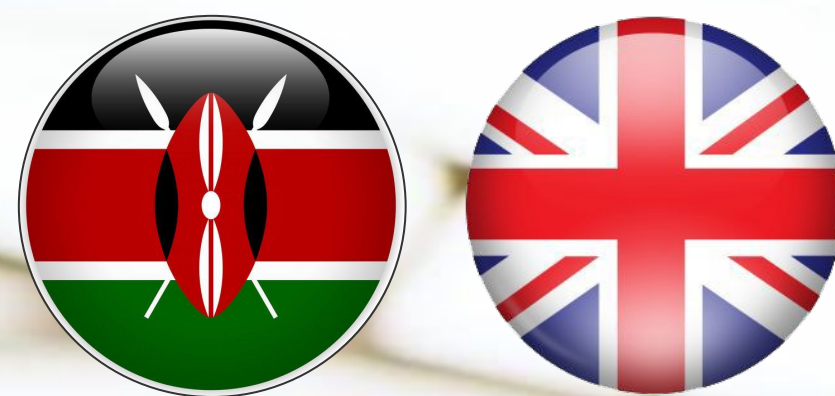




Invest in Ponea Health Limited



MITI
MINISTRY OF INVESTMENTS,
TRADE & INDUSTRY





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Why Kenya



3rd largest

economy in sub-Saharan Africa.



US\$ 110.35 Bn

7.5% growth

Dominant economy in EAC
≈46% of EAC's GDP.



US\$ 2,081.8

+75% growth since 2010

Growing middle-class with an
increasing appetite for high-value
goods and services.



- Regional economic hub
- Host to over 200 Multinational Corporations with regional & continent-wide HQs in Nairobi
- Robust financial system
 - 43 banking institutions
 - 9 representative offices of foreign banks,
 - 13 Microfinance Banks,
 - 3 credit reference bureaus
 - 19 Money Remittance Providers
 - 73 forex bureaus

