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REPORT
2022



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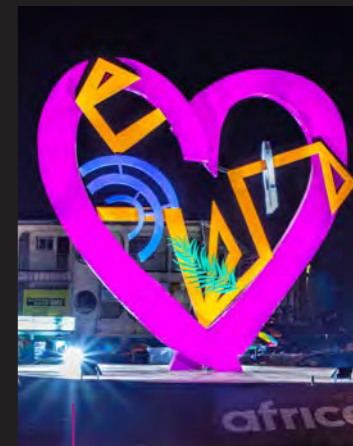
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LALA BARAMBO BAGELA LUBA UPEMBA BAMOYA GAYA NDAAKA MWOYELI
BOLOMBOKI MITUKU KETE NORTHMPUT MFUNU MAKODA KUNDA
KAFUMAANDISOMA NGALA MVUBA WARPOLAR
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ALUR MPE LEMBWE
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africell



ABOUT
AFRICELL

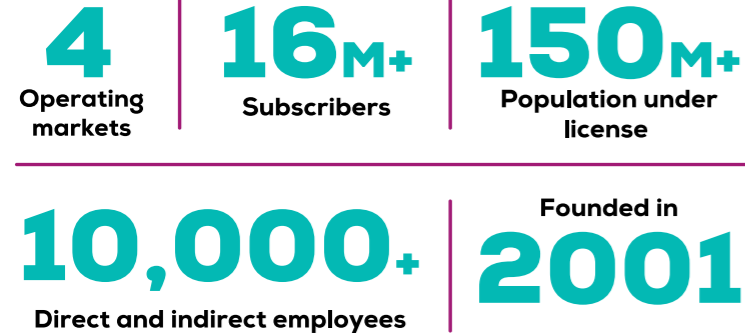


ABOUT AFRICELL

AFRICELL IS A US-OWNED MOBILE NETWORK OPERATOR WITH A PAN-AFRICAN FOOTPRINT.

We provide fast and reliable mobile network coverage and related technology services to over 16 million subscribers in sub-Saharan Africa. Through a mix of voice and SMS products, data services, and Afrimoney (our mobile money platform), we help customers across the African continent share in the extraordinary benefits of digital connectivity.

AFRICELL NUMBERS



WHERE WE OPERATE



WHAT WE DO



Data

Data is the heartbeat of Africell's network. We offer a range of internet services including ultra-fast 4G and 5G connectivity defined by speed, reliability and value-for-money.



Mobile Money

Through Afrimoney, mobile users can send money to others, pay bills, and transact with a range of other products and services – both at home and overseas.



Voice & SMS

Africell's voice and SMS services are among the best value in the market and are relied on by millions of customers. Our handsets suit every customer type and can be used for voice, data and more.

AFRICELL'S STORY





ABOUT THE AFRICELL IMPACT FOUNDATION

2022 Created	550+ Employees involved	25+ Artists promoted
100+ Projects	6 Countries	10,000+ Students reached

ABOUT THE AFRICELL IMPACT FOUNDATION

AFRICELL IMPACT HELPS PEOPLE CONTRIBUTE TO THEIR COMMUNITIES.

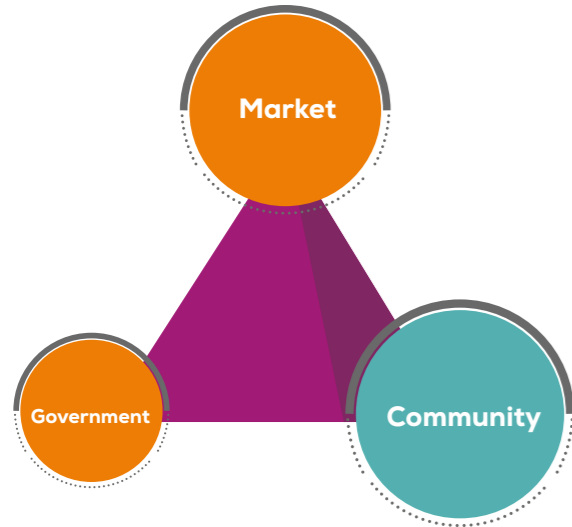
We support strong and resilient communities by bringing people together, both digitally and physically, and connecting them to opportunities and resources in the arts, education, entrepreneurship, healthcare and more.



