



# Chenosis | Africa's API B2B Market Place

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# Chenosis | Overview

## Chenosis entity

### Africa's API marketplace

- A cross-industry sector API marketplace for developers, start-ups, and businesses



## Business model

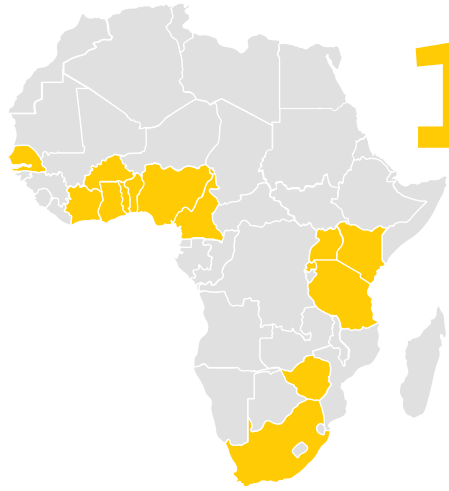
### Revenue structure

- Commission on third party API transactions
- Margin on Chenosis API products
- Interest on developer balances

### Cost structure

- Platform infrastructure, development & operations
- Product development of Chenosis API products
- Corporate sales, discounts and rebates
- Operational costs

# Chenosis | Significant market opportunity in the API economy



**14** Target countries



**US\$7.8bn<sup>^</sup>**

Target API market size  
(2025)



## Strategic Ambition

Offering the largest library of cross-industry APIs in Africa by 2025

Capturing up to **20 - 35%** of API market

<sup>^</sup> R110bn – key value pools  
Sources: MTN desktop research

## MTN backing leveraging off unique geographical coverage across the continent

**Brand strength**  
**Think Global, Act Local**



**Intimate understanding of the market**  
**Lessons learned**

**MTN has experience building APIs at global scale**

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**API directories**  
programmable Web  
APIs.guru  
APIs.io

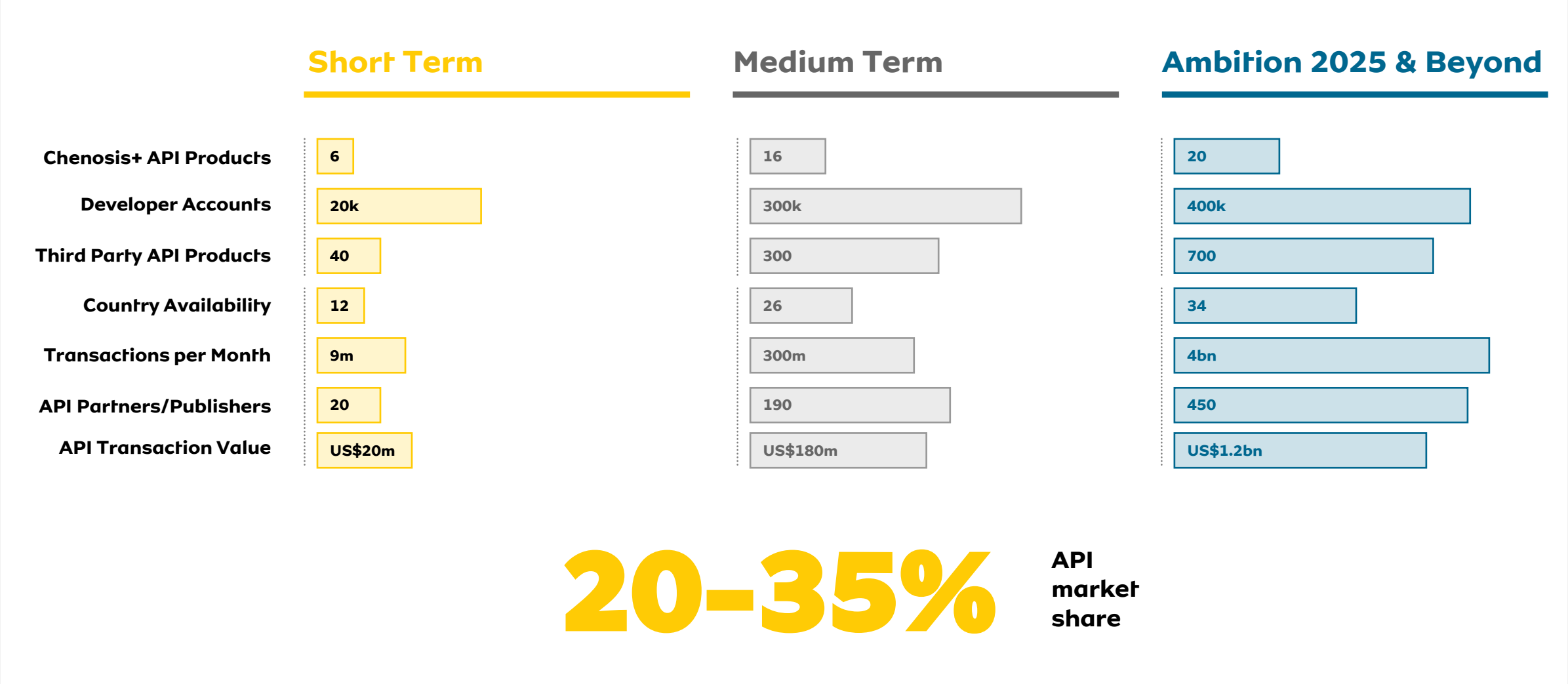
**API Hubs**  
Zappier  
API Harmony  
Elastic.io