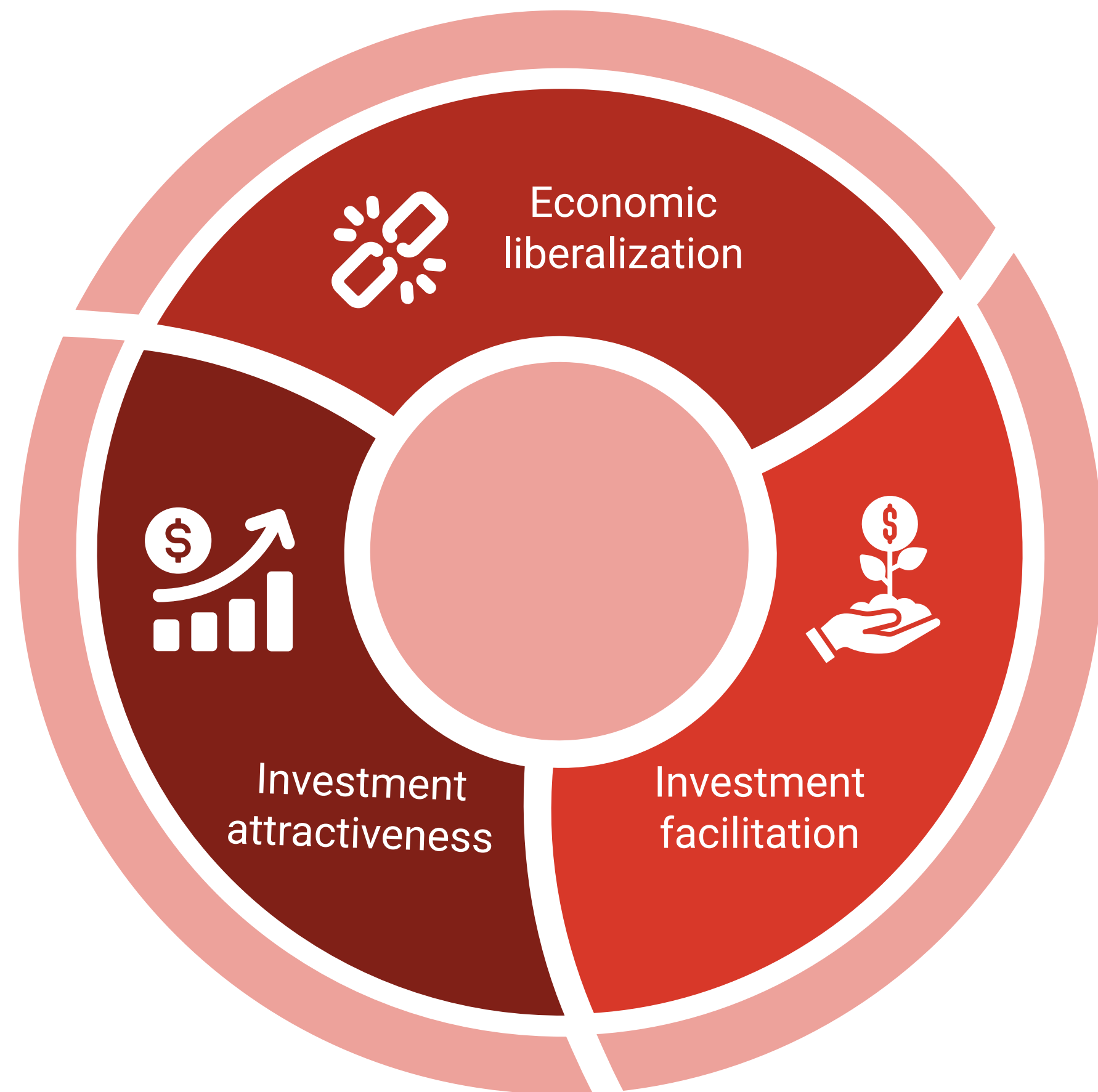


- Africa's UN HQs (UNON) which is one of four main UN secretariat duty stations globally.
- Global headquarters of UNEP and UN-Habitat, together with a joint presence of 23 other UN Agencies.



- Communications & Logistics hub of the region
- Access to regional transport corridors.
 - 4 international airports
 - 2 sea ports and 2 ICDs
 - 30-freight and 2-passenger rail services daily between Nairobi and Mombasa.

The Investment Environment is Conducive



1

- Guaranteed repatriation of capital and profits
- Constitutional protection against expropriation
- Investment guarantee against non-commercial risks: ICSID, MIGA and ATIA

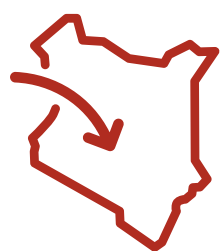
2

- One stop shop facilitation
- Periodic Presidential roundtables with private sector
- Digitization of government services
- Facilitative Industrial zone programs - EPZs & SEZs

3

- Political and macroeconomic stability.
- High labour productivity: a large pool of youthful, trainable and literate workforce
- Globally competitive:
 - 56th in the Ease of Doing Business
 - 1st for five years in a row in financial inclusion
 - 1st globally in protection of minority investors
 - Nairobi – Africa's leading business travel destination and hub for impact investors.
 - 2nd in Africa in the logistics performance index

