

Introducing KASI

Knowledge – Advice – Strategy – Insight

CANADA | NIGERIA | CAMEROON | KENYA | GHANA | TANZANIA | IVORY COAST | MALI | SOUTH AFRICA



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Get the best of the African consumer

MARKET INTELLIGENCE – INNOVATION – BENCHMARKING

#smartdata



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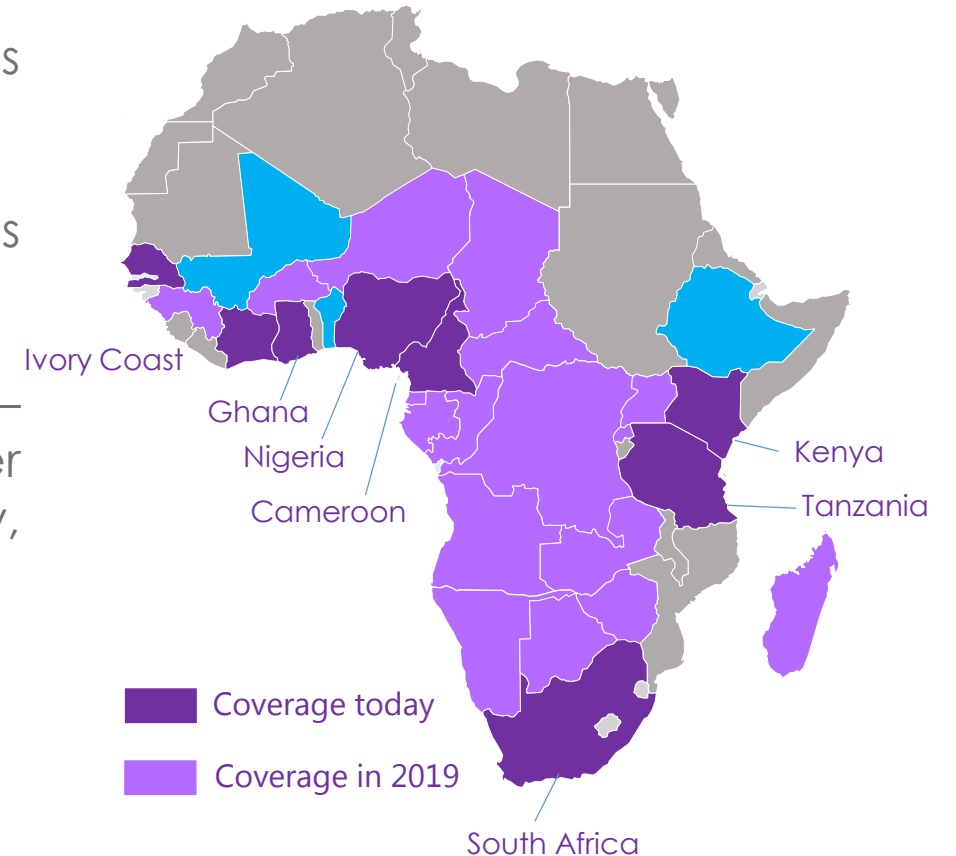


Who we are

- KASI Insight turns **the best of the Africa consumer** into a competitive advantage for leading consumer-facing companies in Africa.
- We are an **award-winning consumer and market intelligence firm** that provides **competitive context, insights and foresight** at scale in Africa.
- We **engage, question, learn** from consumers and market participants in over 10 markets in Africa to uncover what financial success means to them in order to help your company lead in these markets.

Why us

- We **lead innovation** with data and technologies tailored to the African market.
- We understand what **financial freedom** means to the African consumer.
- We thrive to understand the **African consumer** – With 4.5 million data points, we track consumer confidence, consumption habits (technology, mobile, shopping), wellness and finance.
- We **understand banking** - Our team has over 30 years of experience in the research and financial industries worldwide.



Our expertise



Innovation

We understand how technology can improve customer experience and your bottom line in the context of your market.



Consumer Insights

We understand what drives consumers in achieving success and what it means for your business.



Market Intelligence

We gather data to breakdown the key drivers of your industry and uncover the gaps that we translate into opportunities for your business.

