



FACILITATING ACCESS TO SOLAR ENERGY ACROSS AFRICA

Challenges of Electricity Access and Reliability in Sub-Saharan Africa: Affecting Over 500 Million People



Unreliable energy access

Over 500M in Sub-Saharan Africa lack electricity; about 20% of on-grid Africans face unreliable power.



Lack of financing

Globally, 1.7B people are financially excluded, over 50% from developing economies.



No Sustainable Products

Households and SMEs depend on costly, unreliable fossil fuel products; local market renewable options are often low quality

We supply Africa with sustainable electricity and secure financing



Our B2B2C platform allows co-invested partners to deploy and finance energy products



We use a **B2B2C** model in Sub-Saharan Africa, partnering with local distributors to deploy MPower branded products.



MPower sources and supplies **Plug & Play solar devices** as well as energy efficient household and income-generating appliances.



We provide **inventory financing for local partners and consumer financing for end users**. About 30% of the consumer funding is by MPower, the rest is covered by third parties



We're building a "big data" **software database** to analyze spending, track payments, assess creditworthiness, and identify marketing opportunities for users



Africa's energy transition – leapfrogging to a world of decentralized solar



Africa have started leapfrogging to a decentralized energy infrastructure

Sub-Saharan Africa is the future of economic growth and power

40%

of the world's solar energy potential belongs to Sub-Saharan Africa.

Sub-Saharan Africa's population alone is predicted to reach

2.0 billion

by 2050;

This will influence the increase of energy demands, which are expected to

dramatically rise by

3% annually.

Our product portfolio is evolving towards non-power markets and larger micro-commercial and industrial (C&I) systems

While our product portfolio is currently driven by smaller systems, **we are transitioning towards micro-commercial and industrial offerings** such as our modular 3kWp system, with **larger systems expected to contribute to 44% of sales by 2026**

Product type	% of 2022 sales	% of 2026 sales
Large systems/on-grid (e.g., large generators, 3-100kWp SHS)	34%	44%
Small systems/off-grid (e.g., small generators, 20Wp SHS)	35%	24%
Solar appliances (e.g., solar TVs, haircutters)	29%	17%
Mobility	2%	15%



Products are sourced in China, MPower-branded and uniformly packaged to ensure product consistency

