



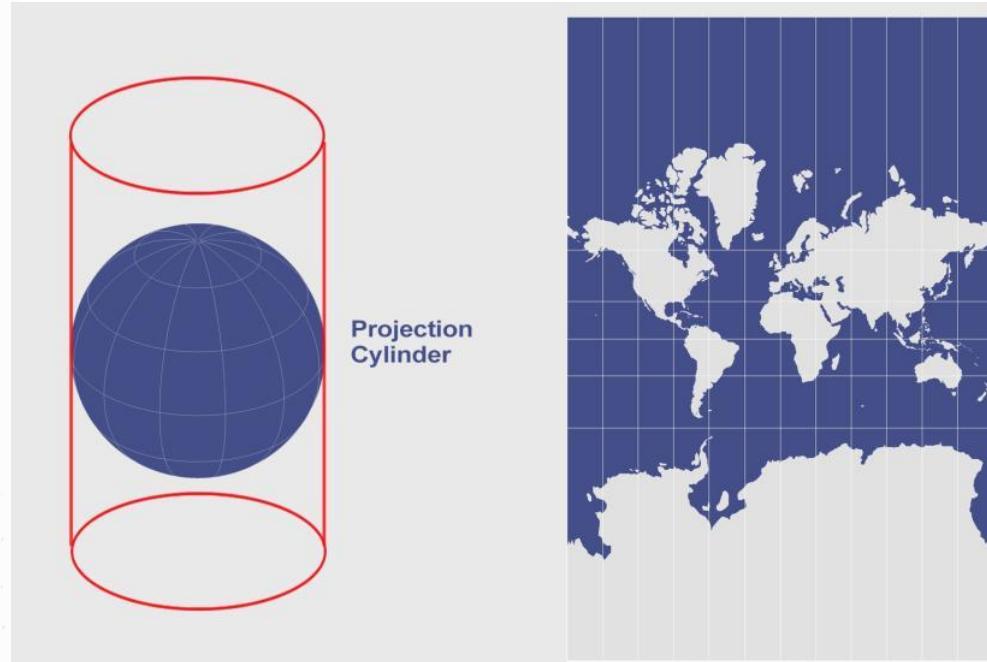
Transactional Automotive Marketplaces in Africa

Don't share without approval

We're here to bring
Trust & Transparency
in Used Car Transactions
in Africa



Africa? You've seen it wrong.



Africa?
You've seen
it wrong.



@neilrkaye



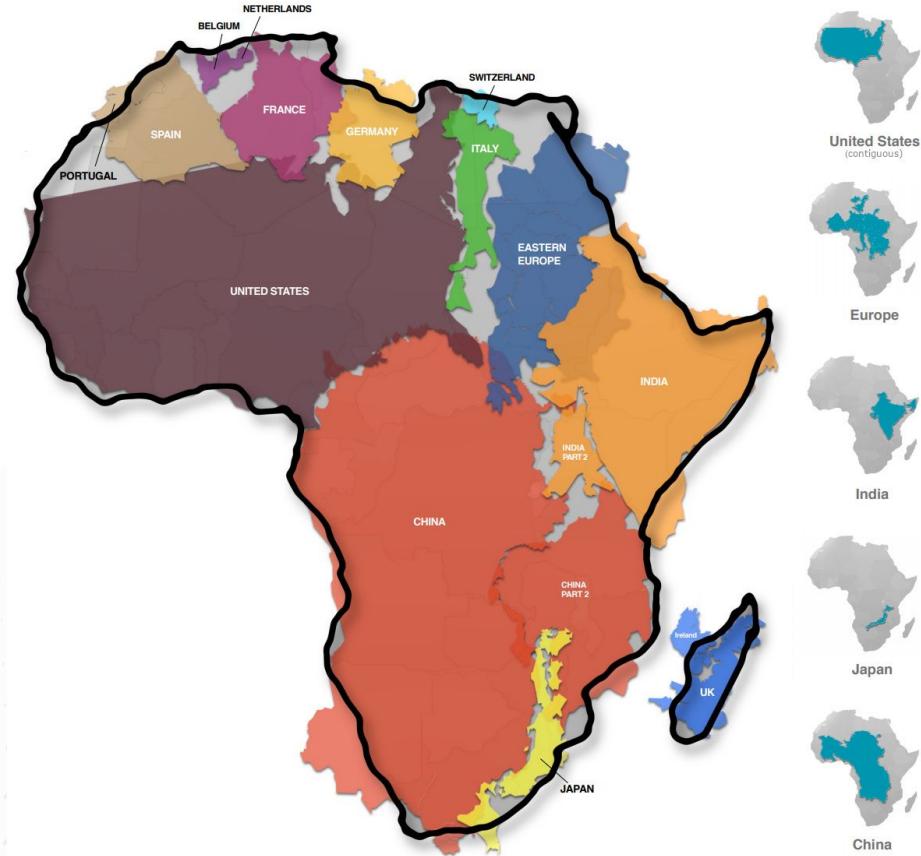
Africa? How it is, really.



