



# 2023 REPORT





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# ABOUT AFRICELL

**Africell is the only US-owned mobile network operator in Africa.**

We provide fast and reliable mobile network coverage and related technology services to almost 20 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 IN NUMBERS

- 4 operating markets
- 18m+ subscribers
- 150m+ population under license
- 10,000 direct & indirect employees
- Founded in 2001

## WHERE WE OPERATE



## WHAT WE DO



### Data

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



### Mobile Money — afrimoney

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 people. Our handsets suit every customer type and can be used for voice, data and more.

## AFRICELL'S STORY



**2001**  
launch in the Gambia



**2005**  
launch in Sierra Leone



**2012**  
launch in DRC



**2015**  
Investment by IFC



**2019**  
Investment by US DFC



**2021**  
launch in Angola



# About the AFRICELL IMPACT FOUNDATION

**2022** | **600+** | **30+** | **120+** | **8** | **1,000+**  
Created | Employees involved | Artists promoted | Projects | Countries | 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, active engagement with communities is a condition for our business success. The Africell Impact Foundation streamlines and structures our cultural and community focused 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 part of Africell since we were established in 2001.



### Connecting people to opportunities

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



### Roots in local communities

We target our efforts towards the priorities, needs and capabilities of our local communities.



### Creative, original content

We create and promote content which celebrates the energy, dynamism and heritage of the countries in which we operate.



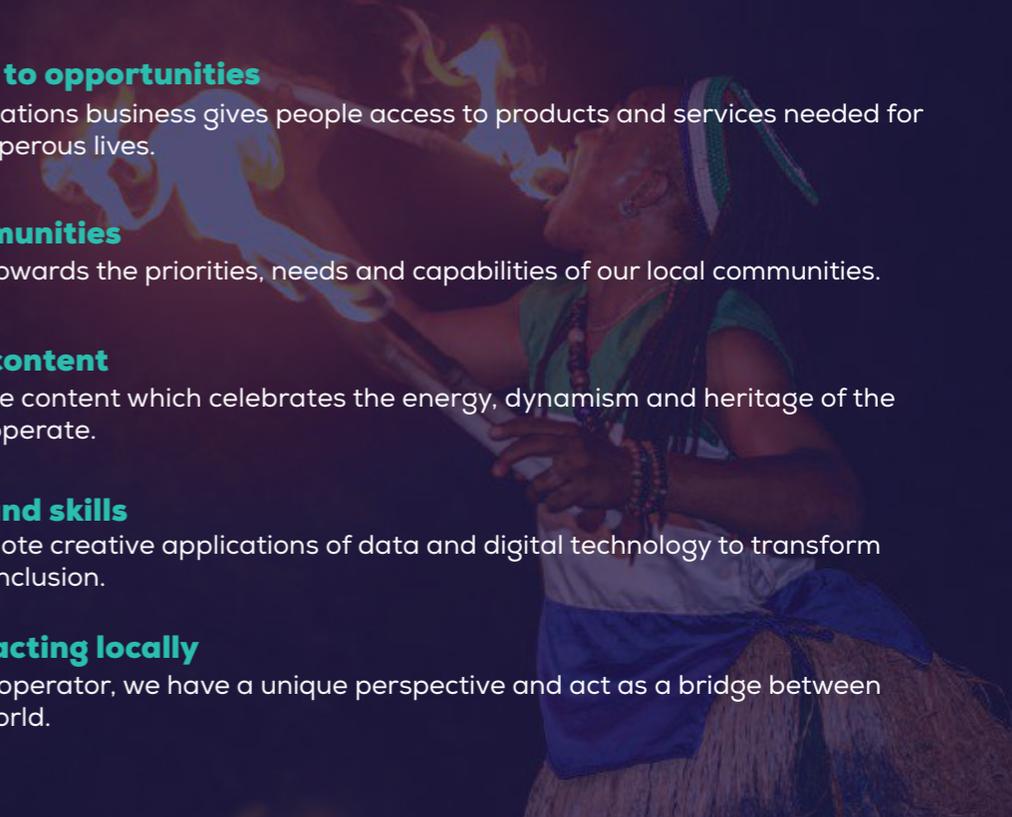
### Technology, data and skills

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



### Thinking globally, acting locally

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





Message from  
**THE CHAIRMAN**

## MESSAGE FROM THE CHAIRMAN



**Ziad Dalloul**  
CEO, President and Founder of Africell Group

### **Africell has several advantages when it comes to pursuing social impact.**

The first is our expertise as a technology company. Across Africa, mobile technology is being adopted at a sensational rate, fuelled by growing wealth and better education. As a company working at the forefront of this transition, we are uniquely able to help ensure that everyone, young and old, is aware of the benefits of mobile technology, and understands how to convert it into personal and community impact.