Our team



Yannick Lefang, B.Eng, PRM

10+ years of experience in banking (Tech, Treasury, Risk management) with the world largest banks, Professional Risk Manager (PRM)



Dr. Harnet Bokrezion, MBA

19+ years of experience in Africa including socio-economic economic development & surveying, market entry strategy, and business consulting



Dr. Edwin Weinstein, PhD

30+ years of experience in studies in financial services for both private and public sector clients. Developed and run over 600 studies for the world's largest banks

Trudi Makhaya, MBA

Independent economist, business strategist and writer. 5+ years of experience in management consulting and corporate board role in Africa



Martin Onzere, B.Eng

Martin is an engineer by training and brings 9 years of experience in Africa working on telcos infrastructure setup.



Carole Gilbert, Legal

Carole has broad knowledge corporate and commercial law and banking and finance. She provides valuable legal counsel to our team as part of the Norton Fullbright innovation practice.



How we help

1

Market Intelligence

2

Innovation

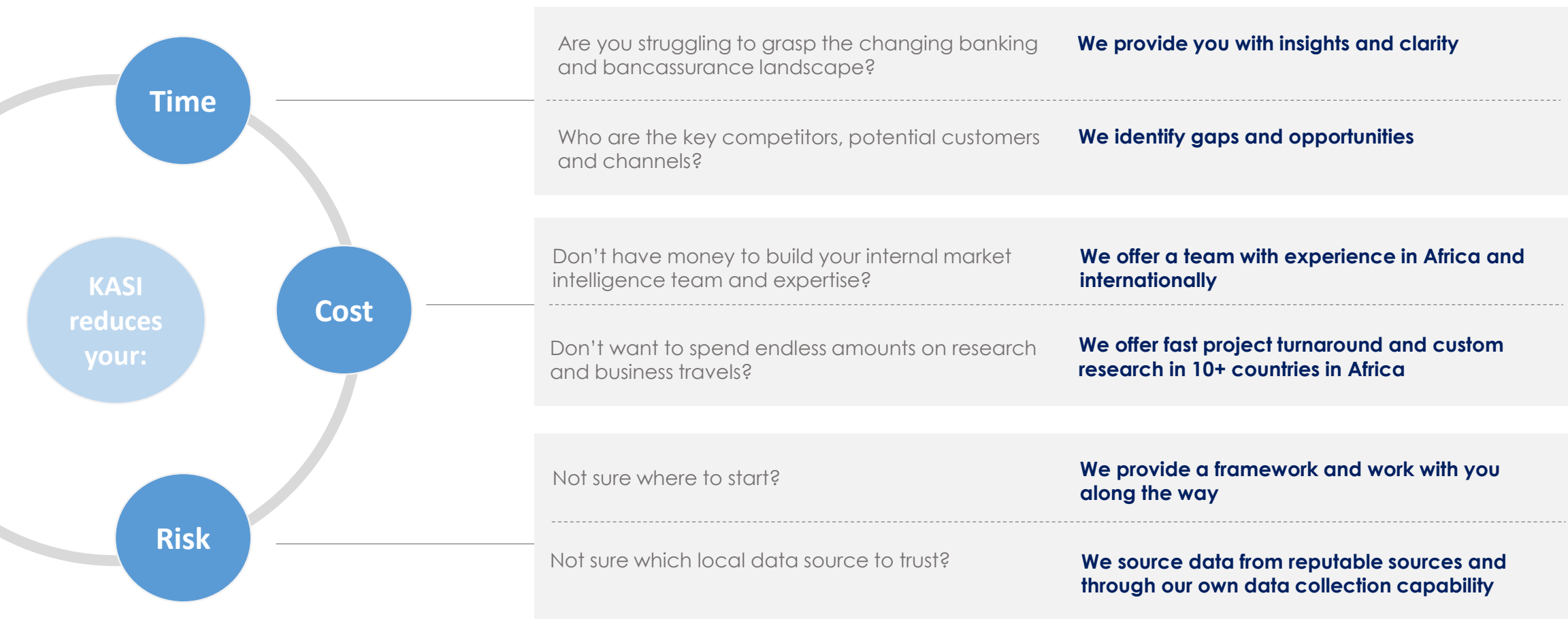
3

Benchmarking

Market Intelligence

BANKING – BANCASSURANCE – FINTECH

What we do



How we do it

We solve problems that present challenges for most firms doing business in Africa – lack of fresh local market data, slow project turnarounds, and a need for contextual insight and innovative research methods.