@neilrkaye



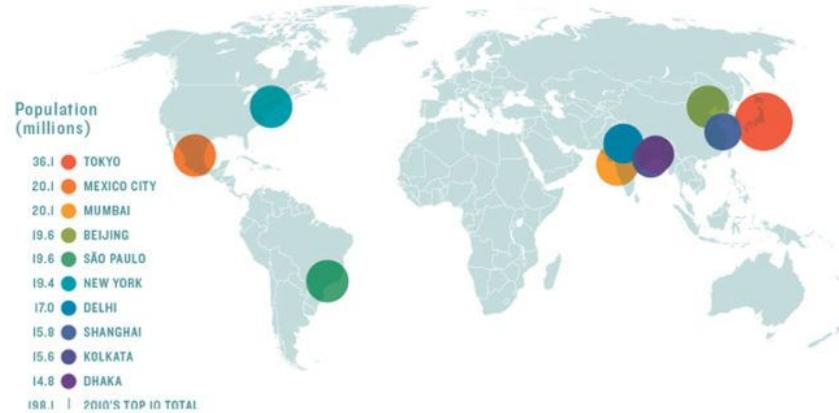
Africa? How we see it.



Africa? How we see it.



THE WORLD'S LARGEST CITIES
2010



THE WORLD'S LARGEST CITIES
2100



Africa? How we see it.

