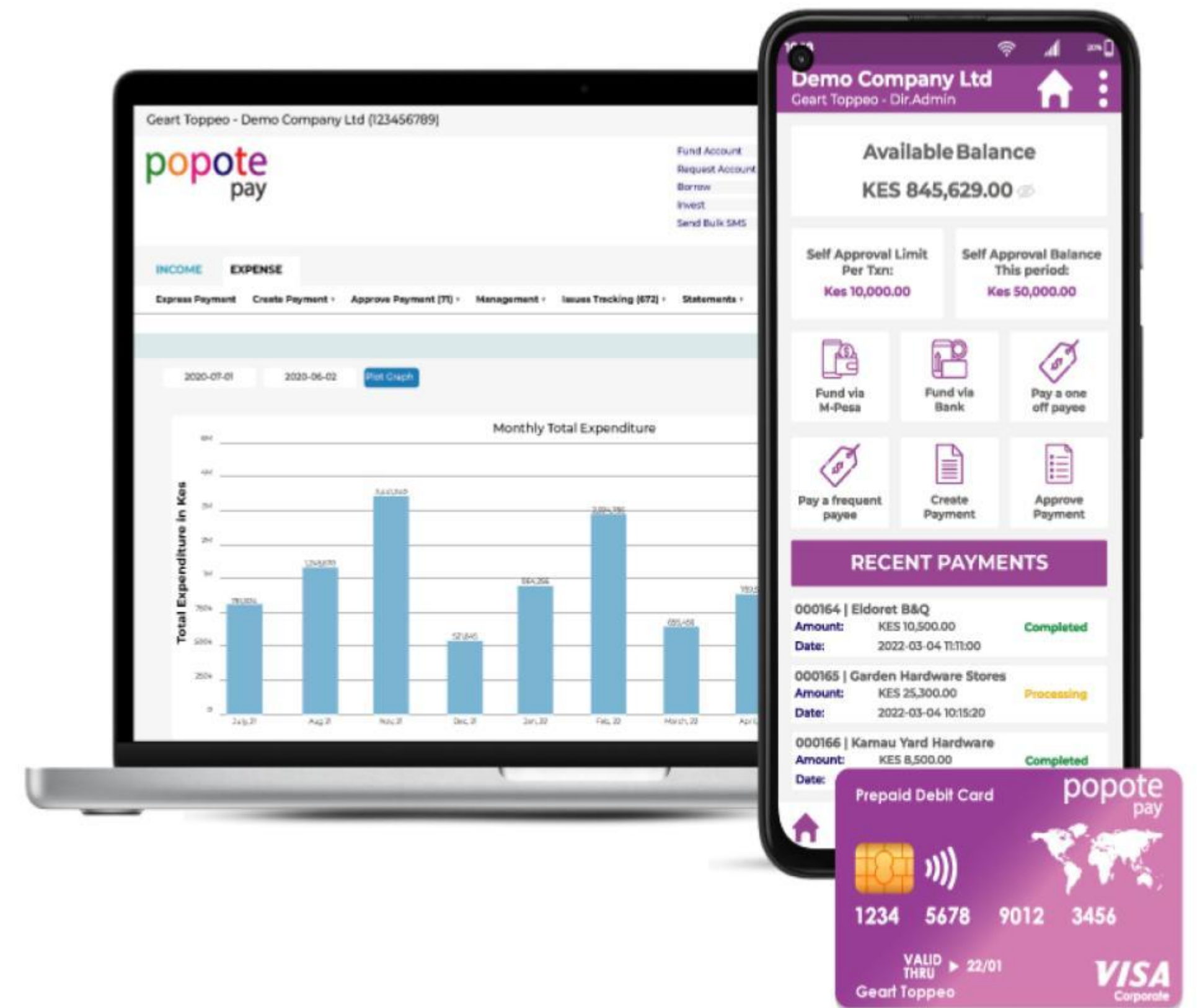
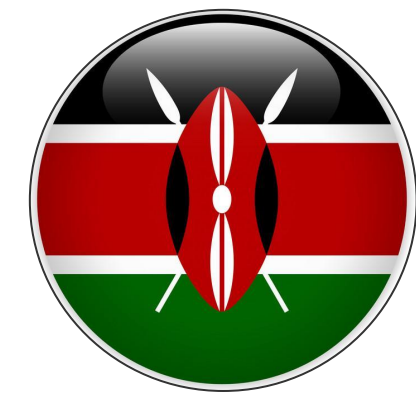


popote
pay

Invest in Popote
Innovations 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