OPTIMISING OUR SOCIAL IMPACT

In addition to effective marketing and strong government relations, we see active engagement with communities as a condition for our business success.

Africell Impact formalises this idea by streamlining and structuring our cultural and community focused work and investments, connecting the work we do across our operating markets and optimising the social impact of our core telecommunications business.



OUR APPROACH



Social impact is in our DNA

Community-focused work has been central to Africell operations since we were established in 2001.



Connecting people to opportunities

Our core business of mobile telecommunications gives people access to products and services needed for happier and more prosperous lives.



Roots in local communities

We target our efforts based on a bottom-up understanding of the priorities, needs and capabilities of our local communities.



Technology, data and skills

We embrace and promote creative applications of data and digital technology to transform lives and widen social inclusion.



Creative, original content

We are excited by the countries in which we work and we create and promote content which celebrates their energy, dynamism and heritage.



Thinking globally, acting locally

As the only US-owned operator, we have a unique perspective, and act as a two-way bridge between Africa and the wider world.



MESSAGE FOM
THE CHAIRMAN

MESSAGE FROM THE CHAIRMAN



Ziad Dalloul
Chairman, CEO and Founder of
Africell Group

Creative expression is the magic ingredient in social and economic development.

It comes in many forms. Art is one. Learning, athletics, innovation, and cultural heritage are others. In these fields, success is unlocked when people have the confidence and resources to think differently.

The past few years have been challenging. COVID19-caused huge disruption and isolated billions of people. But it also provoked change in how people access and use digital communications. This is leading to more, not less, creative spirit.

The Africell Impact Foundation began with this observation. Mobile usage adapted quickly to the reality of the pandemic, claiming a more central role in the lives of our customers. As creatively orientated sectors struggled, we asked how the digital connectivity that forms Africell's core business could be deployed (or perhaps redeployed) to support them.

The Africell Impact Foundation aims to spark creative expression through the application of digital technology. Specifically, it is about using digital technology to better connect individuals with communities – with all the creative benefits that that entails.

There are three main “impact areas”: arts, culture and heritage; education and entrepreneurship; and health, sports and wellbeing. In each of these areas, the transformational potential of digital technology is clear. Equally clear is the potential for ordinary people to make a difference, if only they have the tools and opportunities.

The Africell Impact Foundation moves past traditional conceptions of ‘corporate social responsibility’. We pursue impact. Our goal is for cultural and community life in the countries in which we operate to be digitally enabled – and thus more sustainable, accessible, and democratic.

Our approach involves investment, collaborations, technical services, and more. Employees at all levels of Africell are involved. As the only US-owned operator in Africa, we take a global view, actively promoting connections between and beyond our countries of operation. It is a privilege to be able to highlight every day the depth of talent, wealth of ideas, and diversity of culture in Angola, Democratic Republic of Congo, Sierra Leone and The Gambia.

This report spotlights some of the best current and future initiatives. We are excited to be applying this new framework for social impact, and we look forward to communicating further progress.

A handwritten signature in black ink, appearing to read 'Ziad Dalloul', written on a light pink background.



Le rite lié à l'apparition de la Lune

IMPACT AREAS

1 | ARTS, HERITAGE & CULTURE

Giving a platform to arts, culture, heritage and content which celebrate the energy and creativity of contemporary Africa.

2 | EDUCATION AND ENTREPRENEURSHIP

Supporting education and entrepreneurship by equipping people with digital and physical technologies for learning and innovation.

3 | HEALTH, SPORTS AND WELLBEING

Promoting active lifestyles, providing health-related information and resources, and helping talented athletes fulfil their potential.

IMPACT AREAS

Arts, Culture & Heritage

Africell operates in four diverse, distinctive, and dynamic countries. Each has a unique history and its own traditions of artistic expression – including in visual arts, music, literature, film, gastronomy and more.

