



# INVESTOR PRESENTATION

February 2022



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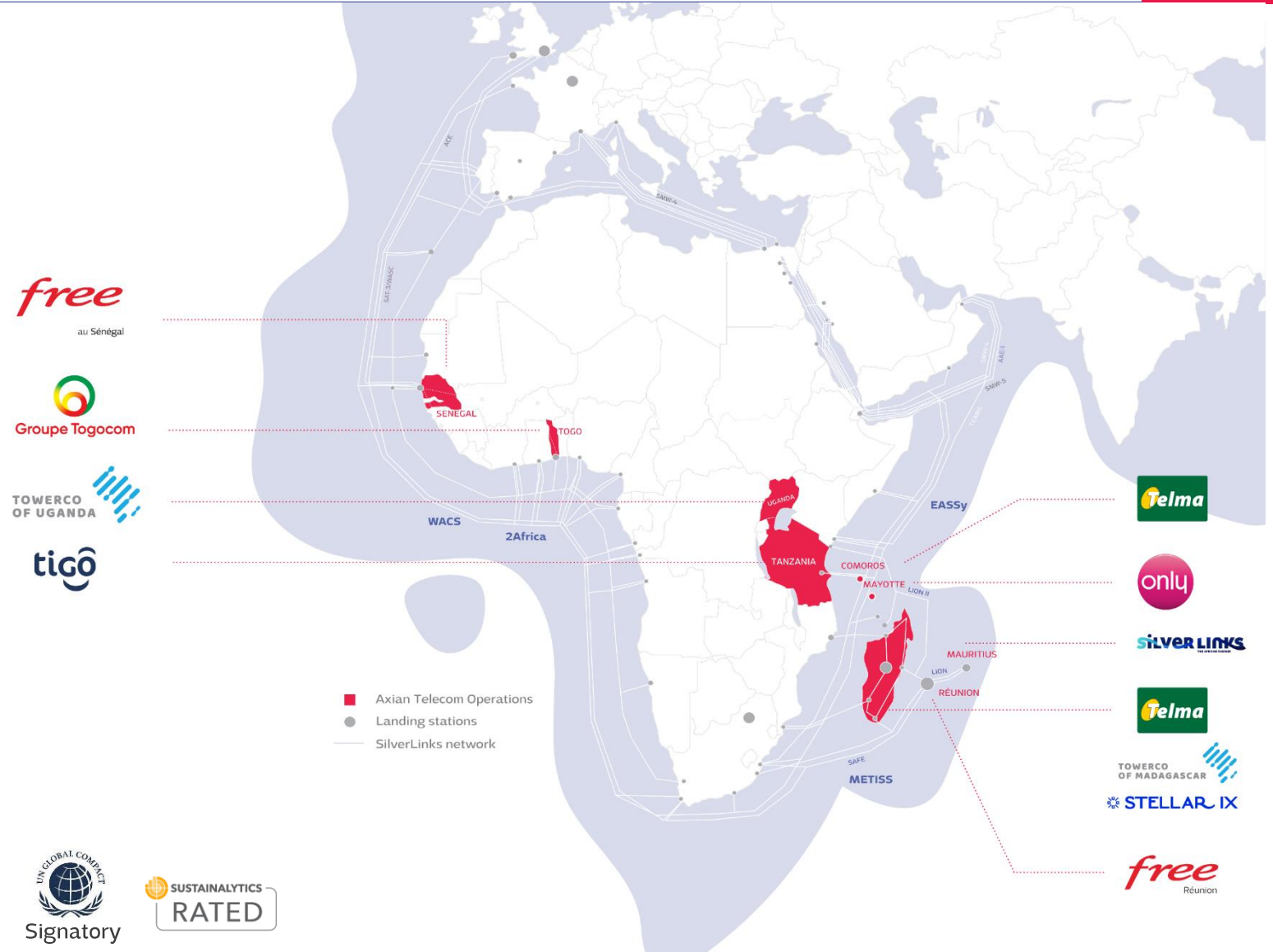
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# AXIAN TELECOM AT A GLANCE

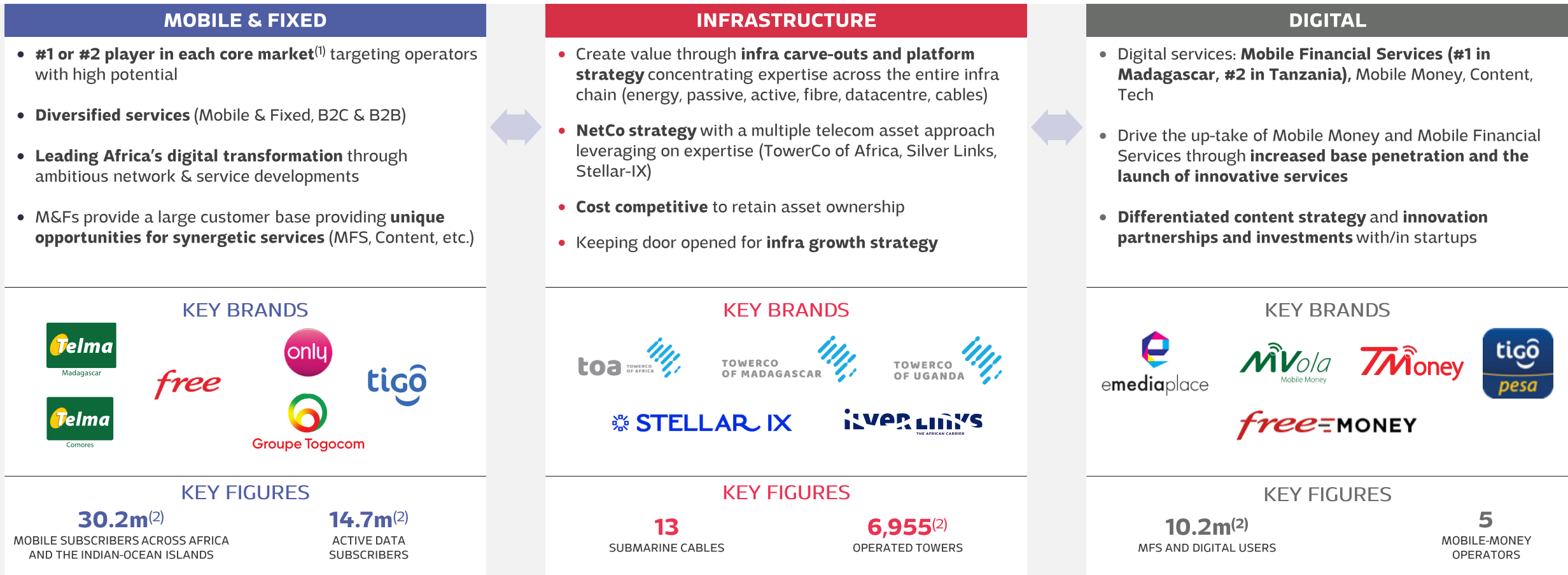
<b>32.1m</b> MOBILE SUBSCRIBERS <sup>(1)</sup>	<b>7</b> COUNTRIES WITH DIRECT AXIAN TELECOM OPERATIONS <sup>(1)</sup>
REVENUE <sup>(1)</sup> <b>\$822M</b>	Adjusted EBITDA <sup>(2)</sup> <b>\$388M</b> 47% margin
Adjusted NET LEVERAGE <sup>(3)</sup> <b>1.7x</b>	Adjusted INTEREST COVERAGE <sup>(4)</sup> <b>12.6x</b>
<b>3,221</b> EMPLOYEES <sup>(5)</sup>	MADAGASCAR'S FIRST-EVER <b>UN GLOBAL COMPACT SIGNATORY</b>
<b>1<sup>st</sup></b> GROUP TO DEVELOP A COMMERCIAL 5G NETWORK IN AFRICA	<b>B+ / B+</b> RATINGS (S&P / FITCH)



