated platform for the world to access made in Africa products



GLOBAL EXPORT MARKET IN TRADE GOODS 2019

\$20 Trillion

CHINESE EXPORT GROWTH

China prior to Alibaba (1999) \$194 Billion >>> China 10 years after Alibaba (2009) \$1.2 Trillion >>> China Now (\$2.5 Trillion as at 2019)

AFRICAN EXPORT GROWTH

Africa exports excl. oil (1999) \$90 Billion >>> 2009 (\$240 Billion) >>> 2019 (\$300 Billion)

Customers



SUSAN SMITH

Age: 25

Location: London, United Kingdom

Occupation: Associate Consultant

PAIN POINTS

- Increasing cost of clothes in the UK
- Buys from China a month ago but yet to Arrive
- Worried about the fairness of clothes sold in local retail shops
- Worried about buying from African vendors directly because of the current information in the media and experience shared from a friend.

Vendors



UJU ESTEEL

Age: 33

Location: Lagos, Nigeria

Occupation: Fashion Company Owner

PAIN POINTS

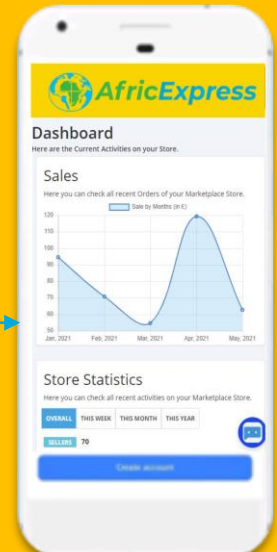
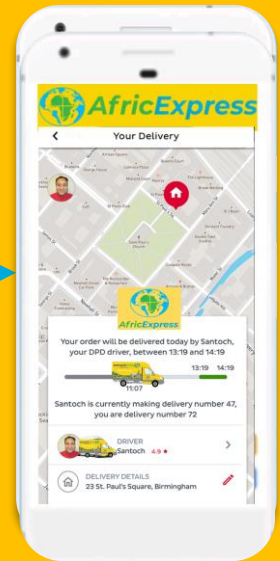
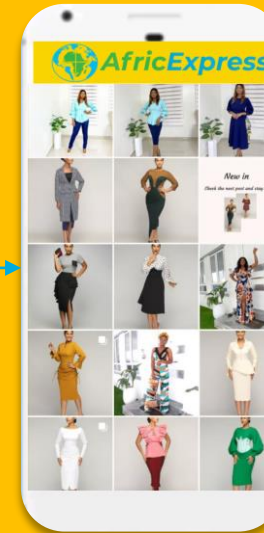
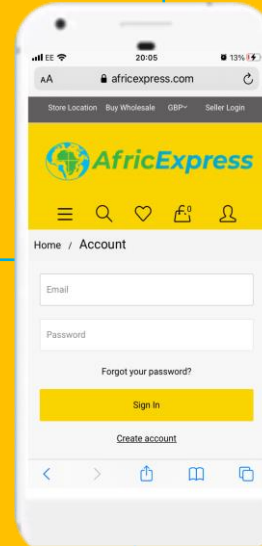
- Too many local competition and lack of access to more customers
- Local economic instability and causing local spending to decrease.
- Can't access the global market due to logistics cost

With **AfricExpress**, I have been able to access fantastic products at a significantly more affordable price!

My products got to me very fast I couldn't believe how easy and affordable it was for me to get products delivered to me so quickly !

With **AfricExpress**, I now have access to customers from all over the World in my finger tips

I get paid quickly and have so much insight to help me grow my business to lengths beyond my imagination!



Roadmap

This connects the global market to wholesale and retail goods manufactured in Africa from verified African businesses trading on our Africexpress platform

1

Launch of MVP B2C & B2B Marketplace – Done (2020 -2021)

Fulfilment Centre's Lagos & Portsmouth Activated (2020-2021)

2

We will have last mile fulfilment hubs across major cities around the World, in Africa they are for collection and consolidation, outside of Africa they will be for deconsolidation and distribution.