**Competitive  
landscape,  
4 Categories**

**APIs marketplace**  
RapidAPI  
Apigate  
Prompt API












**Vertical API Product Businesses**  
Twilio  
Bizao  
Azure App Service

# Chenosis | Launch the largest cross industry API marketplace in Africa



# Chenosis | Immediate opportunities to capture growth

Our markets are set to grow ahead of global trends

API Products	Global growth trajectory	Partners, suppliers and technology	Success metrics
2 Factor Authentication	CAGR: 16%	  	Active Apis / Api Products
Identity and Verification	CAGR: 13%	  	Active Developers
Messaging Services	CAGR: 3%	 	Api Partners / Publishers
Payments and Collections	CAGR: 25%	 	Developer Applications
Computer Vision & AI	CAGR: 17%		Api Transactions
			Transaction Revenue
			Developer Engagement

# Chenosis | Key risks/limitations mitigated through deliberate interventions



## PLATFORM & SECURITY RISKS

Confidentiality  
Integrity  
Cyber security



Formalised information security function with security process, monitoring and reporting



## COMMERCIAL RISKS

Initial maturity of segment & targeted offerings  
Retention of key talent  
Brand reputational risks



Formalised sales and distribution processes supported by well defined strategy and execution models, brand strategy and value creation



## STRATEGIC & COMPETITIVE RISKS

Faster than anticipated growth  
International competition  
M&A & business divestiture



Agile decision making, formalised strategic and growth plans including M&A strategy, appropriate level of investment, formalised capex and opex commitments, ROI monitoring



## REGULATORY RISKS

Data sovereignty, regional jurisdiction & sanctions  
Tax management & reporting  
Transfer pricing



In-depth regulatory involvement in business, formalised stakeholder management, regulatory monitoring & reporting, tax compliance monitoring, compliance & sanctions monitoring

# Chenosis | Key take-aways

1

MTN is launching Chenosis, a pan-African cross industry API marketplace

2

Chenosis will be the largest cross-industry API marketplace in Africa by 2025

3

The obtainable API market is forecast to reach US\$7.8bn by 2025

4

Chenosis is positioning itself to capture 20 - 35% of the obtainable API market economy

5

African API landscape is fragmented into vertical silos and is still nascent and emergent

6

There is a significant opportunity to capture a leading share of the growing African API economy