SOLAR SOLUTIONS

Home systems



CHEETAH KIT



FLAMINGO KIT

Generators



SOLAR BATTERY IN-BUILT INVERTER



SOLAR GENERATOR

Large systems



ELEPHANT KIT MINI C&I

APPLIANCES

Household & SMEs



SOLAR FLOODLIGHT



HAIR CLIPPER



SOLAR TV

Agriculture



SOLAR WATER PUMP



SOLAR FRIDGE



SOLAR SPRAYER

E-MOBILITY



Unlocking solar through finance to ensure affordability & scalability

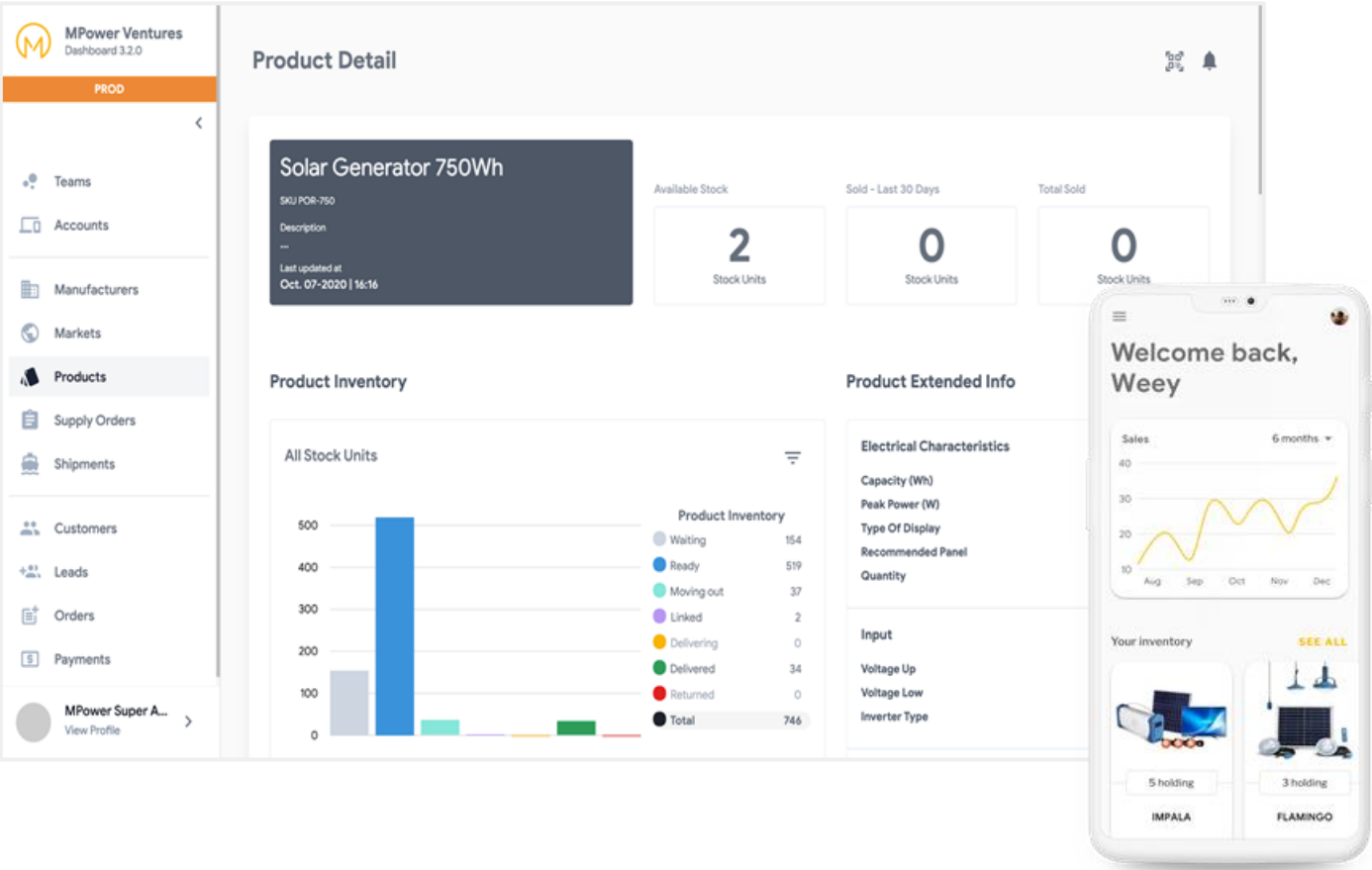
MPower facilitates access to finance, including inventory finance for our distributors, and consumer financing for end users.

Inventory financing is financed by MPower while ~70% of the consumer financing is from bank and MFI partners.

QUALIFIED END-
USERS GET A
LEASE-TO-OWN
UP TO 36 MONTHS



Digitization as the key enabler – our software platform establishes trust from manufacturer to end-user



