



#Opportunity Africa Series: Introduction to Investment Opportunities in Africa

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Seyfarth Shaw LLP

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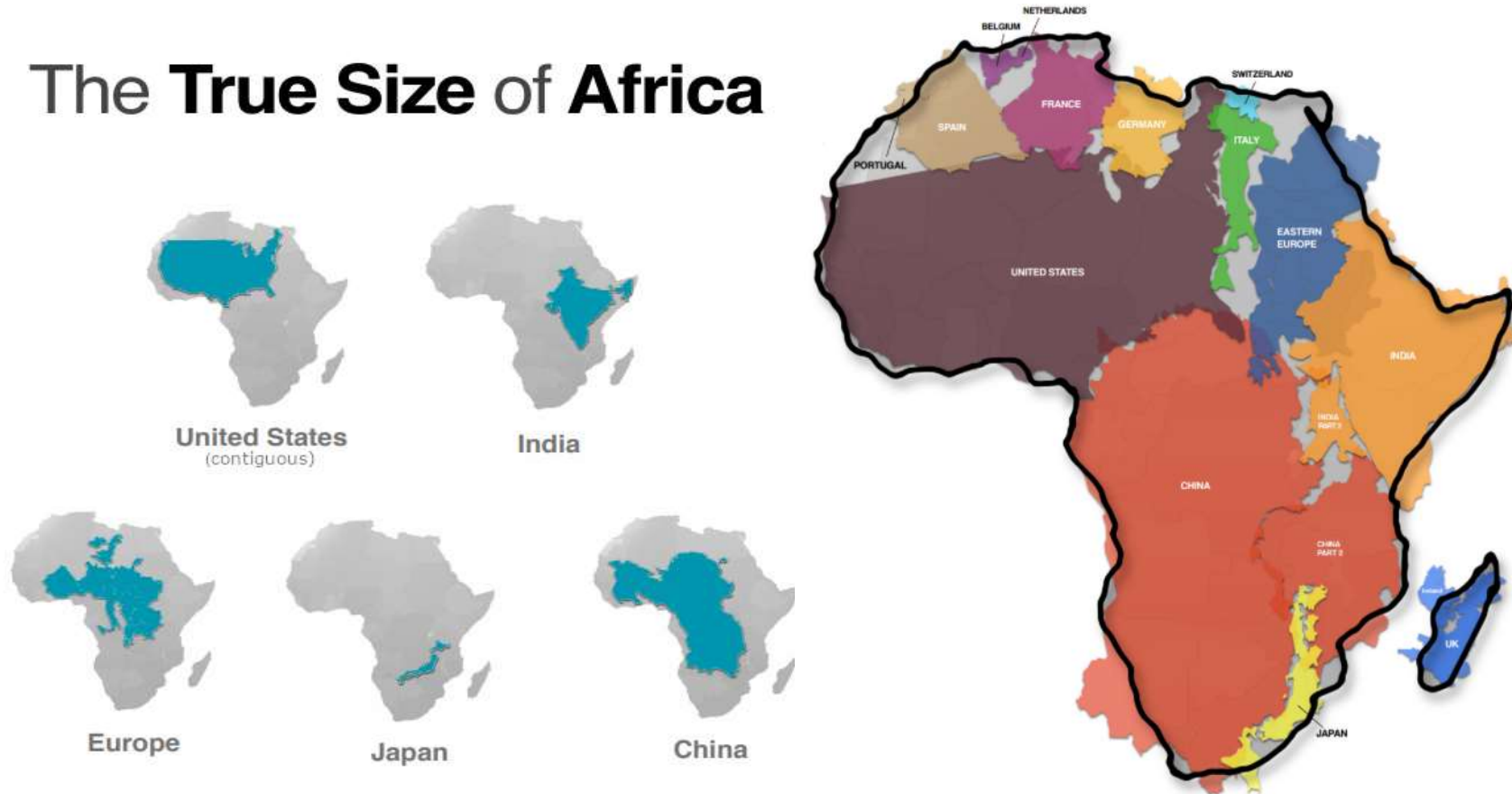
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The Opportunity is Bigger Than You Think

