

PROSPER AFRICA

TRADE. INVESTMENT. OPPORTUNITY.

Goal

Prosper Africa is a U.S. Government initiative to substantially increase two-way trade and investment between the United States and Africa



What Prosper Africa Offers

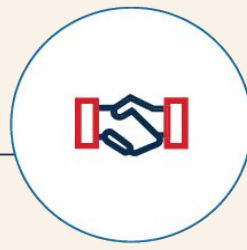
Prosper Africa offers a robust package of U.S. Government services and resources to support U.S. and African businesses and investors.

We help U.S. and African companies close deals



Prosper Africa Deal Teams in the U.S. and at U.S. embassies across Africa help companies advance business opportunities.

Our toolkit provides comprehensive trade and investment support



Prosper Africa offers a robust set of services and resources to help U.S. and African businesses and investors execute deals.

We make it easier to access U.S. Government support



We are a one-stop shop - so companies don't have to navigate Washington to do business between the U.S. and Africa.

The Prosper Africa Toolkit

Prosper Africa offers comprehensive services and resources to help execute deals.

Export to Africa



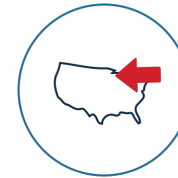
Access financing, loan guarantees, advocacy, and other tools to identify and close deals.

Invest in Africa



Obtain insurance, financing, and advisory services to make strategic investments in growing markets.

Export to the U.S.



Learn critical information for selling to the U.S., explore financing, and benefit from technical assistance.

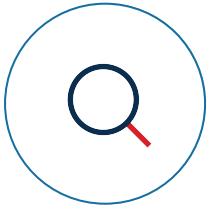
Invest in the U.S.



Explore matchmaking, advisory services, and market intelligence to make strong investment decisions.

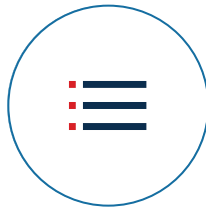
Support Through the Full Deal Cycle

Identification



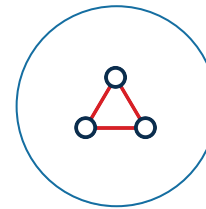
- Market intelligence
- Matchmaking
- Trade missions
- Training and advising

Evaluation



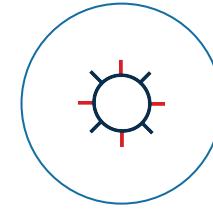
- Financing
- Insurance
- Feasibility studies
- Advocacy

Structuring



- Technical assistance
- Project design
- Risk mitigation
- Construction

Implementation



- Operations and maintenance
- Contract support
- Investment flows
- Monitoring and evaluation