The second advantage is our geographical footprint. We are a pan-African company, but we focus on a relatively small group of carefully selected markets. When we consider and execute social impact projects and investments, they get intense attention and proactive follow-up. We aim to create legacies. This approach delivers better results.

The third advantage is our international outlook. We are headquartered in London. In addition to our dozens of offices across Africa, have offices in Washington D.C., Dubai and Beirut. The perspectives, ideas and knowledge generated by our colleagues and customers in this multitude of places feeds into the overall Africell thinking. In the domain of social impact, that means that we can bring the best of Africa to the world and the best of the world to Africa.

As we reflect on the accomplishments of 2023, it is clear that the work of the Africell Impact Foundation has capitalised on these unique and specific advantages. Our work, directly or indirectly, prioritises digital angles, either by making technology more accessible or promoting its use in under-served populations. We strive to link together our operating markets, creating new connections and opportunities within and between them, especially in the fields of arts and education. And we proudly fly the flags of Angola, DRC, Gambia and Sierra Leone internationally, missing no opportunity to highlight extraordinary people, institutions and achievements from these countries in big global conversations.

We are pleased to have partnered over the past year with several major brands and institutions in innovative collaborations, often spanning multiple countries. We aspire to do more of these – and have some big plans in the pipeline. But equally important are the many smaller, local, grassroots projects we have supported, which can and do have as profound and immediate an impact on ordinary people as do the bigger initiatives.

Over the next year, we will continue to focus on achieving impact where it matters most, and doing so in a way that plays to our strengths. You can expect to see more “pan-Africell” projects, more examples of creative exchange and collaboration, and more wonderful stories being told in, by and about our operating markets, to new and bigger audiences, using the inspiring power of digital communications.

I hope you enjoy this report.





# 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 & wellbeing

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

## IMPACT AREA | ARTS, CULTURE & HERITAGE

Africell operates in four 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 and illuminating content; and broadening access to culture for those from marginalised communities.



**London Design Biennale 2023** | We sponsored, produced and presented the DRC Pavilion at the 2023 London Design Biennale, attracting over 30,000 visitors and exposing the DRC National Museum to a global audience through paradigm-shifting virtual reality. **June 2023**

**1-54 Contemporary African Art Fair** | We sponsored the MOVART pavilion showcasing photography by Angolan artist Alice Marcelino at the 1-54 Contemporary African Art Fair in London. **October 2023**

**AKAA** | We sponsored the Kinshasa-based Kub'Art Gallery at AKA, a leading exhibition of contemporary African art, in Paris. **October 2023**

**10A Art Space and Gallery** | We opened a new contemporary arts venue in Luanda, dedicated to providing a platform for new work from up-and-coming Angolan and other African artists. **October 2023**



**Africell x ANGOLA AIR artist residency** | We inaugurated an artist residency programme through which artists from DRC, Gambia, Sierra Leone and the Angolan diaspora travel to Angola for research, networking, collaboration and studio-time. Hawa-Jane Bangura from Sierra Leone was the first artist to participate. **April 2023**

**Salone Stories** | We created and launched a high-quality podcast series about life, heritage and culture in Sierra Leone which adapted Sierra Leone's ancient oral tradition to an easily accessible digital format. **November 2023**

**Youssou N'Dour concert** | We hosted iconic Senegalese singer Youssou N'Dour for a spectacular open-air concert in The Gambia, with free entry to over 40,000 people, and accompanying performances from many other popular Senegambian artists. **May 2023**

**Culture Ya Mboka** | We partnered with Culture Ya Mboka, a next-generation contemporary cultural magazine in DRC, by offering content, publishing and advertising support. **April 2023**

**Tokende Africa** | We are chief sponsor and coordinator of Tokende Africa, a public-private initiative set up to promote sustainable tourism in DRC. **January 2023**

