

ICT SUPPLEMENT

DECEMBER 2021 | JANUARY 2022

Forbes

AFRICA

CHRIS CLEVERLY AND
DOZY MMOBUOSI

HOW TINGO IS USING
AGRI-FINTECH TO CHANGE
FARMING IN AFRICA



**AN INNOVATIVE DIGITAL PLATFORM
THAT GIVES EVERYONE THE OPPORTUNITY
TO ENGAGE IN AGRIBUSINESS ANYTIME
AND ON THE GO, BY FUNDING FARMS AND
TRADING OF AGRICULTURAL COMMODITIES.**

**BECOME A DIGITAL FARMER
REGISTER WITH US AT
www.nwassa.com**

The African Giant Building A Digitally Inclusive Ecosystem

Tingo is on the path to building a better future for Africa and is driven by its strong alignment with the United Nations Sustainable Development Goals.

BY RORY BOWEN, CHIEF OF STAFF, TINGO INC.

SIR ISAAC NEWTON WROTE IN A 1675 letter to fellow scientist Robert Hooke, “If I have seen further, it is by standing on the shoulders of giants.” Dozy Mmobuosi and his company Tingo is on a mission to be the giant on whose shoulders millions of people across Africa stand to improve their quality of life, income and prospects.

“We rise by lifting others up,” said Mmobuosi, Founder and CEO of Tingo Inc, a mission-driven Agri-Fintech company that transforms rural farming communities by connecting them through its unique Device-as-a-Service model while providing them access to an extensive ecosystem to meet their complete needs from inputs, agronomy, off take through an Agri-Marketplace and access to financial services through its Fintech arm, TingoPay, as they collectively deliver sustainable income in an impactful way.

As the largest economic sector in Nigeria, representing 24% of the country’s Gross Domestic Product (GDP) as of 2020, the agriculture sector is pivotal to the growth of the country.

The important role of the sector has driven many companies towards addressing some of the challenges that farmers and other stakeholders within the agricultural value chain are facing.

One of such companies is Tingo, with Dozy at the helm.

With the critical and increasing role that technology has been playing in the sector over the years, Tingo is providing access to technology and digital services for building a better and more sustainable future for all participants.

It was clear that the agricultural sector is becoming increasingly underserved from many technological and financial services which had permeated most other industries in Nigeria.

Mmobuosi saw an opportunity to support this key sector by developing an inclusive ecosystem to provide access to mobile technology, financial services, extension services and a digital Agri-Marketplace which have transformed the sector and the lives of many in its vast workforce.

Agriculture has always played a very prominent role in sustaining the economy of Nigeria. In 2011, the Nigerian government initiated the Growth Enhancement Support Scheme (GESS) to boost agricultural production through the provision of subsidies to small-scale farmers. The subsidy took the form of financial support and subsidies on agricultural inputs. The subsidy scheme is now associated with increased efficiency among farmers, demonstrating that lower input prices, because of the subsidy, provided incentives for farmers to use more of the inputs, which in turn translates into increased output.

After seeking approval and with a signed memorandum of understanding from the federal government of Nigeria, Tingo began a one-year data capture project which saw it cover all 36 states and the Federal Capital Territory (FTC) of Abuja, to identify all individuals working across the entire agricultural value chain.

Tingo sought to bolster the agricultural sector through its Device-as-a-Service method by developing and manufacturing mobile devices, for which the payment was spread across a 36-month period, to reduce the upfront financial burden on its customers. At the end of each three-year cycle, Tingo is committed to replace and upgrade the mobile device for every customer.

Tingo also developed and deployed software which provided access to banking services, through TingoPay, allowing the previously unbanked individuals to send and receive payments

for agricultural inputs or the sale of produce. The software also provided access to agricultural extension services including knowledge and skills, technical advice and information, weather forecasts and sector trends.

Tingo ran its first three-year cycle from 2014 to 2017. During this time several areas were identified that could be improved to meet the high standards of service they wished to deliver and work towards further development of the agricultural ecosystem they envisaged.