Market Intelligence

Innovation

Consumer Indices



Our track record

Market Intelligence

Innovation

Consumer Indices

Achievements

Industry	Mandate
<ul style="list-style-type: none">▪ Banking & Insurance▪ Retail▪ FMCG	<ul style="list-style-type: none">✓ In-depth market assessment of the banking sector in Kenya✓ Market entry evaluation for a skilled trades marketplace in Tanzania✓ Market sizing for an ecommerce business in Ghana✓ Market evaluation for a corporate training workshop in Ghana✓ Consumer insights study for the COP22 conference on climate change (22 countries study)✓ Consumer insights study for Africa Tech summit in London (UK)✓ Consumer insights study for Mobile West Africa in Lagos (Nigeria)

They've worked with us:



Innovation

PACKAGING – PRINT AD – WEB/APPS



What we do

The KASI Design practice is leveraging the latest visual and eye tracking technology to help our clients perform packaging, logo and advertising design optimization to save money.

Market Intelligence

Innovation

Consumer Indices

- Uncovering **valuable consumer insights** is critical to lead your market
- **95% of product launch failure** can be attributed to bad packaging & advertising
- Packaging & advertising are powerful because they tell customers why your **product and brand are different**



Packaging insights

Will your new packaging stand out on the store shelves and increase sales?



Print/Billboard design

Is your ad attractive and engaging? Are customers seeing your brand?



App usability insights

Are users navigating your app with ease? Do they pay attention to key messages?



