

Africa  
Trade  
Engine

# Unlocking your Potential in African Manufacturing & Trade

A Story of Scale, Access & Execution



## CHALLENGES

# What's Standing Between You and Real Scale?

You've built an incredible brand. You have the product, the vision, and the ambition to reach more markets.

But scaling across Africa or leveraging Africa to reach the world isn't easy.

## You're not alone. Even global giants struggle with:

- Fragmented supply chains creating inefficiencies and delays in product delivery across markets.
- Limited production infrastructure restricting the ability to scale manufacturing output rapidly and reliably.
- Unpredictable cross-border trade with regulatory hurdles and compliance risks complicating market expansion.
- Weak last-mile execution resulting in poor distribution and retail presence, especially in informal trade sectors.
- No real-time market data, reducing visibility and agility in responding to consumer demand and market changes.



## CHALLENGES

# The Obstacles in Your Way

**Africa is a market of over 1.4 billion consumers, but full of hidden friction.**

## Manufacturing Challenges



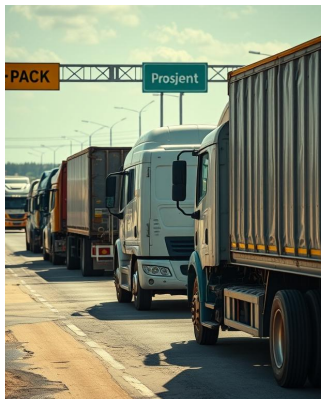
Capacity gaps limit production at scale, unreliable partners increase risks, and long lead times complicate market entry.

## Execution Complexity



Regulatory hurdles create delays, informal markets reduce control, and low visibility impairs forecasting.

## Trade Barriers



Cross-border red tape complicates logistics, compliance risks cause delays, and payment friction slows transactions.

## Retail Fragmentation



90% of sales occur in unstructured environments, most transactions are offline, and fragmented retail slows scale.



## SOLUTION

# Introducing Africa Trade Engine (ATE)

## Manufacturing Excellence



TRT Manufacturing is Africa's largest contract manufacturer with world-class facilities in South Africa and Benin, offering ISO-certified production, rapid prototyping, and scalable capacity for growing brands.

## Tech-Enabled Distribution



TradeDepot, Africa's most powerful tech-enabled distribution platform, connects over 200,000 retail locations across Africa, providing real-time sales data, inventory visibility, and AI-powered market insights.

ATE combines Africa's leading manufacturing and distribution expertise to help brands manufacture, distribute, and scale across the continent and beyond.

# How ATE Unlocks Growth

	Need scalable production	Unclear how to go cross-border	Retail visibility is weak	No single partner can do it all
Key Activities	<ul style="list-style-type: none"> <li>• TRT's world-class plants with ISO standards ensure high-quality manufacturing.</li> <li>• Facilities offer expansion flexibility to meet growing demand.</li> <li>• Rapid prototyping and reformulation capabilities accelerate product development.</li> </ul>	<ul style="list-style-type: none"> <li>• Regulatory clearance streamlines compliance across multiple countries.</li> <li>• Bonded trade hubs facilitate efficient storage and movement of goods.</li> <li>• PAPSS-ready payments enable smooth, integrated financial transactions.</li> </ul>	<ul style="list-style-type: none"> <li>• Tech-powered execution offers real-time sell-through tracking across 5 countries.</li> <li>• Live demand tracking and inventory synchronization improve supply chain responsiveness.</li> <li>• AI-enhanced market adaptation optimizes labeling and price strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• ATE integrates manufacturing, logistics, finance, and market access into one platform.</li> <li>• This unified approach eliminates disconnected vendor handoffs.</li> <li>• Brands benefit from seamless end-to-end execution and accountability.</li> </ul>
Deliverables	<ul style="list-style-type: none"> <li>• High-capacity manufacturing with ISO certifications</li> <li>• Flexible production lines</li> <li>• Rapid product prototyping and reformulation</li> </ul>	<ul style="list-style-type: none"> <li>• Cross-border regulatory clearance</li> <li>• Bonded aggregation hubs</li> <li>• PAPSS-integrated payment flows</li> </ul>	<ul style="list-style-type: none"> <li>• Real-time market data and sell-through tracking</li> <li>• Inventory synchronization tools</li> <li>• AI-driven market adaptation features</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated manufacturing and logistics platform</li> <li>• Embedded finance and credit solutions</li> <li>• Comprehensive market access and execution</li> </ul>

