



# Annual Report

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2025



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**About**  
**Africell**

**01**



**Africell is a leading pan-African mobile network operator serving almost twenty million subscribers in Angola, the Democratic Republic of Congo (DRC), The Gambia and Sierra Leone. Africell delivers affordable, reliable, innovative and high-quality telecommunications services that enable communication, financial inclusion and socioeconomic development.**

# Africell at a Glance

4

operating  
markets

14m+

subscribers

150m+

population  
under license

4,000+

direct & indirect  
employees

Founded in  
**2000**

Only U.S.-owned  
mobile network  
operator in Africa

London  
headquarters

Offices in  
**8**  
countries



**About  
the Africell  
Impact  
Foundation**

**002**

**The Africell Impact Foundation is Africell's platform for driving long-term, community-centered impact across all four operating markets. As a telecommunications company, connection is our core business. Through the Africell Impact Foundation, we extend that idea beyond networks and infrastructure to include learning spaces, creative ecosystems, and healthier communities.**



To date, the Africell Impact Foundation has delivered:

**200+**

projects across  
12 countries

**1,250+**

Africell employees  
directly engaged

**60+**

artists supported  
through cultural  
programmes

**2,700+**

students reached  
with education and  
skills initiatives

**5,000+**

aspiring athletes given  
access to training and  
facilities

## Our Approach



### People first

creating pathways to  
learn, grow, and lead



### Locally rooted

designing initiatives  
with governments,  
grassroots groups,  
and cultural  
institutions



### Digitally empowered

leveraging Africell's  
expertise in  
connectivity and  
innovation



### Culture forward

celebrating Africa's  
creative identity  
through exhibitions,  
residencies and  
striking original  
productions



### Global perspective, local action

connecting African  
communities and  
stories to the world

# Message from The President

To identify a theme that could guide the work of the Africell Impact Foundation in 2026, we began by reviewing everything we did in 2025.

Which initiatives had the biggest impact? What connected them? Was there an underlying concept, story, or approach that may not have been directly apparent at the time but which, upon reflection, we felt we ought to explore further?



One idea stood out: local production; that is, the on-the-ground creation of art, knowledge, content and more.

As an international company with a rich network of global partnerships, it is tempting to place the bringing of exceptional people, organisations and opportunities from overseas at the heart of our social impact agenda. This is important. We have done it. But we have been careful to complement this kind of initiative with investments in a long list of grassroots projects, conceived and executed locally, which rely less on international expertise but which we hope will result in deeper local capacity for producing organic, authentic, homegrown social impact in the long term.

The theme of 'local production' will be fleshed out further in 2026, but its seeds were sown in 2025.

We are already seeing the upside. A significantly increased number of people – including, especially, young people and women – have participated in and benefited from the Africell Impact Foundation's bold, thoughtful and wide-ranging programme of activities, and are now more ready to contribute what they can to the betterment of themselves, their communities, and their societies.

Thank you for reading this report.

Ziad Dalloul  
CEO, President and Founder



# Our Impact Areas

# 03

**The Africell Impact Foundation focuses on three interconnected pillars. Across all areas, our work prioritises youth empowerment, gender inclusion, digital readiness, and takes advantage of Africell's strong partnerships with local and international organisations. Each pillar is built upon a foundational belief that with the right tools and opportunities, individuals and communities can thrive.**



Our Impact Areas

## I. Arts, Culture & Heritage

Celebrating creativity. Preserving identity.

Africell operates in culturally rich markets with deep artistic traditions.

Through this pillar, we:

- Support emerging and established artists
- Invest in cultural infrastructure, including studios and gallery spaces
- Enable cross-cultural exchange and artistic mobility
- Commission original works, films and docuseries
- Promote African creative industries locally and globally
- Play our part in boosting tourism to Angola, DRC, The Gambia and Sierra Leone

Our investments - from residencies and exhibitions to fairs and creative hubs - strengthen cultural ecosystems and amplify African voices on the global stage.