To gain control of the user experience, Tingo established the Tingo Mobile network, partnering with Airtel and Broadbased Communications. In rural areas where mobile reception is limited, Tingo ploughed significant investment into installing portable mobile cellular sites, commonly known as cell on wheels that boost network and wireless coverage in locations where cellular coverage is minimal or compromised.

This made it possible to ensure the quality of network reception, coverage, and customer services received through their devices. Under the stewardship of Mmobuosi, Tingo has constantly evolved and seeks to solve the myriad of challenges across Africa.

Today, Tingo is a unique next generation Agri-Fintech company offering, through Tingo Mobile PLC in Nigeria, a comprehensive Agri-Fintech and Agri-Marketplace ecosystem to support almost 10 million customers within and outside the agricultural sector, with the aim of becoming a leading provider in Africa of such services. Tingo is bundling a complete digitally inclusive ecosystem that promotes financial inclusion and delivers disruptive micro-finance solutions, empowers societies, produces social upliftment in rural communities and opens domestic and international opportunities.



We are delighted to partner with Visa, the leading company in the global financial services sector. Visa has the mission of connecting the world to secure payment networks and enabling individuals, businesses and economies to thrive, which aligns with Tingo's mission. With this agreement, Tingo will be able to issue Visa cards (both physical and virtual) to users on Nwassa and TingoPay.”

- Dozy Mmobuosi, Founder and CEO of Tingo Inc.

THE REASSURANCE OF COMMITMENT TO USE TECHNOLOGY

The Nwassa platform is fast becoming an integral part to the company's operations and a key product for its growth. Figures from the third-quarter results show that the platform recorded \$120.7 million as income generated in nine months ended September 30, 2021. By year-end, the platform is expected to have processed up to \$4 billion in transactions, while recording over \$160 million in earnings, which will account for 38% of Tingo Inc.'s revenue, up from 17% in 2020.

Through Tingo, customers have access to third-party services like utility bill payments, airtime top-up, insurance services, and alternative lending solutions. Mmobuosi and his team believe that a truly connected world will help contribute to a better global society.

FOCUS ON DELIVERING IMPACT IN LINE WITH THE UNITED NATIONS SDGS

Social upliftment is a key area of global interest under the United Nations Sustainable Development Goals (SDGs) and a key mission driver for Tingo. Tingo's strategy provides an opportunity for Africa to be a focal point to solve several key areas including food security. Tingo does this through Nwassa, a digital Agri-Marketplace that supports Nigeria's agricultural value chain with market access and provides them with an array of services. The transactions cover the sale of produce (grain, corn, yam, beans, cassava etc.), settlement, brokerage, escrow and the organization of storage and logistics. The transactions are conducted with complete anonymity and all payments are sent and received from TingoPay mobile wallets.

Financial inclusion is an integral part of economic upliftment in rural parts of Africa. Through TingoPay, customers have complete control of their money in a secure digital platform. Tingo's efforts to increase financial inclusion and education in Africa are highlighted through a five-year partnership with Visa to issue digital and physical cards to customers and provide knowledge and learning tools to rural communities.

"We are delighted to partner with Visa, the leading company in the global financial services sector. Visa has the mission of connecting the world to secure payment networks and enabling individuals, businesses and economies to thrive, which aligns with Tingo's mission. With this agreement, Tingo will be able to issue Visa cards (both physical and virtual) to users on Nwassa and TingoPay," says Mmobuosi.

In many African countries, the post-harvest losses of food cereals are estimated at 25% of the total crop harvested. For some crops such as fruits, vegetables, and root crops, being less hardy than cereals, post-harvest losses can reach 50%.