**FULL
DIGITIZATION
OF OPERATIONS**
(ORDERS & CRM)

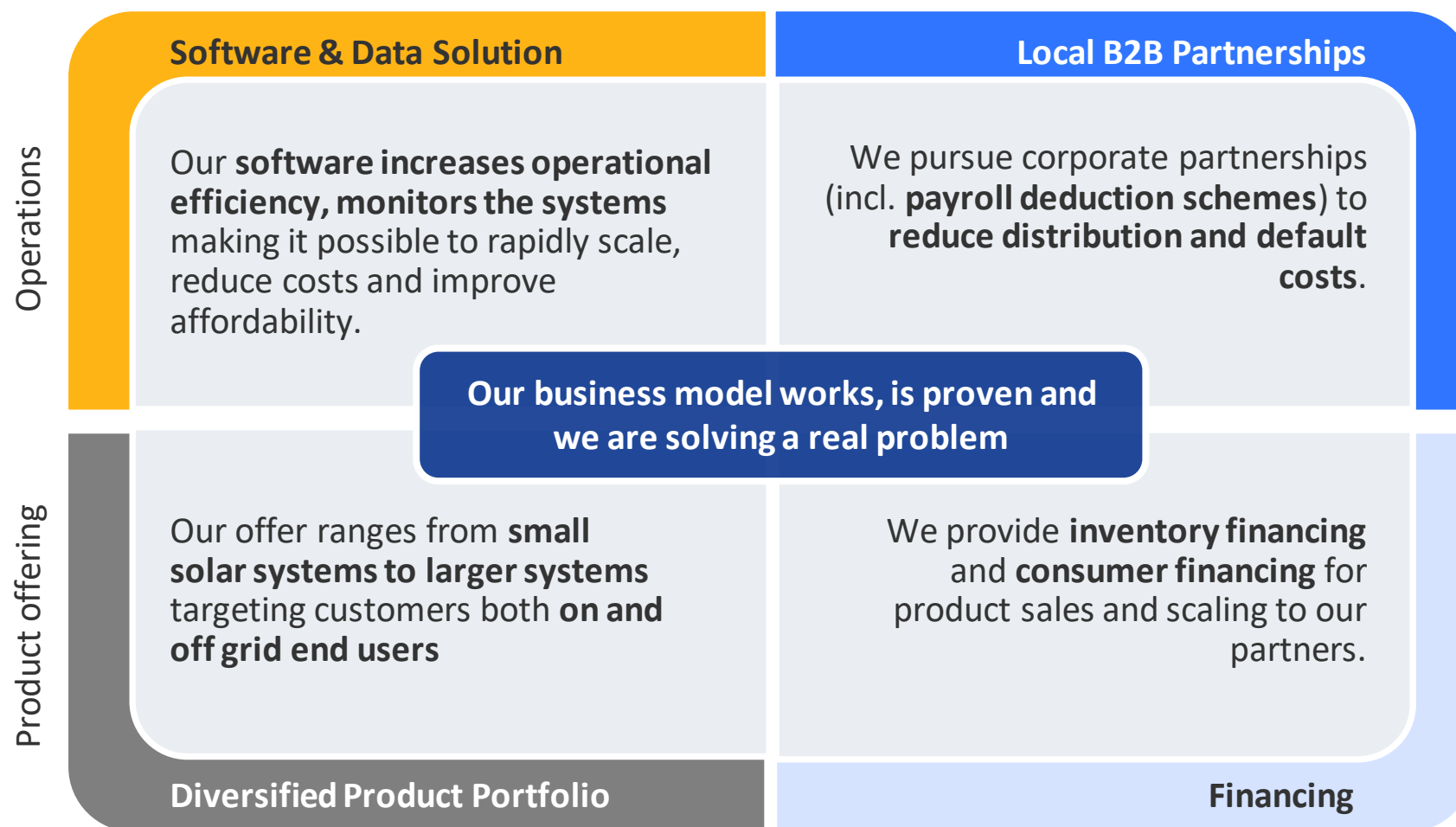


DIGITAL TRACE
TRACK EVERY UNIT FROM
CRADLE TO GRAVE

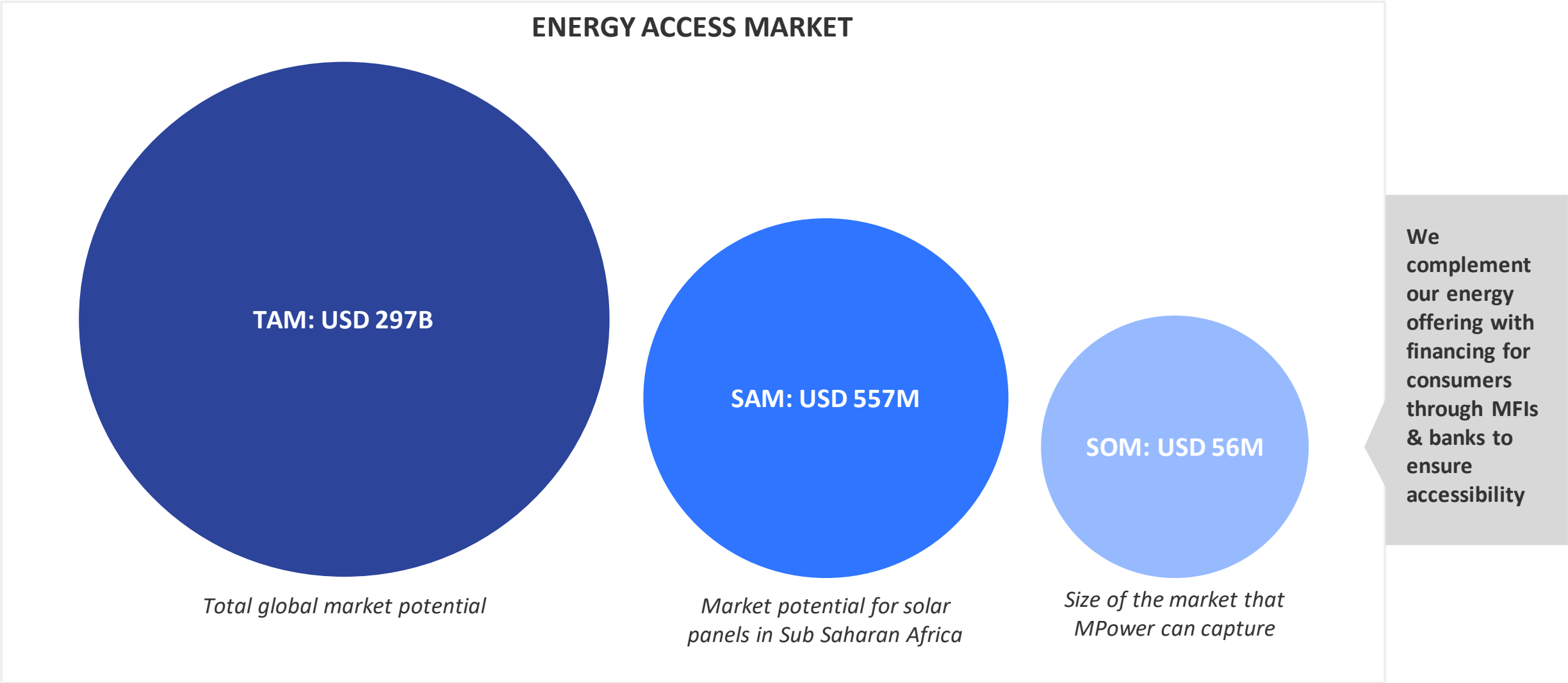


**AUTOMATED
FEEDBACK**
USE REMOTE MONITORING
AND CUSTOMER REVIEWS

We are uniquely differentiated from decentralized energy companies in Africa, leveraging our pan-African B2B2C approach and catering to a diversified customer base



Only a fraction of the energy access market in Sub-Saharan Africa is currently addressed, presenting an attractive market opportunity

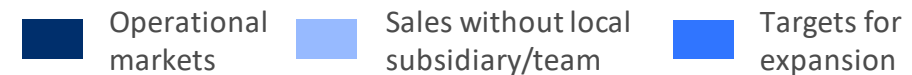
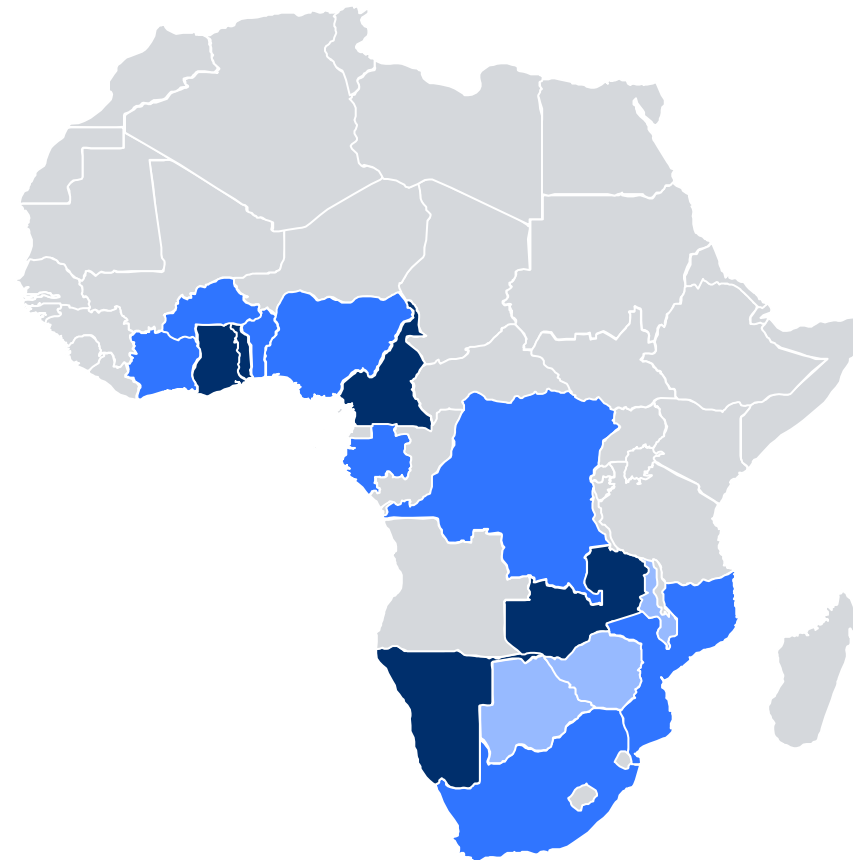


We have worked with >20 distribution partners and have presence in 7 countries enhancing energy access across our markets

Geographical presence

Presence in 7 countries in Africa with plans to increase footprint in existing and new markets

- Teams in Zambia, Cameroon, Togo, Namibia, Ghana¹
- Sales through local partners in Botswana & Zimbabwe²
- Have worked with > 20 active B2B partners to date



Over 100,000 people already feel the impact that our solar solutions bring

CAMEROON



MPower's off-grid systems offer a cost-effective alternative for clients like Mr. Mbock and his family in Pouma, addressing the challenges of load shedding and providing reliable energy solutions.

TOGO



MPower installed 13,750Wh generators in 9 healthcare centers in Kara, powering essential amenities and electrifying street lights, benefiting the community.