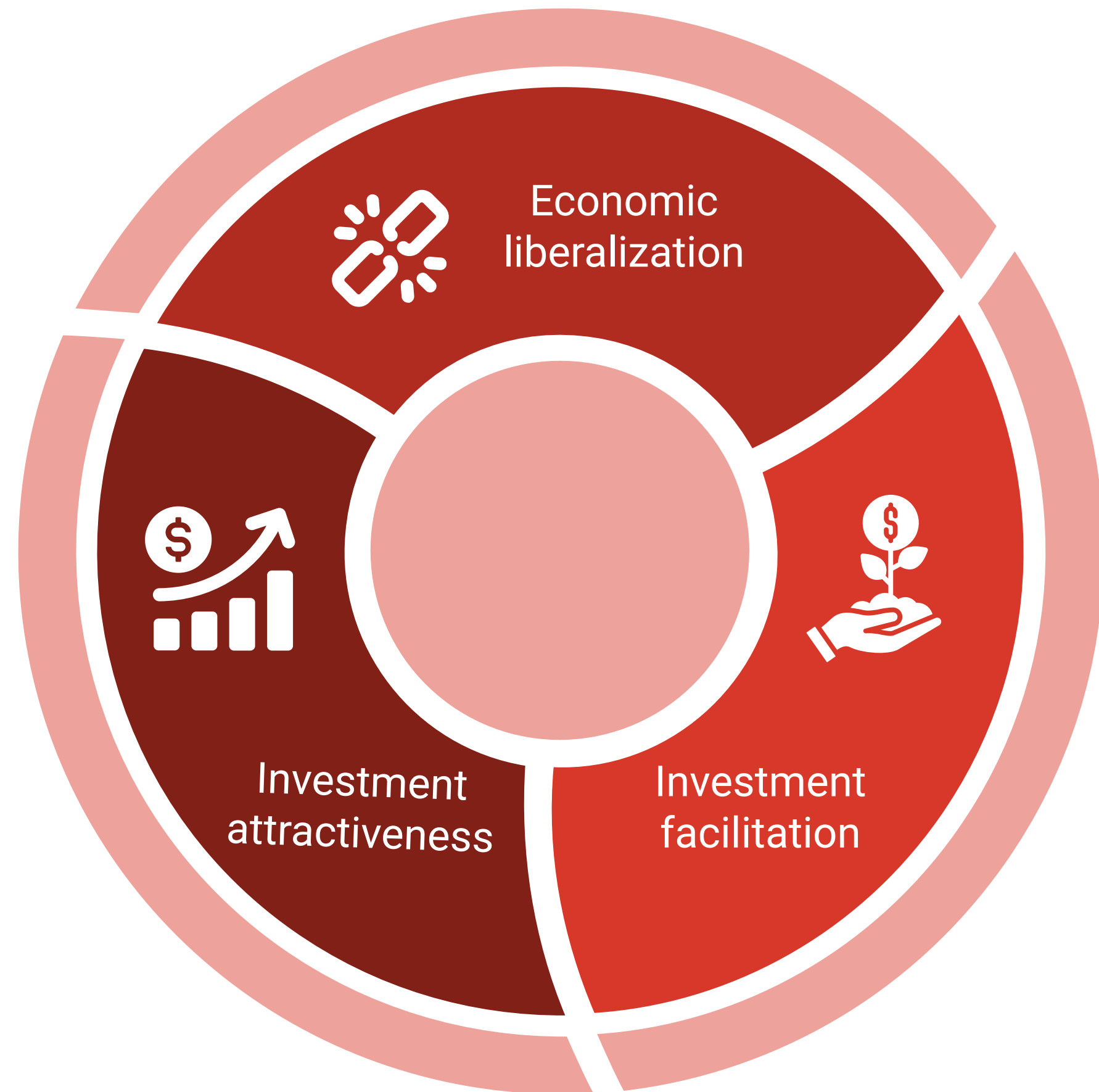


- Africa's UN HQs (UNON) which is one of four main UN secretariat duty stations globally.
- Global headquarters of UNEP and UN-Habitat, together with a joint presence of 23 other UN Agencies.