In developing countries, food waste occurs mainly at the early stages of the food value chain and can be traced back to financial, managerial and technical constraints in harvesting techniques as well as storage and cooling facilities. Strengthening the supply chain through the direct support of farmers and investments in infrastructure, transportation, as well as in an expansion of the food and packaging industry could help to reduce the amount of food loss and waste. Nwassa solves many challenges by providing a streamlined process management for farmers. The platform is a social upliftment tool that supports economic activity of 'farming of fresh produce to delivery to market' in an effective way that has the potential to reduce post-harvest loss. Each percentage reduction from the high of 50% loss delivers direct economic monetary value to farmers engaged on the platform.

Tingo has a strong agent network that includes over 4,000 female agents, developing a strong focus around gender equality and encouraging 'women in business' as a core focus to support female empowerment. Tingo Mobile PLC also recently announced a 2.5 billion NGN fund to be targeted at female farmers who are reported to constitute up 70% of the agriculture labour force in Nigeria.

This comprehensive ecosystem and the connectivity Tingo provide to its customers offers a platform to deliver future AgriTech and 'seed to offtake' private marketplace that will significantly solve the food security challenges in Africa.

This also provides a solution to deliver 'import substitution' as productivity improves and save Nigeria and

other African countries precious limited foreign exchange. This goal is possible with the power of the Agri-Fintech platform and the scale of having almost 10 million customers.

The African Continental Free Trade Area (AfCFTA) plan will be a key framework to prepare the company to be the leading intra-Africa trading hub for trade flows across Africa in the medium term when it is likely the Agreement will be executed into tangible activity. Tingo is well positioned to easily transform these goals of the AfCFTA into reality when finally implemented by the African Union and the various African countries that have not signed up.


ON BECOMING A PUBLICLY LISTED COMPANY, AND MORE

In August 2021, OTCQB listed IWEB, Inc. acquired Tingo Mobile PLC (Nigeria) from Tingo International Holdings, Inc. The all-stock transaction valued Tingo Mobile PLC at US \$3.7 billion. Immediately following the completion of the acquisition, IWEB, Inc. filed to have its name changed to Tingo, Inc. Tingo, Inc. recently submitted a listing application to the New York Stock Exchange in an effort to broaden its appeal to the U.S. and international investors.

Tingo International Holdings, Inc. (TIH), is an investment company focused on identifying and making targeted acquisitions that have synergistic characteristics with its other portfolio companies. These companies may complement each other and develop symbiotic relationships, leveraging one another to deliver value for the company and its shareholders. TIH is the majority shareholder in Tingo, Inc.

Tingo is exploring with strategic partners how, using a DeFi-based stable coin and smart contracts, it can disrupt traditional microfinance and give agriculture communities ethically fair and affordable credit solutions that allow farmers to scale production and maximise yield. This innovation will deliver significant access to much needed finance at the grassroots levels, delivering tangible social upliftment and GDP growth in African markets. Tingo is also exploring how innovative blockchain-based solutions can be used to deliver digital stable coin to empower frictionless trade in agriculture communities in Nigeria and across Africa.

Over a 20-year period, Tingo has demonstrated a deep knowledge of the specific and nuanced requirements of Nigeria and Africa more broadly, strong product market fit and a commitment to developing solutions that support the long-term aspirations of rural farming communities. Building on the resounding success in Nigeria Tingo is well positioned to deliver significant and measurable growth in 2022 and beyond.

This is a company driven by an unrelenting mission to uplift rural communities and support growth in developing economies. 

Impact, Solutions And Global Growth

In this interview, Dakshesh Patel, Chief Financial Officer, Tingo, Inc., speaks about how the company is enabling farmers with technology and promoting women in agriculture.