Our platform will defragment the current logistics process out of Africa, enabling more scale and speed which will drive down the cost of shipping. This will enhance the easy flow of goods from Africa to the global markets

3

AfricEx Logistics Aggregator (2021 - 2022)

AfricExpay - Our Payment Gateway (2022 – 2023)

4

This will be a payment gateway which we will build to reduce cost of payments for us and also this will eventually make money when allow others leverage our services just like PayPal or Stripe.

This will be a remittance platform which will leverage our huge African diaspora customer base who will hopefully be doing most of there online shopping with us.

5

AfricFX - Our Remittance Platform (2023-2024)

Key Users

- ❖ Vendors:
 - Manufacturers and Wholesalers
 - Fashion houses and designers
 - Raw material sellers
 - Technology manufacturers
 - Packaged food vendors
 - Vehicle parts manufacturers
 - Arts and Crafts
- ❖ Customers:
 - Everyday user looking for more affordable products
 - Drop-shippers
 - Business Buyers

Customer Relationships

- ❖ Ratings & feedback system
- ❖ Tracking system
- ❖ Chat functionality with vendors
- ❖ 24/7 Customer support

Customer Segments

- ❖ People who seek affordable goods
- ❖ Business Buyers
- ❖ Manufacturers
- ❖ Drop-shippers

Value Proposition

- ❖ Vendors
 - Access to the global market
 - Logistics services
 - Marketing
 - Supportive vendor management systems and processes
- ❖ Customers
 - More affordable products
 - Fast delivery
 - 24/7 customer support
 - Wide array of products
 - Feel good feeling because of real fair-trade
 - Ease of use

Key Activities

- ❖ Marketing Drive for more vendors
- ❖ Marketing drive for more customers
- ❖ Expansion into US, Canada, Ireland, Dubai and other prime markets

Channels

- ❖ Websites
- ❖ Apps
- ❖ Social Media
- ❖ Events
- ❖ TV and Newspapers
- ❖ Online advertising
- ❖ Ministry of Commerce.

Cost Structure

- ❖ Technology development
- ❖ Logistics and Fulfilment Centre
- ❖ Marketing
- ❖ Africa Move
- ❖ Customer support
- ❖ General staff wages