Wide Market Access & Good Trade Relations



US\$ 17.43 Bn
Total Imports



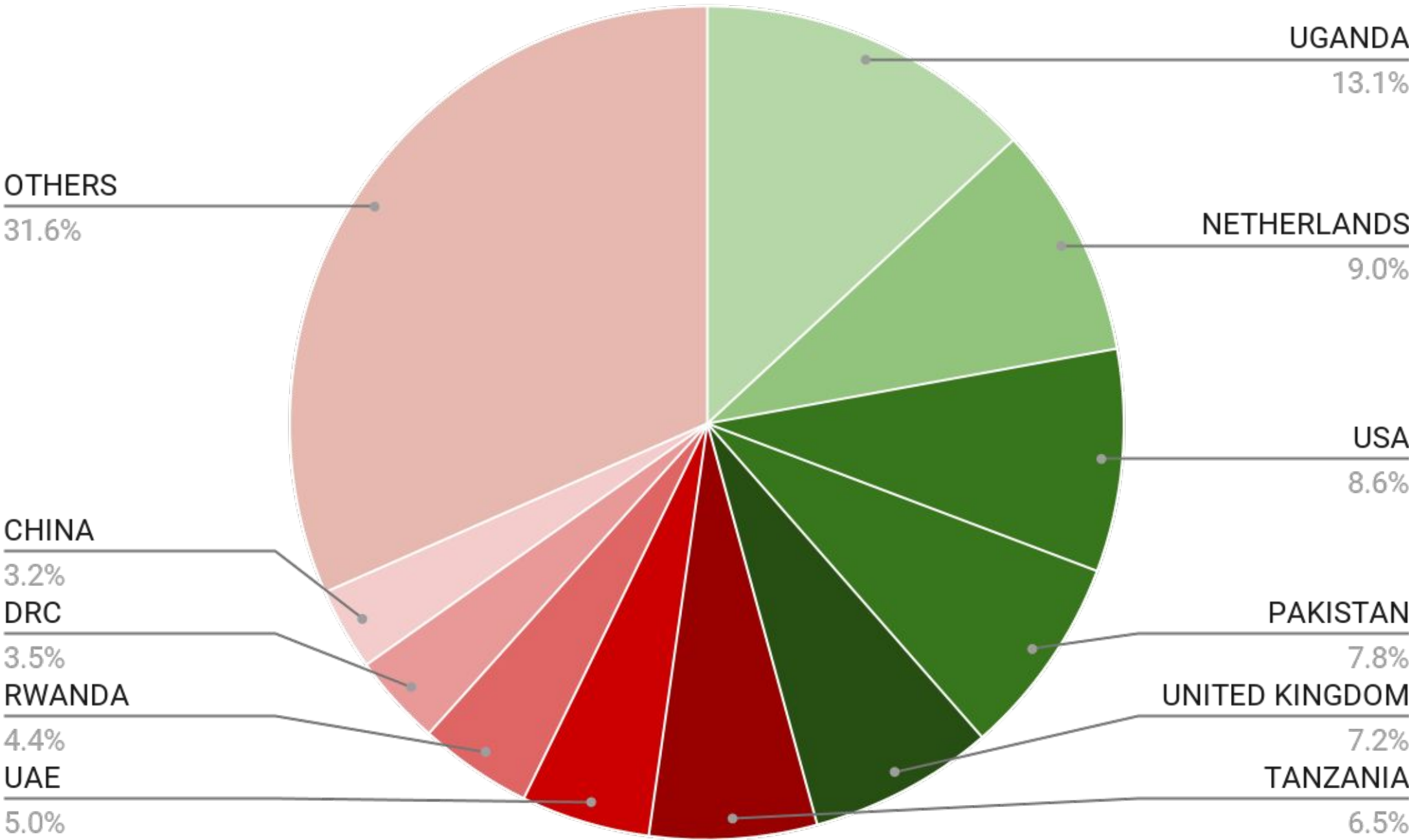
US\$ 6.09 Bn
Total Exports

Preferential Trade Agreements

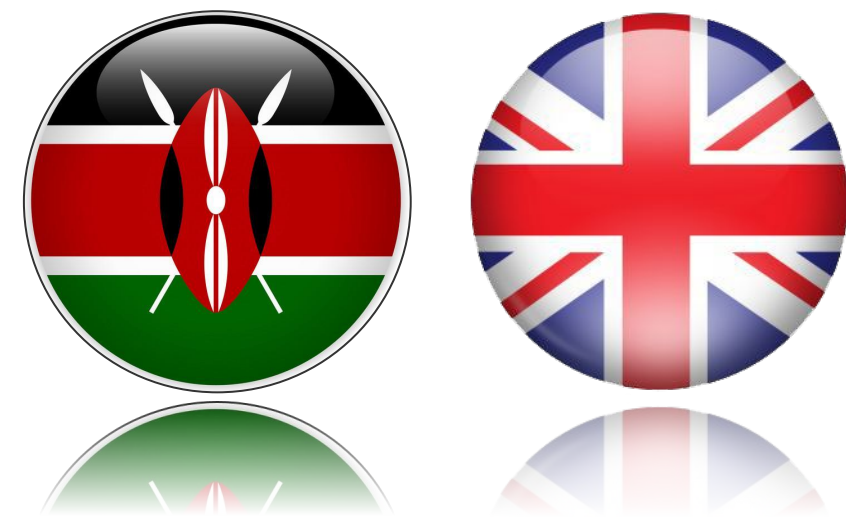
1.7Bn ~ US\$ 40Tn
Population Market value