- 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

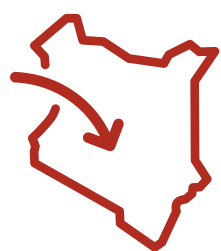
2

- 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



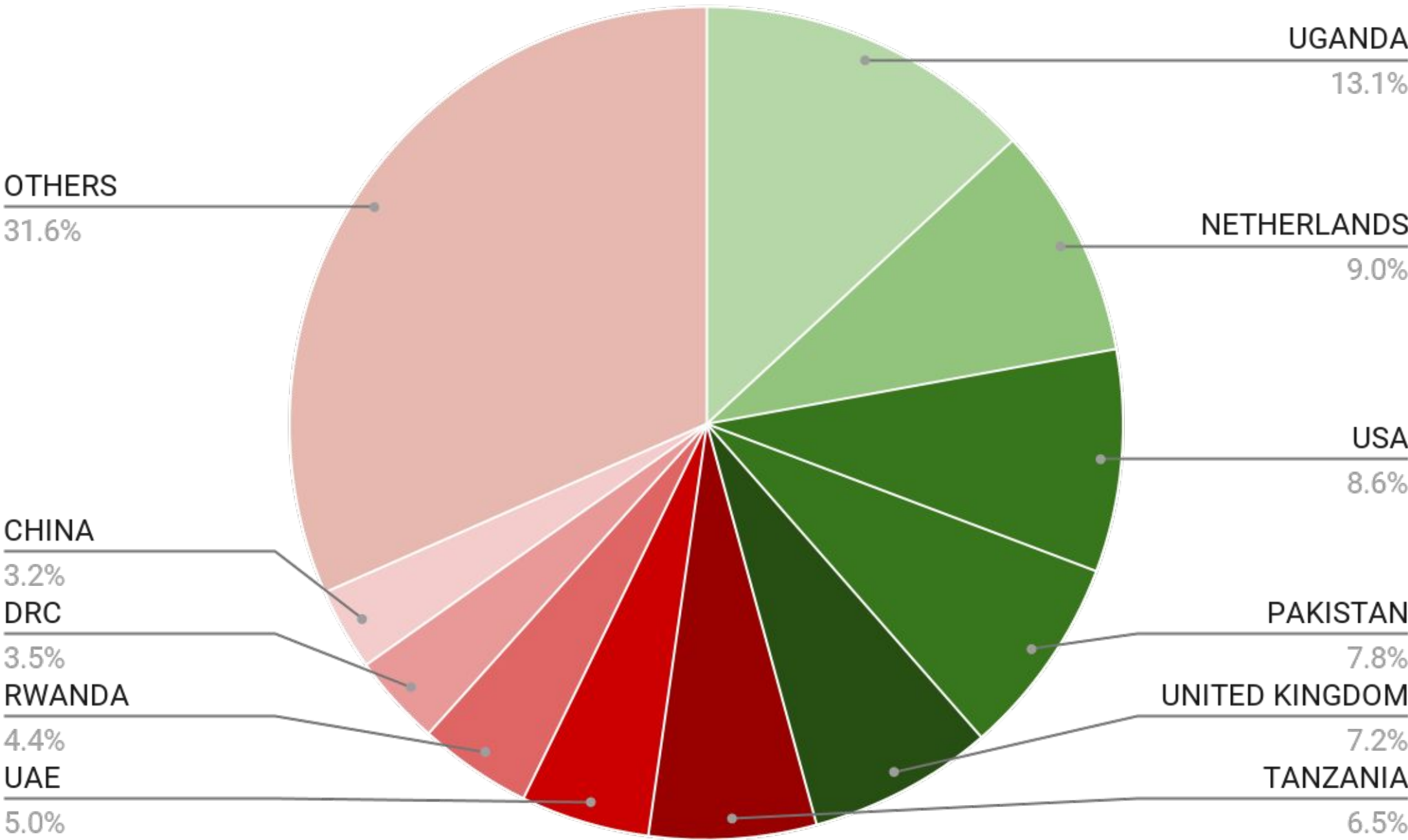
US\$ 6.09 Bn
Total Exports

Preferential Trade Agreements

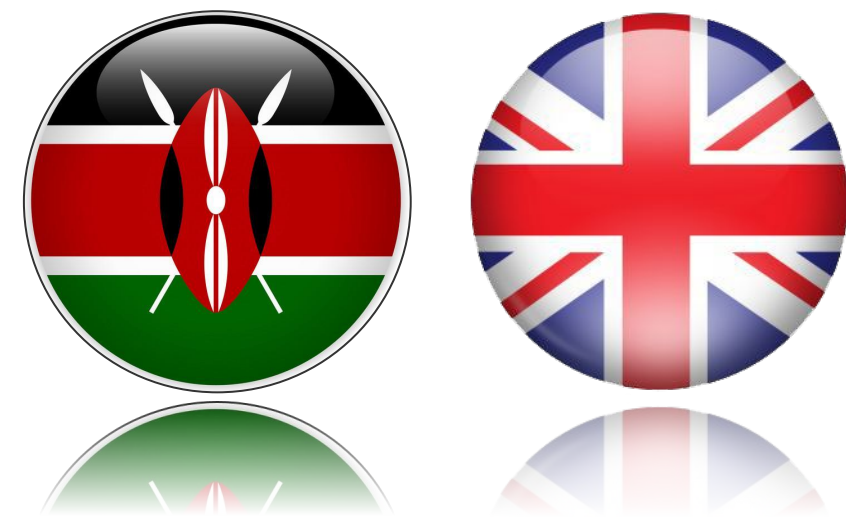
1.7Bn ~ US\$ 40Tn
Population Market value