ATE addresses core challenges brands face by providing scalable manufacturing, seamless cross-border trade solutions, retail visibility through technology, and integrated services combining manufacturing, logistics, finance, and market access. This integrated approach ensures brands can grow faster and more efficiently across Africa.

# What You Get with ATE

## 1 Manufacturing Muscle

- South Africa: 10,400 m<sup>2</sup> facility, producing over 50 million units per year.
- Benin (2026): Upcoming 21,000 m<sup>2</sup> factory with capacity of 180 million+ units/year in ECOWAS SEZ.
- Facilities are ISO 9001, 22716, MHI certified, enabling rapid prototyping and reformulation.

## 2 Retail Access

- Access to 200,000+ retail locations across Nigeria, Ghana, South Africa, Kenya, and Côte d'Ivoire.
- National distribution with sell-through accountability via TradeDepot dark stores.
- This network ensures brand presence in both structured and unstructured trade markets.

## 3 Trade Infrastructure

- Bonded aggregation hubs optimize cross-border logistics and inventory management.
- PAPSS-integrated payment flows facilitate seamless, compliant transactions across borders.
- MANSA-compliant KYC and distributor registry ensure regulatory alignment and risk mitigation.

## 4 Technology & Control

- Live demand tracking, inventory synchronization, and salesforce execution tools provide real-time market visibility.
- AI-enhanced market adaptation capabilities include labeling, price optimization, and demand forecasting.
- These tools empower brands to respond quickly and smartly to dynamic market conditions.

## 5 Finance & Liquidity

- Embedded credit solutions for distributors and retailers to ease cash flow constraints.
- Wallet-based repayment linked directly to inventory movement ensures aligned incentives and reduces default risk.
- Financial enablement supports scaling by providing liquidity where it's most needed in the supply chain.

ATE offers five core platform features that create a fully integrated ecosystem for brands to manufacture, distribute, and scale across Africa. These include world-class manufacturing capacity, extensive retail access, robust trade infrastructure, advanced technology tools, and embedded financial solutions to power growth and execution.

## PARTNERSHIP

# End-to-End Partnership Model

Our goal isn't to offer you one piece of the puzzle. It's to walk the full journey with you—from production to scale to cross-border growth, providing end-to-end execution.

**One integrated platform, not multiple vendors**

### Step 1

#### Manufacturing

With flexibility and speed, ATE ensures your production needs are met with quality and scalability.

### Step 3

#### Distribution & Accountability

Leverages TradeDepot's tech-enabled platform to distribute across multiple African countries with real accountability.

### Step 5

#### Embedded Financing

Supports distributors and retailers with credit and wallet-based repayment tied to inventory movement, fueling business growth.

### Step 2

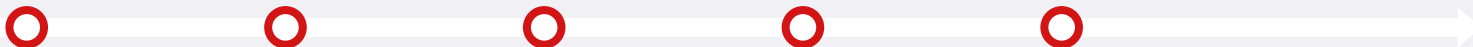
#### Regulatory & Trade Infra

ATE simplifies cross-border complexity and compliance, streamlining regulatory processes for market access.

### Step 4

#### Real-Time Visibility

Track inventory, demand, and sales live—enhancing decision-making and responsiveness throughout the supply chain.



## SUCCESS STORIES

# Proven Execution Examples

### Unilever Manufacturing



TRT is the only approved contract manufacturer in South Africa manufacturing Dove personal care products.

