

Twiga Model Overview

2020





The Twiga purpose is to provide affordable access to high quality food and grocery across African cities.

1,000 Employees
60,000 Retailers
1,000 Supply Partners



+



SOKO YETU[®]

The informal retail sector makes up 38% of Sub Sahara Africa's GDP

38%

informal retail value share within SSA

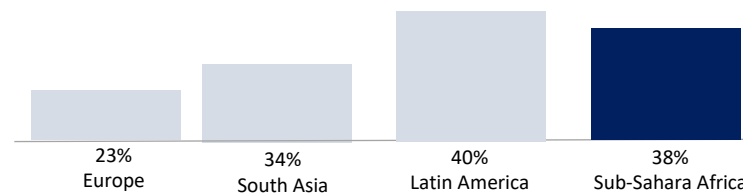
90%

informal retail value share within Kenya

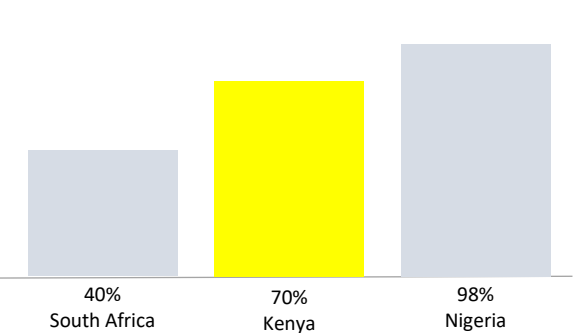


Informal Retail Space

Informal Retail %of GDP Within Region



Informal Retail as a % of Total Retail



The informal retail sector makes up 38% of Sub Sahara Africa's GDP making up approximately \$684Bn in value by 2019.

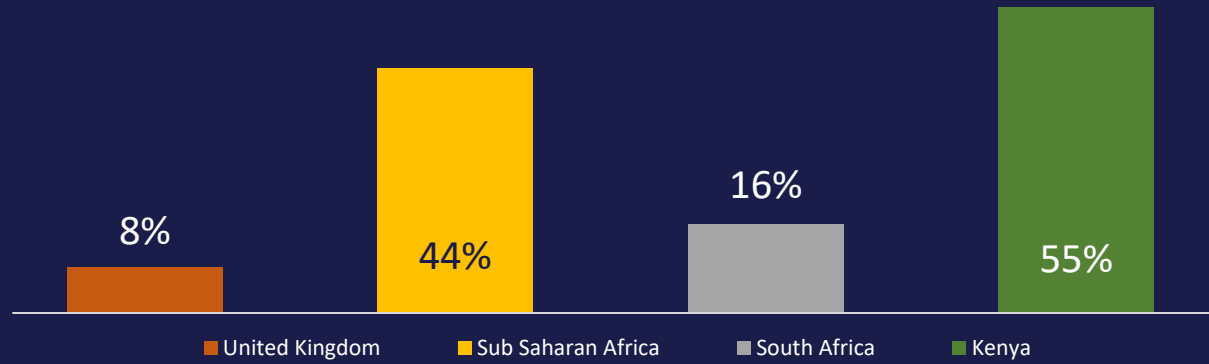
Nigeria, Kenya and South Africa make up 68% of the informal retail value in SSA with Nigeria and Kenya's share of retail at 98% and 70% respectively.

South Africa's informal retail share of value is at 40% with majority of the country's population shopping in formal retail supermarkets.

The inefficiency of a fragmented retail makes access to food expensive



Food and Beverage Spend as % of Daily Disposable Income



Average Food and Beverage (F&B) spend in Sub-Saharan Africa is 44% of Daily Disposable Income (DDI) with Kenya sitting at 55%

South Africa with a developed agricultural industry spends only 16% of DDI on F&B. UK spends only 8% with the EU average at 12%

Food inflation has been above double digit in most of SSA cities, poor urban planning and inefficient food production will make it only worse

In SSA, agriculture employs 70% of the work force but only attracts 2% of finance making it poorly capitalized and inefficient

Source: World Bank & IFC

Twiga has perfected its aggregation of retail demand towards solving Africa's fragmented market problem while supplying quality and affordable products.

Supply



Fresh Produce Sourcing

Securing quality, lower cost, fresh produce from contracted farmers and working with market agents for product variety and consistent supply.



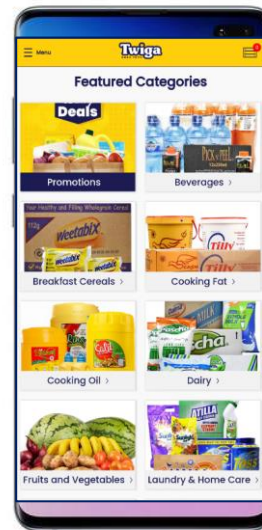
Grocery Sourcing

Strong partnerships with leading Grocery suppliers for better pricing to drive affordability



Payment

Real time payment to farmers upon product off take.



Distribution

Warehousing & Sorting

Effective product handling aimed at reducing post-harvest losses and maintain quality for fresh produce to end consumer.



Distribution

Distribution across all Nairobi regions and planned expansion to the larger Kenya & East Africa region.



Customer Experience

+60,000 customers facilitating the ability to digitally place orders. And providing informal credit.



Retail aggregation makes food production efficiency possible in Africa



PRODUCTIVITY

Commercial farming through use of modern agronomy has seen a 3X differential in yield, which lowers cost of production materially.

POST-HARVEST MANAGEMENT

Larger farms allow basic post-harvest processing by packing the product. Without any cold-chain, post-harvest losses are circa 5% compared to 35% in the market.

FOOD SAFETY

Commercializing farms has made possible the process of certification. By mid-2021, all Twiga produce sold will meet Global GAP.

Twiga aims at streamlining Food Supply in Africa, a 1Trn Opportunity by 2030

Efficient Production

The demand aggregation provides structured access to the domestic markets, allowing efficient, large scale and low-cost production

Economies of Scale

The increased volume creates demand aggregation at scale, building a low cost, efficient supply chain.



Lower Prices

With consumers spending more than 50% of disposable income on Food, lower price is a key lever in the value proposition

Retailer Recruitment

The lower price attracts retailers who want to be part of the value chain that allows them to protect margins, while increasing revenue.

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