How Africa's unique mobile subscribers have grown

600 million

500

400

300

200

'11

'12

'13

'14

'15

'16

'17

'18

'19

'20

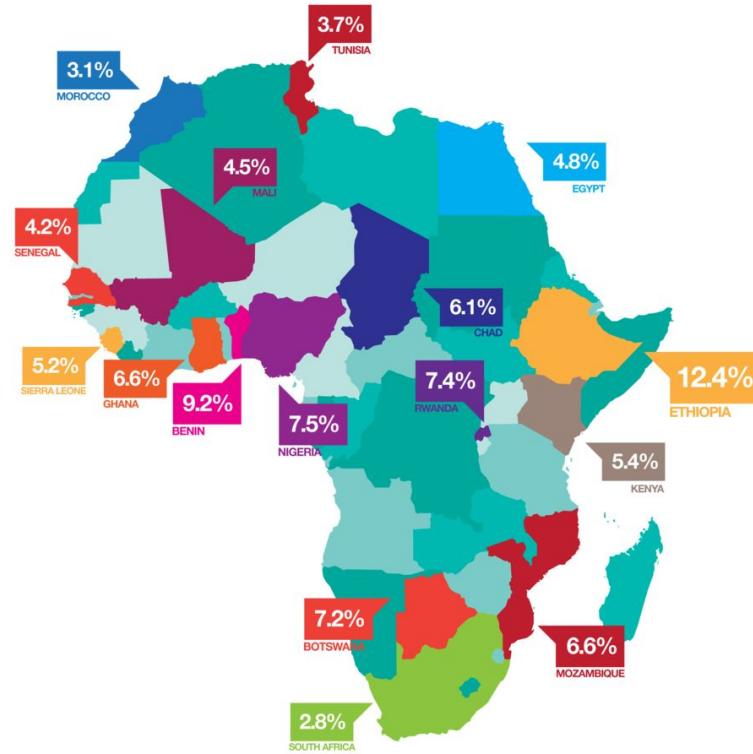
ATLAS

Data: GSMA SSA Mobile Economy Report 2015 | *Projections from 2016 onwards

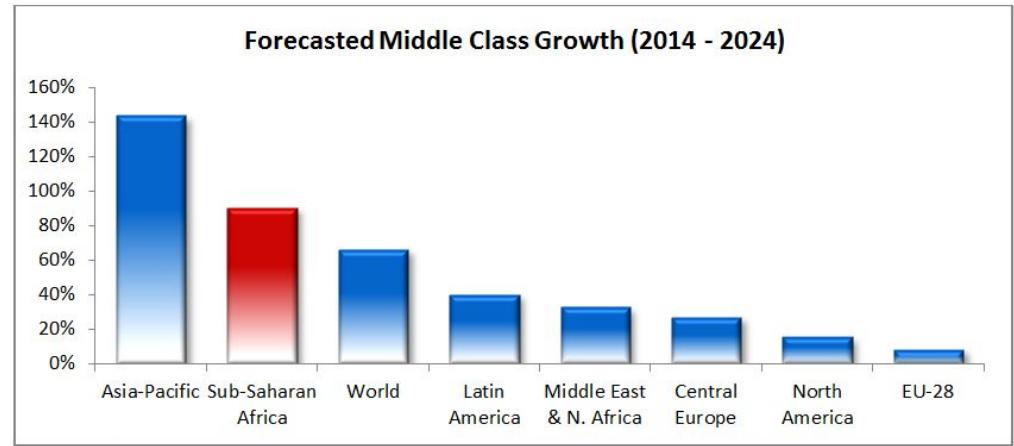
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Africa? How we see it.

African GDP Growth Rates



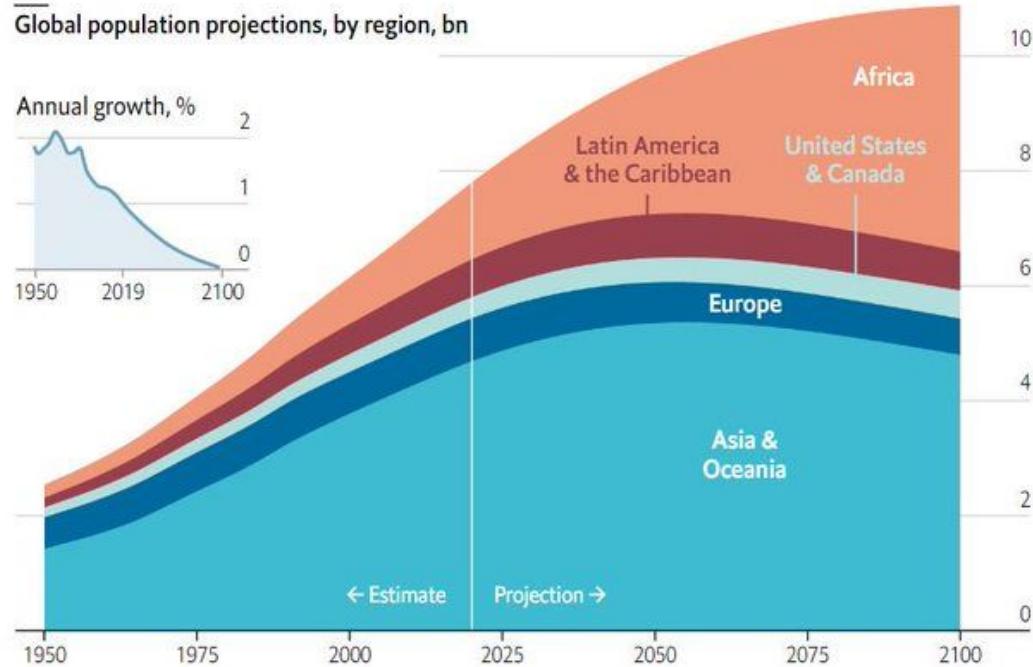
Africa? How we see it.



Source: IHS Global Insight Consumer Market Data, Income Distribution: Households with income greater than \$20,000 (constant 2005 U.S. PPP dollars)

Africa? How we see it.