GHANA



The project in Apam, Busua, and Kotoso brings sustainable choices to the community through a communal hub. It provides phone charging and solar-powered TV entertainment for the community's benefit.

Since 2018 MPower has scaled its presence to seven countries



Partnerships
Onboarded >20
active B2B
distributors



Units
Sold over 40,000
units

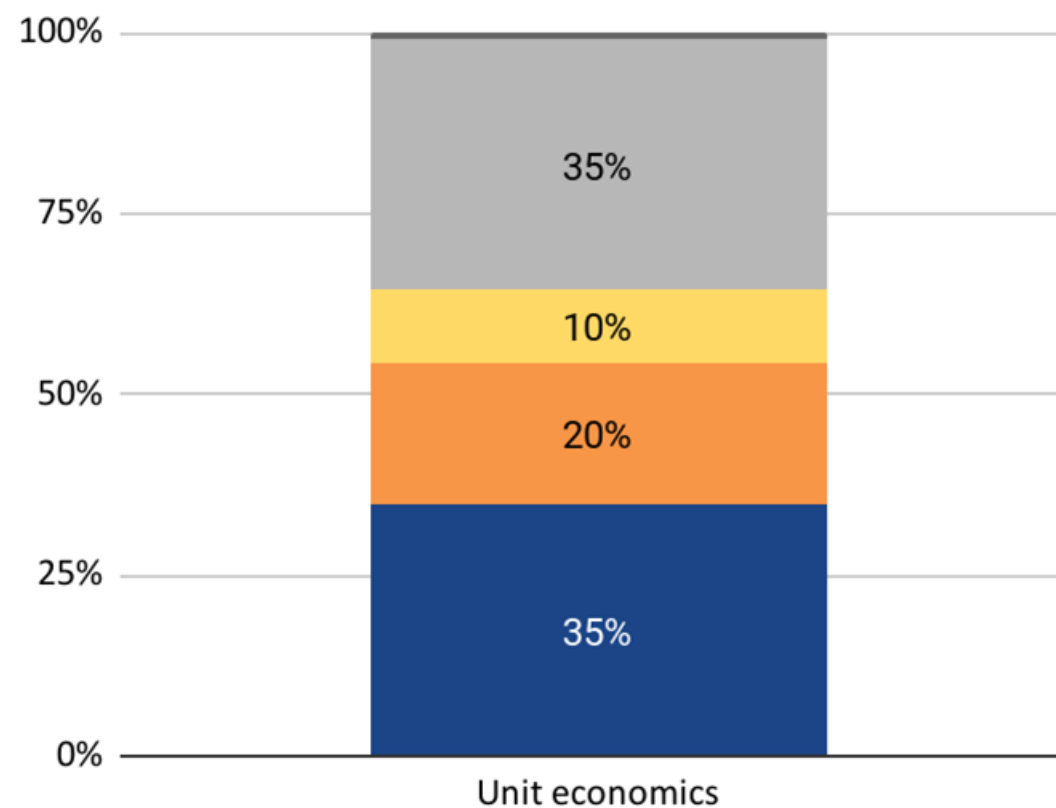


Revenue
Generated 1.8M
EUR in revenues
in 2023 (e)



How we make money

MPower's price break (in CHF)

