

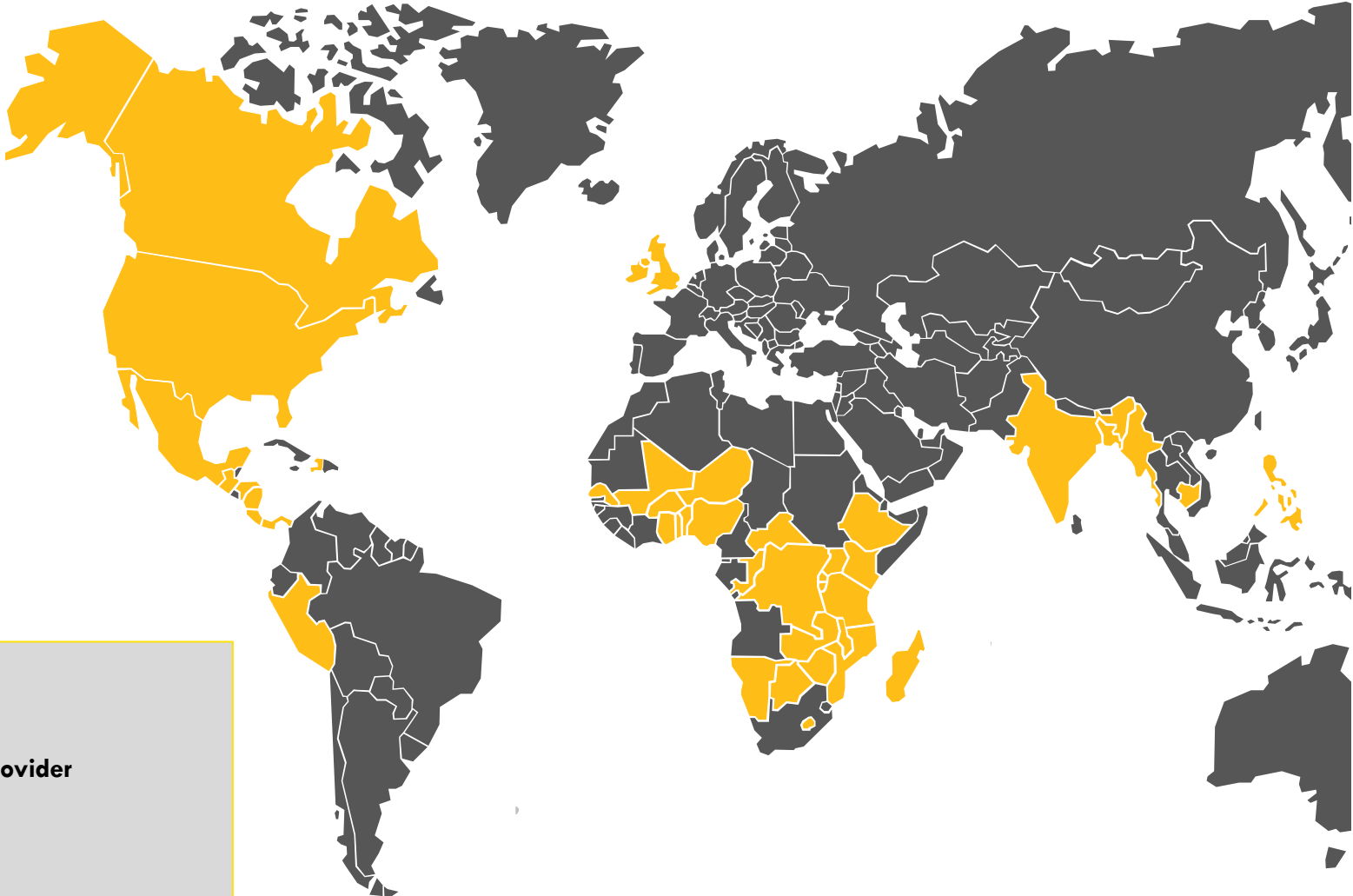
# POWERING UP DRC

Greenlight Planet



# Introduction

# Greenlight Planet

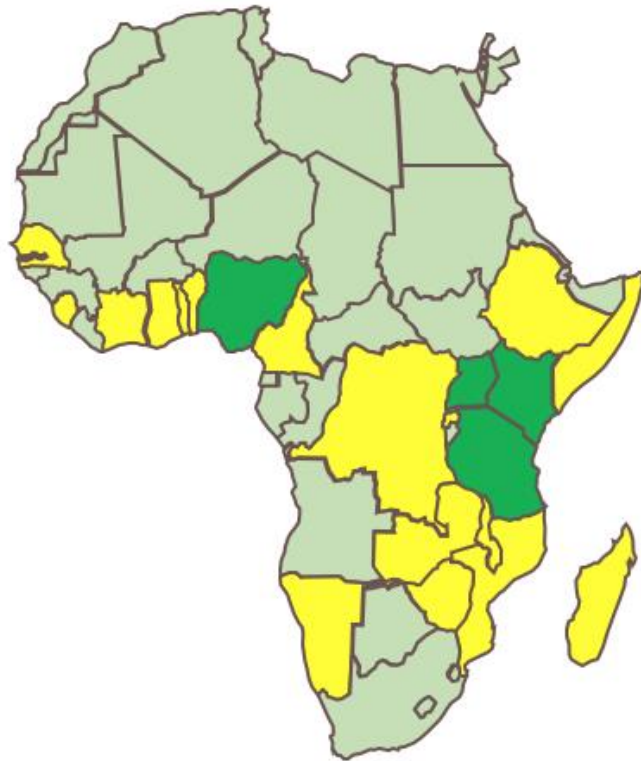


-  11 Million units sold Globally
-  Presence in 45 countries globally
-  30% market share in Africa
-  Fastest Growing PayGo solutions provider
-  400+ Partnerships
-  1,100+ full time employees
-  10,000+ Independent agents

- Benin
- Botswana
- Burkina Faso
- Burundi
- C.A.R.
- Cambodia
- Canada
- Costa Rica
- D.R.C.
- Ethiopia
- Guatemala
- Ghana
- Haiti
- Honduras
- India
- Kenya
- Lesotho
- Madagascar
- Malawi
- Mali
- Mexico
- Mozambique
- Myanmar
- Namibia
- Nicaragua
- Niger
- Nigeria
- Panama
- Peru
- Philippines
- Rwanda
- Senegal
- South Africa
- Tanzania
- Togo
- Uganda
- United Kingdom
- United States
- Zambia
- Zimbabwe

# Sun King EasyBuy Presence

Greenlight Planet launched the Sun King EasyBuy model in October of 2016. Since then we have become the largest PayG solar manufacturer and distributor globally.



Channel	Units Sold Since 2016 (Oct)	Current Av. monthly sales
Direct	424,291	30,000
Partnerships	527,515	21,376
<b>Total</b>	<b>1,077,325</b>	<b>39,867</b>

## Greenlight Planet direct sales.

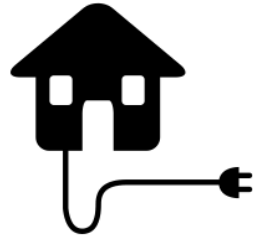
These are markets where Greenlight Planet has an inhouse distribution channel selling directly to the end consumer. This is usually inform of sales agents supported, channel managers. In Africa these markets are:

- Kenya
- Uganda
- Tanzania
- Nigeria

## Greenlight Planet Partnerships.

These are markets where Greenlight Planet has appointed distribution partners to distribute Sun King. Globally Sun King is available in 64 markets through partners.

# DRC energy, telecoms landscape & GLP Presence



**Population**  
Urban: 34,000,000  
Rural: 48,000,000

**Access to electricity**  
Urban: 19%  
Rural: 1%

**Access to Mobile Phone**  
46%

**Access to Mobile Money**  
>17.5%

**3 Local Partner's**  
<10,000 units

- Addressable market: 12m households
- Increasing mobile penetration, mobile money and micro-finance.



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# Product Portfolio



greenlight<sup>™</sup>  
planet





