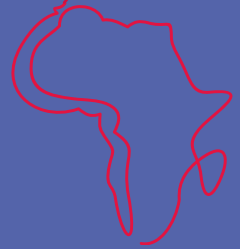


ANTANANARIVO, OCTOBER 5th, 2022



AXIAN GROUP PUBLISHES SECOND IMPACT REPORT ON COMMITMENT TO SOCIO-ECONOMIC TRANSFORMATION

The pan-African AXIAN Group is proud to publish its second Impact Report which highlights how it is achieving its mission of bringing a lasting, positive impact on Africa's growth and sustainable development across the continent.



The Impact Report demonstrates how AXIAN has championed various initiatives and projects to transform the day-to-day lives of millions of Africans. The group's advocacy for financial, energetic and digital inclusion has positioned it to confront present-day social and climate challenges.

“ Our Impact Report once again underscores AXIAN's dedication to creating a far-reaching positive impact by implementing inclusive and sustainable practices. This represents of our group's core business strategy, which is to lift millions of Africans into a better life. We are committed to being an ethical and eco-conscious pan-African group; we hope to inspire others to do the same by sharing our best practices and educating people on our impactful real-time initiatives. ” said Hassanein Hiridjee, AXIAN Group CEO.

AXIAN has developed this Impact Report to measure concrete and objective indicators to monitor and improve impact achievements in four key areas: talent and entrepreneurship; communities and inclusion; innovation and investments, and the environment.

“ Our goal is for our work to have a sustainable, positive impact on the day-to-day lives of Africans and why we focus on delivering solar-powered electricity to tens of thousands, provide mobile banking to millions, and are committed to holding ourselves accountable in a sustainable way across the AXIAN Group ” // Hassanein Hiridjee, AXIAN Group CEO.

A Social Impact department was created in 2019 with the mandate of maximizing positive support across the group and implement a purpose-built scoring system. AXIAN partnered with international experts UTOPIES, a consultancy group that specializes in sustainable strategy to measure the socio-economic impact, and I&P agency which developed a proprietary impact-scoring system.

Some key figures from the report include:

- AXIAN is the first pan-African conglomerate to conduct a 3-year scope-3 carbon audit
- 40 remote villages electrified with 60,000 people given access to electricity in rural areas
- 33 million mobile money users
- 34,000 tons of carbon dioxide emissions sequestered
- 90% of AXIAN energy we consume will be renewably-sourced by 2030
- AXIAN helped create almost 204,000 full-time jobs in Madagascar

Read the full report [here](#)

ABOUT THE AXIAN GROUP

AXIAN is a pan African group that operates in ten countries and specializes in five industries with high growth potential; namely telecoms, financial services, real estate, energy and innovation.

AXIAN is an engaged partner in the socio-economic growth of the countries where it operates. With over 6,000 daring and passionate staff, the group systematically ensures that its products and services have a positive and sustainable impact on the day-to-day lives of millions of Africans.

The AXIAN Group is a signatory of the United Nations' Global Compact initiative and committed to the integration of its 10 Sustainable Development Goals (SDGs) into group strategy, policies and operations.

Find out more about AXIAN: www.axian-group.com

CONTACT

Jean-Denis Boudot, Group Communication Officer

+261 34 07 042 70

jean-denis.boudot@axian-group.com



Our 4 strategic pillars

1 The Environment

Progress in 2020

PER EMPLOYEE



92 tCO₂e thanks to :

1 ton of CO₂ is the equivalent of travelling : **6 060km** by car

34 000 tCO₂ sequestered through the Indian Ocean's largest solar power plant (Ambatolampy)

58% of AXIAN Telecom's network infrastructure **fully-powered by renewables**

Planting of **600 000 mangrove trees**

Our objectives for 2030 :

To decrease AXIAN's direct emissions by **25-30%**

Our 4 strategic pillars

2

Communities & inclusion

ENERGY

In 2021, WeLight electrified

12 new villages, giving

27 000 people and their households, on average,

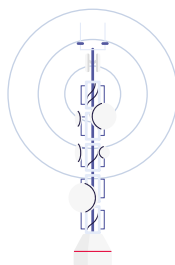
over 9 hours of running electricity per day.



WE LIGHT
Light my Village



TELECOMS



50 municipalities now covered

84% of telecom towers installed in rural areas

FINANCIAL SERVICES



3 000 micro-credit beneficiaries

via KRED, Africa's first-ever micro-credit platform



OPEN INNOVATION & FINTECH

10 millions people use mobile money across Africa via AXIAN's networks



In 2021, MVola facilitated transfers of **102 billion Ar** to

277 000 vulnerable households alongside our partners



Our 4 strategic pillars

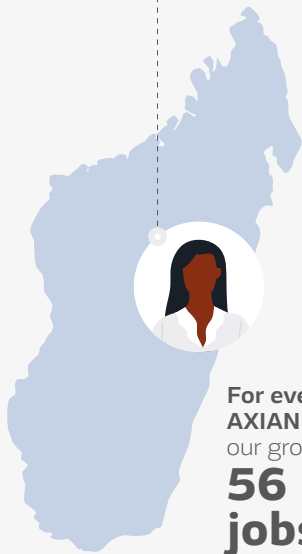
3

Talent & entrepreneurship

JOBS

203 900

direct and indirect jobs across Madagascar



For every AXIAN employee our group also creates =

56 indirect jobs

in Madagascar

↑ + 19% over 2019

FEMINIZATION

OPEN INNOVATION & FINTECH CLUSTER

43%

of the cluster's new employees are women

FINANCIAL SERVICES CLUSTER

57%

of the cluster's total workforce is comprised of women

TELECOMS CLUSTER

The recruitment of women increased by 9%; total feminization grew from **36% → 45%**



ENTREPRENEURSHIP



22

startups incubated



127 550 jobs created

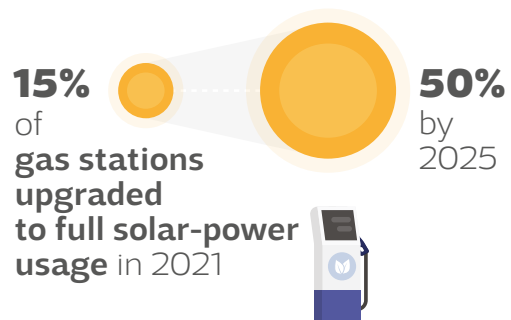
by companies and projects financed by BNI and MVola Avance in Madagascar

Our 4 strategic pillars

4

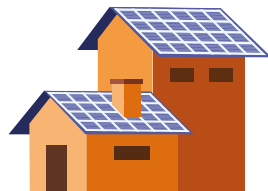
Innovation & investments

ENERGY



FINANCIAL SERVICES

BNI financed the rural electrification of **25 villages** by WeLight



TELECOMS

1^{er} neutral data center in Madagascar

1st commercial 5G network in Africa with Telma Madagascar

1st commercial 5G network in West Africa with Togocom



7 200 km of sub-sea and terrestrial backbone cable in 2021

Vs 10,000 in 2019

OPEN INNOVATION & FINTECH

MVOLA Assure launched a **school insurance** plan in partnership with Sanlam



MVOLA launched an international **visa card**