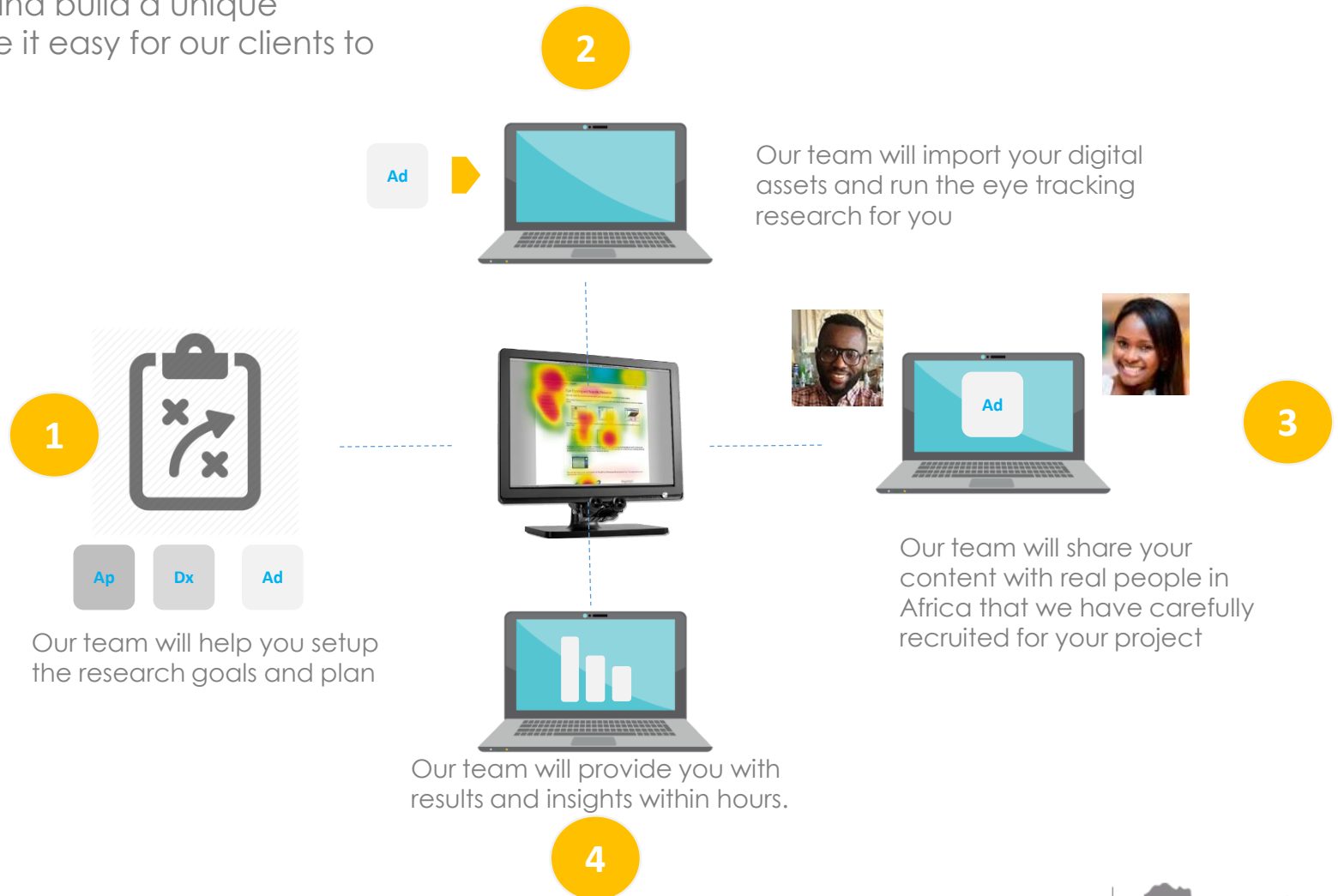
How we do it

We leverage innovative AI technologies and build a unique expertise in eye tracking research to make it easy for our clients to innovate in seven markets in Africa.

Market Intelligence

Innovation

Consumer Indices



Our track record

Market Intelligence

Innovation

Consumer Indices

Achievements

Industry	Mandate
Banking & Insurance	▪ Eye tracking and virtual shopping project for K&C new diaper package design in South Africa (2018)
Retail	▪ Eye tracking and package design project for a cosmetic company in Kenya (2017)
FMCG	▪ Virtual interviews for a FMCG in South Africa (2017)

They've worked with us:



Benchmarking

CONFIDENCE – WELLNESS – CREDIT



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What we do

We provide global decision makers & investors with African based metrics and measures to enhance investment decisions.

Market Intelligence

Innovation

Consumer Indices

- Leverage measures that are **locally sourced, analyzed and transformed** into metrics that you can easily understand
- Track consumer trends in **multiple markets and frequently**
- Get metrics in a format that can be easily integrated with your processes to **speed decision making**



KIC Score

Africa's first monthly consumer confidence index

Available on **Bloomberg**
Contact our team to learn more



FIT Score

Africa's first health and wellness index

Contact our team to learn more



KCS Score

Africa's first community-based credit score

Contact our team to learn more



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Consumer indices



The KIC Score

Africa's first monthly consumer confidence index

Released the **first week of every month**, the KASI Insight Consumer Confidence Index (KIC Score) provides a focused view on the consumer perceptions in key African cities where most spending in the continent is concentrated.



Market Intelligence

Innovation

Consumer Indices

Historical data (Inception June 2016)

- Over 100K data points
- Monthly & yearly trends
- Trends by country, sub-metrics, questions & demographics

Comparative analysis

- 7 countries each month
- Leaders & lagers

In-depth analysis

- Age, Gender, Education & Occupation & Status

Delivered in easy to use formats

- Get the data in .csv, .xls or pdf format
- Learn more at www.kasiinsight.com/index

Invest in the Africa Eurobond market

Are you active in the Eurobond markets and looking for yield? Leverage consumer confidence data to price or transact government bonds.

Get the full picture of Africa economies

Are you investing in the African markets? Combine macro data with consumer data to take bets with confidence.

Track consumer spending in Africa

Are you a marketing executive? Invest, plan and innovate using up-to-date consumer sentiment and purchase trends. Don't leave your success to luck.

Available on **Bloomberg**



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“

The KASI Insight team completed a very important project for the COP22 conference on climate change with a tight deadline. The project involved a survey of 1200 millennial in 22 countries in Africa within 2 weeks. When I saw the report and insights, my reaction was: WOW this is brilliant!

”

Louise Robinson MD CG Consulting



KENYA BANKING SECTOR ASSESSMENT 2017–2022

“

The KASI Insight team completed a very important market assessment project on the Kenya banking sector. We were impressed by the quality and speed of the project. We will definitely use KASI for our next project and won't hesitate to recommend the team.

”

Senior Decision Support Officer
Commercial International Bank (CIB)

CONTACT US

KASI Insight is an award-winning consumer research, data analytics and advisory firm focusing on Africa. We solve problems that present challenges for most firms doing business in Africa – lack of fresh local market data, slow project turnarounds, and a need for contextual insight and innovative research methods.

KASI Insight is a member of the World association for opinion and market research (ESOMAR). KASI Insight abides by the ESOMAR CODE and ESOMAR World Research Guidelines standards.

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WINNER

BEST RESEARCH PAPER AWARD – MRSA 2016

FINALISTS

2017 YED PITCH COMPETITION (AFRICA 2017)
2017 MOST PROMISING STARTUP (NACO)
2016 APPSAFRICA ENTERPRISE SOLUTION

Learn more about KASI Insight Inc. at www.kasiinsight.com/



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ESOMAR^{'17}
| corporate