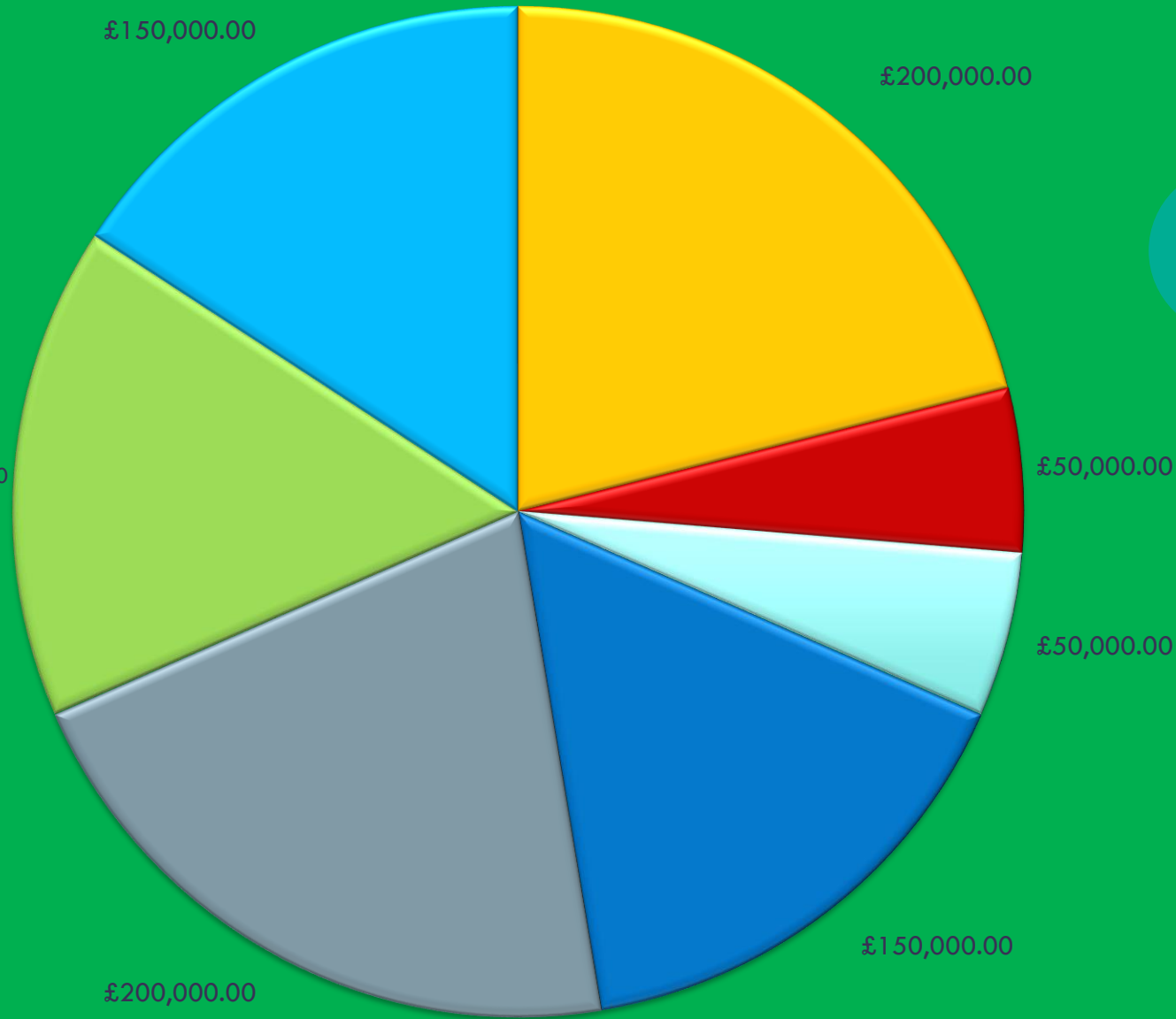
Revenue Streams

- ❖ % commission per sales
- ❖ Subscription Model for unlocking a lot more features including owned brand websites powered by AfricExpress
- ❖ Advertisement
- ❖ Monetised Content Marketing through our YouTube channel
- ❖ Shipping and fulfilment fees

Investment Opportunity

We are looking to give 10% of the company for a £1,000,000 investment.

Current valuation - £10 million.



■ Tech ■ Events ■ Africa Move ■ Staff Salary ■ Marketing ■ Logistics ■ Ops Capital

Financial Projection

Year 1

Year 2

Year 3

June 2021 – May 2022

Expected Customers: 800,000

Expected Suppliers: 2000

Total Revenue: £54,705,000

Total Cost: £49,319,778

Expected Profit: **£5,385,223**

June 2022 – May 2023

Expected Customers: 3,200,000

Expected Suppliers: 4,800

Total Revenue: £756,000,000

Total Cost: £689,202,127

Expected Profit: **£66,797,873**

June 2023 – May 2024

Expected Customers: 5,400,000

Expected Suppliers: 10,800

Total Revenue: £928,800,000

Total Cost: £880,369,320

Expected Profit: **£48,430,680**

Mobu Eberendu



C.E.O

Age: 29

Location: UK and Lagos

Past Experience: Management Consultant

About

- 7 years experience in project management and business analysis
- 10 years experience within Ecommerce development
- 10 years application and software development leadership

Tosin Akano



C.T.O

Age: 40

Location: UK

Past Experience: Lead Developer

About

- Over 15 years software development experience
- 7 years architecture/ infrastructure experience

Founding Team



Rubie Targema

Vendor Engagement Lead

Rubie leads on customer engagement and onboarding.



Arsema Tsegaye

Operations Manager

Arsema works to ensure a culture of operational excellence is maintained across AfricExpress.



James Ugbo

Head of Logistics

Fully qualified pilot who see's a future where planes will be part of our logistics operations.



AfricExpress
Africa to the World

Contact Us

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With You

Job Creation



One Million Jobs directly and indirectly by 2030

Unlocking



Increase Real Sector trade between Africa and other Continents

Social Impact



We will re-invest a proportion of our profit to improve businesses and people across Africa and the Caribbean Islands

Manufacturing



We will foster the increase of manufacturing across Africa and the Caribbean Islands

Media



We will set up and sponsor campaigns that showcase a better image of Africa and Africans

Education



We will sponsor free education programs for under privileged kids, Rising business leaders, and the girl child across Africa and the Caribbean Islands