# Market Catalyst Requirements

- 0 rating of taxes and duties
- Quality standards development and enforcement
- Access to finance
- Route to Market support
- Market awareness support



# Partnership overview

Role	Greenlight Planet	Partner
Investment in inventory	<ul style="list-style-type: none"> <li>Provides inventory at importer pricing</li> <li>Unmatched after sale service.</li> <li>Training of technicians to offer after sale service</li> </ul>	<ul style="list-style-type: none"> <li>Investment in inventory required.</li> </ul>
Sales	<ul style="list-style-type: none"> <li>Support of sales teams through product training and soft selling skills.</li> <li>Preparation of sales kits</li> <li>Support sales teams on sales through sales training, training manuals and incentives that can be pegged on the marketing plan.</li> </ul>	<ul style="list-style-type: none"> <li>Distributes Sun King products across various channels</li> <li>Build's in solar sales objectives into partner sales teams.</li> </ul>
After Sales Service	<ul style="list-style-type: none"> <li>Support's though training on product repair, trouble shooting guide, provision of warranty units for replacement.</li> </ul>	<ul style="list-style-type: none"> <li>Provide staff that can be trained on after sale management.</li> <li>Replace warranty units</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>Invest in marketing activities.</li> <li>Participate in the development of and agrees on a joint marketing plan.</li> <li>Design's and produce marketing collateral.</li> <li>Deploys marketing collaterals and campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>Participate in the development of and agree on a joint marketing plan.</li> <li>Collaborate with GLP to design/ produce Marketing collateral and communications for POS</li> <li>Support's deployment of marketing materials.</li> </ul>
Support	<ul style="list-style-type: none"> <li>Easy Buy (PayGo) training across all level of the value chain and customer touch points.</li> </ul>	<ul style="list-style-type: none"> <li>Provide dedicated call centre agents to handle aftersales queries for Sun King products</li> </ul>

 **sun king.** | 2019