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 FinTech Industry Overview

The adoption of technology at a high rate creates room for development of compatible ICT enabled services.

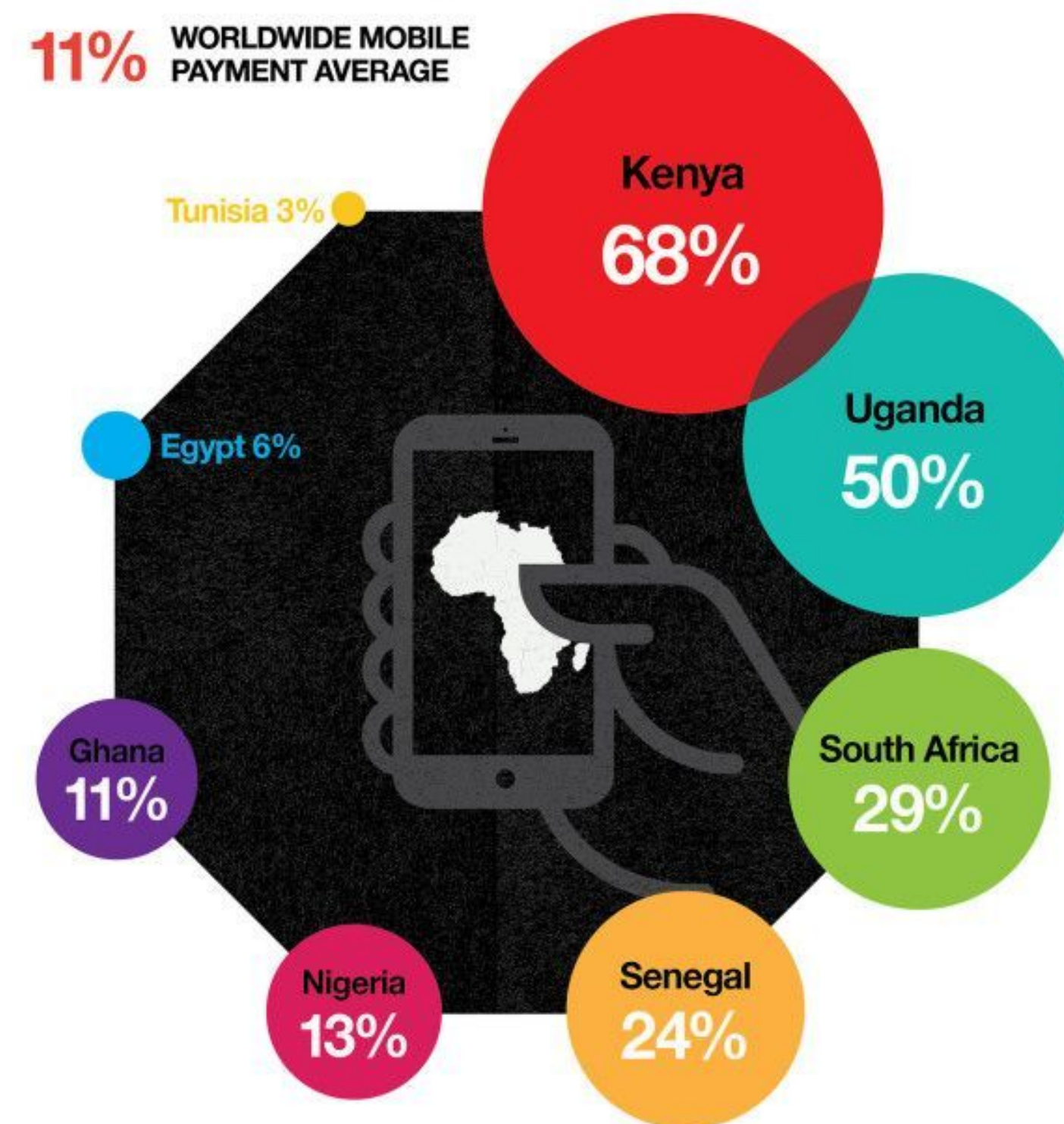
The expansion of the service channels in the sector provides opportunities in the client management solutions realm