Kenya's untapped
export potential ~ US\$ 4.1 Bn (ITC)



Existing Bilateral Trade Treaties with United Kingdom



Economic Partnership Agreement: In 2021, Kenya and the UK signed a trade agreement that seeks to deepen trade and investment ties between the two countries by providing a framework for the elimination of tariffs and non-tariff barriers.

Development Cooperation Agreement: In 2018, Kenya and the UK signed a development cooperation agreement, which aims to strengthen cooperation in areas such as health, education, governance, and security.

Double Taxation Agreement: In 1976, Kenya and the UK signed a double taxation agreement, which seeks to prevent double taxation of income earned by residents of the two countries.

Air Services Agreement: In 1967, Kenya and the UK signed an air services agreement, which allows airlines from the two countries to operate scheduled services between them.



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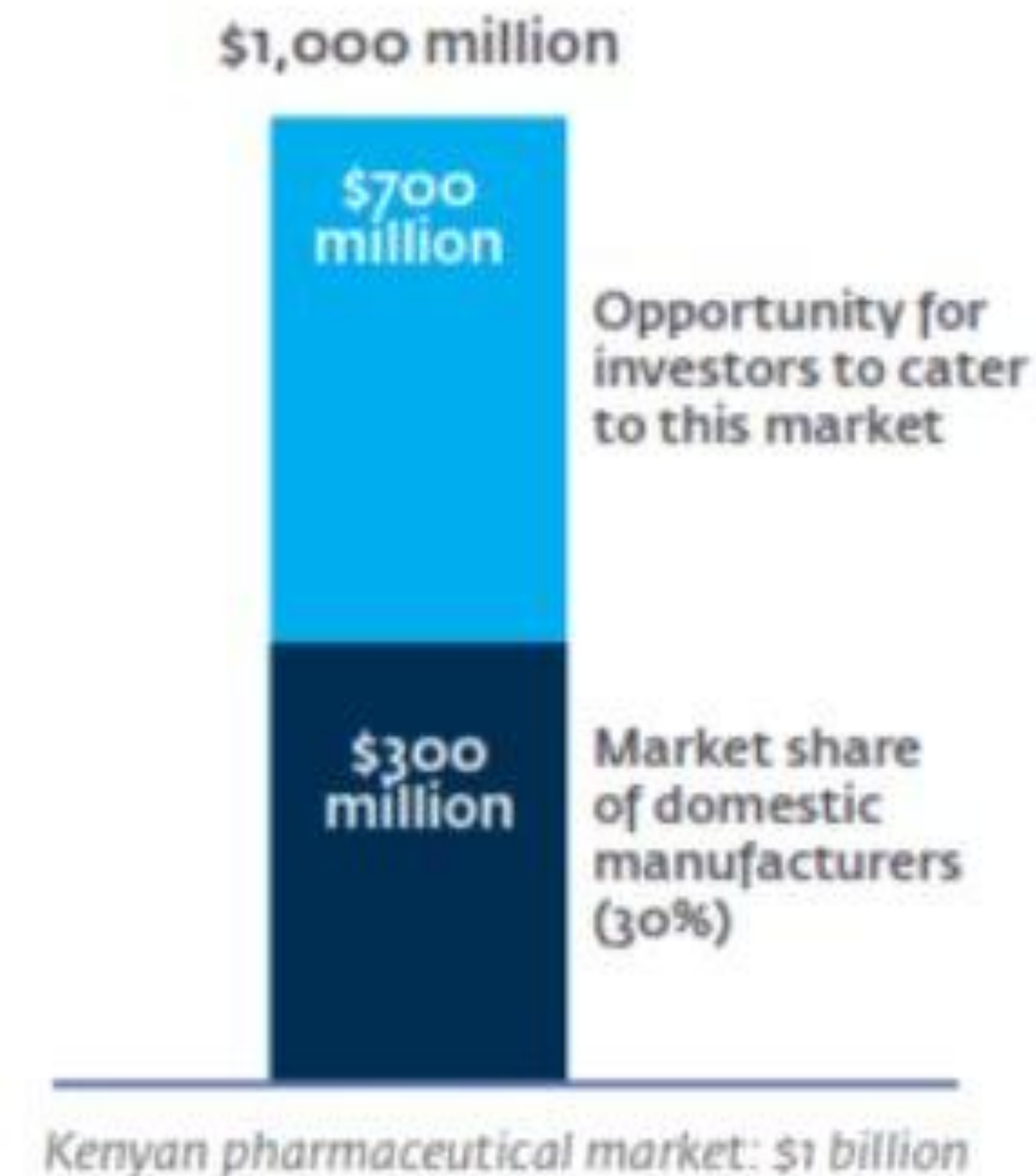
Kenya's Pharmaceutical Industry Overview

