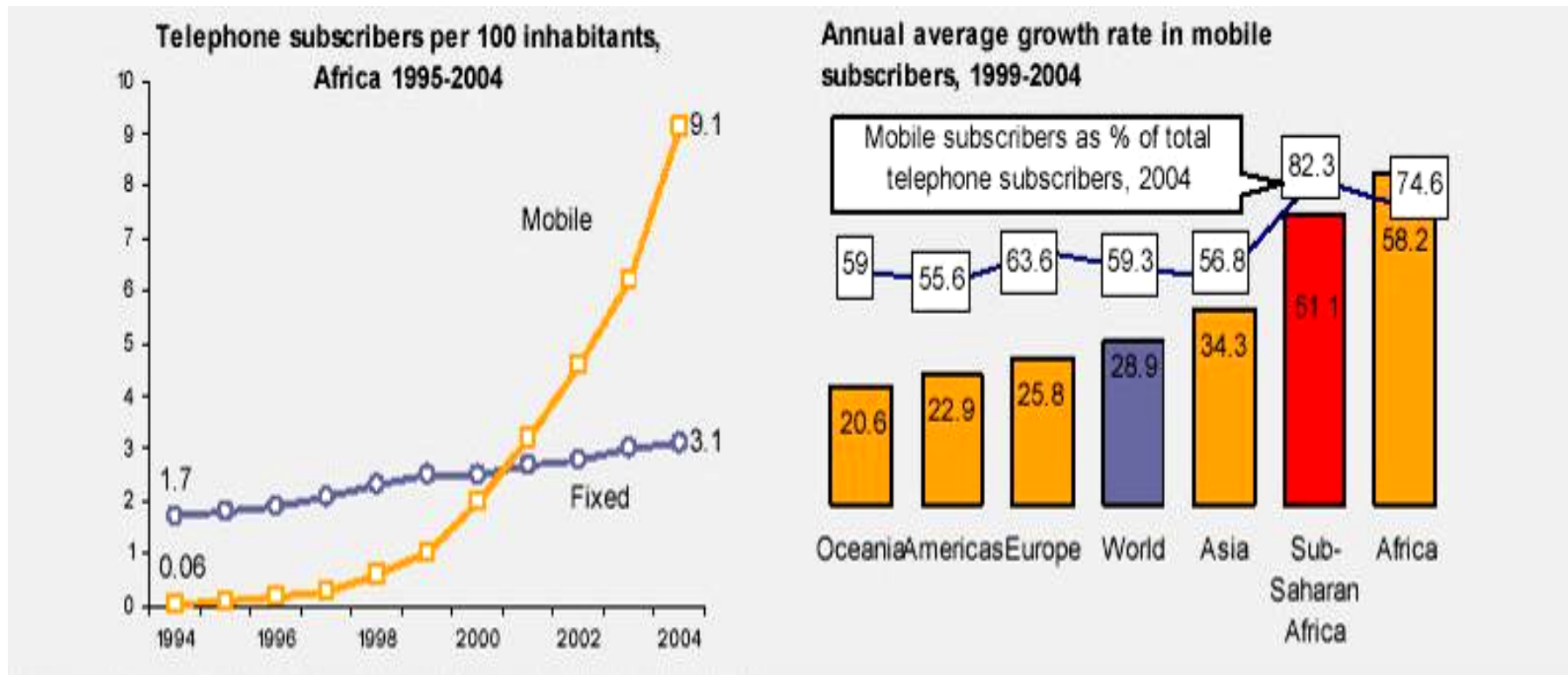




Convergent value-added services
**make content for
millions of new internet users**
through Agricultural Value Chains