- As at December 2021, users transacted USD 622.14 million on phones.
- The total amount of mobile money transfers grew by 31.7 % to stand at USD 6.9 Billion in 2021.
- The value of mobile commerce transactions average transaction value per user in the Digital Investment segment is projected to amount to USD \$31.97 in 2024.
- In the Digital Payments segment, the number of users is expected to amount to 39.14m users by 2027.

Mobile Payments in Africa

Percentage of mobile phone users who regularly make or receive payments on their phones.

11% WORLDWIDE MOBILE PAYMENT AVERAGE



Source
Pew Research Center, 2013

afrographique.tumblr.com
Infographic designed by @Ivanisawesome

About Popote Innovations Limited (PIL)

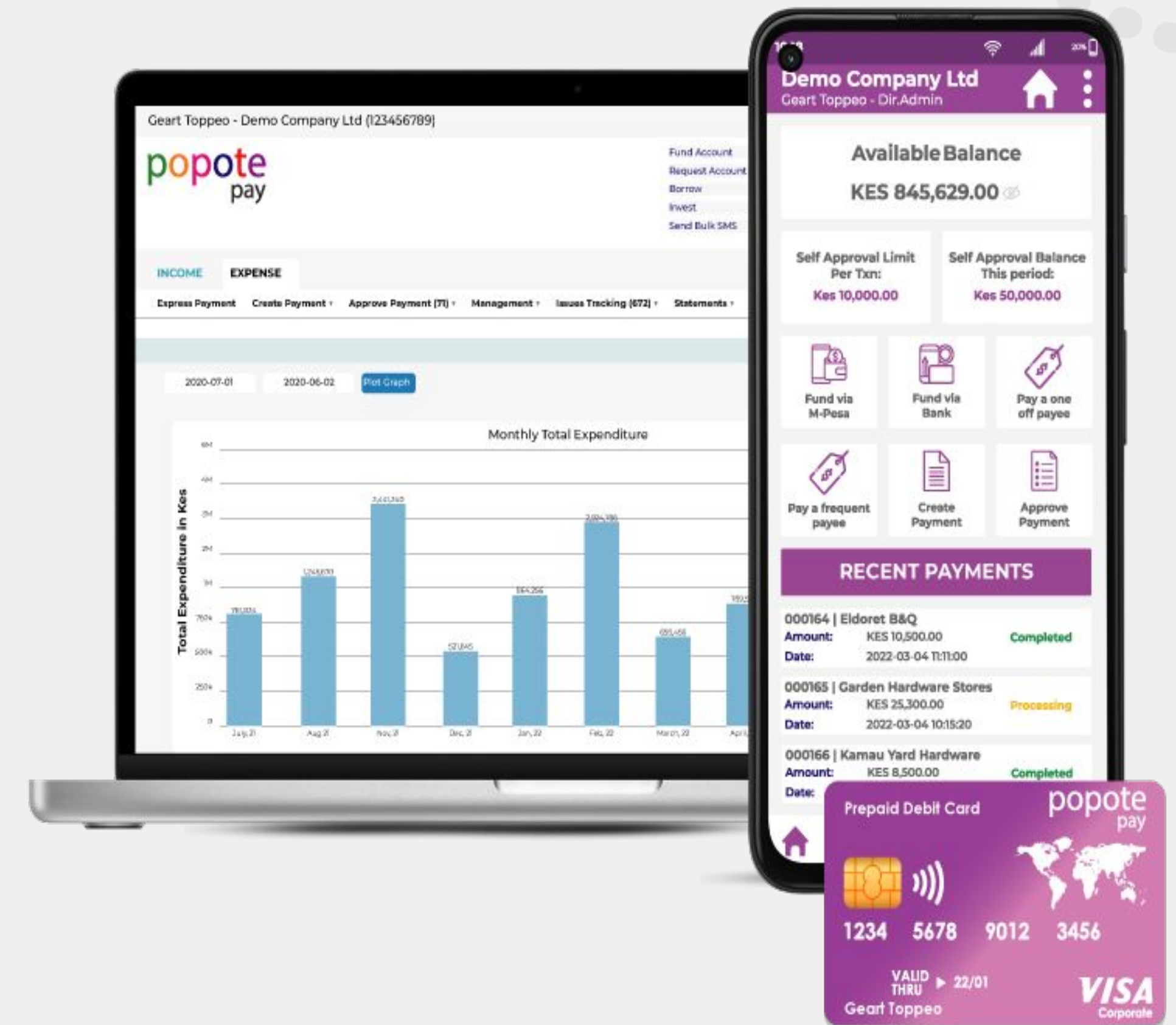
Popote Innovations Ltd (PIL) is a company registered in Kenya and is wholly owned by Popote Inc., a corporation registered in Delaware USA.

The company **provides payment automation and expense management services through a platform called Popote Pay**, which can be accessed from a web portal or the mobile app

KDC invested USD 3.1 million into the company for financing the 2018 working capital during the early stages of PIL's operations.

Popote Pay is designed primarily for SMBs i.e. businesses with 10 to 250 employees and a finance team in place, however it is useful to any entity that makes a large number of frequent payments and values financial control.