The pharmaceutical industry in Kenya is a vital part of the country's healthcare system, providing a range of essential medicines and other healthcare products to meet the needs of the population.

Kenya has a well-developed health sector and manufacturing industry, with the capacity to manufacture some health products (medicines and associated medical consumables) for both internal and export markets, with several local and international companies operating in the market.

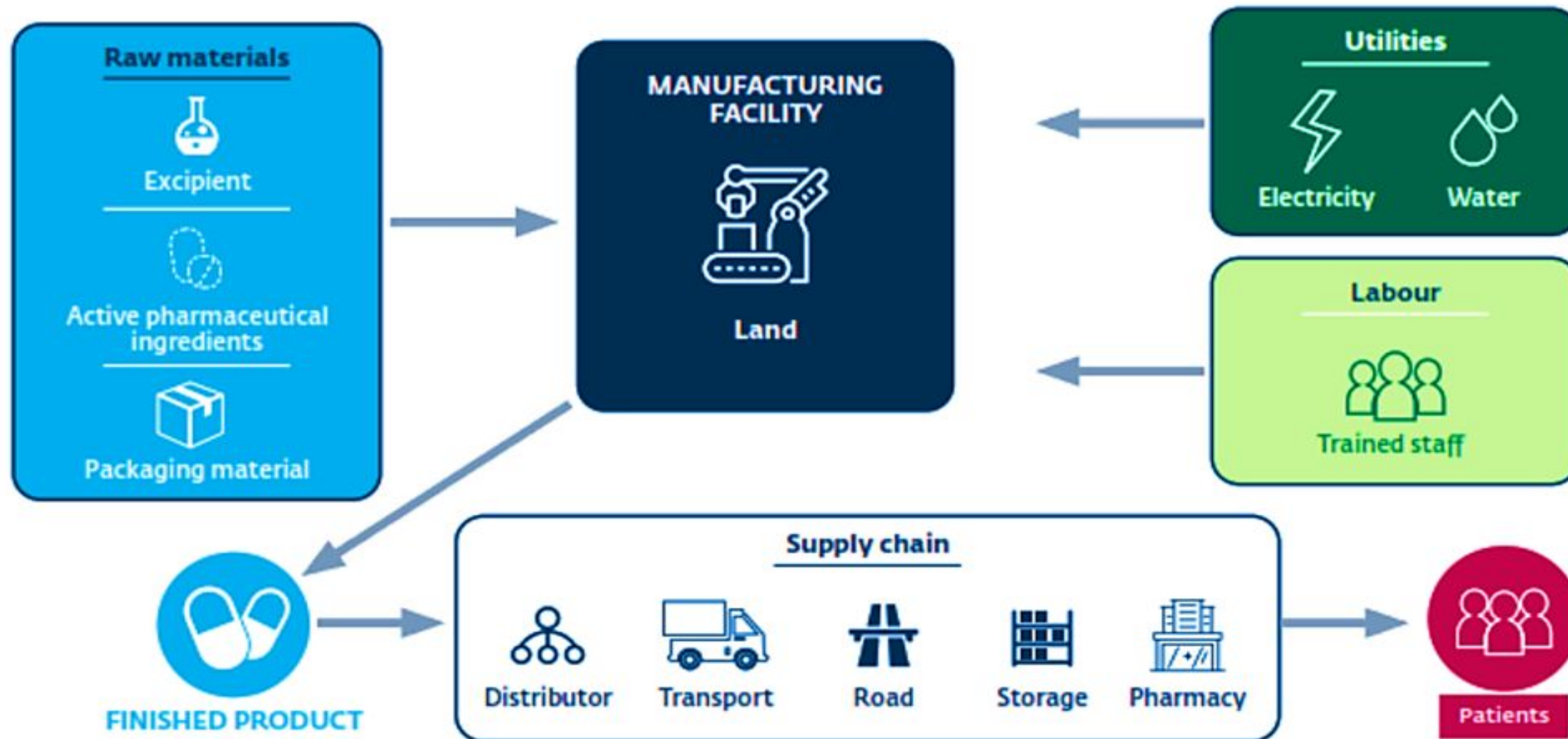
Kenyan manufacturers currently hold 30 percent of **the \$1 billion Kenyan pharmaceutical market**. There is therefore an opportunity for investors to cater to the remaining 70 percent.