Daniel Annerose, CEO
WTO, Geneva, 2008

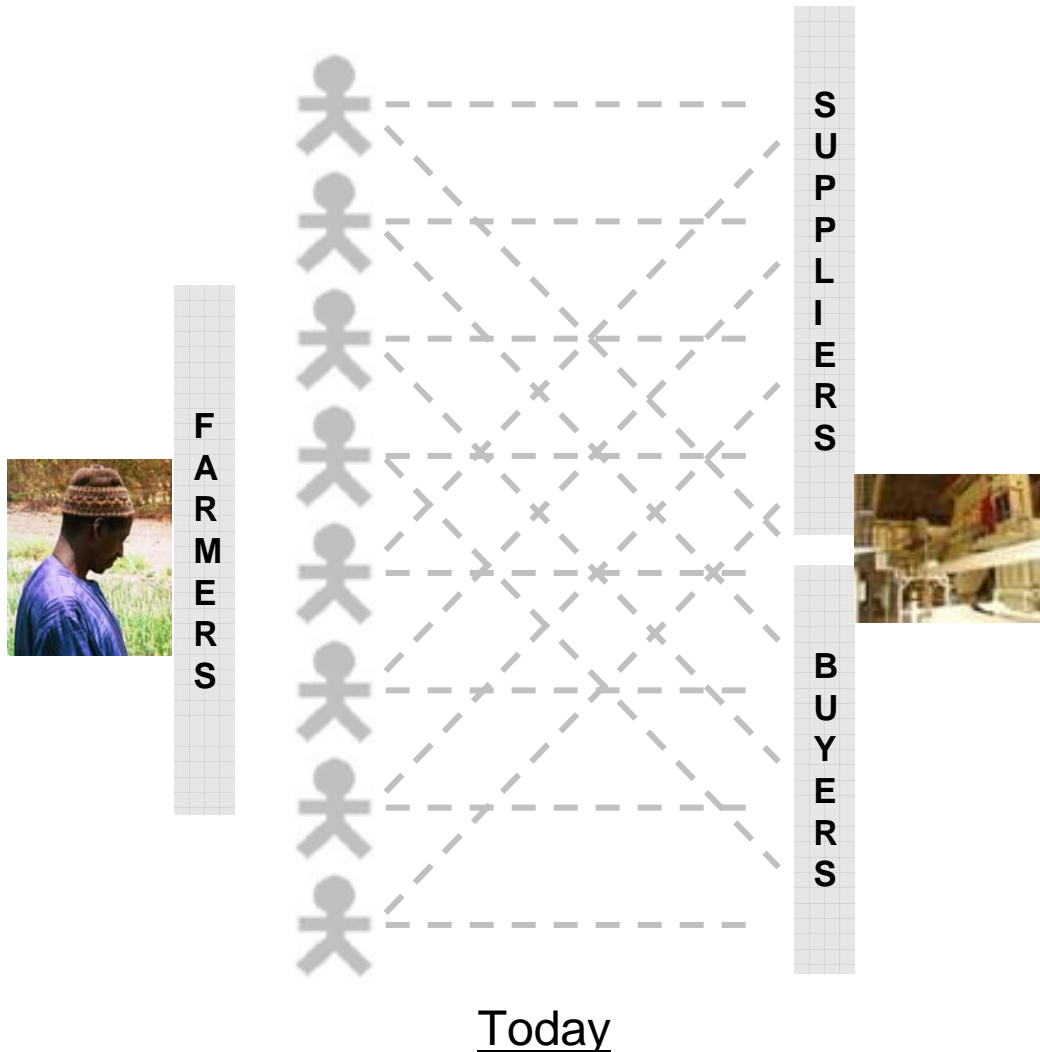
Africa, the fastest growing mobile market



2011

- + 50% of Africa's 950 million people will use cell phones (BroadGroup)
- 70% of them will live in rural areas (World Bank)

Weaknesses in agribusiness in Africa



- Numerous and splitted relationships
- No shared and powerful interactive communication systems.
- Poor visibility of the reality of activity of small farmers
- High cost management
- Limited performances
- Poor profitability

Weaknesses increase risks

Production



Processing



Logistics



Retail



Customer



- Farm management
- Climate changes
- Input quality & supply
- Pests
- Credit access
- Market demand
- Payment delays