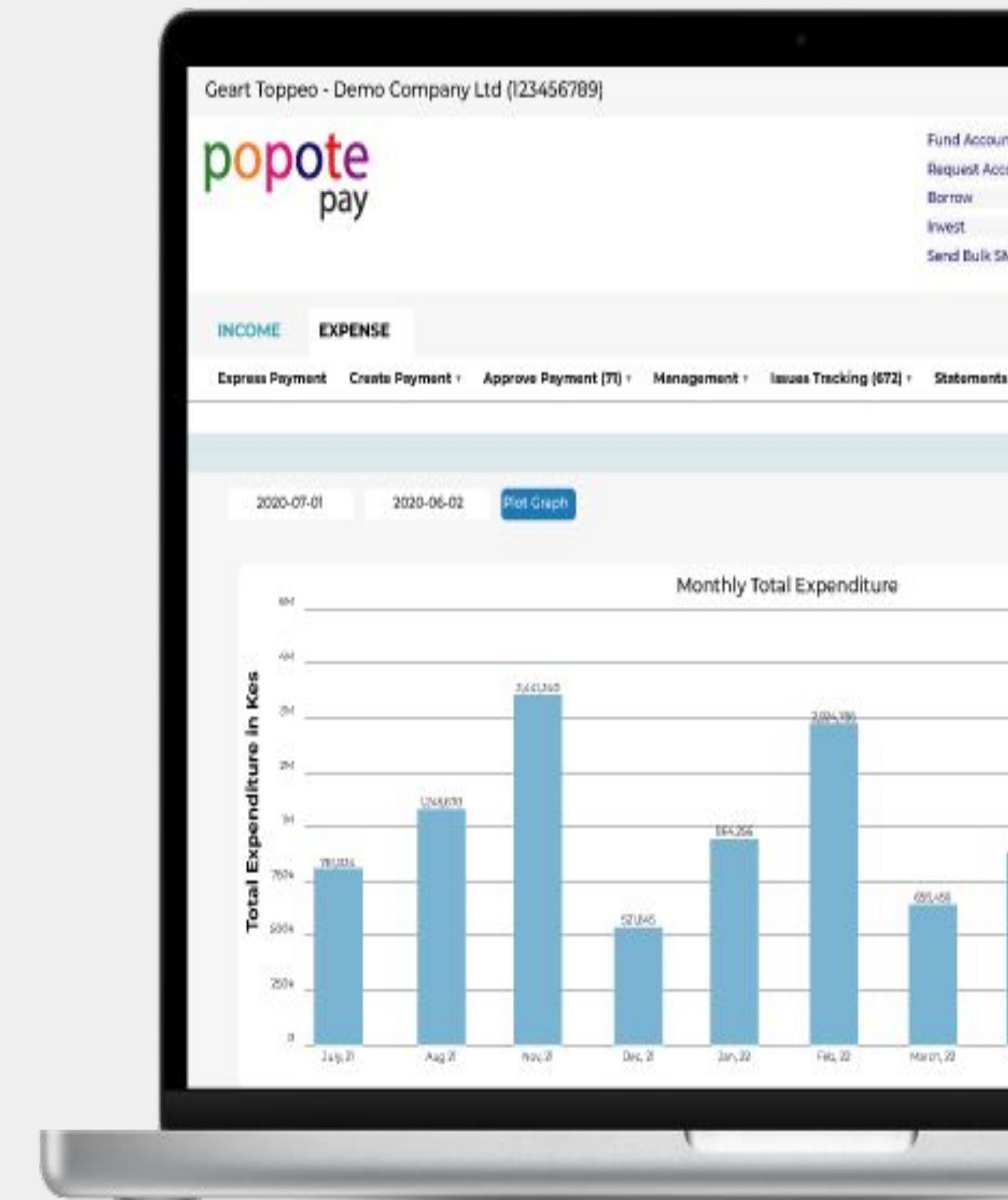
The company has an **asset base of USD . million** and **21 full time employees**