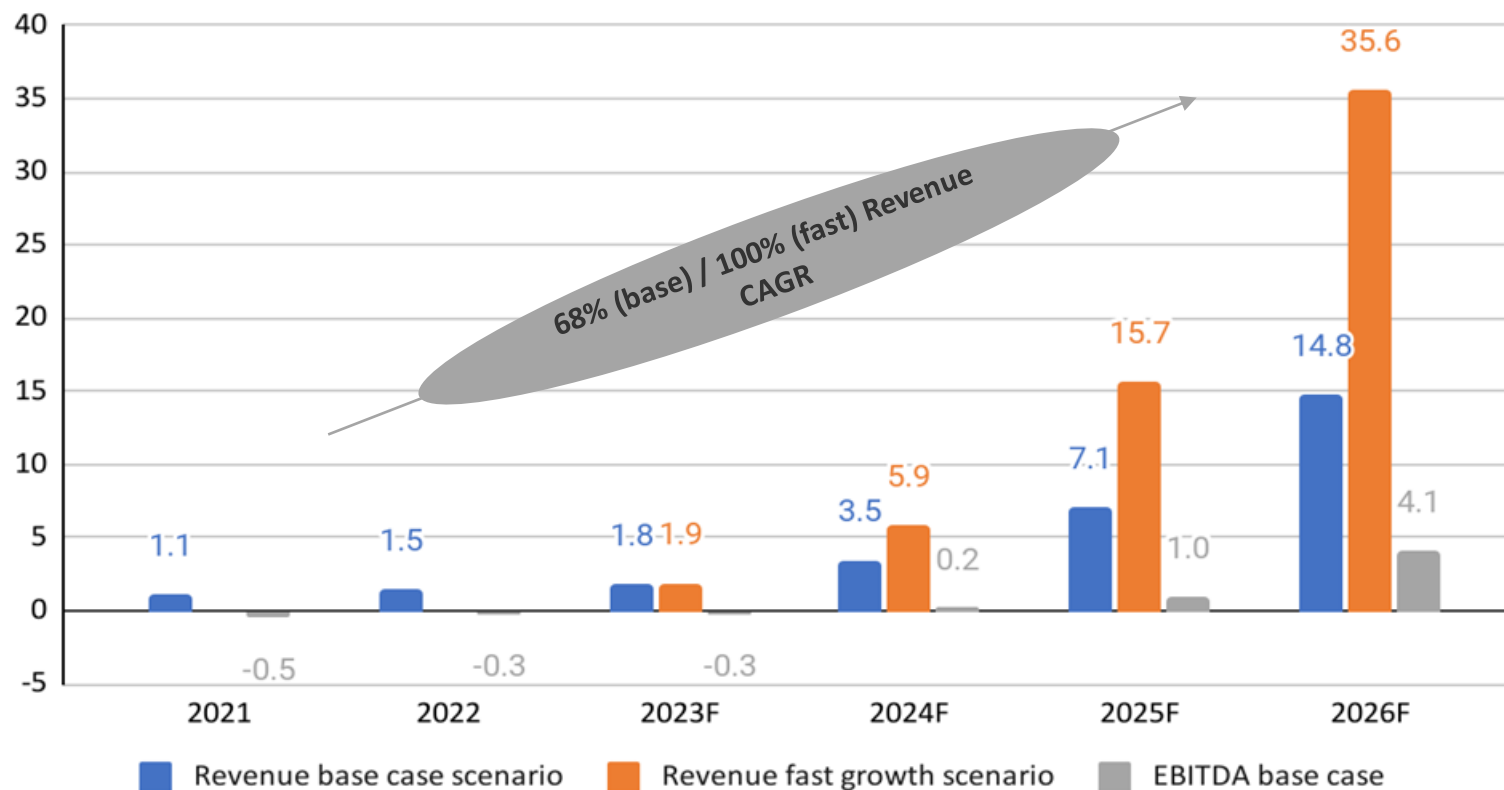


MPower generates income from hardware sales resulting in a 35% profit; revenues are complemented by 0.5% financing spread

- Financing
- Profit margin
- Other costs
- Sales commission
- Factory price

With break even in our first markets, we forecast group level profitability in Q2 2024

Summary of financial performance (in EUR million)



EBITDA positive in our 1st markets Zambia and Cameroon and Togo and Ghana targeted for 2024.

We are going to scale up by expanding sales, expanding our product portfolio and through technology developments



Expand geographically

KEY PARTNERSHIP EXISTING MARKETS

BUILDING NEW MARKETS



Expanding our product portfolio

E-MOBILITY

CARBON OFFSETS



Technology developments

CONSUMER FINANCING

REMOTE MONITORING



We continue to grow in our core markets and expand our product portfolio beyond solar



Expanding partnerships

Expansion in existing and new markets by **strengthening B2B, financing, and corporate partnerships**



Product portfolio growth

Expansion of our solar offerings to other **‘non-power’ market segments** (e.g., e-mobility), **larger systems** (modular 3kWp), and **new products** (cooling solutions, smartphones & power bank combination, air conditioning)



Developing our financing offer

We'll **enhance 3rd party financing** (payroll deduction, MFI, and corporate schemes) and **MPower microlending** through digital consumer finance lending activities, in partnership with our financial institution partners

3-PILLAR GROWTH STRATEGY

Our growth strategy is to penetrate in existing and new markets through partnerships, portfolio expansion



MPower is led by a team that has proven experience globally and locally in Africa...