Q. WHAT IS THE IMPACT MISSION OF TINGO?

A. Tingo was born in Nigeria 20 years ago by Founder and CEO Dozy Mmobuosi. He spearheaded a study that was supported by the Federal Government at the time, to uncover the pain points for rural farming communities in Nigeria. As the fastest-growing country in Africa and with a population close to 220 million people, Nigeria represents a significant agricultural market. Dozy set up Tingo Mobile to enable 9.3 million farmers to get access to smart phones. Dozy understood that if you want to enable the community and include social upliftment, we need to provide farmers with the simplest ubiquitous technology, a smart phone, to enable them to access growing digital services. The second challenge was how to give them the smart phone at an affordable price because costs can often be quite prohibitive. Our unique leasing model made it possible for communities in rural Nigeria to get access to a smart phone for between \$3 and \$6 (USD) a month, spreading the cost over 36 monthly payments. We typically engage them through the cooperatives so there is a meaningful trust factor that is embedded from day one.

Q. WHAT ARE SOME OF THE SOLUTIONS TINGO OFFERS TO FARMERS?

A. We launched the Nwassa Agri-Marketplace platform in 2020, to provide farmers a marketplace to post their fresh produce and to connect buyers to our proprietary messaging platforms for them to purchase the products quickly and efficiently. A core driver for Tingo was to work to address a study conducted with the Rockefeller Foundation that discovered post-harvest losses were upwards of 60% for rural farming communities in Nigeria. This meant that there were losing more than half of the wealth potential from each harvest. We aim to reduce this by building solutions and services in the agricultural vertical, starting with the digital marketplace and improving the supply chain, distribution network and connecting buyers with those farmers directly. Currently our focus is solely Nigeria, but in time there we envisage that people will be able to order products from anywhere in the world to anywhere in the world. This is one of our key social mission points because it drives social upliftment and promotes gender equality as women make up a significant proportion of these employed in agriculture in Africa. Finding solutions that bring gender equality and promote women in business as part of our core impact and value proposition, that is key. With Tingo Pay and the partnership with Visa, we are now providing direct and full access to the whole banking system in Nigeria.

Q. HOW ARE YOU GOING TO ACHIEVE GROWTH AND EXPAND THE VISION OF TINGO GLOBALLY?

A. In January 2020 we took Tingo to the USA by way of an acquisition into a Tingo International Holdings, Inc. a Delaware Corporation. In August 2021, Iweb, Inc., an OTCQB listed company acquired Tingo Mobile PLC, our principal subsidiary in Nigeria, to become a wholly owned subsidiary of the company. Following the transaction, we renamed the listed entity Tingo, Inc. which currently listed on the OTCQB exchange in New York. This transaction and brought Tingo onto the global stage and ensured we adhered to the strict governance and reporting measures required by a company listed in the US. Through our ambition to bring the company on to the New York Stock Exchange (NYSE), raise capital and invite institutional investors to invest in a truly impactful and truly African listed company, we will be able to expand the suite of products, services and market access that is going to give rural communities across multiple African countries. We made an application to uplift the company from OTC to the NYSE and we are working closely with the NYSE international listing team to accomplish this. 

‘Making The Farmer The Hero Of The Story’

Chris Cleverly, the President of Tingo Inc, is firm about creating on-the-ground indigenous solutions and services for agricultural communities, bringing the company on the US stock exchange and embracing blockchain technology and cryptocurrency.

Q. WHAT DRIVES THE PROFITABILITY GOALS FOR TINGO?

A. A lot of African fintechs that have emerged on the American capital markets have come out of Silicon Valley and have been very much expat affairs whereas with Dozy, this is a founder who has built up a business in Nigeria as a response to the actual needs on the ground to create a genuine community that supports the products and the work that Tingo is trying to do which is essentially, making the farmer the hero of the story. A lot of businesses look to build their business through increasing their margins from their customers and what we are trying to do is we build the wealth of our farmer so he can increase the amount of services that we can give him. So, we started with the smartphone so he can get hold of the services he needs in terms of inputs and outputs for agriculture and insurance and then extending to other services as well. We found that there is a real issue with just the basic financial structure that exists for Africa in general so things like interest rates are far too high. So, we were looking at ways in which we can create situations for our farmers and looking for them to get the best benefit they possibly can. The potential for Tingo's growth is obviously 10x or 100x from where it is today and as you can see it is a \$5 billion company listed on the American exchange.

