



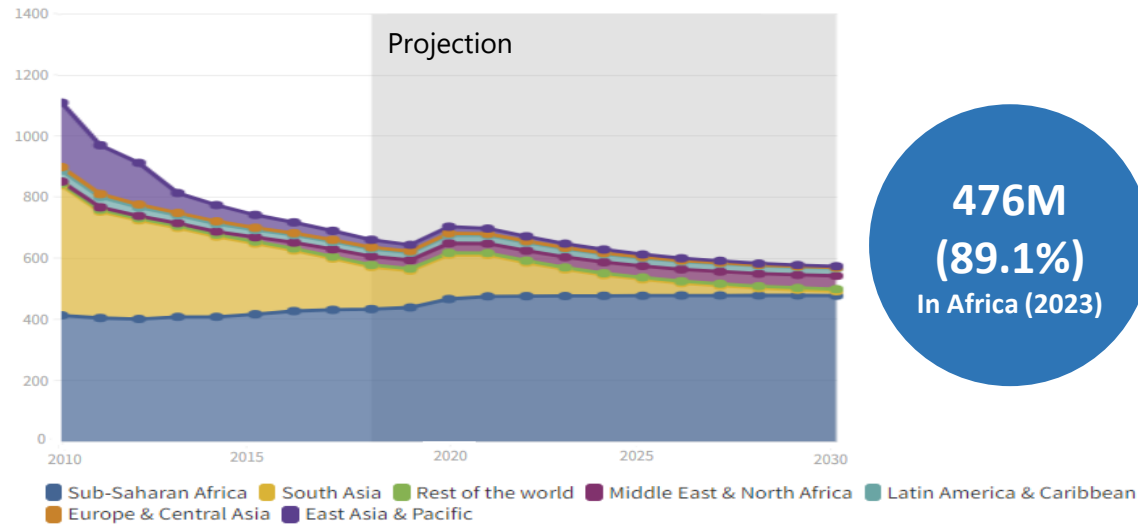
# Power to the people.

WASSHA Inc.



# The Economy is growing, but the number of extreme poor and off-grid people is not decreasing.

## Number of extreme poor by region, 2010-2030

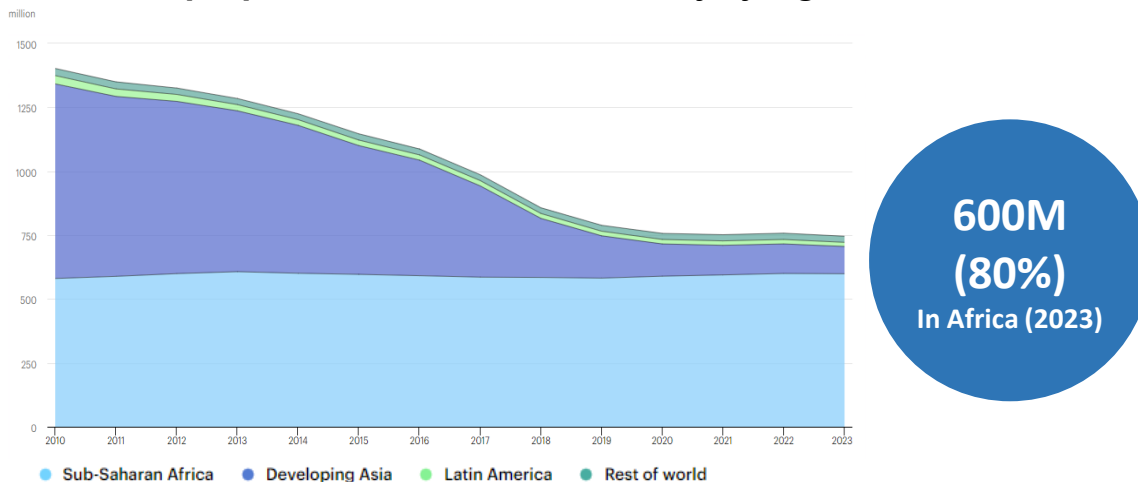


476M  
(89.1%)  
In Africa (2023)

We need to create businesses that achieve all three of following at the same time.

- 1) Promote income growth for the poor
- 2) Improve access to electricity
- 3) Generate profits to reinvest in expansion

## Number of people without access to electricity by region, 2010-2023



600M  
(80%)  
In Africa (2023)

## Working with retail outlets in rural communities to reach low-income customers



Through local retail shops, we provide services, such as;

- Day-by-day rental of lighting & mobile charging devices
- PAYGo of electronic equipments used in productive activities
- (PoC) e-commerce of daily necessities & agri-inputs/outputs

**Established 2013.**

**Operates in 5 African countries.**

**Working with 5,300 outlets.**

**Where we are**





## Impacts;

- Street vendors use lights to extend opening hours and double their income
- People purchase smartphones with PAYG, using daily transaction history as credit information.
- Customer demand information is aggregated using smartphones, and WASSHA centralizes purchasing to ensure a stable supply of necessary products at lower prices.