The True Size of Africa



Graphic from www.visualcapitalist.com

Snapshot of The Advancing Sub-Saharan African Consumer

Population Density

Upward Mobility

Young & Tech Savvy

Vibrant & Living Longer

Rising Household Consumption

Cosmopolitan



More than **1.3 billion** African consumers

World's fastest growing middle class

Africa is the youngest continent worldwide

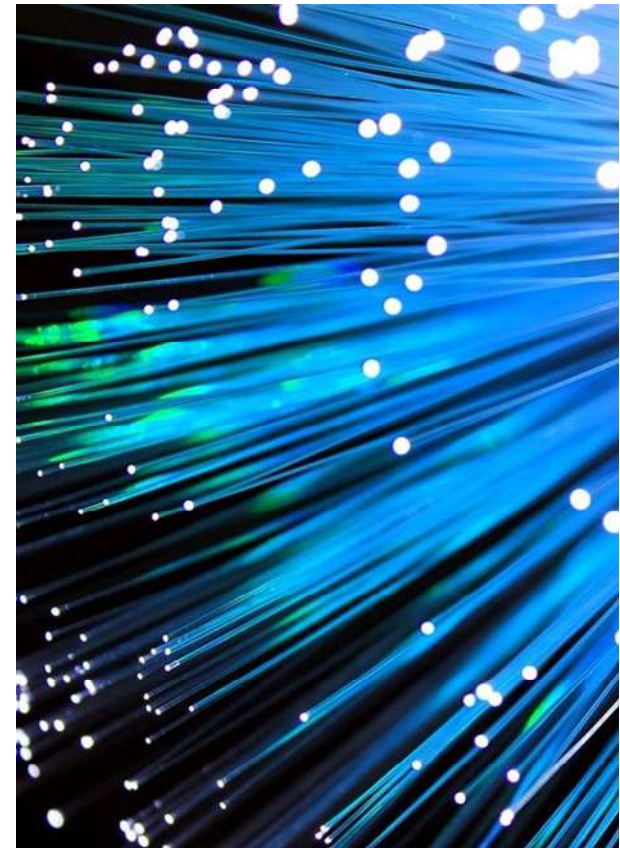
Life expectancy increases by **1 year, every 3 years**

Household consumption predicted to reach **\$2.5 trillion** by 2030

74% of SSA consumers demand broader choices

Key Sectors Presenting Investment Opportunities

- Industries and companies that will experience the most pervasive change leading to the greatest possibilities
- Emerging next-generation industries and technologies
- “New innovative disruptive business models addressing BIG problems”
 - *Alternative and sustainable energy industry*
 - *Urbanization of infrastructure industry*
 - *The internet of things*
 - *Food industry*
 - *Cyber-security and security industries*