Value Proposition

Management has proven Popote works and is ready to be scaled

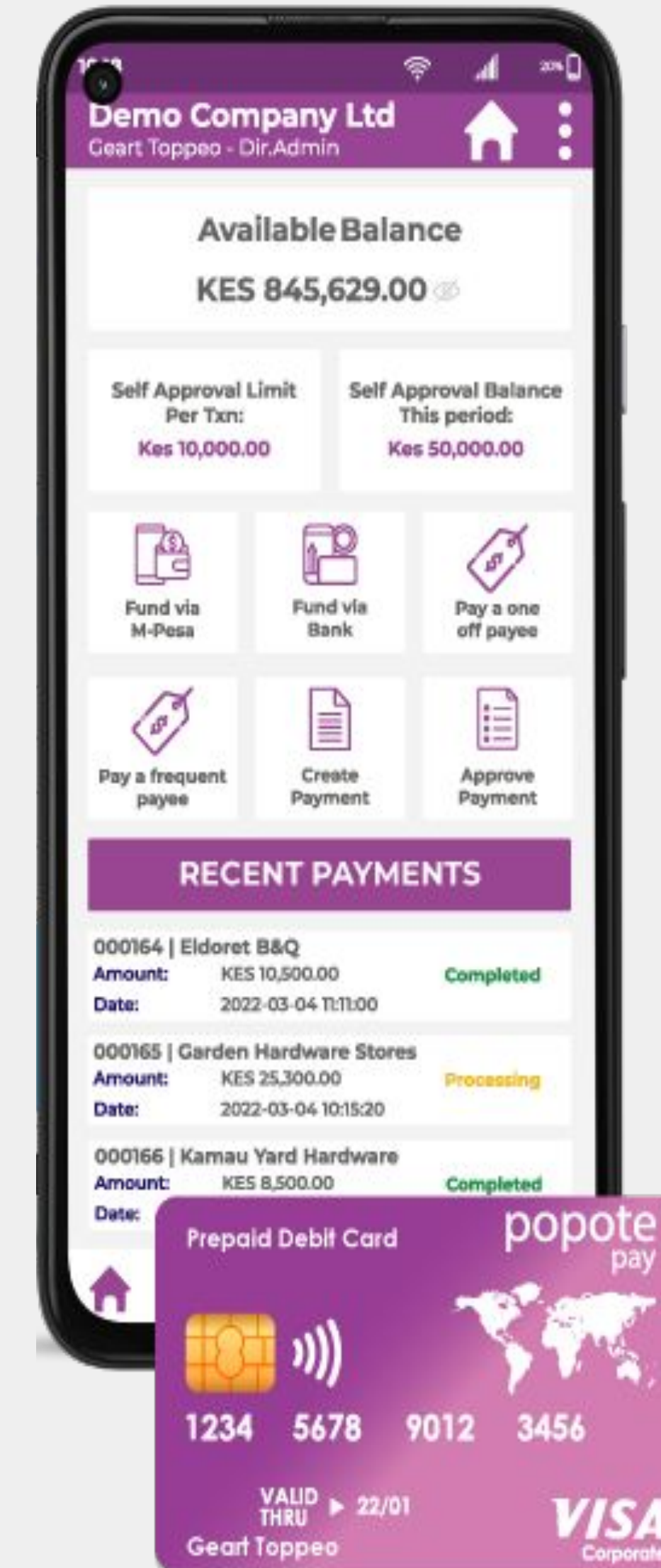
- There are approximately 1.56 million small and medium businesses in Kenya (SMEs).
- These businesses can all benefit from a better way to make payments and manage and account for expenditure
- The company has signed up 1.75K accounts, recorded 1.97 million transactions valued at USD 132 million and generated revenues of USD 2.53 million as at 31st December, 2022.
- Popote has built multiple, proven revenue streams.
- The company serves SMEs across a diverse range of industries.
- The company also serves corporates, non-profits and government.
- It has built infrastructure and GTM partnerships with Microsoft, Visa and Safaricom



The Opportunity

The project promotes technology transfer as it will be recruiting top talent from all over the world

- Popote is seeking a strategic partner to recapitalize the business to a tune of USD 3M in Convertible debt
- Popote was the first spend management solution in Kenya and Africa as well.