Business Climate Reform

- Public financial management support
- Diplomatic advocacy

- Trade barrier reduction
- Fair procurement

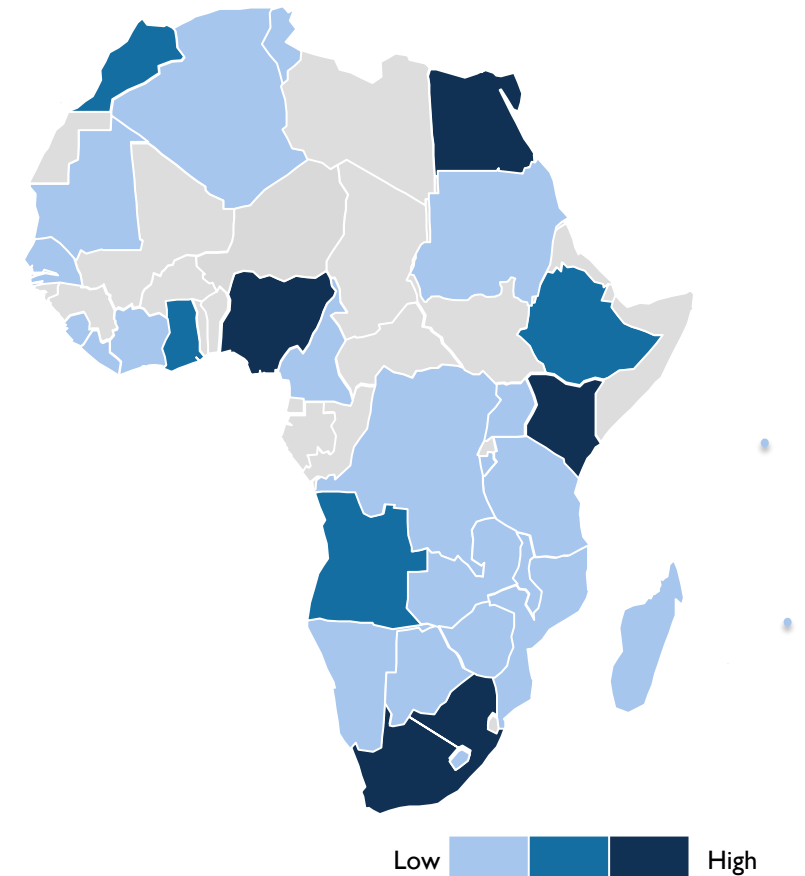
Prosper Africa Deals Directly Supported to Close (June 2019-May 2020)

280+ deals worth **\$22B+** closed across
31 countries.

Top sectors by number of deals



Number of deals by country



— Examples



Export to Africa

Chicago small business Weldy Lamont won a \$100 million grid-extension contract to provide energy access to about 400,000 people across Senegal. The deal will support 500 American jobs across 14 states. A whole-of-government support package helped Weldy's bid beat out a Chinese-Turkish venture. They attribute much of their success to "Team USA."

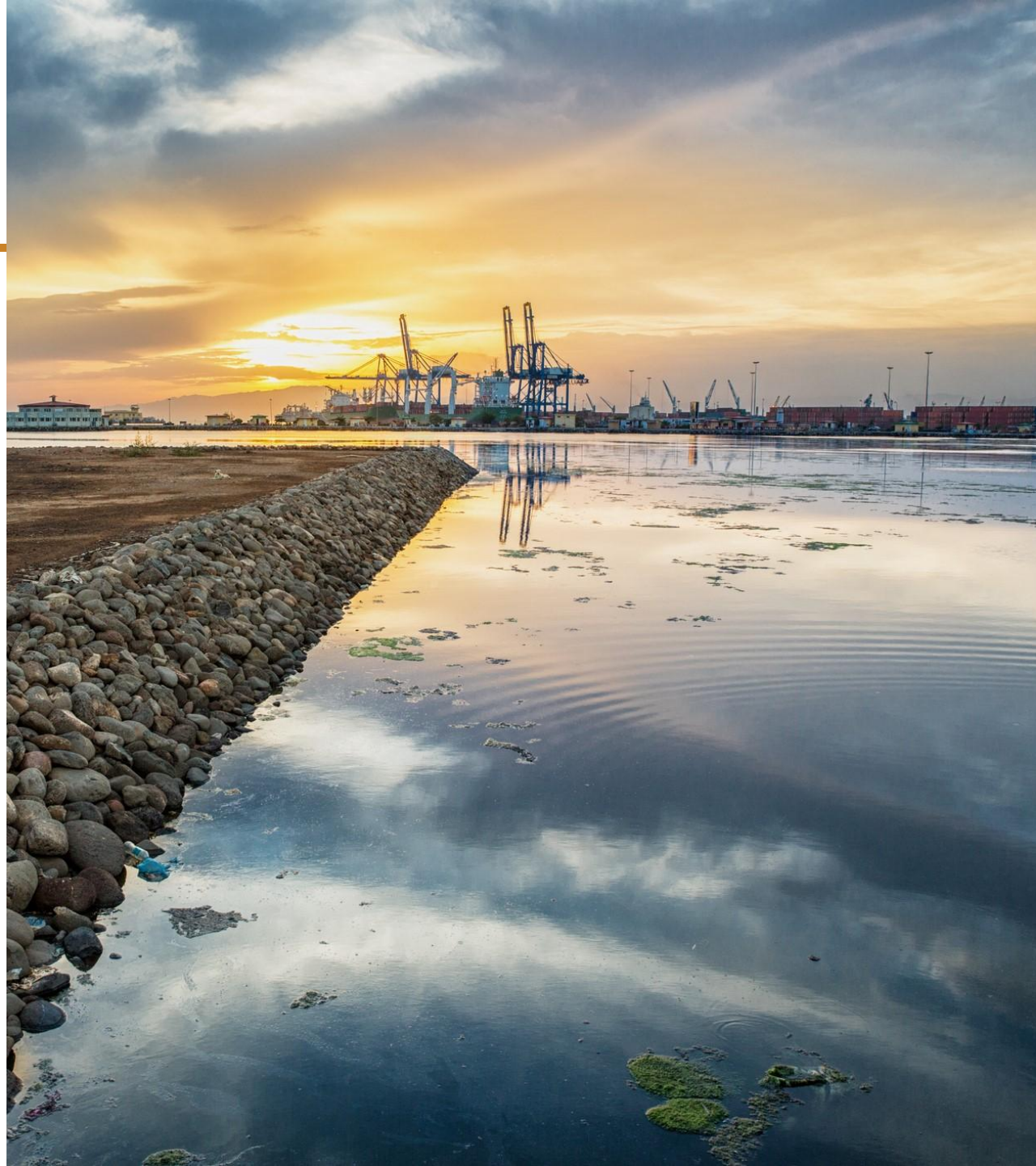
Key tools at work: USTDA feasibility study, USAID technical assistance, EXIM financing