Top Trending Products by Volume

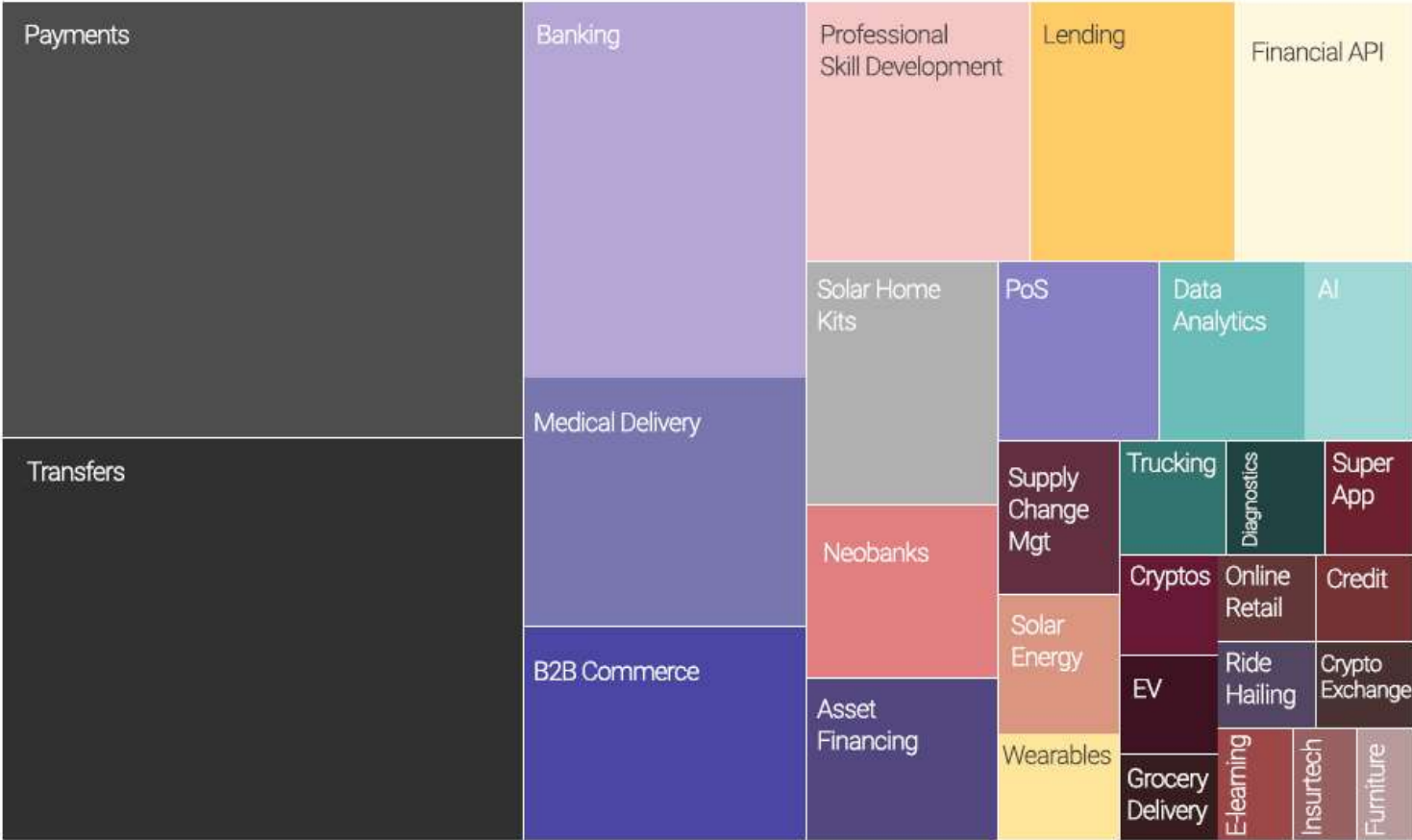
Excludes \$100m+, and Sama (treated as sector outlier)



Graphic from Africa Investment Report 2021, Briter Bridges Ltd., 2021

Top Trending Products by Volume

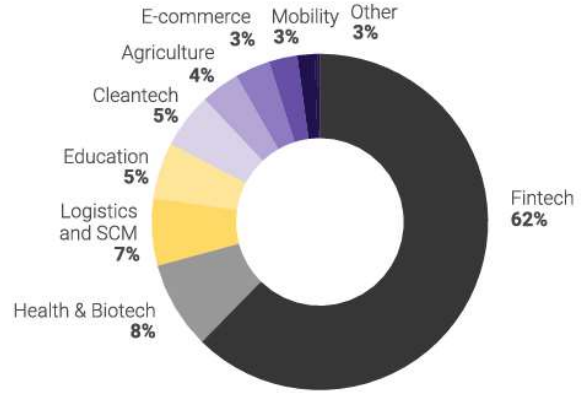
Includes fintech and \$100m+ deals



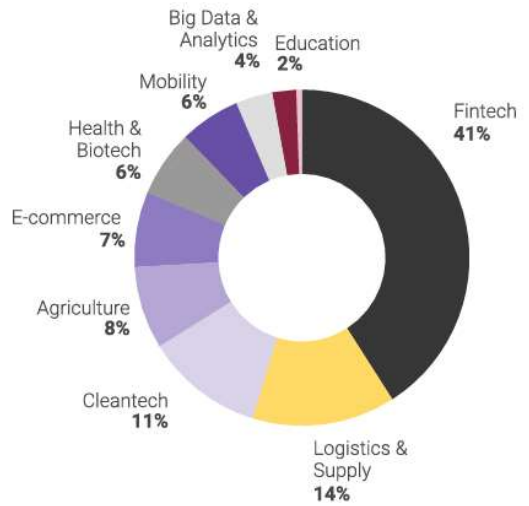
Graphic from Africa Investment Report 2021, Briter Bridges Ltd., 2021



Sector breakdown, total funding, including outliers (\$100m+)



Sector breakdown, total funding, excluding outliers (\$100m+)



Sector breakdown, total funding, without 100m deals, excl. fintech