**Honorary Sierra Leone Consulate in Jamaica** | We supported the opening of Sierra Leone's honorary consulate in Jamaica, a country with deep historical connections to Sierra Leone and the city of Freetown. **February 2023**

**National Museum of DRC in Lubumbashi** | Building on our partnership with the DRC National Museum in Kinshasa, we supported the renovation of its sister institution in Lubumbashi, the country's second biggest city. **March 2023**

**Angola Data Center** | Our state-of-the-art data center in Luanda, Angola, fuses advanced technology with avant-garde street art from Angolan artist Thó Simões. **March 2023**



## IMPACT AREA | EDUCATION & ENTREPRENEURSHIP

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



### Partnership with London School of Economics (LSE) |

We worked with LSE to create training courses in Gambia and Sierra Leone focused on leadership, entrepreneurship and innovation (with support from British High Commissions and the Sierra Leone Ministry of Technical and Higher Education). **October 2023**

We partnered with LSE, Clifford Chance, GSMA, Google and Semafor to create an event in London focused on 'Innovation in Africa', which attracted over 200 students, recent graduates and young professionals interested in exploring careers on the continent. **May 2023**

### USAID partnership for mobile money development |

Afrimoney signed a \$5 million partnership with USAID aimed at increasing financial inclusion in Angola by driving mobile money understanding and adoption through targeted education campaigns in under-privileged communities. **August 2023**

**Media Matters for Women |** We continued to support Media Matters for Women, a non-profit using local journalism and micro-podcasting to give women and girls in rural Sierra Leone better access to information on finance, education, health, sexual and reproductive rights, employment, and more. **January 2023**

### Sierra Leone National Youth and Employment Fair |

We exhibited at the Sierra Leone National Youth Employment and Entrepreneurship Fair, presenting job and career opportunities to the next generation of Sierra Leonean talent in a youthful, energetic, futuristic and digitally-friendly environment. **November 2023**



**Digital Marketing courses |** We offered digital marketing training to emerging influencers and content-creators in The Gambia and Sierra, strengthening a growing industry and giving participants an opportunity to kickstart their careers. Our learning centers also hosted training in web design, English and Microsoft Excel. **July 2023**



**Collation des grades |** We sponsored graduation ceremonies at two major universities in the DRC: University of Kinshasa (UNIKIN) and Protestant University of the Congo (UPC)

**UCMAS Competition |** We promoted the development of numeracy and mathematical skills in The Gambia by partnering with UCMAS to host schools arithmetic competitions. **July 2023**

## IMPACT AREA | HEALTH, SPORTS & WELLBEING

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 to-class facilities and equipment. We make sports participation easier and safer for more segments of the community, and we use our platform and network to promote a wide range of health awareness campaigns and initiatives.





**Africell x NBA Africa partnership** | We developed our partnership with NBA Africa in Angola, which aims to create development opportunities through basketball and use the power of basketball to give confidence and autonomy to young women in particular. **July 2023**



**Africell x Street Child Freetown Marathon** | We teamed up with Street Child to produce the iconic Freetown Marathon, a mass sports initiative which attracted record participation in all categories. **December 2023**

**Africell Beach Gym** | In partnership with the Sierra Leone National Volleyball Association, we opened a state-of-the-art beach gym in Freetown, offering free public exercise and workout facilities. **October 2023**



**Breast Cancer Awareness Month** |

We partnered with InnovarX in Gambia and Well Woman Clinic in Sierra Leone to offer free advice, information and screening for local women and girls, with the aim of raising awareness of and preventing breast cancer. We also hosted Breast Cancer Awareness Day in DRC. **October 2023**

**Sports tournaments** | We activated the Africell KMC Park and Bakau Mini Stadium in The Gambia with basketball, volleyball and football tournaments featuring the country's top teams in both male and female categories. **June 2023**

**Cyclisme de Kin** | We sponsored and hosted the first competitive road cycle race in DRC. **April 2023**

# MEET THE TEAM

The Africell Impact Foundation is connected directly to Africell's core telecommunications business. Taking advantage of ideas emerging from our operating markets and opportunities available in Africa and global hubs such as New York and London, a central committee sets the Foundation's priorities and ensures that it aligns with the Group's strategy. The planning and execution of Africell Impact Foundation projects involves employees from across the business, enriching their careers and building valuable capabilities in our local workforces.



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