## II. Education & Entrepreneurship

Enabling learning. Fueling growth.

Education opens doors; entrepreneurship builds futures. This pillar equips young people and emerging professionals with the skills needed to learn, lead, and participate in the digital economy.

We invest in:

- Learning centers and creative hubs
- Partnerships with schools and universities
- Internships and employability programmes
- Digital skills and STEM education
- Libraries, literacy programmes and gender equity initiatives

These efforts empower thousands of young people with confidence, skills and opportunity.



## III. Health, Sports & Wellbeing

Healthy people. Stronger communities.

We promote physical health, emotional wellbeing and social cohesion through programmes that support active lifestyles and environmental resilience.

Focus areas include:

- Public health education and advocacy
- Sports development and mass participation events
- Strategic partnerships
- Environmental stewardship initiatives
- Support for hospitals, vulnerable communities, and inclusive healthcare



# 2025 Impact Snapshot

**25,000**

trees planted nationwide in The Gambia

**900+**

runners from 30+ nationalities at the 5<sup>th</sup> Congo River Marathon

**980**

children screened for vision issues in Angola; 200+ received free glasses



**430+**

girls accessing holistic education through AIF x Malaika Foundation in DRC

**16**

youth in the second Caminho do Bem cohort in Angola

**50**

teachers trained in chess-based education in The Gambia

**3**

new learning centres opened in Sierra Leone and The Gambia

**2**

major expansions, including Galeria 10A Benguela and Africell x NBA Africa across all markets

**~250m**

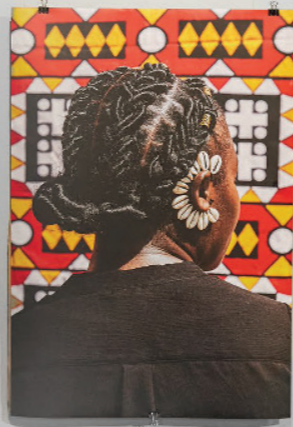
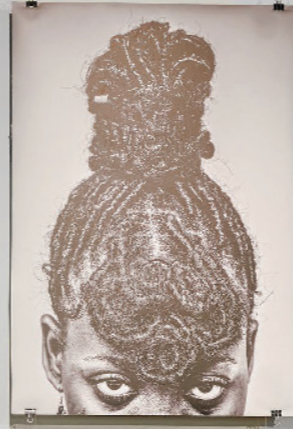
potential audience of Lobito Bound on Apple TV and Prime Video

**1250+**

attendees at Africell Impact Foundation events including screenings and exhibitions

# I. Arts, Culture & Heritage

Strengthening creative ecosystems, amplifying emerging talent and investing in cultural infrastructure.



## Artist Development & Residencies

### Elembo Ya Sika Art Prize

Africell partnered with the Defise Foundation and Winsor & Newton to launch the Elembo Ya Sika Art Prize, designed to spotlight emerging artists in the DRC. Selected by an international jury, three winners (named in April 2026) will receive materials, mentorship, and regional exposure, reinforcing Africell's support for DRC's rising creative talent.

### Africell x Angola AIR Residency: Yola Balanga

Angolan multidisciplinary artist Yola Balanga completed a month-long residency at Africell's Luanda studio, producing new work and leading a roundtable with young artists. Launched in 2023, the programme provides emerging talent with professional space, mentorship, and visibility.

### Africell x Angola AIR Residency: Lena Nian

Gambian photographer Lena Nian explored Angolan landscapes through themes of identity and culture during her residency, strengthening creative exchange between Lusophone and Anglophone West Africa.

## Exhibitions & Cultural Programming

### SOS Gravura

In partnership with CEARTE Academy, this exhibition introduced audiences to traditional engraving techniques, highlighting their continued relevance in contemporary Angolan art.

### Mateus Enciclopédico

Galeria 10A presented a solo exhibition by Angolan painter Mateus dos Santos, showcasing works that explore social narratives and imaginative visual worlds.