### Prime Hydration Coverage



Secured 85% retail coverage in Nigeria within 180 days, demonstrating ATE's powerful retail execution and deep market reach.

### Nestlé Revenue Surge



Delivered 40x revenue growth through targeted dark store execution, highlighting the impact of ATE's technology-driven retail strategies.

### Mangrove Foods Expansion



Built Mangrove Foods from scratch and now successfully exporting to 3 countries, illustrating ATE's end-to-end cross-border scaling expertise.

ATE has consistently delivered exceptional growth and market expansion for major FMCG brands through innovative retail strategies and execution.



*Coca-Cola*



**TROJAN®**



Success Stories

## Our Valued Clients



**PRIME**



L'ORÉAL



**AKAI**



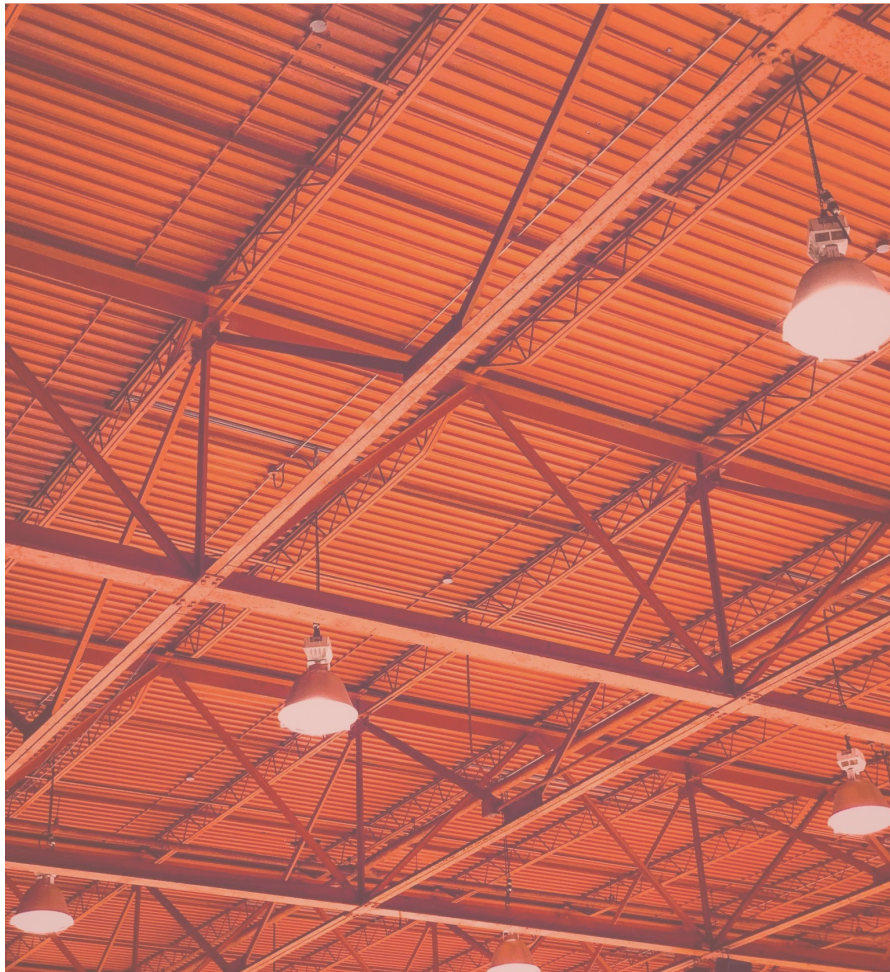
**This is your moment.**

**Africa is rising. Demand is growing. Intra-African trade is opening.**

**You have the product. Let's unlock its full potential.**

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Africa Trade Engine exists to power the next generation of consumer brands. We are here to help your brands win



# Let's get started!

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