Domestic pharmaceutical opportunities for investors



The Pharmaceutical Industry Manufacturing Chain

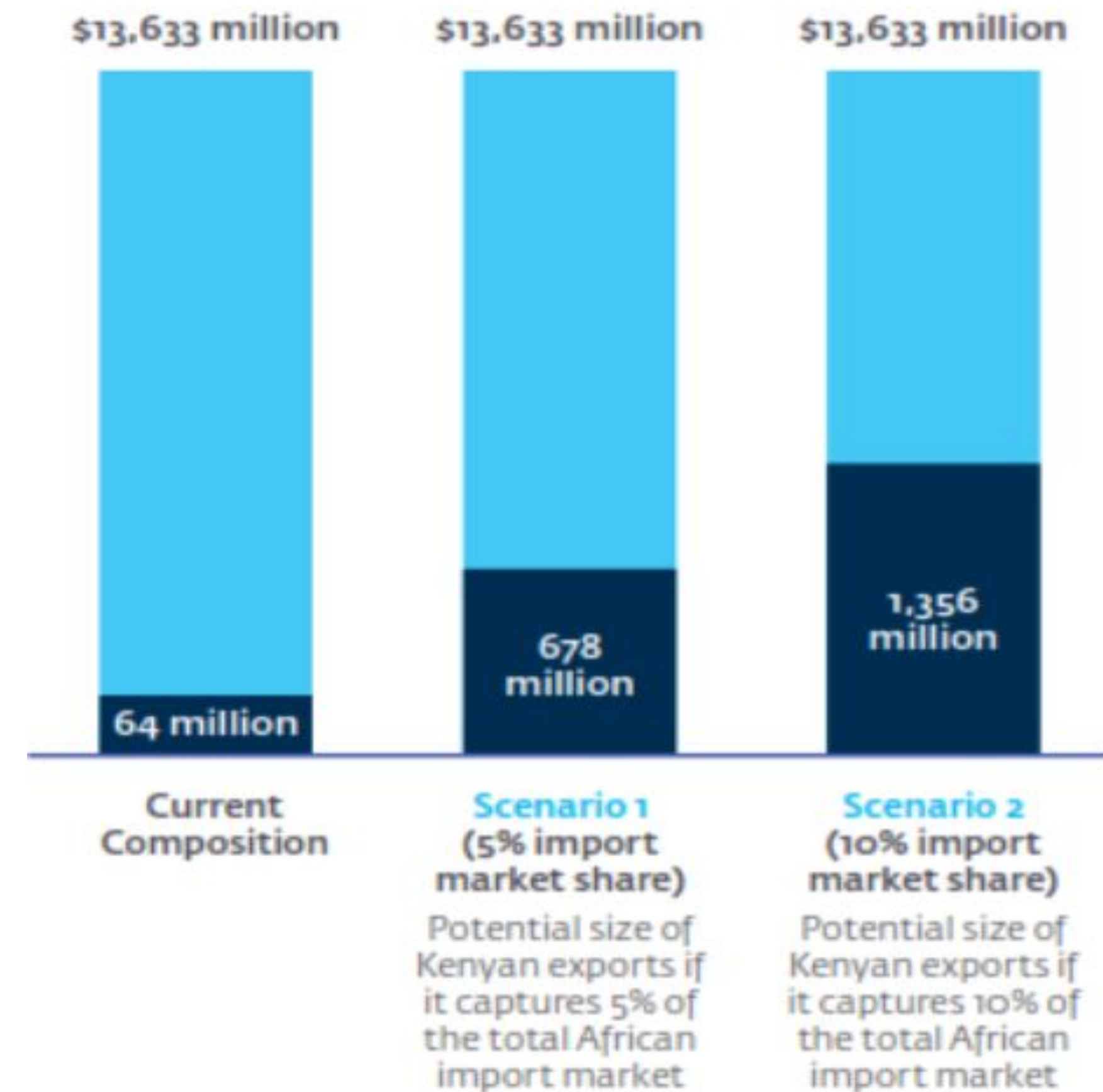
Key requirements for manufacturing industry