- PIL's expansion will create 23 direct jobs in addition to the current 21.
- The company is environmentally friendly as it is an ICT company
- Connect into Pan African payment infrastructure and begin to engage prospective partners in other markets.
- Get to ARR of USD 5M and open Series A
- Spend Management solutions will become indispensable to businesses in the coming years. Popote is a pioneer of the category in Africa and has proven its solution works for its market.





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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

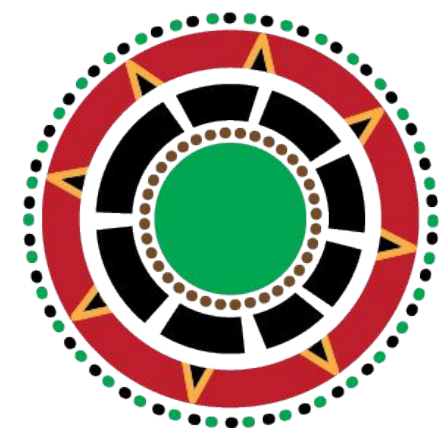


Kenya Development Corporation

Tel: +254727534572

Email: info@kdc.go.ke

Website: www.kdc.go.ke



MAKE IT KENYA



REPUBLIC OF KENYA

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MINISTRY OF INVESTMENTS,
TRADE & INDUSTRY



PROMOTING INVESTMENTS IN KENYA



KENYA
DEVELOPMENT
CORPORATION



EPZA

EXPORT PROCESSING
ZONES AUTHORITY | KENYA
Your Investment & Trade Partner



"Powering Growth"



DEPARTMENT of BUSINESS
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