Source: Company information; Notes: Tanzania acquisition closing pending; MFS stands for Mobile Financial Services; (1) Including Tanzania; LTM-2021; (2) Including Tanzania; LTM-2021; Adjusted EBITDA computed as EBITDA adjusted for loss on disposal of subsidiary and gain on disposal of Property, Plant and Equipment; (3) Including bond issuance; LTM 2021; Adjusted Leverage Ratio computed as Adjusted Net Debt over Adjusted EBITDA with Adjusted Net Debt defined as current and non-current borrowings excluding Shareholder Loans and Loans Payables to entities under common control, financial lease liabilities, bank overdraft less cash and cash equivalents; (4) LTM 2021 excluding Tanzania and excluding bond issuance; Adjusted Interest Coverage is defined as Adjusted EBITDA divided by Adjusted Interest Coverage is defined as Adjusted EBITDA divided by the aggregate of finance costs with respect to bank loans, bank overdraft and interest on other borrowings, for a stated period, expressed as a multiple; (5) Excluding Tanzania

## Building Profitable and Scalable Platforms and Driving Value in Existing Portfolio

### SYNERGY APPROACH: LEVERAGING OPERATIONAL EXCELLENCE, TECHNOLOGICAL EXPERTISE AND INNOVATION



Source: Company information, Analysys Mason

Slide / 4 Notes: M&F stands for Mobile & Fixed; MFS stands for Mobile Financial Services; (1) #3 in Reunion; (2) 2020 including Tanzania



## AXIAN Telecom exercises strong positioning across multiple activities in its core markets

### Regional leadership in East Africa: **TANZANIA**



#### MOBILE

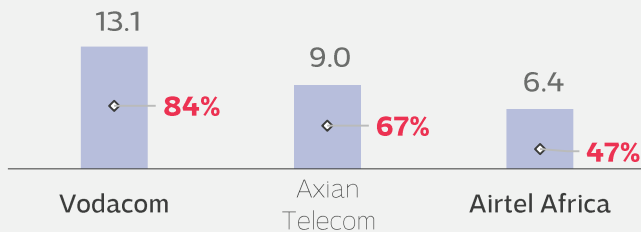
- Premium positioning with focus on innovation and mission to become the digital leader (Tigo and Zantel brands)
- 3,082 PoPs<sup>(2)</sup> (#2)
- 125 MHz spectrum holdings
- 5G trial expected for 2022

Market share<sup>(1)</sup>  
**27%**

#### MOBILE FINANCIAL SERVICES

- Product experience and design oriented with most innovative partnerships (e.g., with Masterpass since 2018)

MFS accounts (millions) and implied % take-up rate<sup>(3)</sup>:



### Regional leadership in the Indian Ocean: **MADAGASCAR**



#### MOBILE & FIXED

- **Leading M&F** with a 59% market share<sup>(1)</sup>
- 7.5m mobile subscribers<sup>(1)</sup> with **large potential for growth** considering current penetration (c. 46%)<sup>(1)</sup> and demographic growth (c. 3% pa)
- 1,510 PoPs<sup>(1)</sup>
- **Diversified** across segments (mobile & fixed, B2B & B2C)

#### TOWERS

- **Leading Towerco** with 1,412 sites (c. 53% market share)<sup>(1)</sup>
- Improving tenancy ratio currently at 1.18x<sup>(1)</sup>
- Best in class energy management practice
- **Innovating with technical solutions** (e.g., “Wind-it” tower integrating vertical axis wind turbines)

#### DATA CENTRES

- Stellar IX up and running as of Sep-21
- Tier-III data centres guaranteeing availability commitments at 99.98%

#### MVOLA MADAGASCAR

- **Clear MFS leader** (1<sup>st</sup> player to launch in 2010)
- **Large potential for growth** in terms of base penetration (currently at c. 20% of Mobile Base) and market potential with c. 80% of unbanked population

### Regional leadership in West Africa: **TOGO**



#### MOBILE

- Centred on premium end of market with high focus on quality of network, technology and branding (Togocom brand)
- 845 PoPs<sup>(1)</sup> (#1)
- 300 MHz spectrum holdings (#1)
- 5G data services launched in Dec-20