### Desdobramentos - Na Poética

Africell and the Universidade de Luanda showcased works by eight graduating artists, offering early-career creators a professional platform for their debut exhibition.

### Galeria 10A: Luanda to Benguela

Galeria 10A continued to thrive as a cultural hub in Luanda, hosting exhibitions, performances, and workshops. In February, Africell opened a second gallery in Benguela, expanding cultural infrastructure and creating new opportunities for provincial artists.



## Major Cultural Events & Partnerships



### Luanda Art Fair 2025

The second Africell Luanda Art Fair transformed the Iron Palace into a major cultural gathering celebrating Angola's 50th anniversary of independence.

Featuring six galleries, four art spaces, provincial groups, and more than 2,000 delegates, the fair strengthened cultural diplomacy and featured a solo exhibition by Kwame Sousa.



### Unveiling of Yellow Dream

Commissioned by Africell, Binelde Hyrcan's sculpture Yellow Dream - symbolizing hope, resilience, and everyday ingenuity - was unveiled at Africell headquarters as a new public art landmark.



### World Music & Tourism Festival - DRC

Africell partnered with the inaugural festival in Kinshasa, celebrating Congolese music, UNESCO-listed Rumba, and the role of culture in tourism and national identity.



### Protecting Freetown's Cotton Tree - Sierra Leone

Africell Sierra Leone partnered with RBG Kew and national authorities to assess and stabilize the historic Cotton Tree, providing technical expertise and training for local scientists.

## Africell Original Productions



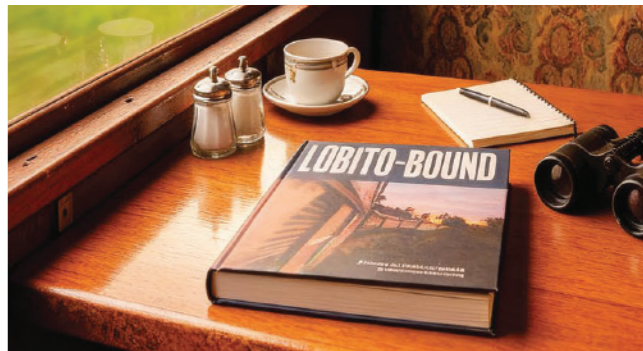
### 50 Kwanzas - short film

Africell premiered 50 Kwanzas, an animated short by employee-artist Jesualdo Muvuma, alongside an original Africell documentary on his creative journey - highlighting the company's commitment to nurturing and celebrating in-house talent.



### One Week In... with Pelumi Nubi - docuseries

This Africell original series shared authentic stories from Sierra Leone and The Gambia. Premiered in London and across the region, it earned runner-up at the 2025 Indielab Innovation Awards.



### Lobito-Bound - feature documentary

Directed by Léopold Belanger, Lobito Bound follows Dwayne Fields along the route of the Lobito Corridor.

Screenings with Foreign Policy and the Financial Times sparked global dialogue ahead of its release on major streaming platforms, including Amazon Prime Video and Apple TV. An exquisite, limited-edition book published to accompany the film revealed additional details, images and memories from Africell's epic Lobito Bound expedition.