Invest in Africa

Thanks to a whole-of-government support package, Nebraska's CR Energy Concepts (CREC) is building a \$190 million Renewable Energy Park in Djibouti. This will be the first infrastructure project in Djibouti built by U.S. business. 90% of the equipment in the plant will be American made and will support \$115 million in U.S. exports. The park will support the Djiboutian power grid and create about 100 local jobs.

Key tools at work: USAID/Power Africa technical assistance, DFC debt financing



Export to Africa

Eugenia and Naa-Sakle Akuete are leaders in Africa's shea industry. They have used U.S. Government support to build their business from the ground up. This year, they used a grant from the U.S. African Development Foundation to export their moisturizers to 1,000+ Target Stores across the United States - supporting 10,000 women shea pickers in the process.

Key tools at work: USADF grants, USAID Trade Hubs (technical assistance, training, and more)



Invest in the U.S.

Prosper Africa supports asset owners across Africa to make lucrative investments in U.S. markets. For example, USAID has developed a \$6.8 billion pipeline of two-way opportunities for pension funds, corporates, and green/impact bonds across the continent.

Key tools at work: USAID transaction advisory support



Business Climate Reform

With U.S. Government support, the Bank of Sierra Leone recently issued guidelines to make financial services accessible and affordable for the people of Sierra Leone. By supporting financial inclusivity, Sierra Leone is providing entrepreneurs, small businesses, and the general public with new financial and employment opportunities. This critical reform will support inclusive and resilient private-sector led growth.