Management Team



MANUEL SEIFFE
Co-Founder & CEO



MICHAEL ESCHMANN
Co-Founder & COO



GREG NAU
Co-Founder & CFO



ALEJANDRO JIMENEZ
CTO



Career

Yingli Solar, Q-Cells, Deutsche Bank, Management Consultancy

FS-UNEP Centre, CAF, Castalia, Perspectives

Partner at boutique auditing and international tax advisory

Fútbol Fit Club, Red Mapache, Vernevil

Country Managers



Johannes Hertlein
Zambia



Samuel Boateng
Ghana



Fiona Vohryzka
Togo



Paulus Fillepus
Namibia



Paul Nemga
Cameroon

Heads of Departments



Zofe Chow
Sourcing



Luiza Novita
Marketing

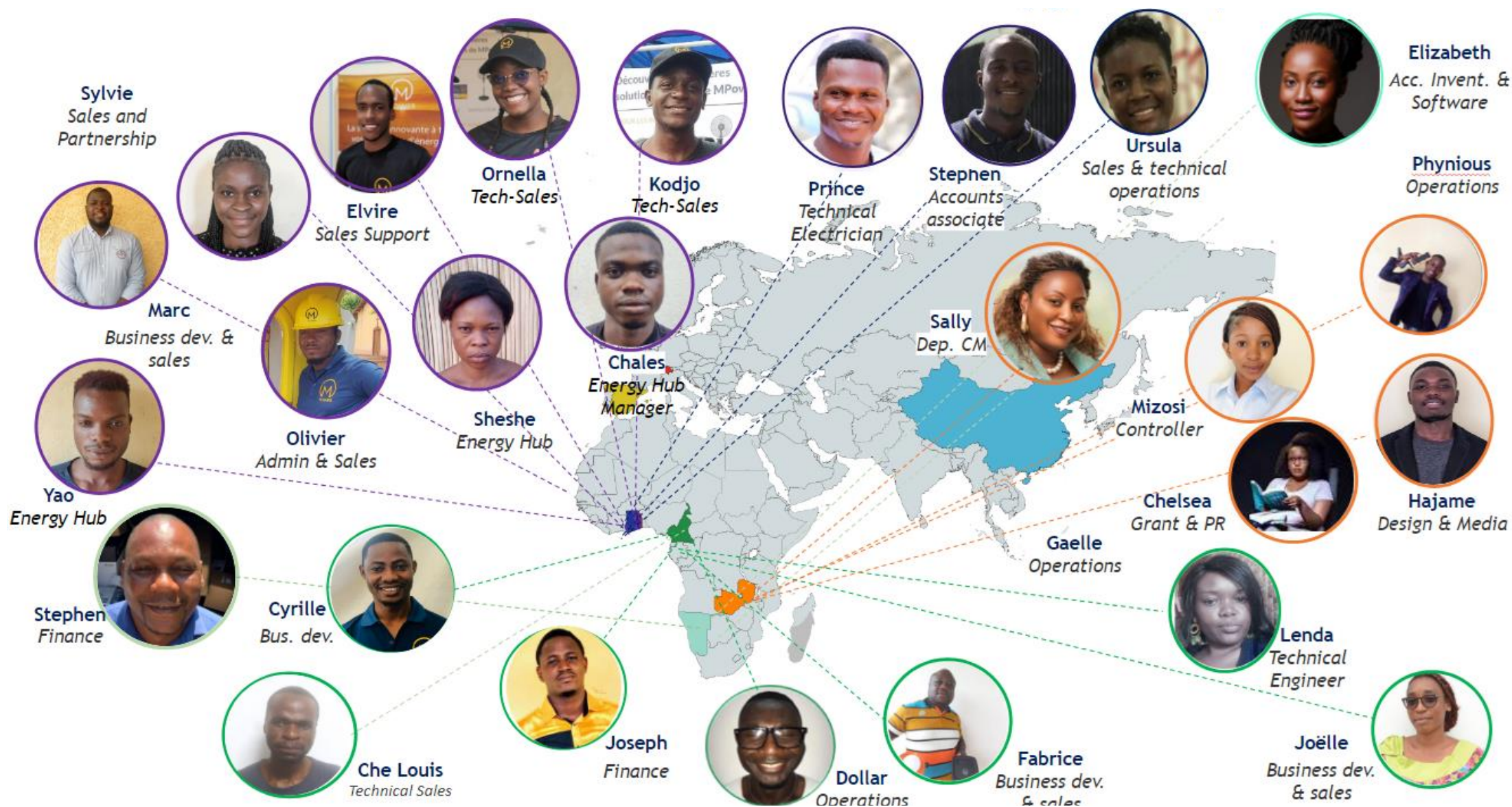


Carolin Ndum
Finance



Flora C. Keugne
HR

...and has 52 staff members with a truly global footprint



Our distribution and installation partnerships reduce acquisition costs and allow MPower to scale

Partnerships with >20 local SMEs, solar installers and corporates currently drive demand for MPower products

Example distribution partners



- MPower has >20 key active distributor partnerships in key markets
- Local partners are responsible for marketing, sales, distribution, installation, and after-sales services
- Local partners usually earn a commission of 5-25% depending on the nature of the partnership
- The key active partners have a potential customer reach of >~3.6M end customers



MPower has strong partnerships with corporate clients across key regions and is supported by leading investors