Market share<sup>(1)</sup>  
**51%**

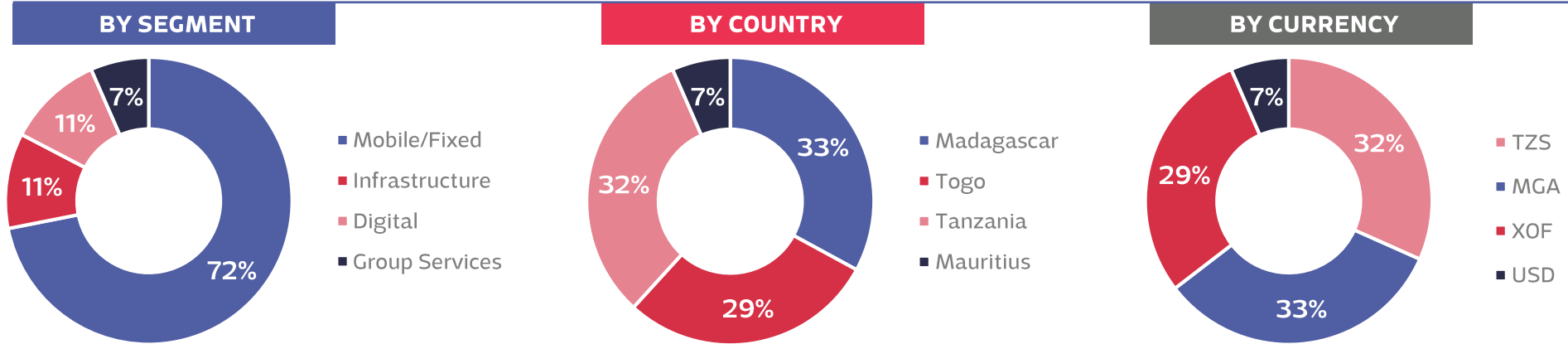
#### BROADBAND

- Sole fixed provider with own infrastructure (DSL, FTTH, FTTC, WiMAX)
- Most extensive network and actively invests in fibre

**61%**

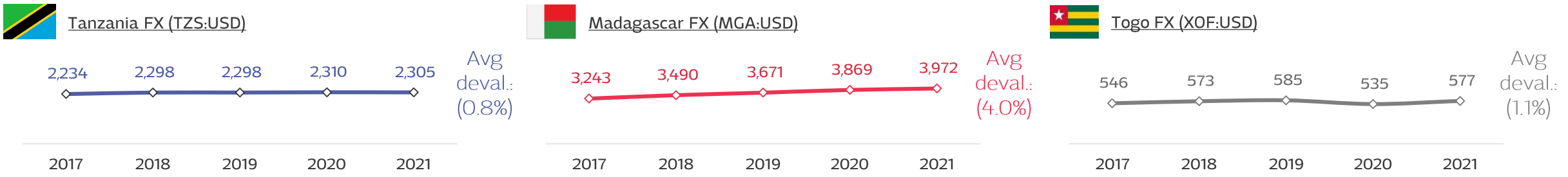
## Balanced business across key African markets with geographic and product diversification and stable FX environment

### 2020A PROFORMA ADJUSTED EBITDA<sup>(1)</sup> (\$M, \$ OF TOTAL)



- Historical FX stability in core markets (Tanzania, Madagascar and Togo)
- EBITDA margin maintained in case of devaluation because most of the cost base will be positively impacted by the devaluation (LCY driven)

### MAIN AXIAN MARKETS YEARLY AVERAGE EXCHANGE RATE<sup>(2)</sup>



- The TZS has remained relatively stable over the last 5 years

- The MGA underwent controlled depreciation recently, sustaining the competitiveness of exports during the pandemic


- Togo XOF remains pegged to EUR





## Development into a regional leader and international multi-asset infrastructure company


### TOWERS – TOWERCO OF AFRICA

- Founded in 2020 to integrate small portfolios in Tier II countries under the radar of a big TowerCo with clear investment rationale
- Origins in 2011 following Madagascar Tower carve-out
- 1,412 towers in Madagascar
- 311 BTS orders secured in Uganda

 Acquisition of Ubuntu Towers in Uganda, a greenfield TowerCo, in August 2021


 A portion of revenue USD-linked and local CPI escalators for LCY contracts


 Continuous roll-out of new sites


 Innovation to continue proposing best in class services (energy expertise, rural antennas, NaaS)

### INTL. CARRIERS – SILVER LINKS

- International connectivity services to 3<sup>rd</sup> party Opcos
- The network infrastructure consists of submarine cables and a terrestrial backbone
- Highly efficient \$45m+ Capex investment

 Opportunity presented by pan-African submarine infrastructure


 Secured base of clients through AXIAN Group Opcos


 High QoS and associated SLAs


 Wide offering (e.g. MPLS, IPT, DIA services)


### DATACENTRES – STELLAR IX

- Objective: to build a Tier 2 pan-African carrier neutral datacentre platform in major AXIAN Telecom markets:
  - Madagascar, Senegal, Togo and Tanzania
- Short-term strategic plan launched in Q2-2021 with finalisation of Sale & Lease-Back of Telma datacentre

 Acquire existing assets through Sale & Lease-back

 Opcos as anchor tenants

 Operate, build and develop Tier III sites to provide colocation space and interconnection services

 Provide interconnection in-between Stellar-IX datacentres and with Tier I providers



## Market-leading positioning and offering in Digital Services such as Mobile Money with significant upside potential

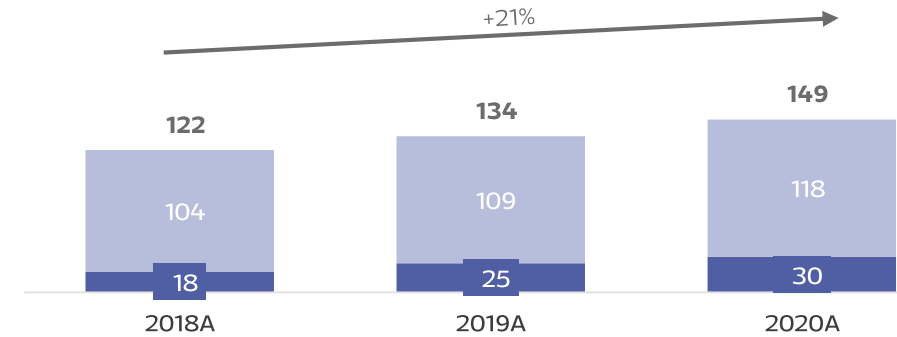
### OVERVIEW AND STRATEGY

- After pioneering the mobile money industry in the Indian Ocean with the launch of Mvola in Madagascar in 2010, AXIAN Telecom has become a leading MFS provider and has expanded its operations to Togo, Tanzania, the Comoros and Senegal