# Selected Works

## Corporate Art Collection

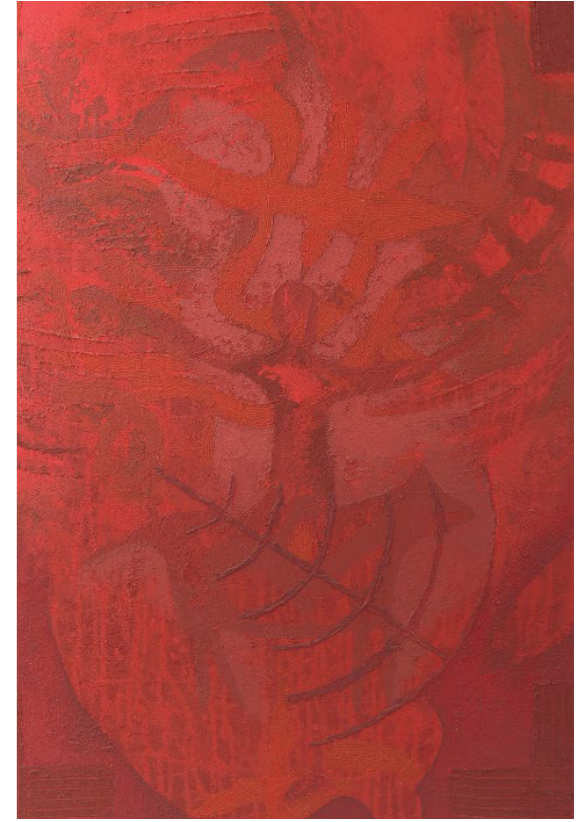
Africell's growing art collection features dozens of contemporary works from across its operating markets, enriching workspaces while supporting artists and cultural research.



Gosette Lubondo, More Than Walls (2023)



Amani Bodo, Le Sapeur (2025)



António Ole, Cave (1991)

## II. Education & Entrepreneurship

Expanding access to learning, building skills, and championing the next generation of African leaders and entrepreneurs.



### Learning Centers & Community Libraries

#### AIF Learning Center - Sierra Leone

Africell opened a new digital learning and training center in Freetown, offering skills development for employees and the public. The launch event celebrated graduates of the first graphic design course and reinforced Africell's commitment to digital inclusion.

#### AIF Creative Hub & Learning Center - The Gambia

A flagship creative and digital learning hub opened in Banjul, offering programmes in arts, literacy, entrepreneurship, coding, and robotics. The center serves as a national engine for creativity and youth empowerment.

#### AIF x Mbife Children's Library - The Gambia (07/25)

Opened at Tropic Mall, this vibrant children's library promotes African literature and storytelling through reading circles, arts workshops, and programmes rooted in Gambian oral traditions.

## Skills Development & Youth Leadership

### International Day of the African Child - Angola

Africell Angola and Fundação Arte e Cultura hosted creative workshops and performances, enabling children to express their aspirations through poetry, visual arts, and music.

### Women's Month Mentorship Visit - Angola

Young women from Fundação Arte e Cultura visited Africell for mentoring sessions with female leaders, gaining insight into careers in technology and communications.



### Future Women Leaders Camp - DR Congo

Africell supported a leadership and empowerment camp for adolescent girls, building confidence, life skills, and access to mentorship.

### Caminho do Bem Internship Programme - Angola

The second cohort of 16 young adults from foster homes joined this paid internship programme, receiving structured mentorship and hands-on experience across Africell departments.

### Future Leaders Programme

A year-long paid fellowship for high-potential graduates across all four markets, featuring departmental rotations, mentorship, and leadership training. Top fellows are invited to apply for full-time roles.

### Great Minds Competition – The Gambia

An academic challenge for secondary and tertiary students promoting critical thinking and public speaking, culminating in a national finale at Alliance Française.

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### Luanda Creative Summit – Angola

Produced in collaboration with Papaya Creative Studio, the 2025 Luanda Creative Summit placed the country's renowned creative industries firmly centre stage and brought together some of Angola's most influential voices in creative design, digital marketing and urban culture.

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### AIF x CGSC x FIDE: Chess Training for Teachers – The Gambia

Africell and partners trained 50 teachers in chess-based education to strengthen problem-solving and focus - indirectly reaching thousands of students.

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### Code Fast Challenge – Angola

An initiative conceived by the Africell Impact Foundation and Africell Angola's 'Talent Lab' the Code Fast Challenge gave aspiring Angolan coders the chance to compete to solve complex practical challenges.