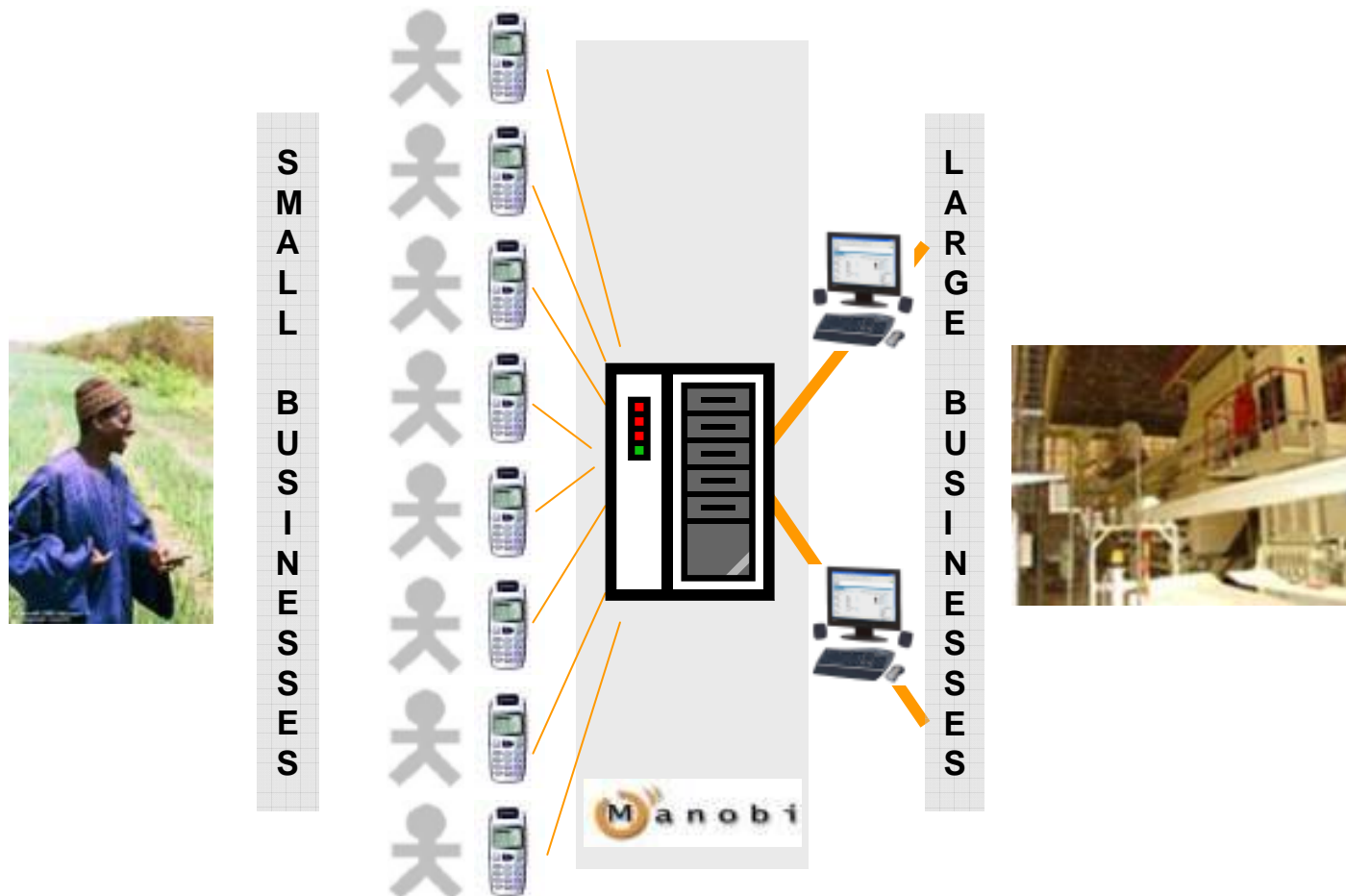
- Process Unit supply
- Product quality
- Power supply failures
- Process management