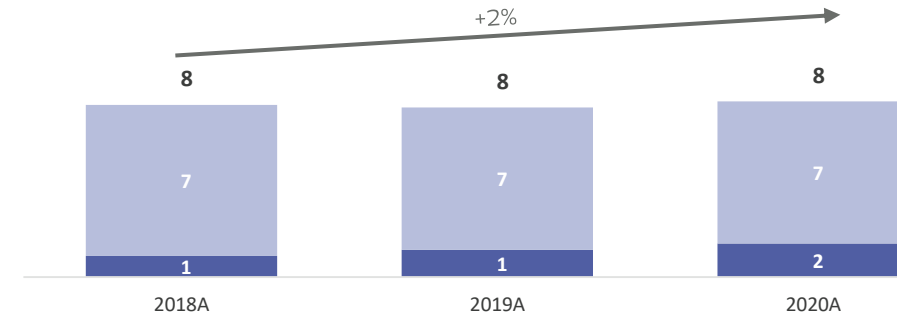
### KEY OFFERINGS

Core MFS	Remittances	Corporate	Financial Services	Payments
<ul style="list-style-type: none"> <li>▪ Cash-in/out</li> <li>▪ Liquidity management</li> <li>▪ National P2P money transfers</li> </ul>	<ul style="list-style-type: none"> <li>▪ International transfers to select MNOs</li> <li>▪ International P2P money transfers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recurring customer billing</li> <li>▪ Paying multiple counterparts</li> <li>▪ APIs to facilitate B2C disbursement, C2B collection and online payments</li> </ul>	<ul style="list-style-type: none"> <li>▪ Immediate access to instant loans</li> <li>▪ Insurance</li> <li>▪ Savings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Code-based digital payments</li> <li>▪ Merchant payments</li> <li>▪ Recurring bill payments</li> </ul>

### MOBILE MONEY REVENUE (\$m)



### MFS USERS (#m)

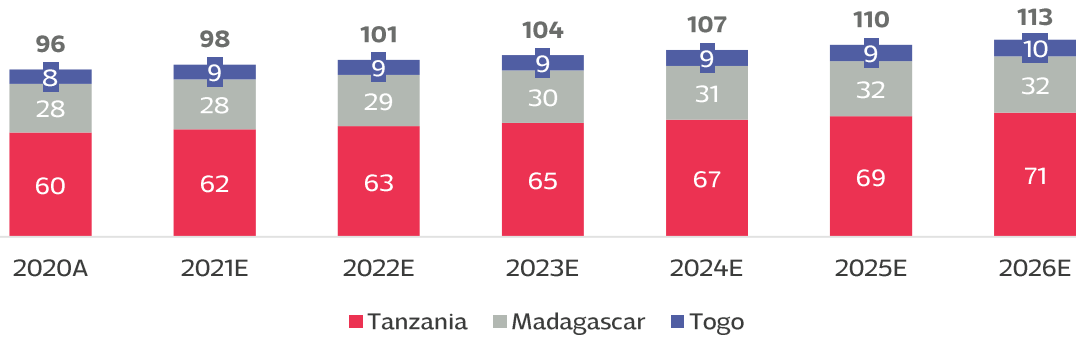


Extracting value from our customer base

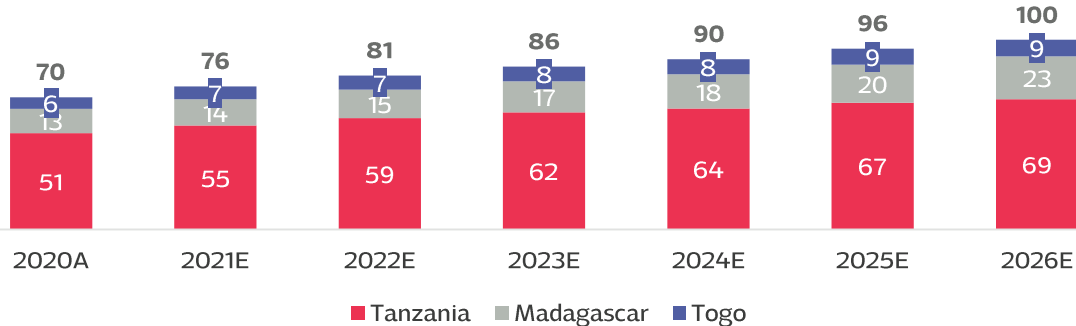
TANZANIA						MADAGASCAR				
987m	\$12bn	31%	129K	80K		364m	\$5bn	16%	24K	13K
transactions	Value transacted	of total revenue	Active cash points	Active merchants		transactions	Value transacted	of total revenue	Active cash points	Active merchants

Dynamic demographics and a telecom market still in its early cycle will allow AXIAN Telecom to grow operations across all activities

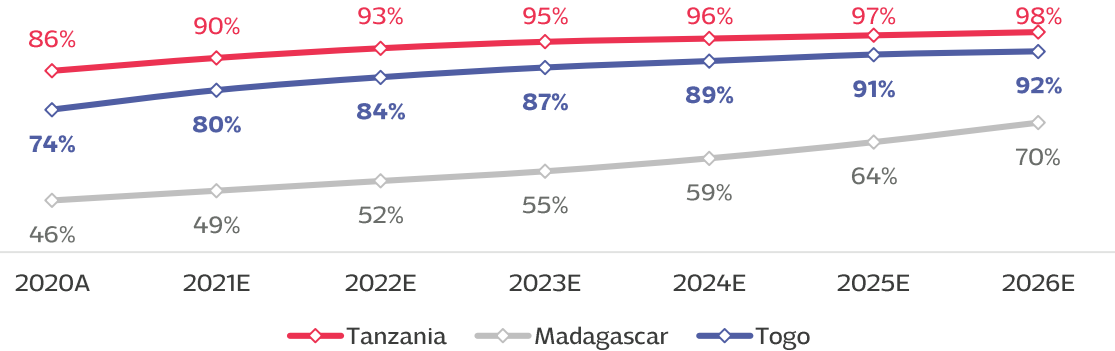
### Total population (#m)