Q. WHAT DOES THE FUTURE HOLD FOR TINGO AMIDST A CHALLENGING COVID CLIMATE?

A. Even with scenarios like Covid, Africa is still going to come out as a huge economic power when it comes through but it is going to come out in a very particular way like through blockchain technology and it is going to be decentralized and it is going to have an agile infrastructure because that is the only way to build in this kind of pandemic and also, the only way that economies are now going to be built in this sort of climate change environment. People will be faced with an Africa that can outpace the actual legacy economies of the West and East.

Q. WHAT HAVE BEEN SOME KEY MILESTONES TINGO HAS ACHIEVED OVER THE PAST COUPLE OF YEARS?

A. The main milestones are in terms of the numbers. This is probably the greatest data set in terms of agricultural communities in one organization anywhere. The provision of so many people with the only access to essential financial services through Tingo with almost nine million people is huge. The next milestone of bringing the company onto the US exchanges is also a big feat especially for an indigenous African business that is not involved in oil and gas or mining and that is very unique. These milestones are creating an opportunity for foreign direct investment to actually impact rural people without the use of the aid industry but actually through just direct good business. We are open to embracing blockchain and cryptocurrency that will allow greater flows of investment and support into



our communities without the mediation of things like credit agencies which are biased. Blockchain is permission-less so it actually allows funding of finance. The next milestone will include not just growth by acquisition but also a lot of innovation that will be coming through. Look at it this way, Kenya had mobile banking a full 10 years before America where the US was still using chip and pin. Tingo is a major part of that connectivity which will see the growth of organizations and corporations that resemble WeChat, Alipay and Pinduoduo; as they are in China, those companies will grow indigenously in Africa. 

‘A Lot Of Opportunities For The Company’

A former investment banker, Christophe Charlier, Co-Chairman, Tingo Inc, is focused on increasing the number of customers across the agricultural community in Nigeria, accessing the international market and being part of the fintech revolution in Africa.



Q. TALK TO US ABOUT YOUR BACKGROUND AND ROLE WITH TINGO?

A. My most recent role and background in Africa comes from my position as a board member of Renaissance Capital from 2008 to 2014 just as Renaissance was launching its footprint across Africa. So, when I left the company, I was looking for an opportunity to continue to work with Africa in various ways and when I came in contact with Dozy and he spoke about what he was doing with Tingo, for me, it fits many different elements of what I want to do with my career. Tingo is at the center of so many different things going on at the moment in terms of fintech and Device-as-a-Service and having an impact in communities in Nigeria that haven't been able to benefit from this new technology and the opportunity. We also want to take this footprint to other communities who are

underserved in Africa and use technology to allow them to be more efficient in how they buy, produce and sell their products, with all the benefits in terms of food security and better management of natural resources and empowering communities. I see a lot of opportunities for the company and also see areas where I can help the management team achieve its goals.

Q. WHAT IS THE STRATEGIC DIRECTION YOU WANT TO SEE TINGO MOVE IN TO ACHIEVE ITS GOALS?

A. As a former investment banker, I see the uplisting in New York as not a strategy in and of itself but rather a means to achieve the strategy that the management team and Dozy have put in place. The real strategy is to take the platform we currently have with 10 million subscribers in Nigeria that use TingoPay and Nwassa for their payments and purchases and trading and all sorts of services and the opportunity for us is to increase the number of customers across the agricultural community in Nigeria. We think we can expand that from 10 million in the next few years by 50%. We are looking at ways to provide more services to our customers through things like our strategic partnerships with Visa. We are looking at ways to make Nwassa and TingoPay to really be a digital wallet for customers. The uplisting in New York provides us with the access to the capital to realize that strategy and it is an important step because it requires capital to expand the services and grow into other countries and obviously access the international market and specifically the NYSE is the most efficient way to do that.

