

# Get the best of the African consumer

**MARKET INTELLIGENCE – INNOVATION – CONSUMER INDICES**

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



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# Who we are

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- 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 **reliable data and actionable insights** at scale in Africa.
- We provide the largest set of **African-based metrics and measures** to global decision makers and investors. That's how we **enhance your investment decisions!**

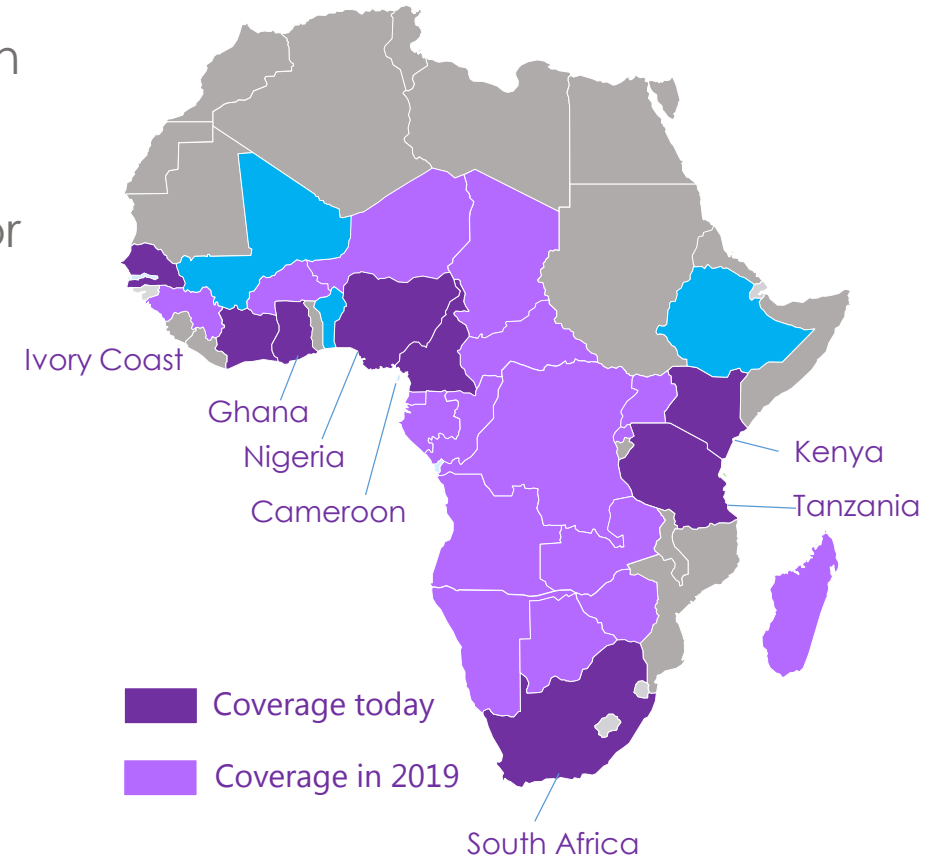
# Consumer Indices

CONFIDENCE – WELLNESS – TRUST



# How we do it?

- We offer **continuous tracking on the ground** with monthly surveys and consumer data.
- We leverage the **latest methodologies** used for economic research.
- We offer the research method CASI (Computer Assisted Self Interviewing), best suited for **sensitive topics and special populations**
- We partner with **leading experts in Africa** to deliver relevant data and actionable insights.



# Consumer indices

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

- 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**

Market Intelligence

Innovation

Consumer Indices



## 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](http://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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	Cameroon	Jan	Feb	Mar	MoM	YoY
Consumer confidence index	13	9	9	0	-4	
Current economic conditions	4	3	6	4	2	
Expectations economic conditions	17	12	10	-2	-7	

Consumer confidence index	Jan	Feb	Mar	MoM	YoY
Ghana	7	3	33	30	26
Kenya	2	0	1	1	-1
Cameroon	9	7	8	1	-1

	Cameroon	Jan	Feb	Mar	MoM	YoY
Making large purchases	15	20	17	-3	2	
Willingness to spend more	20	23	14	-9	-6	
Job prospects	-13	-5	-12	-7	1	

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# Past projects



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## Achievements

Industry	Mandate
Banking & Insurance	<ul style="list-style-type: none"><li>Using consumer data to enhance investment decision – Case of Ivory Coast (Whitepaper, 2017)</li><li>Invest in Africa Conference – Leveraging consumer data (Conference in Canada, 2017)</li><li>Ministry of Finance, Cameroon (Monthly analysis KIC score)</li></ul> <p>In the news:</p> <ul style="list-style-type: none"><li>✓ <a href="#">KIC Score launch</a></li><li>✓ <a href="#">CNBC Africa</a></li></ul>
Retail	
FMCG	

## They've worked with us:

**Bloomberg**



**QUARTZ**  
*Africa*



# Fees



## Fees & Licensing

Market Intelligence

Innovation

Consumer Indices

	Monthly rates (US\$)	
<b>Data series</b>	<b>Per Country</b>	<b>All countries</b>
Main index	\$2,500	\$15,000
Sub-indices	\$3,500	\$21,000
Index by questions	\$4,500	\$27,000
All in	\$8,500	\$51,000
Redistribution Fee	\$4,000	\$15,000
Other fees		
Historical data (one time cost)	\$90,000	\$120,000

# Our team

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## **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.



“

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)



# REQUEST A TRIAL

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.

## Our address

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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/](http://www.kasiinsight.com/)



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**ESOMAR**<sup>'17</sup>  
| corporate