## Access, Connectivity, & Inclusive Education

### AIF x Malaika – DRC

Africell supports Malaika's education ecosystem for 430+ girls in Kalebuka, providing connectivity, digital tools, and school supplies to expand access to quality education.

### IPAM Digital Learning Partnership – Sierra Leone

Africell signed an MoU with IPAM to deliver Wi-Fi infrastructure and an e-learning center, improving access to online research and academic resources.

### Abel Learning Center – Angola

At David Bernardino Pediatric Hospital, Africell supports a classroom that ensures continuity of education for hospitalized children through connectivity, laptops, and personalized learning.

# III. Health, Sports & Wellbeing

Building healthier communities, promoting active lifestyles, and strengthening environmental resilience.



## Environment & Climate Resilience

### Environmental Cleanups – DRC

Africell staff and volunteers led neighborhood cleanups in Kinshasa and joined River Cleanup activities for World Cleanup Day, improving public spaces and raising awareness of waste management.

### Greening The Gambia - 25,000 Trees Planted

Africell and Green-Up Gambia achieved their nationwide goal of planting 25,000 trees, supporting biodiversity, youth-led clubs, and climate education.

## Active Lifestyles & Mass Participation Events

### Africell Marathon Series

Africell supported marathons in The Gambia, Sierra Leone, and the DRC, encouraging thousands to participate in inclusive, community-led sporting events.

### Congo River Marathon - 5th Anniversary

More than 900 runners from 30+ nationalities joined this milestone edition, featuring enhanced safety, hydration, and medical support.





## Sports Sponsorships & Youth Pathways

### Navegando Futuros Sailing Programme – Angola

Africell sponsored dinghies and sailing lessons, introducing underserved youth to the sport while building technical skills and confidence along Luanda's waterfront.

### Sports Sponsorship Highlights

Africell supported youth and national athletes across disciplines, including U-18 Beach Volleyball (SL), Golden Kimono Judo Tournament (DRC), International Boxing Gala with Daniella Muleketsi (DRC), and the National Bodybuilding & Fitness Association (SL).

### Africell x NBA Africa – Multi-Market Expansion

A renewed partnership will expand Jr. NBA leagues, clinics, and 3-on-3 tournaments across all Africell markets beginning in 2026.

## Health Education & Advocacy

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### “See to Learn” Vision Care Project – Angola

At Chacal School, 980 students were screened for vision issues, 278 cases identified, and 200+ children received free prescription glasses - improving learning outcomes and eye health awareness.

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### Pink October - Breast Cancer Awareness Campaign

A coordinated campaign across Sierra Leone, The Gambia, the DRC, and Angola featured awareness walks, murals, outreach sessions, and Walls of Life promoting early detection and solidarity.

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### Breast Cancer Murals – Luanda

Africell partnered with Angolan muralist Oksanna Diasto create two public artworks dedicated to breast cancer awareness, complemented by accessible educational materials on prevention and early detection.



**Looking  
Ahead**

**04**

## Building long-term impact, one connection at a time.



The Africell Impact Foundation approaches impact not as a collection of one-off projects, but as an evolving ecosystem. A creative hub in Banjul connects to a learning center in Freetown. A film about the Lobito Corridor sparks dialogue in Washington and Luanda.

A student who receives glasses, a girl who gains access to education, or a young athlete who finds a track forward - all represent moments where connection changes outcomes.

Our role is to unlock and connect these moments by:

- Investing in infrastructure that endures
- Supporting people, not just projects
- Leveraging Africell's digital reach and storytelling platforms
- Working in partnership with governments, NGOs and local communities

The challenges facing our markets - youth unemployment, climate vulnerability, health disparities and educational inequality, among others - are real. So too is the creativity, resilience and ambition of the people we serve. In 2025, the Africell Impact Foundation continued bridging potential with opportunity.

As we look ahead, our commitment remains clear: to invest in culture, education, health and community wellbeing - and to keep using connection, in all its forms, to help build a fairer, more vibrant and more self-sufficient future in Africa.





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