This century, Africa will replace Asia as the driver of population growth



Why Africa?

- ✓ Expected to generate **11% to 15% GDP Growth** between 2011 and 2030
- ✓ By 2050, UN predicts there will be **2.5B Africans, about 25% of the global population**
- ✓ **Most megacities** (more than 100M people) by the end of the century will be in Africa
- ✓ **400 million new people** will become internet users by 2030
- ✓ **Fastest growing economies** are located in Africa
- ✓ **Fastest growing middle class in volume**
 - **The demographic dividend**

Who Are We?

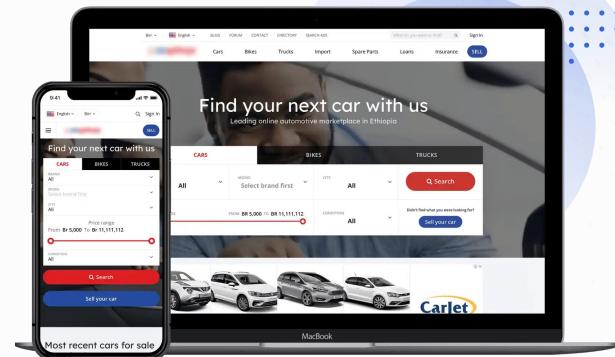
- ✓ **Africar Group Pty Ltd**, Australian company, based in Sydney, founded in 2016
- ✓ **Autos24.ci**, fully owned subsidiary in Ivory Coast
- ✓ **Local team of 25 people** at the end of September 2022
- ✓ **Global offices** in Sydney, Australia and Dubai, UAE
- ✓ **Tech team of 10 people** in Kathmandu, Nepal
- ✓ **Supported by the group Stellantis** (merger of the french PSA Peugeot-Citroën and italo-american Fiat Chrysler Automobiles)



Who Are We?

- ✓ We cover the **45 countries in Africa**, and are in the TOP 5 of each of these countries in terms of traffic and lead generation
- ✓ We have the **largest used vehicle database in Africa**, with over 100 million data points
- ✓ We have over **5 million people** in our network of pages and groups **on Facebook**
- ✓ **For more than 5 years**, we have been working with the **biggest players in the automotive ecosystem in Sub-Saharan Africa**, and assisting them in their **digital transformation strategies**.

→ **Regional and continental scalability**



STELLANTIS



FREE2
MOVE

LEASYS



The Current Problem

- ✓ **Trust and transparency do not exist**, or little, today, in second-hand car transactions in Sub-Saharan Africa
- ✓ The market for **professional sellers is informal, very fragmented**, and without guarantee and control from a qualitative point of view
- ✓ **Prices can vary greatly** depending on the customer, their negotiation skills, their contacts, etc.
- **We want to respond to this and provide a clear, transparent, trustworthy and quality offer.**



The same, Somewhere Else

- ✓ This business model **works very well all over the world**, whatever the market.
- ✓ **Solves the problems and difficulties of both parties:** sellers and buyers
- ✓ **Excels in emerging markets** where trust and transparency in this sector do not exist (Turkey, Mexico, Thailand, Indonesia, Poland, etc.)
- ✓ **Huge acquisition channel** for the financial partners of these businesses
- ✓ **The vehicle as a connector** for the various players in the complete ecosystem



Our Vision

- ✓ We buy vehicles from **local stock**, it's a real **circular economy**, thanks to our network of **local expert inspectors** and our **tech tools**
- ✓ **We repackage services and tools** and enhance them, with **trusted local partners** like CFAO and the AutoFast network
- ✓ We resell them with **100 transparent inspection points**, a complete package, 5 days money-back guarantee and 6 months warranty*
- **Let's bring, confidence, transparency and serenity in the purchase and sale of used vehicles in Africa**



Our Learnings, So Far

- ✓ Lack of trust and transparency is everywhere. **Everywhere.**
- ✓ **Lack of data integrity** is a big problem. 2020 cars registered as 2022 ones.
- ✓ **Once trust is restored**, everything is possible.
- ✓ **Leveraging classifieds for transactions**, not the contrary.
- ✓ **Bringing micro innovations** from car details to payments.





Abidjan,
on se djô!



Contact



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