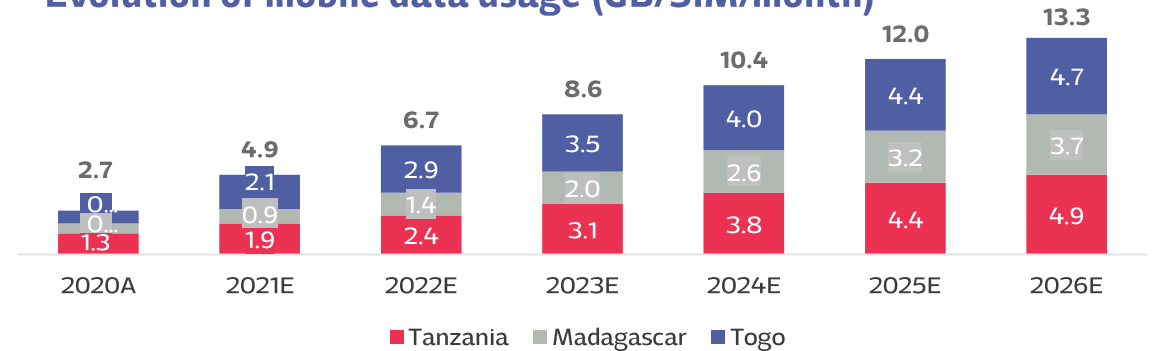
### Mobile SIM market (#m)



### Mobile SIM penetration (%)



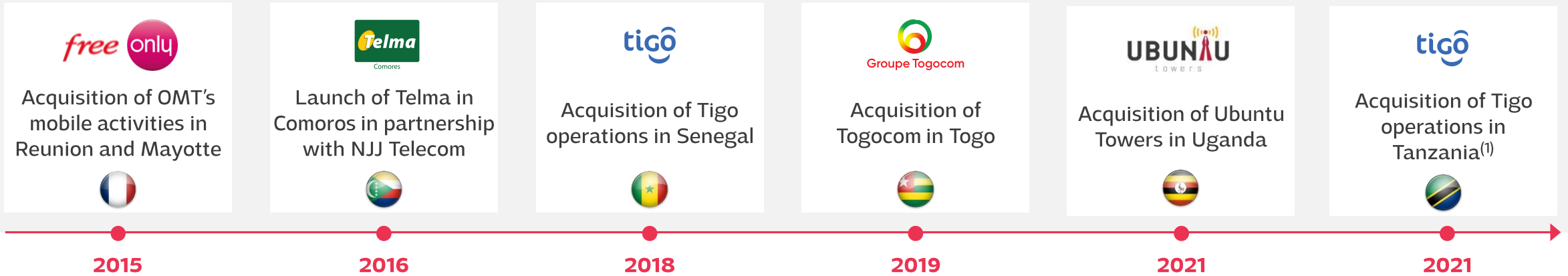
### Evolution of mobile data usage (GB/SIM/month)



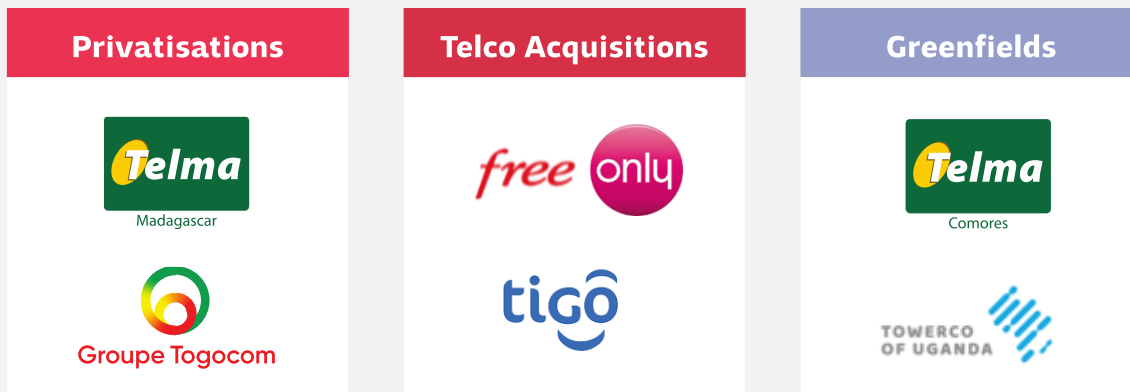
- **Organic growth will help consolidate AXIAN Telecom’s historical leadership** in Madagascar, and this across all markets
- **Main player in Tanzania (#2)** and well positioned for further service growth
- Steady operations in Togo with **untapped growth potential in MFS & B2B wholesale practice**

## Track Record in M&A Growth and Integration and in Securing Partnerships

### SEVERAL SUCCESSFUL INTEGRATIONS SINCE 2015



### AGILE IN ANY TYPE OF INORGANIC TRANSACTION



### KEY PARTNERSHIPS SECURED



## Our commitment: be impactful at every level



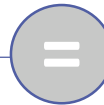
- Pooling and coordinating all subsidiaries' available people and resources to implement a shared CSR and social-outreach program with local and international NGO partners

- Our CSR programs are tailored to meet the real needs of targeted populations. We act and adapt to each case by forging partnerships with public and private sector experts in the fields targeted by the program

