

M-KOPA Labs: From PAYG Lighting to Cooking

Q1 2021

Company overview



At first glance, M-KOPA appears to be a solar product company...



...but it is actually much, much more...

In just 10 years since commercial launch...



1M connected homes



1,000 full-time staff in 6 countries



\$300M issued credit to customers



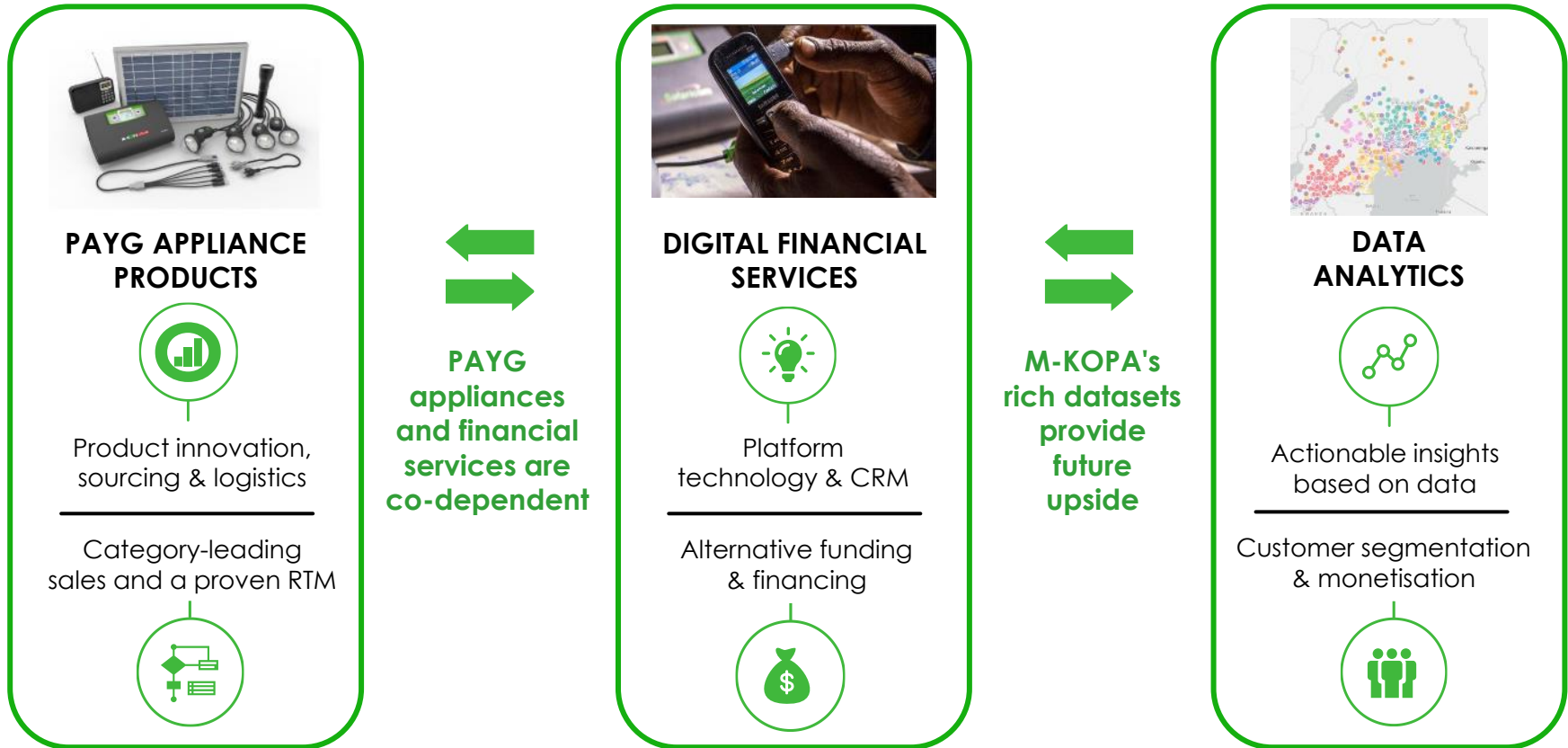
5,000+ active sales agents



100+ retail points



Pioneering "Pay-As-You-Go"





MEET THE ONYANGO FAMILY:



Family income of \$200 / month



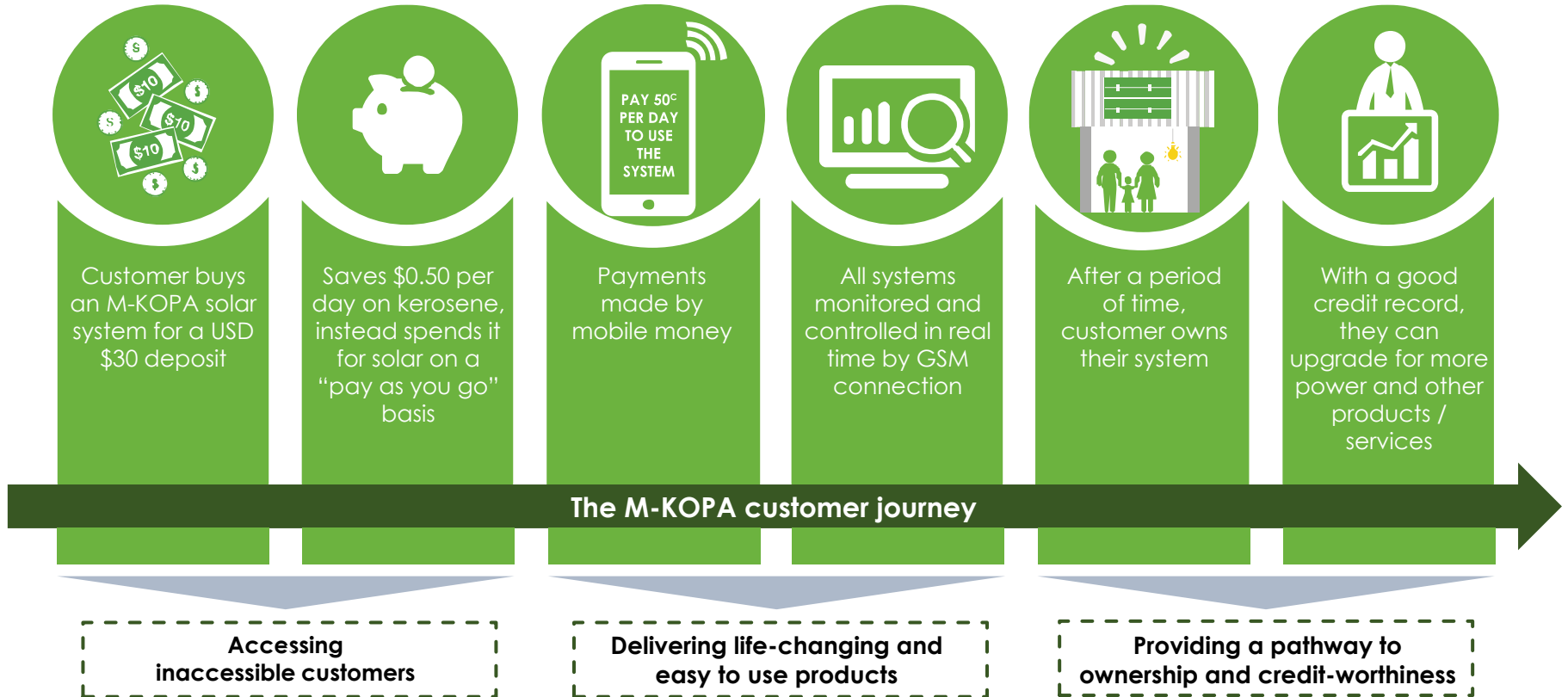
Replaced kerosene entirely with clean solar



Children study for twice as long



Increased security with lights outside the house



Proven R&D Capability & Pipeline



M-KOPA Classic



M-KOPA TV



M-KOPA Starter



M-KOPA Home



2012

2013

2014

2015

2016

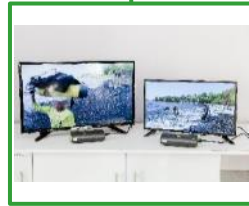
2017

2018

2020

Future pipeline

ACQUISITION PRODUCTS



M-KOPA TV Upgrade



M-KOPA Fridge



M-KOPA Phone

UPGRADE PRODUCTS

2012

2013

2014

2015

2016

2017

2018

2020

Future pipeline



Efficient cookstoves



Water tank



Handset



Pay TV



Cash loans



Insurance

Labs' approach to R&D and design thinking entails:

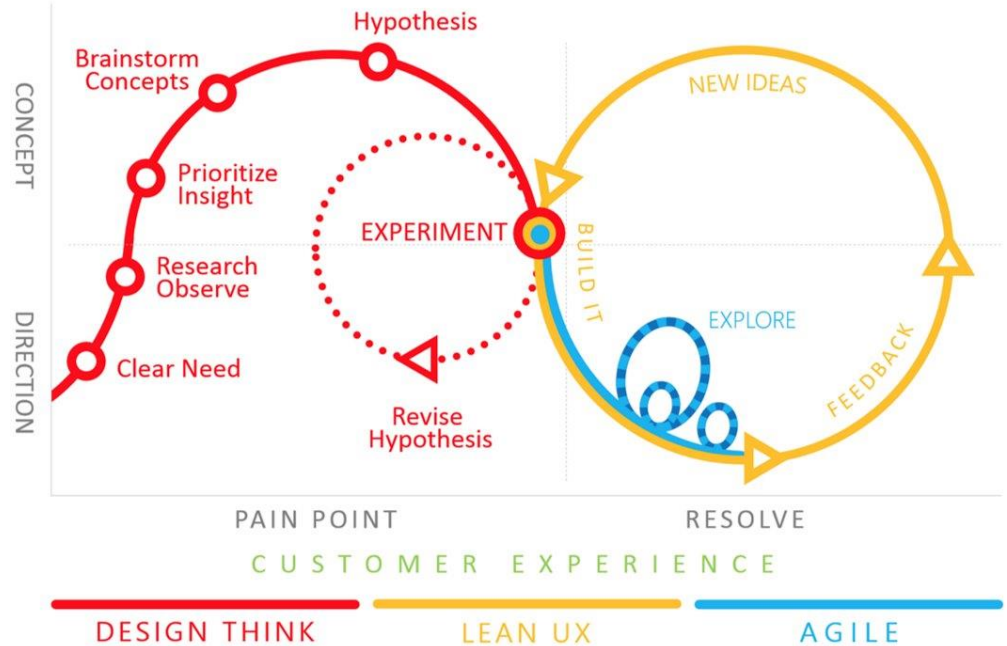
Identifying customer pain points and conceptualising solutions



Developing prototypes to stress test initial hypotheses and technology

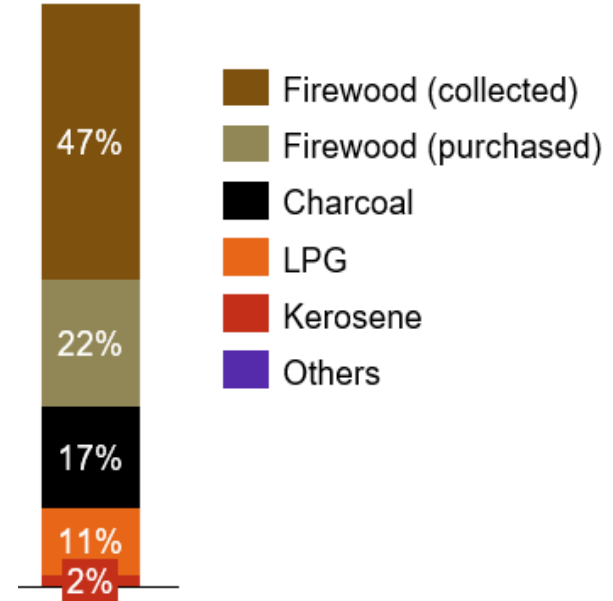


Testing those concepts to ensure fit, impact, and scale



88% of M-KOPA customers primarily use traditional fuels to cook

- ▶ M-KOPA customers are shallow fuel stackers; only 28% use a third fuel source to cook
- ▶ Firewood and charcoal are dominant fuel sources amongst our customer base which are threatened by new government policy
- ▶ Our customers are very price sensitive; 21% of M-KOPA customers never pay for their cooking fuels
- ▶ 44% of M-KOPA customers currently pay daily/weekly for their cooking fuel
- ▶ The average M-KOPA household pays between KES 1,360 – 2,048 monthly for their cooking fuels



Primary fuel source for a sample of M-KOPA customers (n=481)