We work with local artists, creatives and cultural institutions to generate more visibility and better resources. We focus on helping to create or upgrade digital platforms; facilitating research and exchange; producing original content; and broadening access for those from marginalised communities.



Partnership with the National Museum of the Democratic Republic of Congo | our collaboration with the Kinshasa-based MNRDC has involved the creation of a virtual reality museum experience



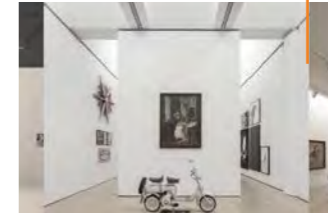
Digital contemporary art gallery | the 'Africa Creates' digital gallery was launched in New York in September 2022, showcasing exceptional works by contemporary artists from Angola, Sierra Leone and Democratic Republic of Congo



Art residencies | art residency program in Luanda, Angola, enabling creative and intellectual exchange between artists in Angola and Africell's other operating markets and culminating in a group exhibition



Salone Stories | an original mini-podcast series about Sierra Leonean heritage and culture, adapting a traditional medium of oral storytelling to a tech-enabled modern format



Galleries and Museums | renovation of The Gambia National Museum and construction of a purpose built cultural, events and gallery space in Freetown, Sierra Leone, both due for completion in 2025

IMPACT AREAS

Education creates opportunities and entrepreneurship drives economic growth. Africell supports education and entrepreneurship in our operating markets by helping educational institutions acquire or develop better digital capabilities; partnering with organisations dedicated to widening access to learning and information, especially among young people and women; and offering targeted support to innovative entrepreneurs and businesses which put sustainability, technology and social impact at the heart of their approach.

Education & Entrepreneurship



Learning centres | high-tech learning centres in Gambia, Sierra Leone and DRC offering dedicated space and smart facilities for members of the public and Africell employees to take courses and develop skills



Africa Digital Expo | sponsorship of the leading tech expo in central Africa, at which innovations including the MNRDC virtual reality experience were showcased



Teach Mi | a technology platform piloted in Sierra Leone, making quality teaching and instant feedback available to millions of students through an SMS-led system



Media Matters for Women | long-term partnership in Sierra Leone with a non-profit focused on empowering rural women and girls by giving them better access to information



UNICEF U-Report | digital support offered to UNICEF's U-Report platform in Gambia, a social messaging tool designed to boost the civic participation of young people

IMPACT AREAS

Individuals contribute more to their communities when they live balanced and healthy lives. The Africell Impact Foundation promotes active lifestyles, gives people access to better health-related information, and backs talented athletes with facilities and equipment. We make sports participation easier and safer for more segments of the community, and we offer our platform and network to promote a wide range of health awareness campaigns and initiatives.

Health, Sports & Wellbeing



Africell x NBA Africa | a long-term collaboration between Africell and NBA Africa, focused on growing participation in basketball by Angolan women and youth



Marathon | creation and sponsorship of the Congo River Marathon in Kinshasa, the first of its kind in central Africa, and the Freetown Marathon in Sierra Leone



Health and Wellness Bazaar | collaboration between Africell and Innovarx Global Health in Gambia, giving Gambians the opportunity to evaluate their health status, health risks, and receive expert preventative medical advice.



Africa Cup of Nations 2022 | wide-ranging support for the Gambia and Sierra Leone national football teams at AFCON 2022, including engagement activities in local communities leading up to and following the tournament

HEALTH AWARENESS

With limited medical infrastructure and public health coverage in our operating markets, Africell and the Africell Impact Foundation work closely with governments, NGOs, community organisations and other companies to raise awareness of health issues, promote principles of preventative care, and help individuals evaluate their own health status.

We have worked on initiatives relating to:

- COVID19-
- Breast cancer
- Cholera
- Female Reproductive Health
- Mental health
- Malaria
- HIV / AIDs
- Hepatitis
- Diabetes
- Cardiovascular Health



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IMPACT
foundation