### 4 AREAS OF INTERVENTION



- HEALTH
- EDUCATION
- SOCIAL WELFARE & HUMANITARIAN AIDS
- ENVIRONMENT & SUST. DEVELOPMENT



## A uniquely experienced team with a committed shareholder



### Hassanein HIRIDJEE

**CHAIRMAN**, FOUNDER AND OWNER OF AXIAN Telecom

- Hassanein Hiridjee is a third-generation entrepreneur and part of the Hiridjee family – present and active in Madagascar since 1825
- Owns 100% of AXIAN Telecom
- He emphasises the long-term view in each investment and has continuously had a conservative tolerance to leverage
- Before founding AXIAN in 2015, Hassanein founded a real-estate company in Madagascar – First Immo
- He graduated from École Supérieur de Commerce de Paris (ESCP Europe)

## BOARD & GOVERNANCE



### Anja BLUMERT

**Independent Non-Executive Director**

- Experienced TMT Executive with Finance, M&A, Markets and Strategy
- CFO of Global Cloud Xchange
- Board experience includes: GCX, BIMA, Helios Towers, Jumia



### Hassanein HIRIDJEE

**Chairman**

- Founder & Owner of AXIAN Telecom



### Parwez JUGOO

**Non-Executive Director**

- Ex-Group Legal Counsel for Airtel Africa



### Afsar EBRAHIM

**Independent Non-Executive Director**

- 30 years of professional experience across industries and geographies
- Currently executive director of Kick Corporate Services
- Previous experiences include: DCDM/BDO Mauritius & Regional Offices; Head of HSBC CIB