Key tools at work: Technical Assistance from the U.S. Department of the Treasury



— Responding to COVID-19



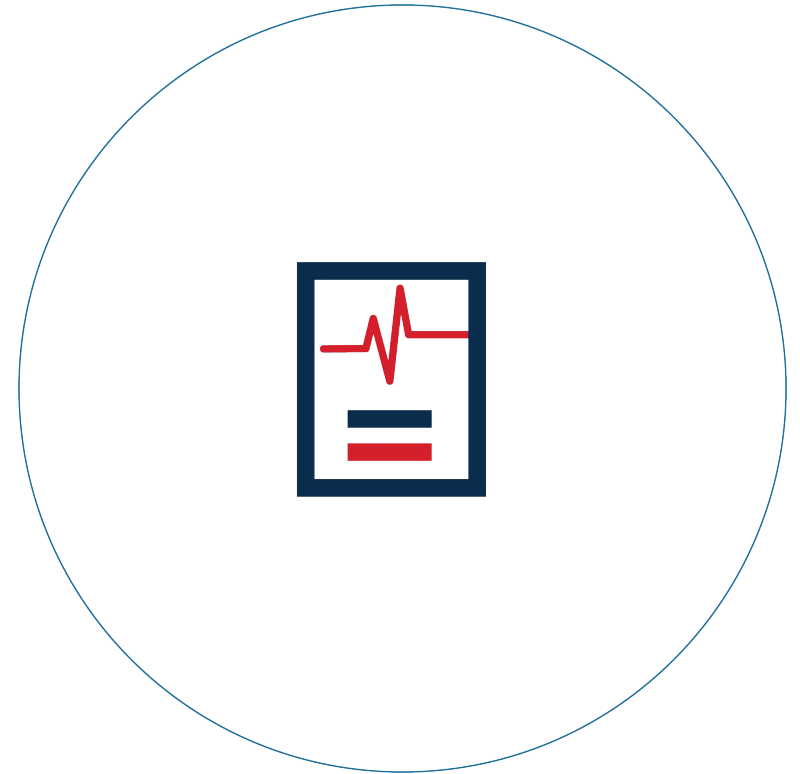
Prosper Africa's Response to COVID-19

Through Prosper Africa, the U.S. Government is adapting existing trade and investment tools, and creating new ones, to help U.S. and African businesses and investors adjust their strategies, protect their investments, and find new opportunities in the wake of COVID-19.



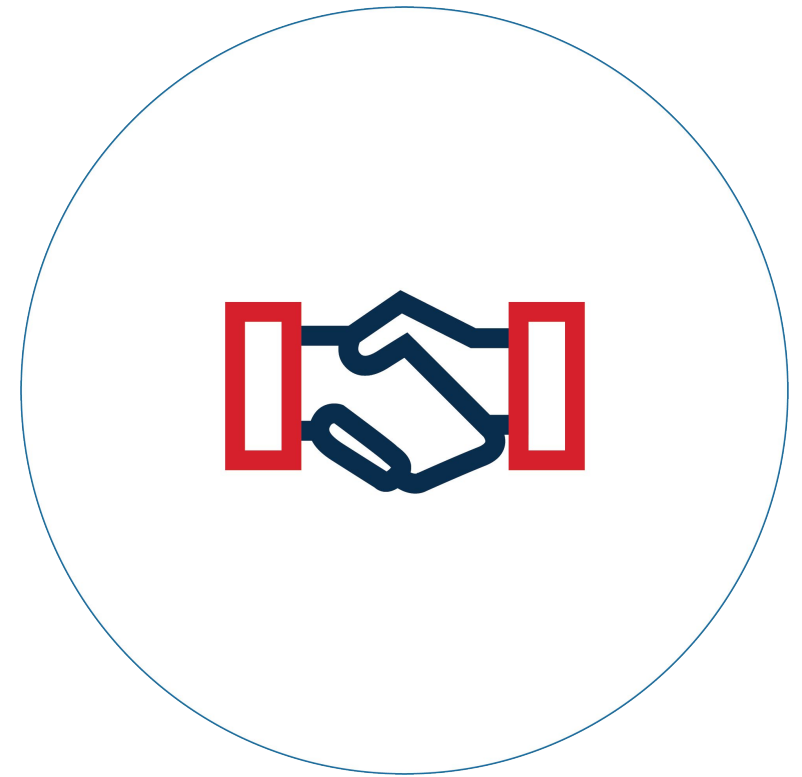
COVID Response: DFC Launches New Global Health Initiative

The U.S. International Development Finance Corporation is financing health-related projects in developing countries that support COVID-19 response efforts. Through the Health and Prosperity Initiative, DFC will invest between \$5 million and \$500 million per project through its full range of financial tools, which includes equity and debt financing, political risk insurance, and technical development.