- Transportation delays
- Handling incidents
- Cold chain failures

- Supply – Logistic
- Risk management
- Traceability

- Quality insurance
- Safety insurance
- Fairness

Linking Small business 2 Large business



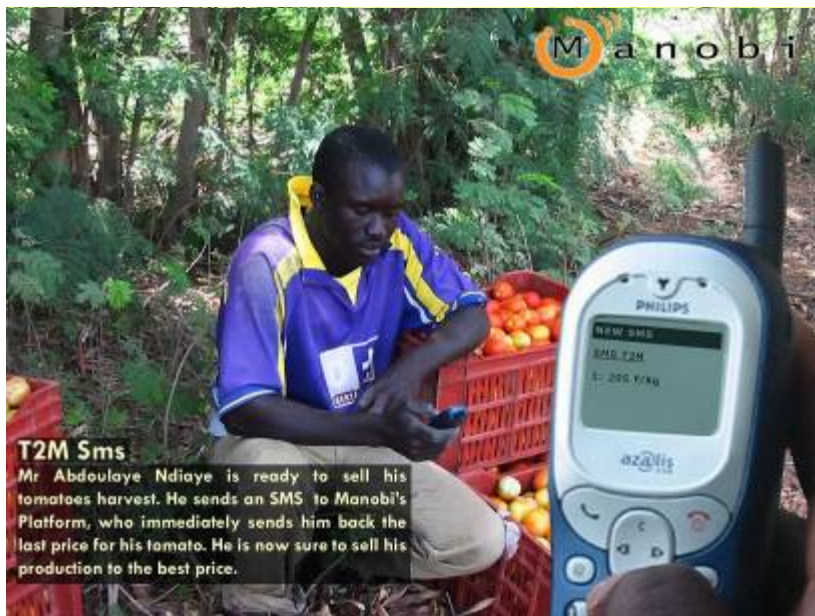
With Manobi Solutions

Market knowledge increases everyone's income

- Modou Seck waits for the middleman at the gate of his farm.
- He doesn't know his product's value is on the end market
- He can only negotiate with the information the middleman gives him!

But with T2M...

- He checks the market price on his cell phone.
- He shows the screen to the middleman
- **They negotiate a fair price as business peers**
- He increases his annual revenue by \$750 per acre, **doubling his income.**
- The middleman wins, too, because he now uses T2M to choose the best end market to get for himself the highest price.



Better Linkages Improve Revenue



- Karaya gum producers have a contract to supply local exporters.
- Exporters argued that since they don't know what inventory is available, they can't carry enough cash to pay farmers at the point of sale.
- So the producers were obliged to sell to local middlemen instead, but at a lower price.

But with ²GIS + T2M...



- Gum growers have a dedicated system with **PDA/GPRS/GSM** to record their inventory
- Inventory stocks are displayed on the exporter's screen on a mobile GIS map.
- Exporters optimize their collection logistics and save money.
- Gum growers sell at higher prices directly to exporters paid cash on delivery — and increase their business income by 40% to 50%.

Produce traceability yields global markets



- Mango growers and exporters in Mali faced trade barriers preventing access to Northern markets.
- They were totally dependent on the importer who only acted as an “agent”, leaving the Malians to carry all the transport and ripening risks that they had no control over.
- Their market system was not robust enough to promote their products profitably on foreign markets

But... with “Fresh Food Trace”...

- Malian mango growers have a mobile to internet system to post complete product information for their partners and customers
- Every single action touching the mango—from the field to the fork—is logged onto a mobile device.
- Complete product traceability is guaranteed to importers, retailers, customers.
- The end market, not the farmer, readily pays 9 cents per pound of fruit to have individual farm sourcing... and the guarantee of food safety standards.



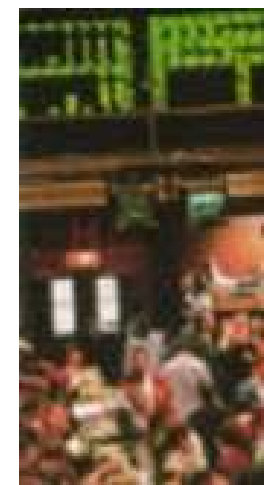
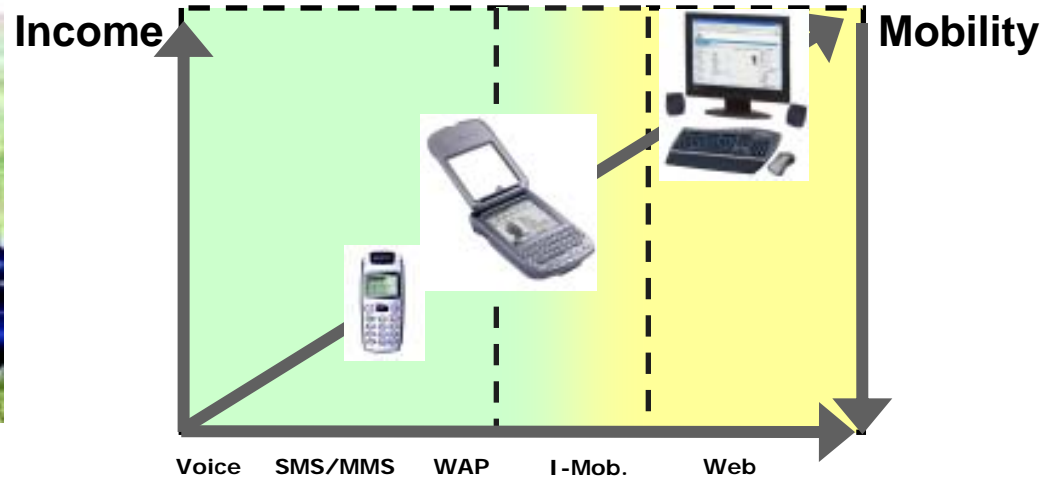
Fiche du lot	
Exportateur	Fruilière du Loto
Code Palette	10201
Code Traçabilité	10201
Culture	Mango Amélia
Calibre	8
Nb Cartons	100