### Jimmy WONG

**Independent Non-Executive Director**

- CEO of DTOS Group



### Under recruitment

**Independent Non-Executive Director**

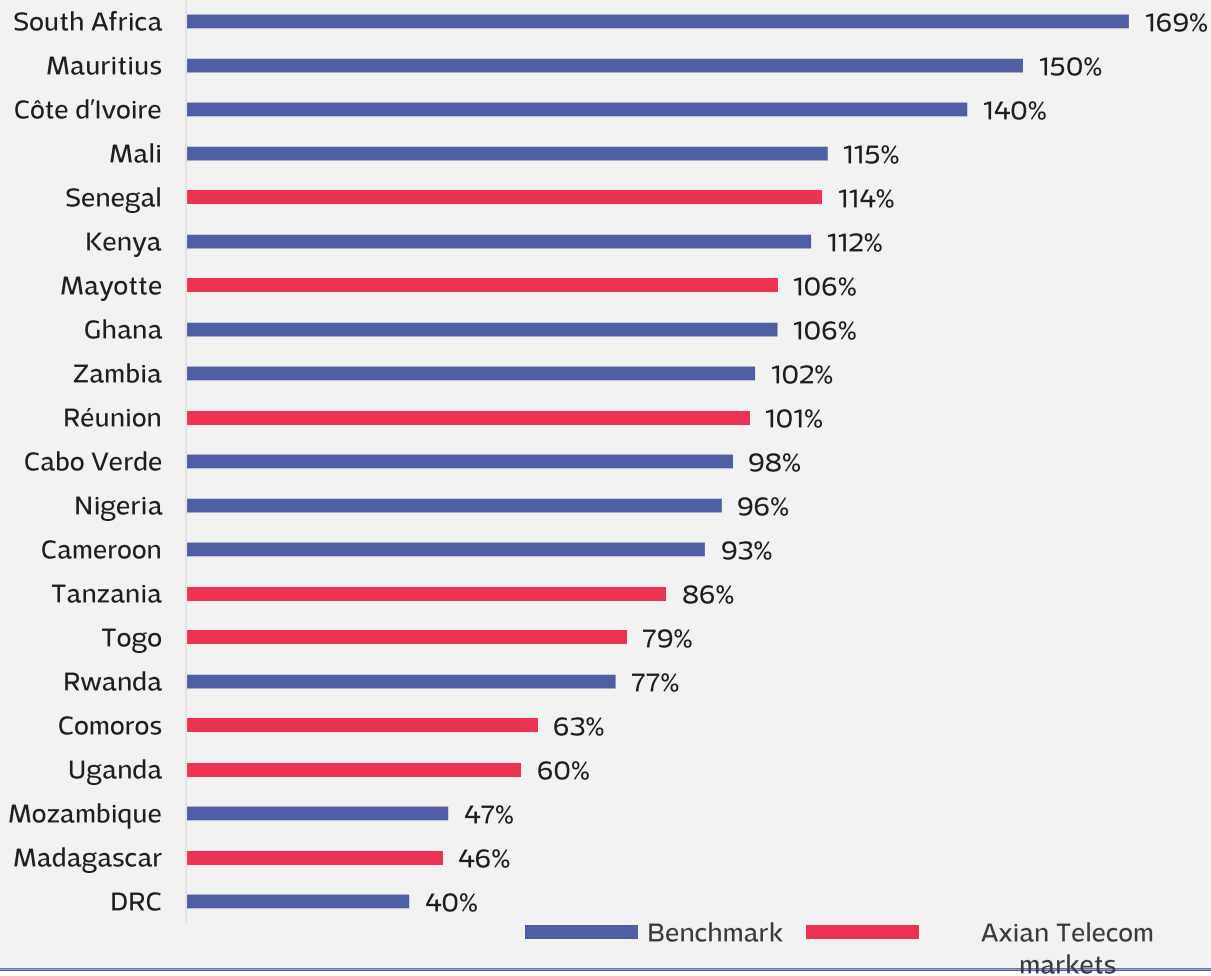
- Ongoing discussions

## HIGHLY EXPERIENCED MANAGEMENT TEAM WITH PREVIOUS ROLES IN MAJOR INTERNATIONAL COMPANIES

NAME	POSITION	PREVIOUS ROLES	BIO	YEARS IN TELECOM	YEARS WITH AXIAN
Stéphane OUDIN	CEO		<ul style="list-style-type: none"> <li>• Ecole Polytechnique and Télécom Paris</li> <li>• Former CEO at Canal+ Télécom</li> </ul>	>25	4
Philippe PRODHOMME	CFO		<ul style="list-style-type: none"> <li>• University Paris Dauphine</li> <li>• CFO previously MTN, AIRTEL, MIC (incl Tanzania)</li> </ul>	>20	>10
Linda KOUAM	CCO		<ul style="list-style-type: none"> <li>• Technische Universität Braunschweig</li> <li>• Former Digital Business Director of MTN Group</li> </ul>	15	1
Joël RANDRIANASOLO	CTO		<ul style="list-style-type: none"> <li>• Ecole Supérieure Polytechnique of Antananarivo</li> <li>• Head of Planning and Optimisation at Huawei</li> </ul>	15	7
Jérôme VALENTIN	CIO		<ul style="list-style-type: none"> <li>• University Paris V</li> <li>• Former Project Director at Atos</li> </ul>	>25	14
Mialisoa ANDRIANASOLO	Chief Customer Relationship Officer		<ul style="list-style-type: none"> <li>• ISCAM Madagascar</li> <li>• Chief Commercial Officer at Sodim</li> <li>• CRM at Moov Madagascar</li> </ul>	>20	14
Jean-Denis BOUDOT	Chief Communication Officer		<ul style="list-style-type: none"> <li>• Master's Degree in Law from Bordeaux University</li> <li>• Previously co-founder Novo-Comm Ogilvy</li> </ul>	>20	3 ½
Nicolas SYLVESTRE-BONCHEVAL	Head of Corporate Finance & IR		<ul style="list-style-type: none"> <li>• HEC Paris</li> <li>• Former Finance Director at IHS Towers, and investment banking analyst (JP Morgan, Lazard)</li> </ul>	10	1
Matthieu MACÉ	CEO Open Innovation and FinTech		<ul style="list-style-type: none"> <li>• ESSCA School of Management</li> </ul>	>23	6
Stéphane BEUVELET	CEO Towers		<ul style="list-style-type: none"> <li>• Polytech Tours</li> <li>• Former MD at 9Mobile Nigeria</li> </ul>	>20	1

# APPENDIX

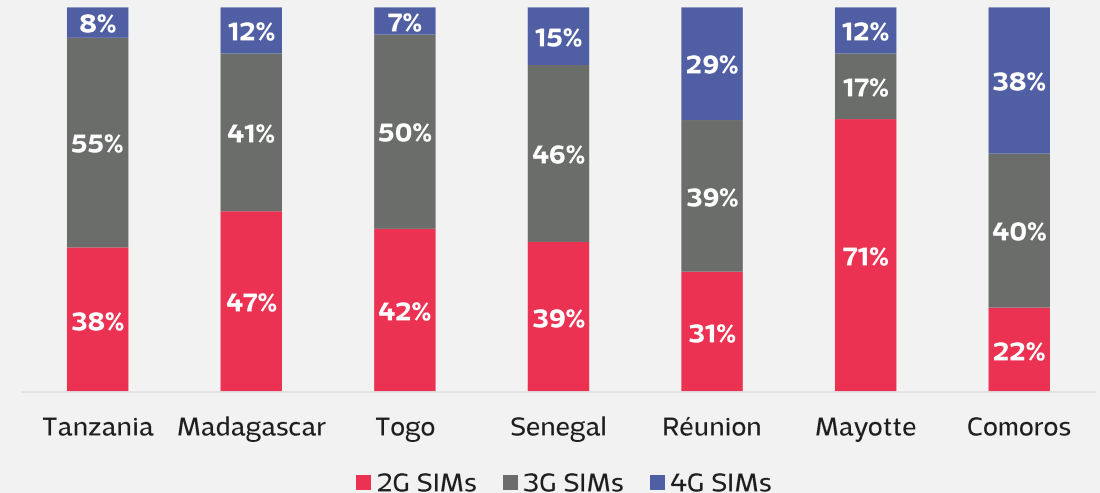
## Benchmark of mobile SIM penetration, 2020 (% of population)



## Telecommunications market overview in Axian Telecom markets

- Markets of operation represent a mix of mature, well-penetrated and emerging high-growth markets
- Core markets of Tanzania, Madagascar and Togo each benefit from a **strong penetration upside opportunity**, and represent a **dynamic growth story on both the voice and data aspects** of the mobile telecommunications market

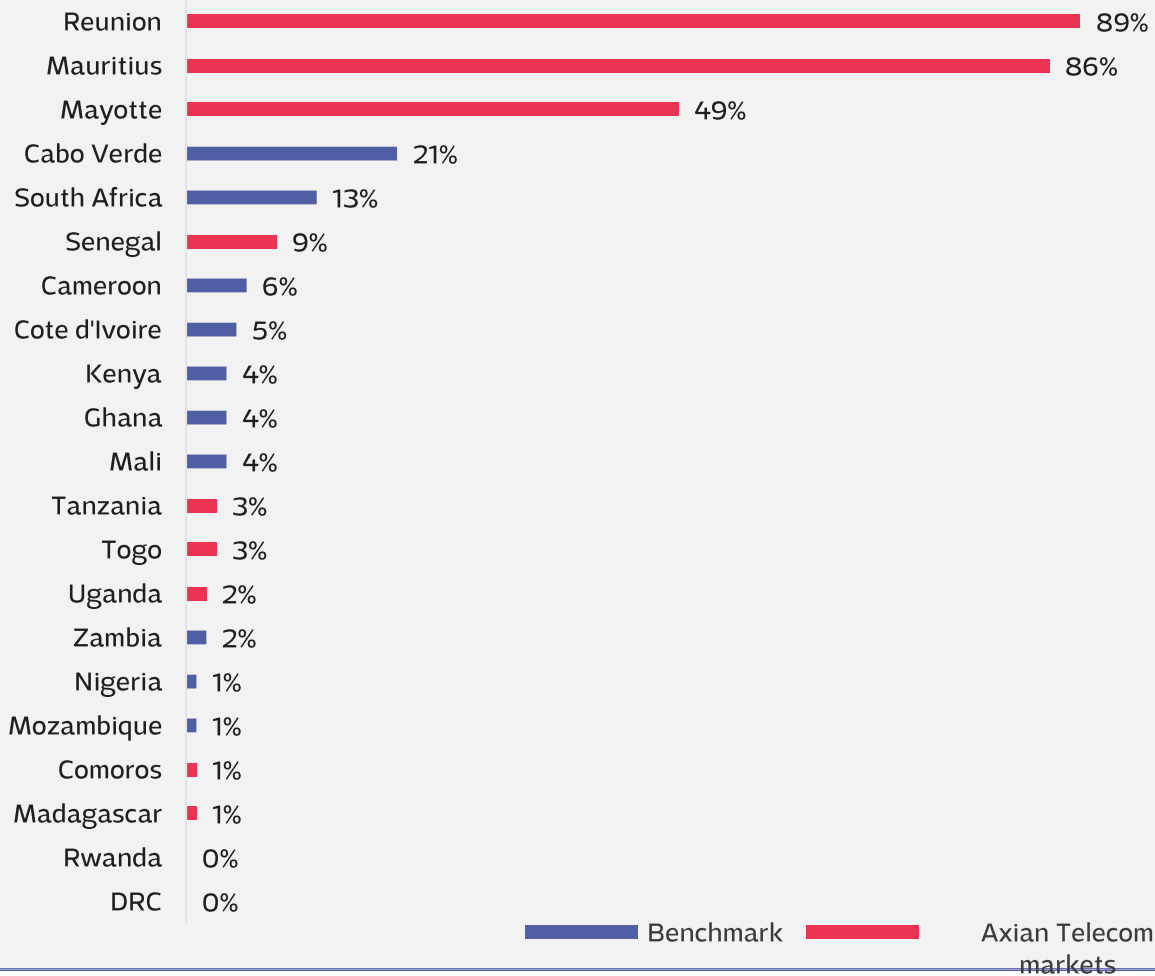
## Mobile technology adoption in Axian Telecom markets, 2020