COVID Response: EXIM Offers New Tools for U.S. Exporters

The U.S. Export-Import Bank has created flexible new tools to support U.S. firms during these challenging times. EXIM's available services include financing, insurance, and working capital guarantees.



COVID Response: USAID Provides Grants to Firms in West Africa

The USAID West Africa Trade and Investment Hub is offering up to \$500K to help U.S. and African firms sustain employment and trade in the face of COVID-19.



— Additional Success Story Examples



Kenya Mobilizes Large-Scale Infrastructure Investment

With Prosper Africa support, the Kenya Pension Funds Investment Consortium (KEPFIC) intends to mobilize more than \$229 million for alternative asset investments, such as long-term infrastructure projects and private equity over the next five years. In time, this will help unlock billions of dollars in infrastructure development in Kenya; and provide an opportunity for greater collaboration between Kenyan and American pension funds. If just 1% of U.S. pension funds were invested in Africa that alone would come to over \$120 billion dollars. This is why Prosper is working so closely with pension funds and other institutional investors to build-up a multi-billion dollar pipeline.



Stichting Cordaid Expands Credit Access Across West Africa

The DFC is providing Stichting Cordaid with a \$14.75 million loan portfolio guarantee. Stichting Cordaid will use this financing to support small and medium sized companies and microfinance institutions that are creating economic opportunity and building more prosperous communities in Burkina Faso, Sierra Leone, Guinea, and Mali. The transaction uses a blended finance model, including first-loss capital to be provided by USAID's West Africa Trade and Investment Hub.