Fiche Transport	
Date d'envoi de bord livraisons	14/12/2007
N° Contrôle Phytosanitaire	23312
N° EURS	32040
Date de départ des palettes	14/12/2007
Mode de transport	Adrien
LTA	TTTTT
Référence moyen transport	AR 708

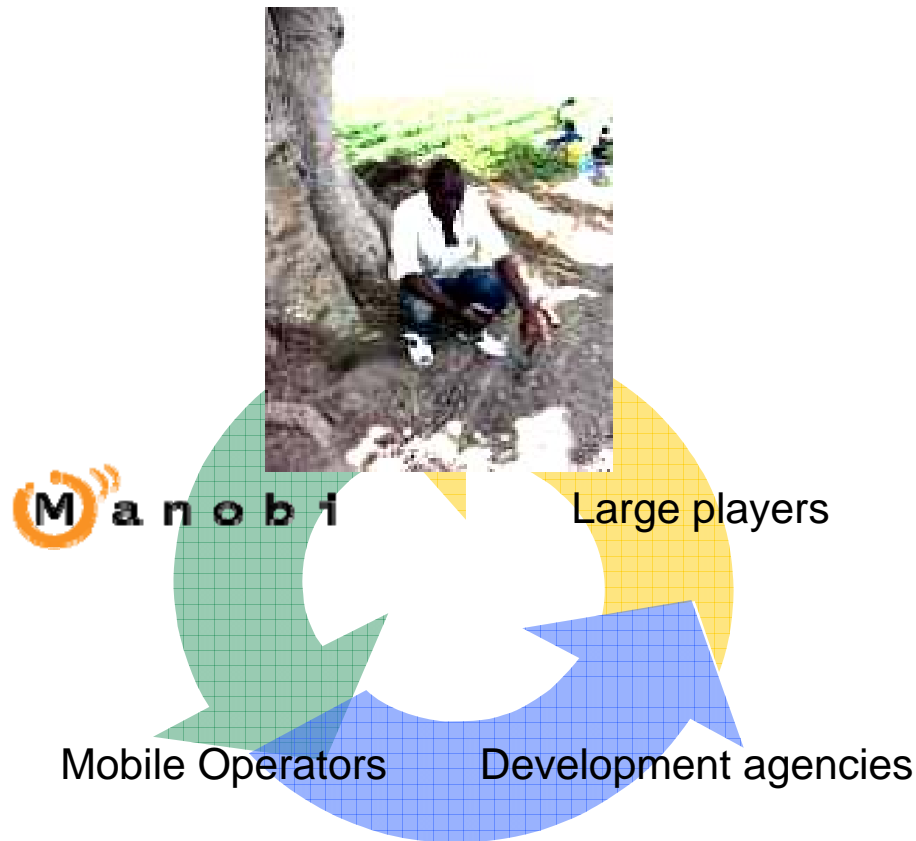
Our vision

Manobi turns the mobile phone into a business tool

- We develop **local contents and services** for all business players in their own value chains.
- We create a unique convergence between the Mobile Network & Internet to provide to our clients access and data exchange on business pricing and logistics anytime and anywhere.
- We use technology to deliver user-centered services and content for every business, no matter what its size.
- We push the envelope of network flexibility to deliver efficient e-tools to all our clients



The win-win ecosystem for rural communities



- A user-centric strategy
- Local content for local needs
- Specific & profitable new business models for sustainability
- Large improvement of value chain performance
 - ↗ Clients
 - ↗ Loyalty
 - ↗ Exposure
 - ↗ Competitiveness



Example : Our MIS initiative



- **Improving market access and income of small and vulnerable farmers**
 - 650 000 vulnerable farmers to transform in profitable agri-businesses



Private sector



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<http://www.manobi.net>