# FIXED BROADBAND & MFS MARKET OVERVIEW

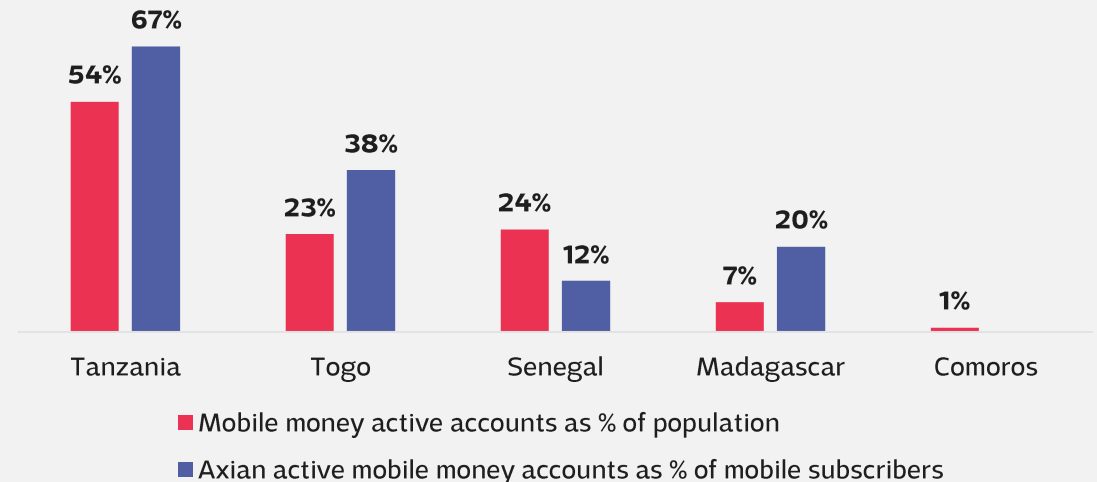
## Benchmark of fixed broadband penetration (% of households)



## MFS market overview

- Axian Telecom has been active in **Tanzania, Togo, Senegal and Madagascar** and launched mobile money in **Comoros** in 2021
- **High MFS growth potential** in terms of active accounts and services offered to both the B2B and B2C customer segments
- **Poor banking infrastructure** and the resulting low banking penetration, expanding mobile networks' **3G and 4G coverage**, and the increasing **affordability of smartphones** are the key growth drivers

## Mobile money accounts



## Strong presence among the fastest growing markets in Africa with opportunistic approach on Infrastructure and Mobile Money as main growth engines

COUNTRY	2021-26 % POPULATION CAGR	2021-26 % GDP (PPP) CAGR	RETAIL SERVICES	WHOLESALE BUSINESSES	% OWNERSHIP	ENTRY DATE	MOBILE/ FIXED	SUBSCRIBERS (M) <sup>(1)</sup>	TOWERS (#) <sup>(10)</sup>	FO BACKBONE (KM)
TANZANIA	2.9%	7.6%		<sup>(2)</sup>	89%	2021	✓ / ✓	14.1	3,066	>3000
MADAGASCAR	2.6%	8.6%		<sup>(3)</sup> <sup>(4)</sup> <sup>(5)</sup>	81%	2004	✓ / ✓	7.5	1,412	>10,000
TOGO	2.4%	9.5%		<sup>(6)</sup>	51% <sup>(8)</sup>	2019	✓ / ✓	3.1	840	1,300
MAURITIUS				<sup>(7)</sup>	100%	2017				
UGANDA				UTUL (Towers)	100%	2021				
<b>NON-CONSOLIDATED</b>										
COMOROS	2.1%	n.a.			50%	2016	✓ / ✗	0.2	119	-
LA REUNION / MAYOTTE	0.7% 2.3%	n.a.			50%	2015	✓ / ✗	0.3	268	-
SENEGAL	2.6%	n.a.			40%	2018	✓ / ✓	4.9	1,250 <sup>(9)</sup>	2,300
<b>TOTAL</b>								30.2	Circa 7,000	>16,000

Slide / 17 Sources: Company Data, Analysys Mason  
 Notes: Ubuntu Towers deal in Uganda not included in the above; (1) At 2020; (2) Shareholder (international bandwidth / IP connectivity); (3) backbones and IP; (4) towers; (5) datacentres; (6) fixed, backbone, metro ring international; (7) international bandwidth / IP connectivity; (8) ECP owns 20% of the HoldCo; (9) Sold to Helios Towers; (10) As at September 2021