Investment Opportunities in the Industry

- Developing and marketing innovative and high-quality pharmaceutical products:
- Expanding distribution networks and increasing access to essential medicines:
- Developing partnerships and collaborations with local and international organizations, such as research institutions and non-profit organizations, to develop and market new pharmaceutical products and improve access to healthcare.
- Investing in research and development:
- Providing training and capacity building skills of personnel in the pharmaceutical industry.

Export opportunities size and scenarios for investors



About Ponea Health Limited

Ponea Health is a healthcare technology platform founded in 2019 to enable quality healthcare across emerging markets leveraging on technology.

- Ponea Health has developed a suite of user-friendly and intuitive mobile apps and web platforms that make it easy for everyone to be healthy.
- The platform is an open marketplace that connects consumers with healthcare providers, leveraging all modes of healthcare delivery (in-facility, at home or workplace, and through tele-health & tele-diagnosis).
- Ponea Health also provides an embedded finance system that simplifies payment and ensures timely payment for healthcare providers.
- By removing the barriers to healthcare, Ponea Health is empowering consumers to take control of their health and enabling healthcare providers to deliver the best possible care to their patients.



Ponea Health Limited

Value Proposition

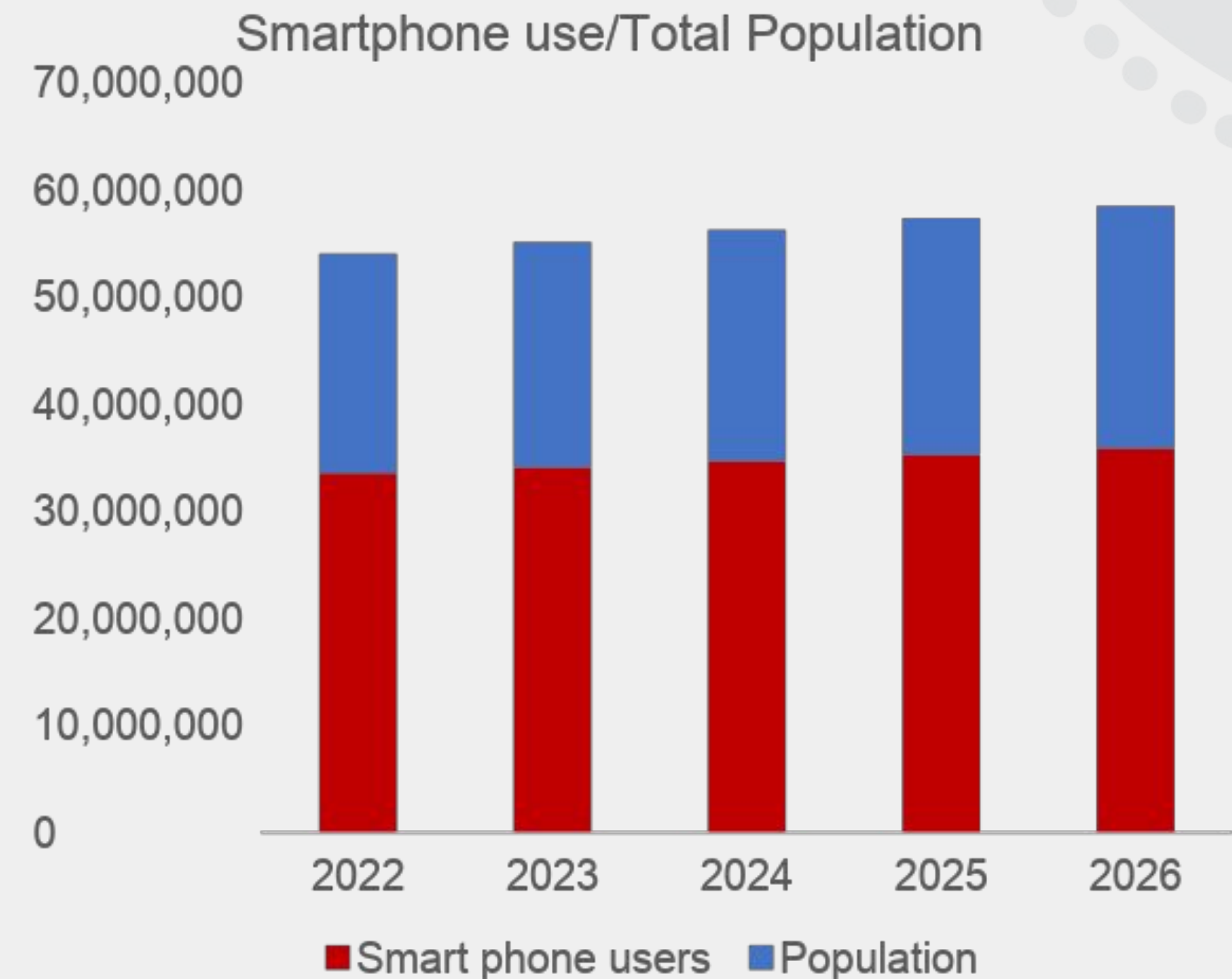
- The Company's sponsors have injected USD 5 million into the company.
