



THE AFRICAN IMPACT DIGITAL SOLUTION DEDICATED TO SECOND-HAND DEVICES



REBIRTH is a digital solution dedicated to second-hand devices. It provides a platform for users to buy and sell used smartphones and tablets. The service is designed to be user-friendly and secure, ensuring that all transactions are completed smoothly. REBIRTH also offers a range of services to help users get the most out of their devices, including repair and maintenance. The company is committed to providing a high-quality experience for all its users, and is constantly working to improve its services. REBIRTH is a leading provider of second-hand devices in the African market, and is proud to be a part of the digital revolution. The company's mission is to make it easy for people to buy and sell their old devices, and to help them get the most out of their new ones. REBIRTH is a trusted name in the industry, and is committed to providing the best possible service to its customers. The company's success is a testament to the power of digital technology, and the potential for innovation in the African market. REBIRTH is a company that is dedicated to making a difference, and is proud to be a part of the digital revolution. The company's mission is to make it easy for people to buy and sell their old devices, and to help them get the most out of their new ones. REBIRTH is a trusted name in the industry, and is committed to providing the best possible service to its customers. The company's success is a testament to the power of digital technology, and the potential for innovation in the African market.



PROBLEMS



Africa is THE second-hand market, over 500M devices are at least second-hand.

**LOW QUALITY
NO WARRANTY**

NO TRUST

**SECURE PAYMENT
FOR B2B – B2C**

NO SECURITY

**PRICE – PRODUCTS
DELIVERY**

NO TRANSPARENCY

PROBLEMS

WHERE INFORMALITY PREVAILS?

RESELLERS LACKING VISIBILITY AND CONFIDENCE
AMONG CONSUMERS



1. SOURCING

Resellers have
limited sourcing



2. MARKET

Resellers target
the local market



3. warranty

No After Sales
Services



SOLUTION

THE TRUSTED SOLUTION FOR REFURBISHED DEVICES FOR B2B AND B2C.

FEATURES

- Physical – Digital network
- Top global suppliers
- Warranty
- After Sales Services

BENEFITS

- National and the neighboring region markets.
- Quality and quantity
- Trust and security
- Management of additional services



HOW REEBIRTH WORKS





TRACTION & KPIs

TRACTION & KPIS



CA 132M Fcfa

782 CLIENTS IN 2023



TOP GLOBAL SUPPLIERS

(Ecoatm – Brighstar – Verizon)

LOGISTICS - DISTRIBUTION

Sénégal and subregion countries

INBOARD RESELLERS

20 resellers parters



**ORANGE FAB SENEGAL
SONATEL PARTNERSHIP**

THE MARKET

ONE OF THE FASTEST GROWING MOBILE PHONE MARKETS IN THE WORLD.

10.5% ANNUAL GROWTH

1,4B to **2B**
in 30 years

70% of Africans
are under **30 years**

3B\$ market

140M population

Monetary Union



20M devices sold in
2022 UEOMA

Annual growth **30%**

Penetration rate **46%**

World greatest potential
of growth.

This mass of population will have to equip itself with the best products at the best prices in a sustainable way



BUSINESS MODEL

BUSINESS MODEL

Premium Product:

HIGH-VALUE ADDED PRODUCTS

**INFLUENCE MARKETING SOCIAL
NETWORK - MEDIAS**

« PHYGITAL » DISTRIBUTION
ONLINE AND CASH-ON-
DELIVERY PAYMENT



• B2C

- Average cart
- 250€
- 131000 FCFA

• B2B

- Average cart
- 3800€-2,5MFCFA
- 10% commission

LEASING

- Average cart
- 41€
- 27 000 FCFA

PHYSICAL DISTRIBUTION

In Africa physical sales represent 93% of the distribution



PARTNER IN REFURB AND REBUY

DISTRIBUTION IN
ORANGE AGENCIES
NETWORK IN SENEGAL
AND DEVELOPMENT IN
SUB-REGION AGENCIES

- TRUST
- SECURITY
- WHOLE MARKET
- IMPROVE CORPORATE IDENTITY





FUNDRAISING CONDITIONS

PRÉVISIONS

CA 2022: 132M FCFA- PIVOT 2023 AFRICA
PLATFORME LIVE IN DAKAR - SEPT 2023

FORECAST 2024 - 2026

2025 : 15M€

165/DAY

2026 : 44 M€

492/DAY

2027 : 80 M€

876/DAY

*UNIT SOLD PER DAY



COMPETITORS

COMPETITORS

1 INFORMAL RESELLERS



2 DIGITAL PLATFORM



3



EGYPT LAUNCH IN 2023
500K SEEDROUND



KENYA LAUNCH IN 2022
SEED : \$2.1M



BRAND NEW & PRICING +++



SAIDOU DIOP CEO
Finances & Strategy



PASCAL COENEN, CRO
20 years Expert Sourcing & Rebuy



KADIA FAYE CMO
Head of marketing & Business Lead
Samsung Sénégal



DIDIER LESCOURANT COO
Business Dev & Retail Strategy



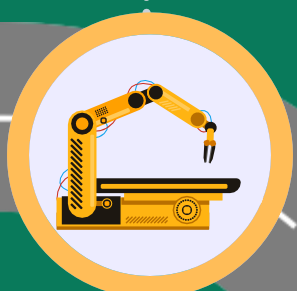
BENJAMIN CARLU, ADVISOR
Industrial Director
<https://www.youtube.com/watch?v=jokydwYChcQ>

ROADMAP

SENEGAL
2024-2025



SUB REGION
FACTORY
2025 - 2026



IVORYCOAST
2025 - 2026



MOROCCO
2027





REEBIRTH

THE LARGEST REFURBISHED DEVICES
SOLUTION IN WEST AFRICA.

CONTACT.



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THANK YOU