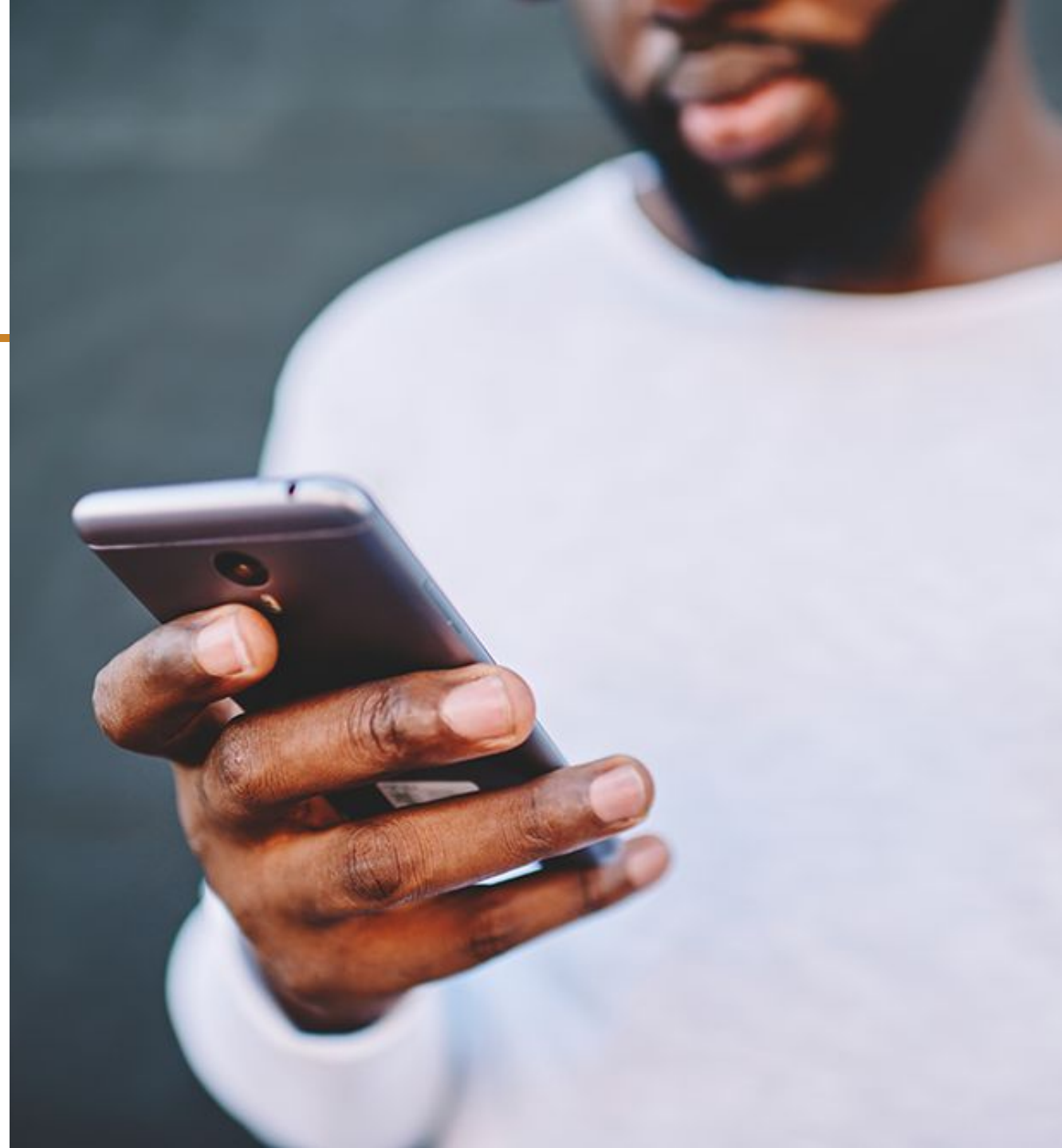
U.S. Tech Company Raises \$3.6 Million

Field Intelligence, a Nigeria-based healthcare technology company, completed a \$3.6 million investment round thanks to transaction advisory support from the U.S. Government. Field Intelligence uses software to help pharmacies forecast, manage, and finance drug orders. This investment will fund the scale up of Shelf Life, a technology-enabled supply chain finance platform that helps pharmacies manage their inventory and stock high-quality medicines their customers need.



South African FinTech Company Expands Its Reach

Mukuru, a South African-based fintech company, completed a strategic acquisition of Zoon's operational assets in Malawi thanks to transaction advisory support from the U.S. Government. Mukuru, which offers a convenient and low-cost way to make mobile payments, aims to increase financial inclusion and financial access to the underserved in sub-Saharan Africa. This acquisition will help Mukuru boost financial inclusion and increase jobs in Malawi.



Woman-Owned West African Business Enters U.S. Market

Tahara & Fils, a Guinean-based palm oil business, shipped its first container of palm oil to a distributor in Maryland thanks to technical assistance from the U.S. Agency for International Development (USAID). “We have learned how to apply strict quality criteria, fill out required documentation, and improve our commercial export billing process,” founder Tahara Haidara Diallo explains. “These exports enable our growth and investments in new markets and give more value to our products.”



Nigerian Agribusiness Raises \$4.4M

Tomato Jos, a farmer-first agribusiness in Nigeria, raised \$4.4M in equity thanks to Prosper Africa transaction advisory support funded by the United States Agency for International Development (USAID). Founded by Mira Mehta, an American entrepreneur, Tomato Jos uses best practices in agriculture and food processing, coupled with local market expertise, to produce high-quality, local products. This has significantly increased farmers' yields leading to an average income increase of 455%. This investment in Tomato Jos comes primarily from local and U.S. investors.





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prosperafrica.dfc.gov



U.S. Department
of Transportation