- The ever increasing update of digital solutions in the country are making the e-health solutions a basic need.
- The offerings of the company are unique and of a kind.
- Competition for the services are low with ponea leading the market in e-health solutions



Ponea Health Limited

The Opportunity

- The Company is seeking a strategic partner to inject USD 10 million into the Company for expansion of existing infrastructure.
- Kenya's population is increasingly digital – over 60% of the population uses smartphones – the highest smartphone penetration rate in the region.
- With increased use of devices, Ponea seeks to tap into the growing gap of digital outpatient healthcare delivery.
- Being a digital health-care provider means quicker access, more convenience and digital health-care records – an intervention that leads to data-driven health decisions and treatment





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Get started with KenInvest and KDC



Kenya Investment Authority

Tel: +254730104200

Email: info@invest.go.ke

Website: www.invest.go.ke

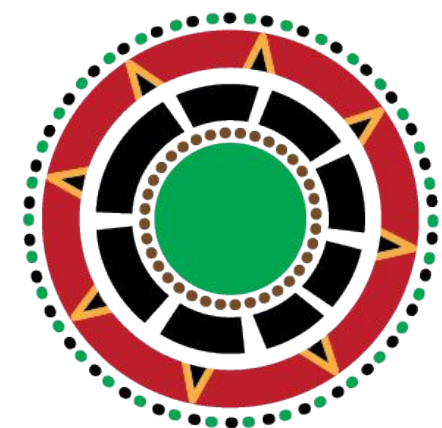


Kenya Development Corporation

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MAKE IT KENYA



REPUBLIC OF KENYA

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MINISTRY OF INVESTMENTS,
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PROMOTING INVESTMENTS IN KENYA



KENYA
DEVELOPMENT
CORPORATION



EPZA

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ZONES AUTHORITY | KENYA
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"Powering Growth"



DEPARTMENT of BUSINESS
REFORMS & TRANSFORMATION