Q. HOW IMPORTANT IS DIGITALIZATION FOR AFRICA'S DEVELOPMENT?

A. It is incredibly important. The fintech revolution that Tingo is part of is going after different parts of the inefficiencies in the current system. The whole fintech community will allow African companies, customers and countries to basically leapfrog decades of traditional banking services and infrastructure that has built in other parts of the world. Fintech is critically important and the many young entrepreneurial savvy fintech players will be crucial to helping Nigeria and other countries to expand. There is so much money that is wasted in the inefficiencies in the current system now that any improvement that you can make in giving people access to services that they would otherwise not be able to [is great]. Unless you have access to a credit card for example, it is very difficult to make purchases online and with our partnership with Visa, we are giving our customers the opportunity to do this very rapidly without the need to wait for a bank branch to be built in their community. **P**

‘A Story That Needs To Be Told’

John Brown, Co-Chairman, Tingo Inc, on how Tingo is going to be a new type of story for professional investors globally to take a look at, particularly by virtue of the way in which it runs its business, complies and achieves at least seven of the United Nations Sustainable Development Goals.

Q. WHAT IS IT ABOUT THE TINGO STORY THAT ATTRACTED YOU TO THE BRAND?

A. I have a 35-year career on Wall Street. From 1980 to 2016, I was in various executive positions at Merrill Lynch and UBS; in mostly capital markets and wealth management at UBS. Since I left UBS, I have been involved in private investing and doing management consulting with my own company and I was introduced to Tingo and I was very intrigued with the story and the opportunity to join. The way in which the company has been developed and managed for me, from being in the US capital markets and the global capital markets for so long, is a story that needs to be told and needs to be expanded into new markets from a financial and awareness stand point. My role is to help the company to complete a listing on the New York Stock Exchange (NYSE) and also help introduce what the company is about. There is a food security and such a large ESG and impact story that is a byproduct of what Tingo does everyday in Africa and it also has the ability to scale into new businesses using digital assets to help grow the business.

Q. WHAT ARE YOU HOPING TO ACHIEVE IN THE LONG TERM WITH LISTING TINGO ON THE NEW YORK STOCK EXCHANGE?

A. The NYSE is still the premier exchange in the world particularly for emerging companies like Tingo that are unknown to these US markets. I think the growth that Tingo has developed and the way it has been so well managed will fit in portfolios globally. One way of getting that access and that awareness is to become a listed company and I think the NYSE does a phenomenal job helping to market and connect companies to large institutional investors, not just US-based, but also global investors. Part of the discussion that Dozy began was, what is the best way to enter a market and what is the best way to get that exposure and we believe that there are a lot of easier ways than putting yourself into a full disclosure and fully compliant company in the US, so I think that speaks volumes for the way Tingo is managed and run. So, if you lead with that disclosure and that compliance for a US regulatory construct for listed companies, that will give investors a significant amount of confidence to begin to [understand] Tingo and I think that is



ultimately the core of listing in New York. Tingo is going to be a new type of story for professional investors globally to take a look at, particularly by virtue of the way in which they run their business, complies and achieves at least seven of the United Nations Sustainable Development Goals.

Q. HOW SIGNIFICANT IS ESG AND IMPACT INVESTING FOR POTENTIAL INVESTORS IN TINGO?

A. I think ESG's time has come and ESG has been around for a very long time. The market has evolved and there is a difference between ESG as a corporate philosophy that companies have to apply to the way in which they run their business and the impact of these companies that are in the business to do well but do a social good in addition. Tingo falls under that impact story and there is a very measurable and observable impact in the way in which the company operates and runs and, in the US, there is a lot of institutional money that needs to be in a very measurable impact-driven company and Tingo fits that bill in a very big way. **F**



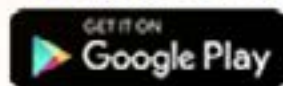
pay with ease

SMART LIFESTYLE

A FAST, CONVENIENT AND RELIABLE PAYMENT SOLUTION FOR YOU.

PAY WITH TINGOPAY

Download TingoPay Today



www.tingopay.com