Investors and partners in the area of clean technology, climate and impact investment

Financial

Strategic

Technological








KEY CLIENTS

STRATEGIC PARTNERS

FINANCING PARTNERS



Our impact is clear and measurable; we benefit both people and climate

	Cumulative to date	Projections by 2026	
7 AFFORDABLE AND CLEAN ENERGY 	101,609 People with energy access	>1M People with energy access	Energy access: <ul style="list-style-type: none"> Cumulative number of people who have benefitted from MPower solutions for their households/ businesses and from reliable and affordable access to clean energy
8 DECENT WORK AND ECONOMIC GROWTH 	1,286 SMEs supported	>15,000 SMEs supported	Economic activity: <ul style="list-style-type: none"> Number of people acquiring MPower solar systems to support their productive activities or businesses
13 CLIMATE ACTION 	1.3M T of CO2 emissions	> 140M T of CO2 emissions	CO2 emissions avoided: <ul style="list-style-type: none"> Estimated metric tons of carbon dioxide emissions equivalent averted in a year from MPower systems sold to date
10 REDUCED INEQUALITIES 	1,222 People financially included	>18,000 People financially included	Financial inclusion: <ul style="list-style-type: none"> Cumulative number of people with current access to MPower consumer financing solutions
1 NO POVERTY 	~USD 7M Avg. expenditure savings ¹	~USD 91M Avg. expenditure savings	Savings on energy expenditure: <ul style="list-style-type: none"> Estimated average USD savings on energy-related expenditure resulting from the use of off-grid energy sources

MPOWER's Board of Directors and advisors bring experience from a wide array of disciplines including engineering, law, risk, and sustainable finance (1/2)



Dieter Schulze
Chairman of the Board

- **Expertise:** Management, Sustainable Finance, Africa
- **Jobs:** DMCM Advisors, former CFO of SABMiller



UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG



Petronella Amalia Karuaihe-Martin
Member of the Board

- **Expertise:** Commerce, Finance, Auditing & Executive Dvpt
- **Jobs:** MD NamibRe, AIO Board Committee, Co-Chair UNEP FI GSC, former OESAI Board Chair



Stellenbosch
Business
School
STELLENBOSCH UNIVERSITY



Renat Heuberger
Member of the Board

- **Expertise:** Sustainability and renewable energy
- **Jobs:** CEO South Pole & The Swiss Social Entrepreneur 2011 by WEF

ETH zürich



Manuel Seiffe
Member of the Board

- **Expertise:** Solar Energy, Finance, Strategy, Business Development, Africa
- **Jobs:** Yingli Solar, Q-Cells, Deutsche Bank, Apricum Cleantech Advisory



JOHNS HOPKINS
SCHOOL of ADVANCED
INTERNATIONAL STUDIES



Ladé A. Araba
Member of the Board

- **Expertise:** Blended Finance, Infrastructure/Energy Project Finance, Public-Private Partnerships (PPP)
- **Jobs:** UNDP in Namibia, Equality Fund, African Risk Capacity, AlphaMundi Foundation, Green Outcomes Fund



MPower's Board of Directors and advisors bring experience from a wide array of disciplines including engineering, law, risk, and sustainable finance (2/2)



Prof. Marcel MELI, Advisor

- **Expertise:** IoT, Low Power Wireless Embedded Systems
- **Jobs:** Head of Research, Zurich University of Applied Sciences, ZHAW



Dr. Dominik NEUMAYR, Advisor

- **Expertise:** Engineering and Power Electronics
- **Jobs:** Control System Engineer at ABB, PhD at ETH Zurich



Fritz HOPP, Advisor

- **Expertise:** Renewables, Low-voltage Systems, Solar
- **Jobs:** Senior Consultant, Consenec AG and OpEx Manager, ABB



Pol BUDMIGER, Advisor

- **Expertise:** Digitalization, Innovation & Cleantech
- **Jobs:** Co-Founder & Chairman of various SMEs



Peter FANCONI, Advisor

- **Expertise:** Impact Investing
- **Jobs:** Chair BlueOrchard Finance, former CEO Vontobel Private Bank, & Harcourt Alternative Investments



Raymond ATUGUBA, Advisor

- **Expertise:** Law & Governance, Ghana, Consultancy
- **Jobs:** Lawyer, ex-Chief of Staff to Ghana President



We are excited to launch our third raise on Crowd4Climate to achieve growth in existing and new markets

Your investment will be used to propel growth in the following three segments



Provision of inventory
financing to B2B partners



Selected Investments /
CAPEX



Provision of consumer
financing to end customers

CONTACT US



Manuel Seiffe, Co-Founder & CEO



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AWARDS / SUPPORTED BY:

