

# GROWING TOGETHER

TODAY AND TOMORROW  
FOR OUR CONTINENT  
AND OUR PLANET

**INTERACTIVE IMPACT REPORT**  
2022



# NAVIGATING OUR REPORT

In line with our commitment to Sustainable Development, this report is **available exclusively in digital format**.



## This report is interactive\*

It uses the following features



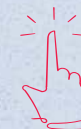
### HOME

A shortcut to the table of contents



### VIDEOS

Links to videos detailing various facets of the AXIAN group



**Access to complementary information** online

\* [Internet access](#) is required to make use of these features.

## CEOS' ADDRESS



AMIN HIRIDJEE



HASSANEIN HIRIDJEE

Our multinational expanse and the many sectors that our operations focus on have given AXIAN a unique and panoramic perspective on our continent's current and future challenges. Among the many observations we have made, one looms large over the rest: Africa is anything but singular; its growing population and diverse challenges demand solutions that are innovative, daring and—currently—urgently-needed.

We take stock of the sheer magnitude of our responsibility and act in the spirit of being engaged partners in the socio-economic transformation of the countries that we operate in.

The notion of positive impact—the cornerstone of our broader corporate strategy—allows us to continually improve our performance at many levels, be it financial, social or reputational.

This 2022 Impact Report demonstrates our commitment to being a standard-setter among African businesses for ethical business that is inclusive, sustainable and benefits millions of Africans across our continent; as part of this commitment, we publish measurable, concrete and verifiable indicators of our impact:

How are we creating a positive impact? How many direct and indirect jobs we are creating, etc.

We aim to contribute to the creation of an environment that is conducive to equitably-shared value creation that allows all of us to keep

**GROWING TOGETHER TODAY AND TOMORROW  
FOR OUR CONTINENT AND OUR PLANET.**

A handwritten signature in black ink, appearing to read 'Amin Hiridjee'.

AMIN HIRIDJEE  
CEO

A handwritten signature in black ink, appearing to read 'Hassanein Hiridjee'.

HASSANEIN HIRIDJEE  
CEO



## INTERACTIVE TABLE OF CONTENTS



SHORTCUTS TO SECTIONS

## GROWING

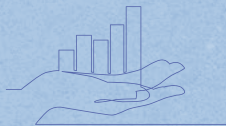
AXIAN is a conglomerate specializes in services and infrastructure that are building blocks for sectors that are essential to the continent's economic growth. Our model is built on innovative drivers of growth that promulgate inclusion, cooperation and the open sharing of expertise.



SHORTCUTS TO SECTIONS



## KEY FIGURES 2022



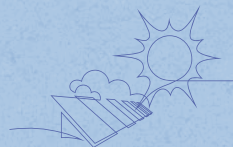
**1.9 Bln \$**

Group turnover,  
2022



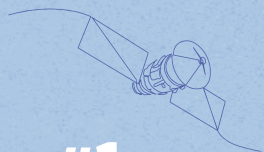
**#1**

in Madagascar's banking  
sector/ 112 branches



**80%**

of the installed power-generation  
capacity comes from renewable  
energy sources



**#1**

in the telecoms sector  
across the Indian Ocean



A first-rate investor with over

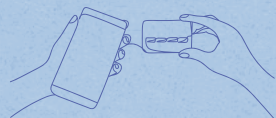
**1 Bln \$**

invested in its operations



**36 m**

mobile subscribers across  
Africa and the Indian Ocean



**#1**

in the mobile-money industry  
across the Indian Ocean



## A PAN-AFRICAN PRESENCE

As an African champion of digital, energy, and financial inclusion, we strive to continuously evolve within our sectors of activity to bring the latest innovations and cutting-edge technologies to market.

Growth is only beneficial if its rewards benefit all. AXIAN was founded in 2018 and aims to become the standard-setting enterprise on positive impact across its markets. Our Impact management team, in partnership with the renowned sustainability consultancy UTOPIES, created a proprietary scoring method for our operations' socio-economic impact to guide AXIAN's subsidiaries and 6,400 staff on their journey to more impactful practices.

**6,400**

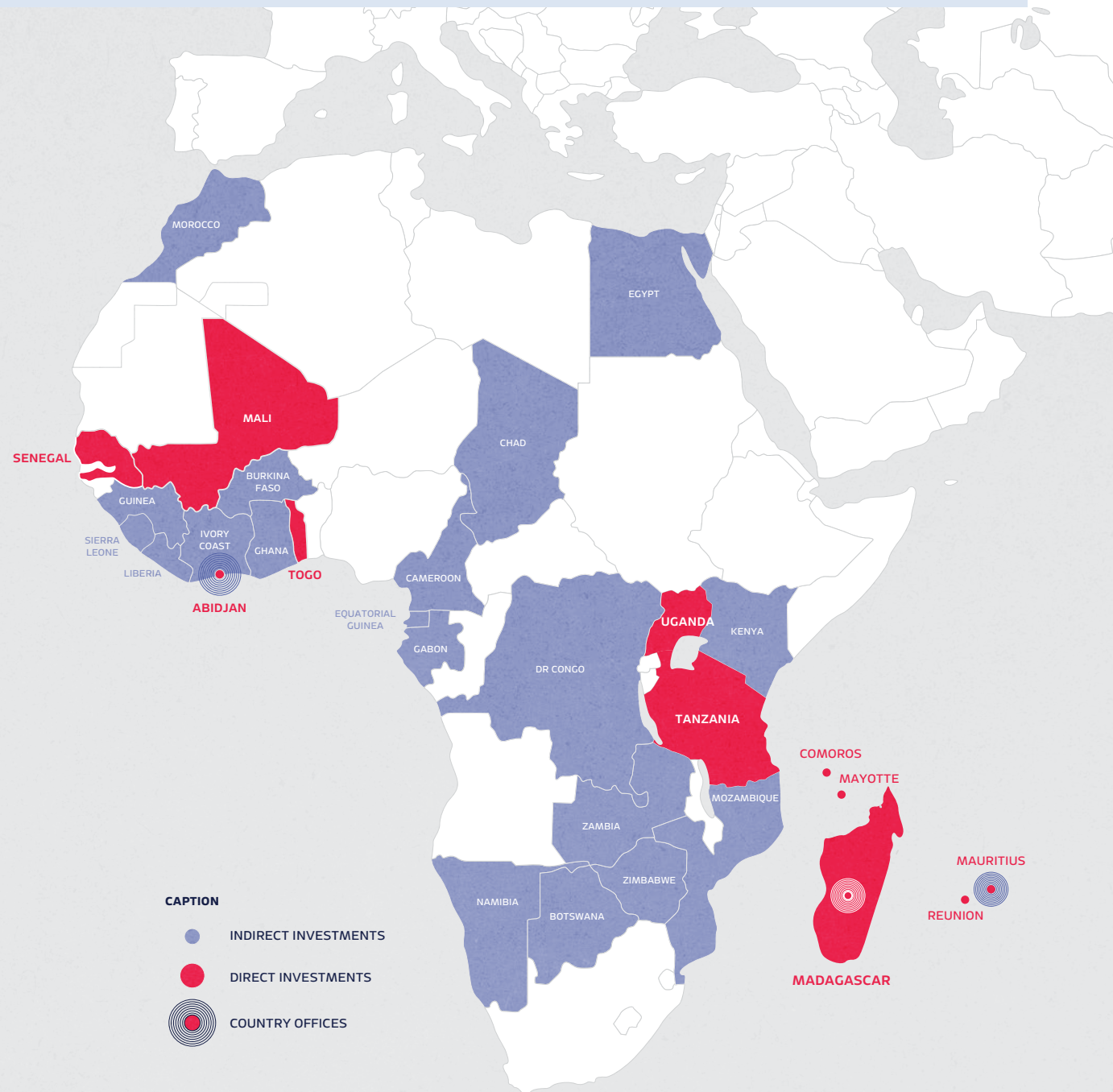
staff across Africa  
and the Indian Ocean

**5**

sectors  
of activity

**35**

subsidiaries



# OUR OPERATIONS

5 clusters comprised of 35 subsidiaries.

## AXIAN TELECOM



### LET'S CONNECT

Providing businesses with first-rate digital innovations and enabling a larger number of people to stay connected with their loved ones and the world.



## AXIAN ENERGY



### LET'S RENEW ENERGY

Innovation to make clean and sustainable energy accessible for all.



## AXIAN FINANCIAL SERVICES



### LET'S ACCESS FINANCE

Offering financial services and innovative solutions tailored to each individual's needs, to secure their present and build their future.



## AXIAN OPEN INNOVATION & FINTECH



### LET'S CREATE

Guiding and iterating the transformation of our economy to make it more inclusive and innovative.



## AXIAN REAL ESTATE



### LET'S BUILD

Building residential and commercial projects designed for the well-being of individuals and executed in accordance with international standards.





## OUR COMMITMENT TO IMPACT

Our Impact vision is more than a corporate philosophy; it is an integral part of our business model. It is driven by an innovative, inclusive growth model, partnerships and the sharing of expertise to uplift and create opportunities for all Africans.

The AXIAN Group's impact strategy is based on four strategic pillars which are specialized areas of expertise that our impact strategy focuses on. They were defined in collaboration with global sustainability experts, who analyzed the socio-economic and environmental needs of the countries where the AXIAN Group operates. Subsequently, we selected the **four strategic pillars** by evaluating the various ways through which the AXIAN group can leverage synergies in its existing operations, areas of expertise and business sectors to help address pressing social issues. Today, our strategic pillars for impact are:

1. TALENT & ENTREPRENEURSHIP
2. COMMUNITIES & INCLUSION
3. INNOVATION & INVESTMENTS
4. ENVIRONMENT



## OUR POSITIVE IMPACT IN NUMBERS

The AXIAN group is  
a signatory to the  
UNGC



**1.59 Bln \$**  
Total GDP contribution

**388 000**  
indirect or direct jobs  
supported

**30,000 people**  
connected to solar-powered electricity

**114,000 hours**  
of training delivered by  
AXIAN University

**22 startups**  
incubated

**40 isolated villages**  
in Madagascar and  
**5** in Mali given access to electricity

**1st-ever**  
digital micro-credit banking  
platform in Africa

**118 schools**  
built thanks to our  
corporate foundation

**Over 700,000 plants**  
planted with  
**5 years** of monitoring



## OUR IMPACT GOVERNANCE

Our governance in matters of impact at AXIAN plays a crucial role in the group's growth. It ensures that activities are carried out ethically in ways that remain mindful of existing socio-economic and environmental challenges and also create long-term value for all stakeholders.

## OUR IMPACT GOVERNANCE

# BOLSTERING OUR IMPACT DEPARTMENT'S CAPACITY

AXIAN's commitment to positive impact has been borne since 2019 by its dedicated impact department, who spearheaded the implementation of our innovative internal impact-scoring system.

Under Fanilo RAKOTOVAO's leadership, their mission has become centered on defining and implementing the group's strategic impetus for impact and sustainable development.

Since then, the impact team has continued to grow with the **appointment in 2022 of new impact ambassadors and representatives** within each and every AXIAN-group subsidiary.

## Group Impact Management Team & Subsidiaries' Impact Ambassadors



**FANILO RAKOTOVAO**  
RAKOTOARISON

ASS  
GROUP



**MÉLANIE**  
DOUADI

ASS  
GROUP



**TONY**  
RAKOTONINDRAININA

AXIAN TELECOM  
CLUSTER



**MAIRAMOU**  
HAMAN ADJI

AXIAN ENERGY  
CLUSTER



**CHRISTÈLE**  
RABENJAMINA

TELMA  
TELECOM



**HERIMANITRA**  
RANAIVONANTENAINA

TOM  
TELECOM



**LIVANIRINA**  
LALARISOA

CONNECTO  
TELECOM



**DANIEL**  
K. BOUDIMA

TOGOCOM  
TELECOM



**KARIM ATTOUMANI**  
MOHAMED

TELMA COMOROS  
TELECOM



**DISMAS**  
ANTHONY

TIGO TANZANIA  
TELECOM



**ALAMA**  
CISSE STEPHEN

FREE SENEGAL  
TELECOM



**LANTSOA**  
ANDRIAMBOLONJIVA

JOVENA  
ENERGY



**RINA**  
RAZAFINSALAMA

JOVENA  
ENERGY



**HAINGO**  
RAZAFIARISOA

NEA  
ENERGY



**MICHAEL**  
RAMIARINTSOA

GES  
ENERGY



**RABEKOTO**  
TSANTA

WELIGHT  
ENERGY



**BARIJAONA**  
RAMAHOLOMIHASO

BNI MADAGASCAR  
FINANCE



**MIALY**  
RASOHANARIVONY

BNI MADAGASCAR  
FINANCE



**SIMONE**  
ANDRIAMAHEFA

IORS  
FINANCE



**NATHANAËLLE**  
ANDRIAMPARANY

FIRST IMMO  
REAL ESTATE



**JOANNA**  
ARIJAONA

SGEM  
REAL ESTATE



**MANDIMBY**  
RATSISOMPATRARIVO

MVOLA  
INNOVATION & FINTECH



**MAROSOA**  
RANDRIAMBOLONA

NEXTA  
INNOVATION & FINTECH



**OLIVIA**  
ANDRIAMAMPANDRY

PULSE  
INNOVATION & FINTECH

## OUR IMPACT GOVERNANCE

## EVALUATING OUR IMPACT: AXIAN'S IMPACT-SCORING SYSTEM

Our **Impact-Scoring system** is an instrument for measuring and evaluating the effects that our group and its entities have in various impact areas. Over the three years since its deployment, it has provided us with objective and measurable yearly assessments of our subsidiaries' impacts as well as AXIAN's impact as a whole, thus enabling a better understanding of our operations' ramifications and facilitates informed decision-making regarding sustainability and social responsibility.

Using specific indicators, it assesses year-over-year performance and progress based on the 4 strategic pillars that the group has enunciated in the impact strategy that have guided AXIAN and its subsidiaries; those are talent and entrepreneurship, communities and inclusion, innovation & investments, and the environment. Our process for calculating and ascribing impact scores consists of:

- Collecting relevant data;
- Defining the assessment's scope and criteria;
- Defining every criterion's relative importance and weigh all criteria accordingly;
- Calculating an objective score in line with the results of the assessment of either the subsidiary or specific project's impact.

### Our 4 Strategic Axes for Impact

#### 1 TALENT & ENTREPRENEURSHIP



- Supporting the entrepreneurial ecosystem.
- Promoting the creation of equitable local employment and invests in its employees' well-being.
- Nurturing learning and cultivating future leaders.
- Actively fighting against corruption.

#### 2 COMMUNITIES & INCLUSION



- Offering essential/basic goods or services to communities it serves.
- Serving low-income or underserved members of their community.
- Implementing specific offers and/or programs for low-income or underserved people.
- Monitoring its impact on low-income or underserved members of their community.

#### 3 INNOVATION & INVESTMENTS



- Marketing innovative solutions.
- Stakeholders support and engagement.
- Making a strong contribution to investment and country competitiveness.
- Implementing best practices in its field.

#### 4 ENVIRONMENT



- The company managing its environmental footprint.
- Participating in the restoration of biodiversity and the creation of carbon sinks.
- Establishing an Environmental Management System (EMS) in accordance with specific norms (ISO 14001, SFI).
- Additional environmental criteria specific to each business.

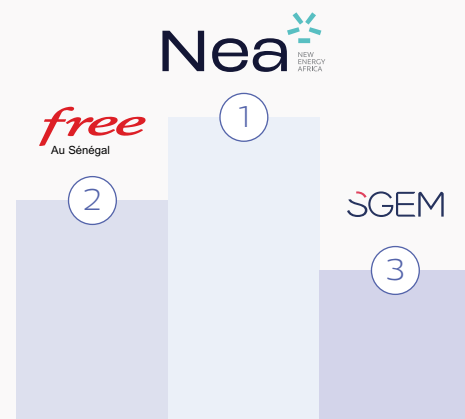
## OUR IMPACT GOVERNANCE

## ASSESSING OUR IMPACT GOVERNANCE

The AXIAN's Group Internal Audit Department (GIAD) participates in the audit process that validates impact milestones and achievements. Following the recommendations of the firm CONTROL RISKS, the GAID is launching an updated protocol for validating companywide impact scores and flagship projects in order to:

- Determine the conformity or non-conformity of any subsidiary's achievements based on its declarations in the Impact Scoring and impact projects' self-assessments.
- Compile documentation for an impact archive; such documents would prove the effectiveness of impact actions carried out, and can be used to engage our partners and address their expectations.
- Assess potential areas for improvement or remedial action. The audit should be considered as a tool for progress that aims to continuously improve our Impact Scoring and the impact measurement approach.

Increasing the number of companies that are part of our Impact assessment in 2022 has resulted in our Group Internal Audit team increasing its capacity by way of recruitments. A guidance document for the scoring tool was also made available to all users to further improve the data-collection process and quality of the data in the future.



2022 Impact-Scoring Results

## 2022 Impact-Scoring Results

In 2022, we expanded our impact audits to companies operating outside of Madagascar and across our markets in mainland Africa. These most notably include: TOGOCOM; FREE SENEGAL and TELMA COMOROS. We also maintained our efforts to provide fair and accurate impact scores as per the outlined impact criteria. Below are the results of our Impact Score audit for 2022:

CLUSTER	COMPANY		IMPACT SCORE (excl. flagship projects)	
			2022	2021
ENERGY	GES	↑	77,50%	56,00%
	JOVENA	↑	91,50%	69,00%
	NEA	↑	69,50%	62,00%
	WELIGHT	↓	83,50%	90,00%
FINANCE	BNI	↓	69,70%	71,00%
	IORS	↑	71,60%	67,00%
REAL ESTATE	FIRST IMMO	↑	56,10%	44,00%
	SGEM	↑	59,60%	41,00%
INNOVATION	MVOLA	↓	82,10%	91,00%
	NEXTA	↓	79,00%	80,00%
	PULSE	↑	77,40%	75,00%
TELECOM	CONNECTEO	↑	85,50%	74,00%
	FREE SENEGAL	↑	76,30%	NA
	TELCO	↑	71,10%	NA
	TELMA	↑	82,80%	75,00%
	TOGOCOM	↑	79,00%	NA
	TOM	↑	90,10%	76,00%
AVERAGE		↑	76,61%	69,36%

## OUR IMPACT GOVERNANCE

## OUR COMMITMENT TO OUR STAKEHOLDERS

In an environment that demands businesses and organisations continually evolve, it is essential that along the way, we take stock of the significant impact our actions can have on the various stakeholders who co-exist alongside us in our communities. The interests of all must be taken into consideration to achieve our goals, not only in financial terms but also in terms of our extra-financial and tangible impact on society-at-large, our communities and the environment.



STAKEHOLDERS	ENGAGEMENTS & ACTIONS
<b>CLIENTS &amp; CUSTOMERS</b>	AXIAN is committed to making the best innovations available to the largest number of Africans to enable digital, energy, and financial inclusion.
<b>EMPLOYEES</b>	AXIAN supports present and future talents within the group in their professional development and the fulfillment of their full potential so that they can meet Africa's growing demand and emerging challenges.
<b>FINANCIAL PARTNERS</b>	AXIAN shares a commitment with its financial partners to sustainable investments that incorporate extra-financial metrics, in order to provide the continent with the financing that is needed for its development.
<b>SUPPLIERS &amp; DISTRIBUTORS</b>	AXIAN takes into consideration the specificities of all its suppliers and distributors to act inclusively in favor of local economic growth and Sustainable Development Goals.
<b>REGULATORY BODIES</b>	AXIAN respects its host countries' laws and regulations. By advocating for collaboration between public institutions and the private sector, we create a unified way forward for the development of a virtuous, transparent ecosystem that aligns with our many markets' socio-economic needs.
<b>LOCAL COMMUNITIES &amp; OTHER LOCAL ACTORS</b>	AXIAN has adopted a continuous-dialogue approach to involving local communities in the emergence of sustainable and adapted solutions.



OUR IMPACT GOVERNANCE

# TESTIMONIALS

## STAFF



**GAËL VOÇA,**  
EMPLOYEE EXPERIENCE MANAGER

Working at AXIAN allows our employees to progress in an environment where they can all grow together as they tackle ambitious and innovative projects. Every day is an opportunity to try new things and perfect ourselves; our interactions with one another give rise to new ideas, new ways of thinking.



**SOILIH ZEYANA,**  
SUPPLIER & TAX ACCOUNTANT

AT TELCO SINCE 2016

« Let's Grow Together » is about sharing the AXIAN group's values and growing together.



**DAVID TCHALLA,**  
INTERNAL COMMUNICATIONS,  
PROJECTS & EVENTS MANAGER

AT TOGOCOM SINCE 2011

« Let's Grow Together » is a call to work together as if we were the same person; an ensemble of differences united in their commitment to being a little better each day.



**MICHÈLE RABARIJAONA,**  
COMMUNICATIONS & EVENTS MANAGER

AT WELIGHT SINCE 2020

« Let's Grow Together » means sharing a vision and the same values. This helps us build synergies across the group to have a positive and sustainable impact, and thus a better future.

## CLIENTS & CUSTOMERS



**JEAN ERNEST RATOLOJANAHARY,**  
GROCER, FIALOFA

WELIGHT

Our revenue has doubled, we were able to buy another house and also a bicycle that serves as our transport for deliveries, restocking.



**VALISOA,**  
CASH POINT

MVOLA

When I started out in 2010, I worked alone. Today, I employ 20 people across my network of Cash Points.

## OUR COMMITMENT TO THE UNGC

In 2021, we became signatories of the UNGC initiative to ensure that our operations, projects, and corporate strategies contribute to the global push to achieve its Sustainable Development Goals (SDGs). We are proud to **represent the UNGC Local Network Indian Ocean as ambassadors of the initiative**, allowing us to work towards advancing the SDGs at both the local and regional levels.

**We further demonstrate our commitment to the Global Compact through:**

- **UNGC Academy:** resources and tools to improve our practices in terms of social and environmental responsibility.
- **Africa Business Leaders Coalition (ABLC):** sharing knowledge and best practices to create synergies with other businesses, non-governmental organizations, and governmental organizations around complex issues that are relevant to sustainable development.



# OUR COMMITMENT TO THE UNGC

FROM THE 10 PRINCIPLES OF THE GLOBAL COMPACT TO THE UN'S 17 SUSTAINABLE-DEVELOPMENT GOALS



## THE 10 PRINCIPLES OF THE UN GLOBAL COMPACT



**HUMAN RIGHTS**  
1 à 8, 10, 11, 16, 17

1. Promote and respect the protection of international human rights law.
2. Ensure not to be complicit in human rights violations.



**WORK SAFETY**  
1, 3, 5, 8, 9, 10, 16, 17

3. Respect freedom of association and recognize the right to collective bargaining.
4. Contribute to the elimination of all forms of forced or compulsory labor.
5. Contribute to the effective abolition of child labor.
6. Contribute to the elimination of all forms of employment discrimination.



**ENVIRONMENT**  
2, 3, 4, 6, 7, 9, 11 à 15, 17

7. Apply the precautionary approach to environmental issues.
8. Take initiatives to promote greater environmental responsibility.
9. Foster the development and dissemination of environmentally friendly technologies.



**FIGHTING CORRUPTION**  
3, 10, 16, 17











10. Take action against corruption in all its forms, including extortion and bribery.

As part of our commitment as signatories of the UN Global Compact, AXIAN publishes its yearly CoP (Communication on Progress).

## OUR COMMITMENT TO THE UNGC

# OUR COMMITMENT TO THE SDGS








SUSTAINABLE DEVELOPMENT GOALS (SDGS)	PROCESSED AT AXIAN?	AXIAN'S COMMITMENT
 <b>SDG 1</b> Eliminate poverty in all its forms and everywhere in the world.		AXIAN combats poverty by creating both direct and indirect jobs, thus actively contributing to the Gross Domestic Product (GDP) and value creation of our host countries.
 <b>SDG 2</b> Eliminate hunger and increase food security		AXIAN integrates sustainable fight against hunger into its objectives of financial, energy, and digital inclusion of vulnerable and marginalized populations.
 <b>SDG 3</b> Enable everyone to live in good health and promote well-being for all at all ages.		<p>AXIAN ensures the health of its employees and their loved ones by offering legal health and safety social coverage. Their well-being is also taken into account through infrastructures that promote work-life balance. The group also provides minimal social coverage to its indirect employees.</p> <p>AXIAN develops solutions that support the development of healthcare systems for populations, in addition to several corporate programs.</p>
 <b>SDG 4</b> Ensure access for all to quality education on an equal basis and promote lifelong learning opportunities.		<p>AXIAN University provides innovative educational solutions to enhance the skills of its employees, and its internal mobility policies encourage knowledge-sharing.</p> <p>AXIAN proposes solutions and creates infrastructure that support education; those include bank financing for tuition fees, building schools, and incubation of startups that specialize in creating educational content.</p>
 <b>SDG 5</b> To achieve gender equality and empower all women and girls.		AXIAN implemented a "gender-equality" policy to ensure gender equity and has integrated this policy into its impact scoring grid. In addition to overall employment rates, we closely monitor the number of women holding management and leadership positions.

## OUR COMMITMENT TO THE UNGC

## OUR COMMITMENT TO THE SDGS




SUSTAINABLE DEVELOPMENT GOALS (SDGS)	PROCESSED AT AXIAN?	AXIAN'S COMMITMENT
 <b>SDG 7</b> Ensuring access for all to reliable, sustainable, and modern energy services at an affordable cost.	✓	AXIAN Energy works towards universal energy inclusion by providing the required infrastructure for Africa's development, with particular attention given to the specific needs of every project.
 <b>SDG 8</b> Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.	✓	<p>The AXIAN Impact Scoring approach incorporates accurate indicators of our economic contributions such as job creation, supporting the entrepreneurial ecosystem and overall value creation and contribution to the growth of the GDP in the countries where we operate.</p> <p>As an active member of the UNGC, AXIAN is committed to upholding human rights, international labor standards, and fighting against corruption. Our dedicated governance department has developed a new Human Resources Charter that aims to rigorously promote ethical conduct towards our clients and suppliers.</p>
 <b>SDG 9</b> Build resilient infrastructure, promote sustainable industrialization that benefits all, and encourage innovation.	✓	AXIAN contributes to the continent's economic development through large-scale investments in impactful and sustainable innovations in key sectors such as telecommunications and energy.
 <b>SDG 10</b> Reduce inequalities within countries and between countries.	✓	AXIAN provides products and services to enable digital, energy, and financial inclusion. The "Population and Inclusion" and "Talent & Entrepreneurship" components of our impact scoring framework contain several indicators for monitoring our progress towards these objectives.
 <b>SDG 11</b> Ensure that cities and human settlements are inclusive, safe, resilient, and sustainable.		

OUR COMMITMENT TO THE UNGC

# OUR COMMITMENT TO THE SDGS



SUSTAINABLE DEVELOPMENT GOALS (SDGS)	PROCESSED AT AXIAN?	AXIAN'S COMMITMENT
 <p><b>SDG 12</b> Establishing sustainable consumption and production patterns.</p>		<p>AXIAN prioritizes working alongside local providers and consumers.</p> <p>AXIAN has implemented environmentally responsible waste management in partnership with all its service providers.</p>
 <p><b>SDG 13</b> Take urgent measures to combat climate change and its ramifications.</p>		
 <p><b>SDG 15</b> Preserve and restore terrestrial ecosystems, ensuring sustainable use, manage forests sustainably, combat desertification, halt and reverse soil degradation, and halt biodiversity loss.</p>		<p>AXIAN is making significant investments in renewable energy to contribute to the fight against climate change. In 2022, we commissioned a firm to develop our climate strategy and align it with the 1.5°C trajectory.</p>
 <p><b>SDG 17</b> Strengthen the means of implementing the global partnership for sustainable development.</p>		<p>AXIAN is a committed and active member of the United Nations Global Compact (UNGC). We are also founders of the organisation's local and regional networks in the Indian Ocean (UNGCLOI).</p>

OUR COMMITMENT TO THE UNGC

## APPOINTMENT OF AN INDEPENDENT AUDITOR FOR OUR SOCIO-ECONOMIC AND ENVIRONMENTAL FOOTPRINT STUDIES

AXIAN has contracted the annual audit of its socio-economic and environmental footprint on its many markets to the firm Utopies, a renowned leader in sustainability-strategy consulting with over 30 years' experience in the field.

**UTOPIES**®



« We aim to ensure a reliable and rigorous methodology through specialized expertise in measuring and evaluating our positive and negative impacts. »

**FANILO RAKOTOVAO**

Social Impact Director



## TWO TYPES OF IMPACT AUDITS WERE CONDUCTED ACROSS 5 COUNTRIES AND ALL 5 OF OUR SECTORS OF ACTIVITY

### MADAGASCAR

#### AXIAN TELECOM



#### AXIAN ENERGY



#### AXIAN FINANCIAL SERVICES



#### AXIAN REAL ESTATE



#### AXIAN OPEN INNOVATION & FINTECH



### SENEGAL



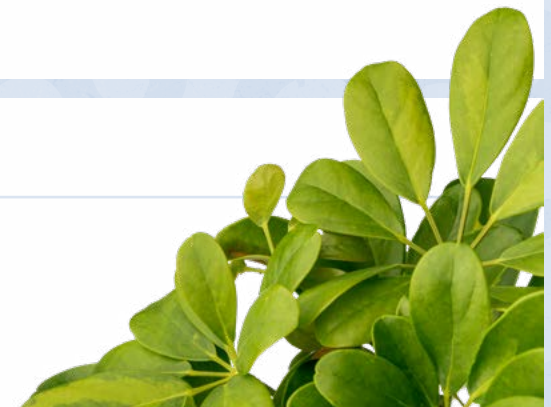
### TOGO



### TANZANIA



### UGANDA



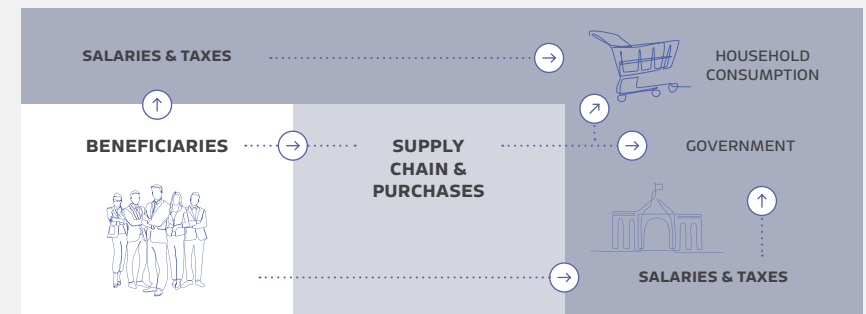
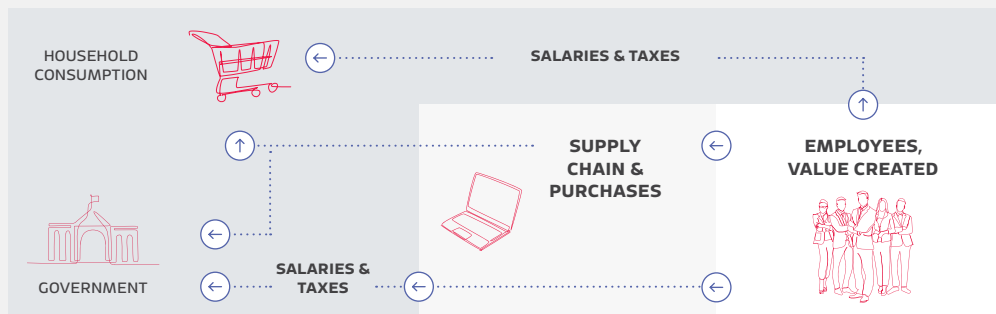
# THE STUDY QUANTIFIES OUR MAIN SOCIO-ECONOMIC IMPACTS

AXIAN group's socio-economic footprint



## IMPACT OF OPERATIONS

## IMPACT OF FINANCING & ADVANCES



### ECONOMIC IMPACTS OF HOUSEHOLD & GOVERNMENT EXPENDITURES

Our **salaries and taxation**, as well as the salaries and taxes paid across our **supply chain**, support household consumption and government expenditures. They constitute the induced impacts of **household and government expenditures**.

### ECONOMIC IMPACTS OF SUPPLIERS

Our **purchases** generate economic activity throughout the supply chain, and constitute an **indirect economic impact**.

### AXIAN EMPLOYEES

Our **employees** and our **value creation** constitute a **direct impact**.

### CASH FLOWS

- Purchases
- Salaries
- Taxation
- Value added

### CASH FLOWS

- Financing
- Advances

### ECONOMIC IMPACT OF SUPPLIERS

Our **employees** and our **value creation** constitute a **direct impact**. The **financing from BNI** and **advances from Mvola** support various expenditures for our **beneficiaries** (businesses, professionals, individuals, etc.). They create economic activity that others across supply chain thrive and generate an **economic impact**.

### ECONOMIC IMPACTS OF HOUSEHOLD & GOVERNMENT EXPENDITURES

These **financing and advances** support **salaries, taxation**, and therefore household consumption and public expenditures. These are economic **impacts, household and public government expenditures**.

# LOCAL FOOTPRINT® CALCULATION METHODOLOGY

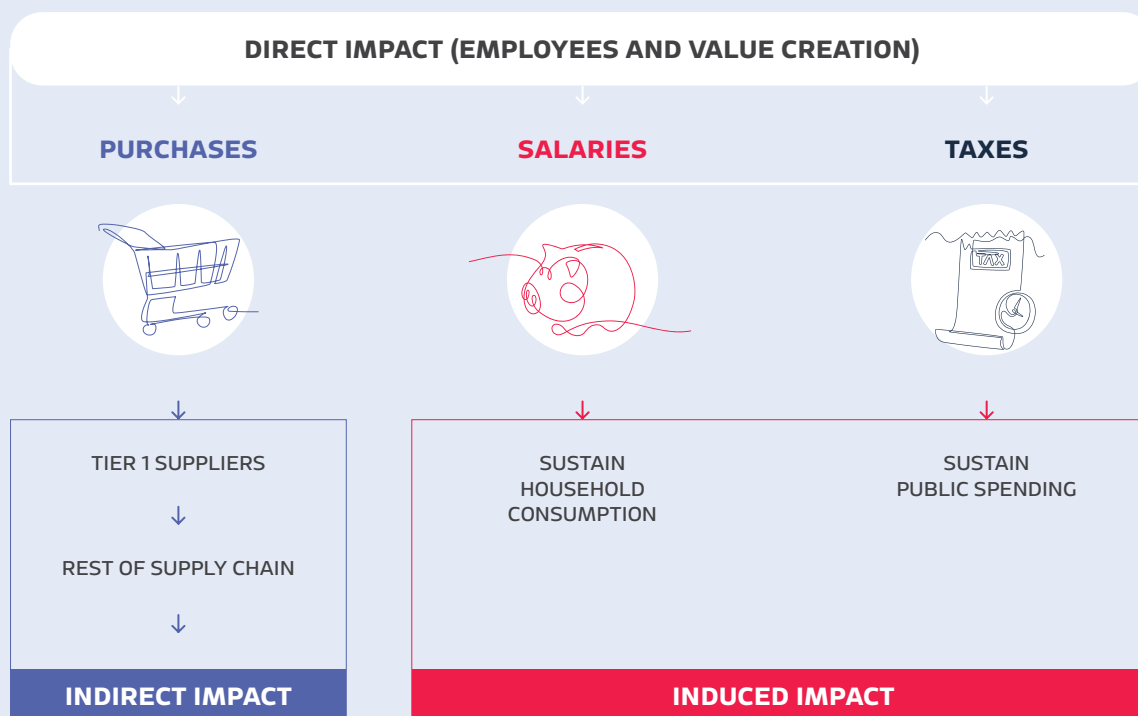


The **main outgoing monetary flows** of a company can be **collected or modeled**.

Their impacts will then be traced back across **380 economic sectors**.

Data collected from companies that fall within the audit scope

Simulation using LOCAL FOOTPRINT® of impacts on the economy, based on each territory and each affected sector of activity



## This footprint includes:

- the direct economic impacts of AXIAN's activity (employment and value added).
- supplier-related economic impacts throughout its supply chain, as well as economic impacts related to household and public administration spending generated by salaries.
- taxes paid by AXIAN and its supply chain.



## RESULTS OF THE SOCIO-ECONOMIC IMPACT AUDIT

### Consolidated AXIAN Group Impact | Job Creation per Sector of Activity

#### How do we support the economy?

In 2022, AXIAN supported 388,000 jobs (full-time equivalent) which were distributed as follows:

##### Economic impacts related to operations:

**197,000 FTEs**

(181,400 FTEs in 2021)

These are the jobs supported by:

- expenses of the AXIAN Group (purchases only).
- salaries paid to the group's employees.
- remunerations paid to employees in the supply chain.
- taxes paid by companies and employees supported by household consumption.
- taxes paid by AXIAN, taxes paid by companies and employees supported in the supply chain, and taxes paid through household consumption.

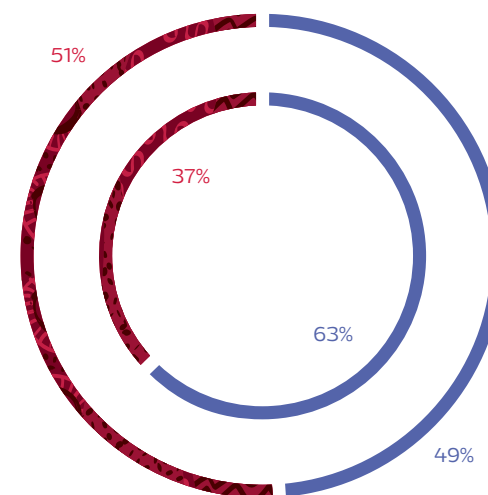
##### Economic impacts related to financing and advances (BNI, MVOLA, TIGO, and FREE):

**191,000 FTEs**

(including BNI + MVOLA: 177,000 FTEs; 139,400 in 2021)

These are the jobs supported by:

- loans disbursed by BNI, MVOLA, TIGO, and FREE.
- remunerations paid to employees in the supply chain of BNI, MVOLA, TIGO, and FREE network clients who have benefited from the loans.
- taxes paid by companies and employees supported by household consumption.
- taxes paid by companies and employees supported in the supply chain of clients benefiting from the loans.



**388,000**  
jobs supported in 2022

320,800 in 2021 (inner circle)

- Economic impacts related to the operations of the Group
- Economic impacts related to the financing by BNI and MVola

# RESULTS OF THE SOCIO-ECONOMIC IMPACT AUDIT

## AXIAN Group Socio-Economic Impact: Results From its Operations and Disbursed Financing

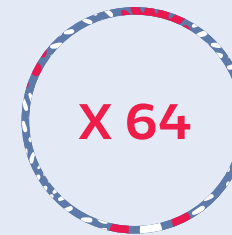
### WHAT ARE WE TALKING ABOUT?

→	<b>AXIAN's Activity</b>	This refers to the operational activity, through its expenses (Purchases, Salaries, Taxes, Value Added) over the year for all companies in Madagascar, Senegal, Togo, and Tanzania.
→	<b>Financing Activity</b>	This refers to the financing activity of BNI and MVOLA, through loans and advances granted and disbursed in 2021.
→	<b>Supported Jobs are Full-Time Equivalents (FTEs)</b>	These are jobs supported by AXIAN's operational and financing activities. They include both salaried and non-salaried, private and public jobs, fully supported, and expressed as "person-year employment," taking into account the number of hours a person typically works in a year.
→	<b>Generated GDP (or Contribution to National GDP) (\$)</b>	This is an economic indicator of produced wealth. It represents AXIAN's contribution to the total value added of goods and services produced within the national territory.
→	<b>Multiplier Coefficient</b>	The employment multiplier coefficient is the ratio of the total supported jobs to the number of direct jobs.
→	<b>Economically Active Population</b>	The labor force participation rate is the proportion of the population aged 15-64 who are economically active, meaning all individuals who provide labor for the production of goods and services during a given period.

## 388,000 jobs

supported in total by the operations and financing of AXIAN

This represents 0.6% of the economically active population across Madagascar, Tanzania, Senegal, Togo, and Uganda\*



JOB-CREATION MULTIPLIER

For every single AXIAN employee,  
**63 indirect jobs**  
are also supported

## USD 1.59 BLN of GDP generated

Equivalent to 1.0% of the consolidated GDP of Madagascar, Tanzania, Senegal, Togo, and Uganda\*

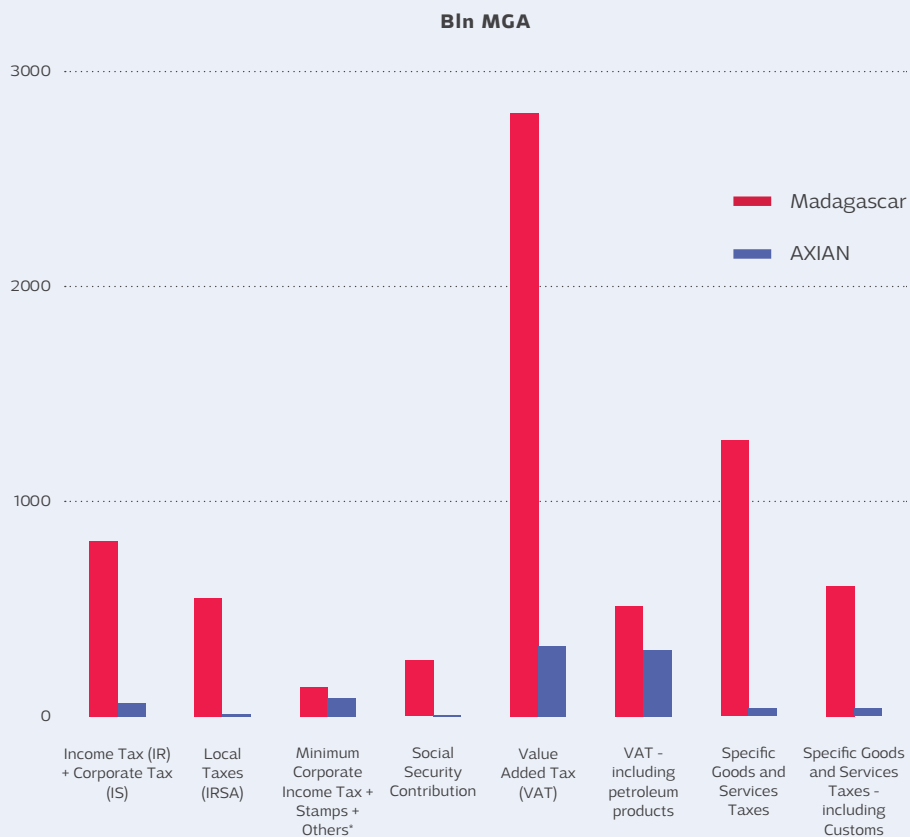
## 197,000 jobs

supported by AXIAN's operational activities

\*World Bank

CLUSTER	Jobs supported	GDP Contribution to Host Countries (Mln. \$)
ENERGY	39 286	112
FINANCIAL SERVICES	135 497	290
REAL ESTATE	1 504	12
OI&F	67 868	318
HQ	525	1
TELECOM	143 213	858
<b>Total</b>	<b>387 893</b>	<b>1 591</b>

## AXIAN's Contribution to Public Revenue

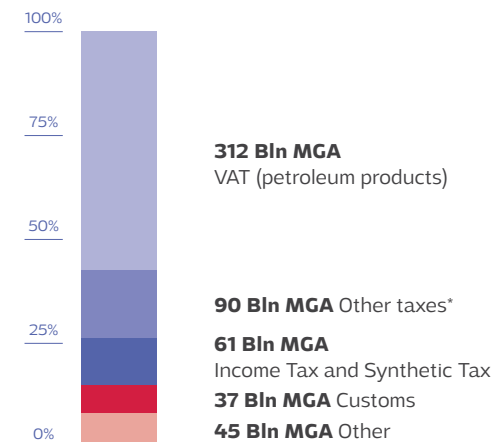


The total estimated tax revenue used for this calculation amounts to **5.863 billion ariary** (2019).

The Tax Office and the OECD analyzed data sent by AXIAN.

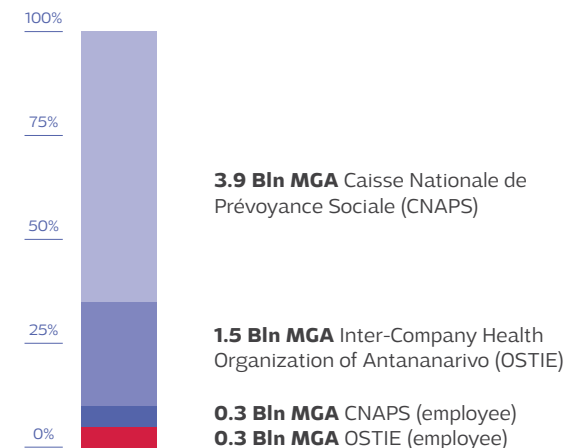
## AXIAN'S VAT Contributions - Petroleum Products

With **545 billion MGA**, AXIAN contribution amounts to **9%** of Madagascar's tax revenue.



## AXIAN'S Social-Security Contributions

With **10.8 billion MGA**, AXIAN accounts for **4%** of Madagascar's total social-security contributions.



\* Includes in particular the amounts paid to the Housing Office (O.M.H.) and the Road Development Fund.

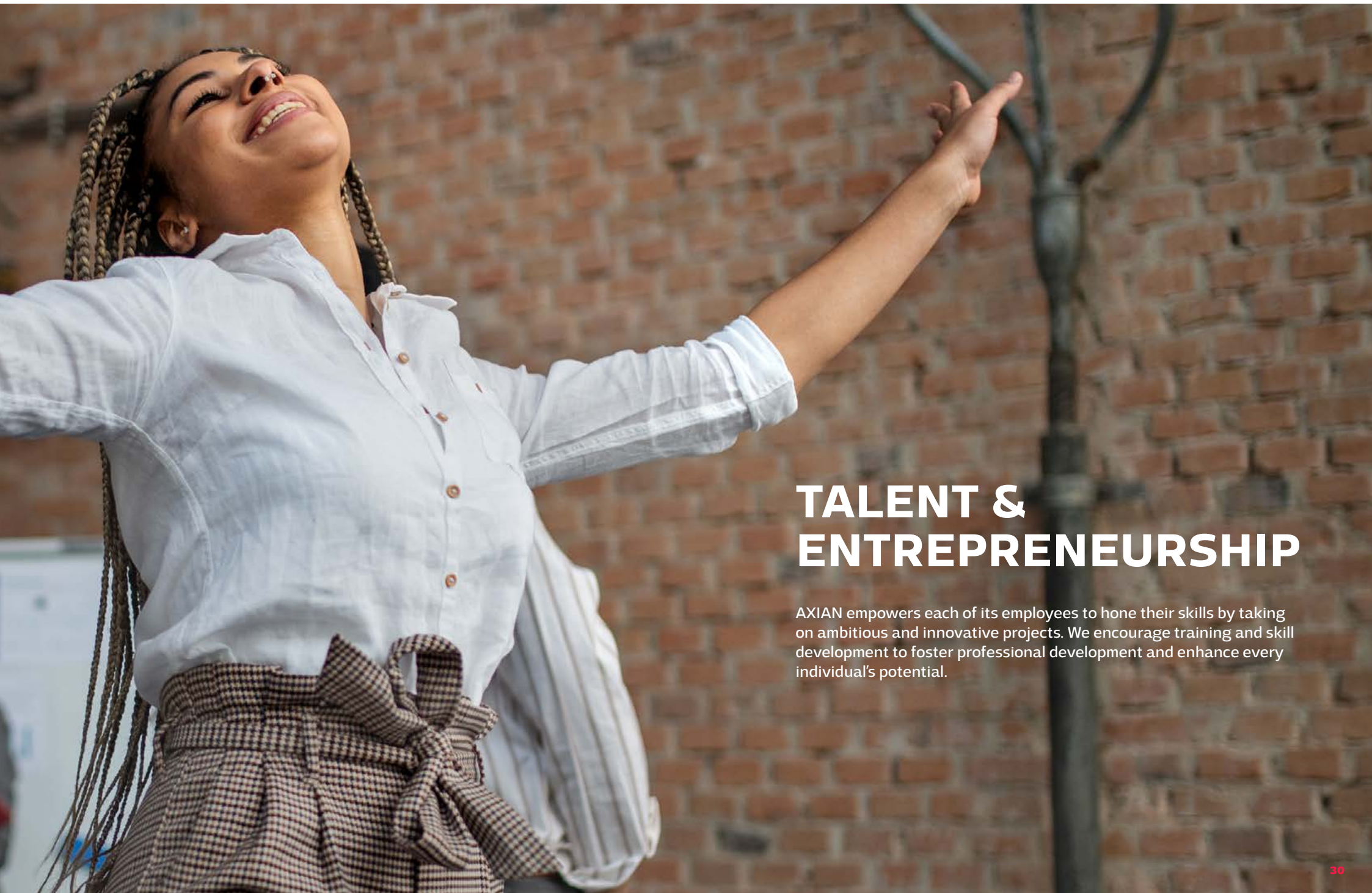


# TOGETHER

The AXIAN group is committed to helping both men and women advance, leaving no one behind. In line with our strategy of acting now to ensure better quality of life for future generations, we search for young professionals with promising potential across the continent and support them in their career development; this makes us a catalyst for the emergence of an inspiring model and the positive transformation of Africans' lives.



SHORTCUTS TO SECTIONS



## TALENT & ENTREPRENEURSHIP

AXIAN empowers each of its employees to hone their skills by taking on ambitious and innovative projects. We encourage training and skill development to foster professional development and enhance every individual's potential.

AXIAN emphasises the **creation of direct and indirect employment** by supporting the entrepreneurial ecosystem within its area of influence.

The following **objectives** were set with input from all subsidiaries:

1.

**Contribute to the development** of the local entrepreneurial environment.

2.

**Support the entrepreneurial ecosystem:** promote legal formalization, improve social coverage, and disseminate supplier conduct codes following the principles of the UN Global Compact.

3.

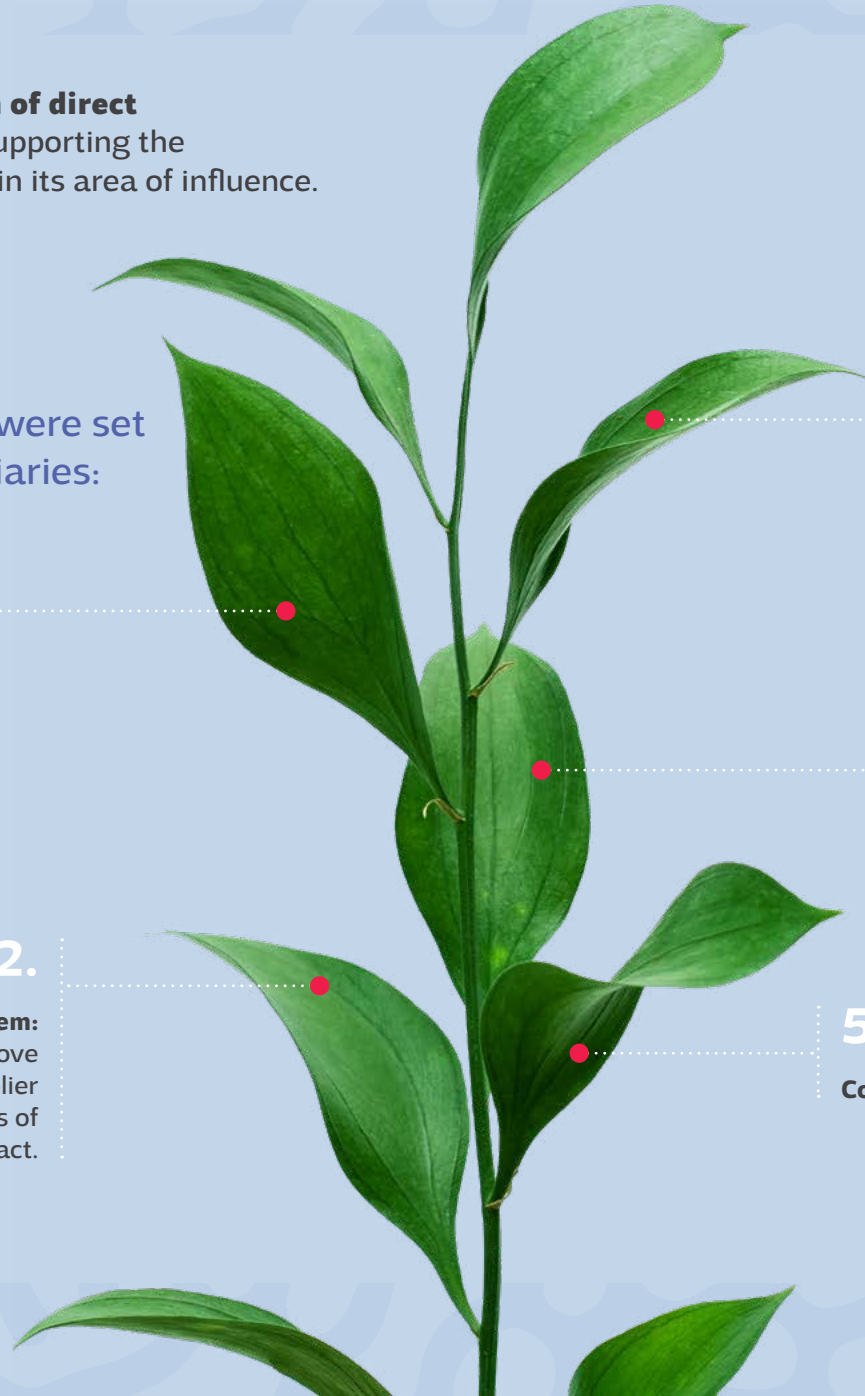
**Contribute to the creation** of direct and indirect employment respecting the principles of equity and parity, while promoting the well-being of employees.

4.

**Develop** internal skills and leadership.

5.

**Combat** corruption.



## OUR GROUP'S APPROACH

## GENDER EQUALITY

The AXIAN group promotes gender equality through differentiated treatment between women and men to achieve professional equity: thus, we are committed to ensuring equal levels of remuneration for individuals with similar qualifications, salary histories, and professional achievements.

At AXIAN, the rate of feminization is in constant progress. Accelerating women's access to leadership positions is also essential.



WATCH OUR LEADERS DISCUSS  
THE IMPACT OF THIS COMMITMENT

	FEMINISATION RATE			RECRUITMENT			WOMEN IN POSITIONS OF LEADERSHIP	
	CO: 31/12/2021	CO: 31/12/2022	Total Employees (as of EOY 2022)	Number of New Employees		Total, New Employees in 2022	2022	
				Female	Male		Headcount	%
ENERGY	25%	30%	648	44	16	60	4 out of 28	14%
FINANCE	57%	57%	1100	10	10	20	7 out of 17	41%
REAL ESTATE	26%	29%	249	18	26	44	2 out of 9	22%
OPEN INNOVATION & FINTECH	39%	42%	457	45	26	71	5 out of 11	45%
TELECOM	34%	34%	3680	224	480	704	14 out of 27	52%
SUPPORT SERVICES	53%	53%	245	51	42	93	15 out of 65	23%
<b>TOTAL AXIAN GROUP</b>	<b>38%</b>	<b>39%</b>	<b>6379</b>	<b>392</b>	<b>600</b>	<b>992</b>	<b>47 out of 157</b>	<b>30%</b>

# 39%

**OF 6,379 EMPLOYEES  
AS OF 2022**

Our Energy, Real Estate and Open Innovation clusters saw strong increases in their feminization rates as a result of recruiting more women into their technical staff.

# 39.5%

**392 FEMALE NEW RECRUITS OUT OF  
992 NEW EMPLOYEES IN 2022**

The Telecom cluster created the most jobs following the acquisition of TIGO Tanzania.

# 30%

**47 WOMEN HOLDING MANAGERIAL AND  
LEADERSHIP POSITIONS OUT OF 147 IN 2022**

Proportion of women in positions of leadership: 22% in 2020; 26% in 2021; 30% in 2022.



## OUR GROUP'S APPROACH



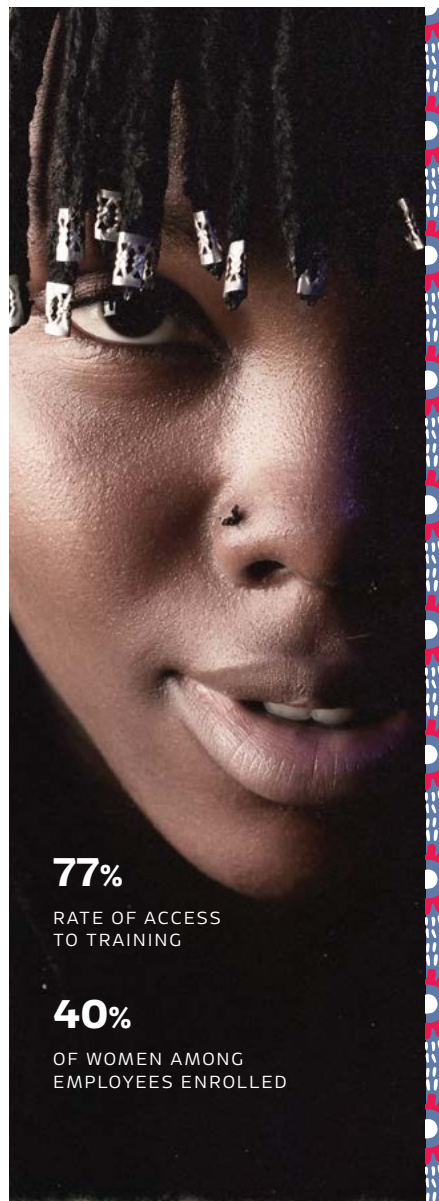
By training its workforce, young graduates, and future talents across Africa, AXIAN University, our corporate university, empowers each and every individual to grow by developing the skills to tackle current and future challenges within their markets.

Three internationally recognized training programs leveraging both soft skills and hard skills alike: AXIAN Training Center, AXIAN Diploma, and AXIAN Executive Education.

By forging significant partnerships with recognized schools in various cross-functional domains such as sales, energy, telecommunications, finance, and digital, AXIAN University adopts a Pan-African positioning and innovative learning methods that support continuous education.

This hybrid catalog **makes AXIAN University one of the leading corporate universities in Madagascar and Africa.**

 EXPLORE THE 1,000 M<sup>2</sup> DESIGNED TO NURTURE THE SKILL ADVANCEMENT OF OUR CURRENT AND FUTURE COLLABORATORS



**77%**  
RATE OF ACCESS  
TO TRAINING

**40%**  
OF WOMEN AMONG  
EMPLOYEES ENROLLED

## AXIAN UNIVERSITY IN NUMBERS

**114,000 hours** of training delivered

**5,400**  
**EMPLOYEES TRAINED**  
(one employee may have been counted several times)

**87.5%**  
**SATISFACTION  
RATING**

**67%**  
completion rate  
for training plans

**69%**  
increase in hours of  
training delivered

**57%**  
increase in new  
trainings offered

**52**  
**SHARE & LEARN TUTORS AND TRAINERS**  
(of which 15 outside Madagascar)

**2.2 billion Ar**  
**TURNOVER**

**LAUNCHED**  **Our new Digital & Financial Academy**

## OUR GROUP'S APPROACH

# PARTNERSHIPS FOR EXCELLENCE IN LEARNING



## AXIAN GROUP X ESCP BUSINESS SCHOOL

The “Responsible Innovation in Africa” Chair will enrich the human capital that is needed for social transformation and ecological success to contribute to our continent’s sustainable transformation. The chaired professorship was signed in November 2022 for 5 years and is co-directed by Professors Nathalie Prime and Caroline Verzat.

## OBJECTIVES

- Create a specialisation option in Master’s level 2 to train young African talents and MiM students in responsible innovation in Africa.
- Enable businesses and students to develop promising career opportunities in Africa.
- Support African students in joining the program through a scholarship system.
- Foster research and bring together expertise on responsible innovation in Africa.

**HASSANEIN HIRIDJEE (ESCP 97),**  
CEO OF THE AXIAN GROUP & WINNER,  
CEO OF THE YEAR AT THE AFRICA CEO FORUM 2022:

« This Chair holds a phenomenal ambition: to create bridges with Europe and, acting together in the spirit of respect, reciprocity, and mutual trust; allow the enormous potential of the African continent to be expressed and shine through the new generations. »



ESCP X AXIAN GROUP –  
CHAIR OF ETHICAL  
INNOVATION IN AFRICA



OUR GROUP'S APPROACH

## PARTNERSHIPS FOR EXCELLENCE IN LEARNING

AXIAN UNIVERSITY X DEUTSCHE GESELLSCHAFT  
FÜR INTERNATIONALE ZUSAMMENARBEIT (GIZ)

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

This partnership, signed in January 2022 between AXIAN University and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), reaffirms both partners' commitment to the development of skills crucial to the solar-energy sector in Madagascar.

**CAROLINE MEURISSE** >  
DIRECTOR OF AXIAN  
UNIVERSITY

« The partnership with GIZ highlights the expertise of the trainers at AXIAN University. We are delighted to contribute to the development of teachers' skills and, consequently, to the development of young people who will soon enter the job market. »



# AXIAN TELECOM

## RESULTS

UTOPIES®

### THE MAIN FLOWS IN 2022

(in 2021, Ubuntu did not fall within the perimeter)

#### PURCHASES

**285,4 M\$** ↓

338,6 M\$ (2021)

#### WAGES

**75,4 M\$** ↓

83,9 M\$ (2021)

#### TAXES

**307,4 M\$** ↑

204,9 M\$ (2021)

#### VALUE ADDED

**380,3 M\$** ↑

340 M\$ (2021)

### SOCIO-ECONOMIC FOOTPRINT RESULTS BY SECTOR (TOP 3)

PUBLIC ADMINISTRATION **41%**  
59 160 jobs

INFORMATION / COMMUNICATION **15%**  
22 030 jobs

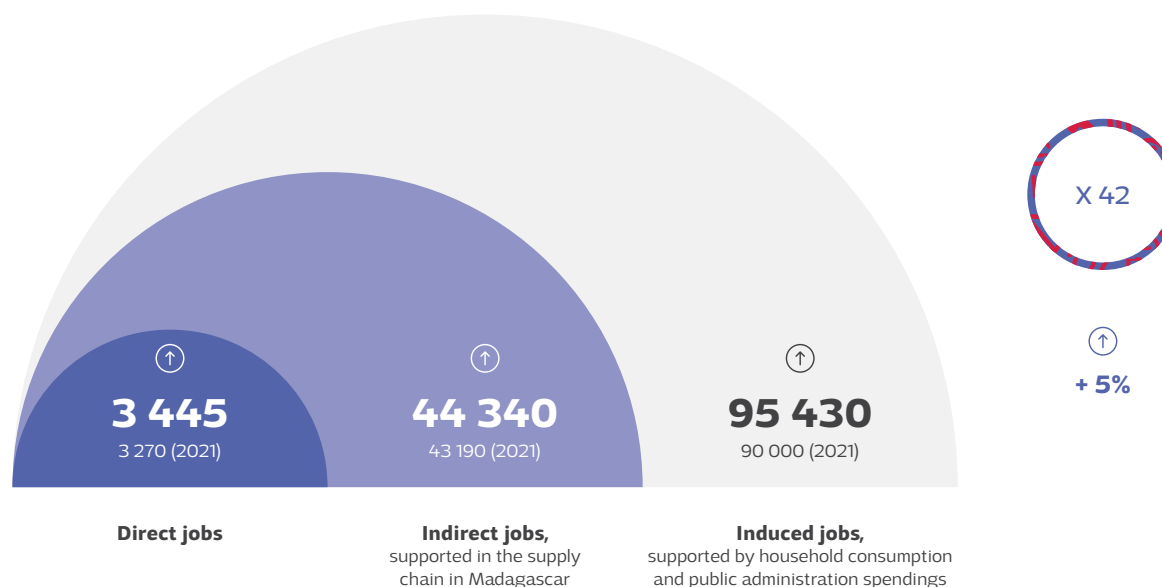
COMMERCE, TRADE **12%**  
17 420 jobs

### SOCIO-ECONOMIC FOOTPRINT RESULTS BY TYPE OF IMPACT

↑ **858 M\$**  
wealth generated  
791 M\$ in 2021

**143 210 supported jobs**  
in 2022

**136 460 supported jobs**  
in 2021



### MULTIPLIER COEFFICIENT

For each employee of the Telecom cluster, **41 additional jobs** are supported

# AXIAN TELECOM

COMPANY	Job Creation	GDP contribution to host countries (Mln \$)
CONNECTEO	426	2
FREE SÉNÉGAL	4 473	92
TELMA	18 631	114
TIGO TANZANIA	61 715	317
TOGOCOM	49 931	248
TOM	4 829	63
UBUNTU	3 209	21
<b>TOTAL</b>	<b>143 213</b>	<b>858</b>

## TELMA

### STRENGTHENING OUR DISTRIBUTION NETWORKS

Telma has expanded its local partnerships to get closer to our community. Telma has supported nearly **20,000 jobs** within its distribution network with a focus on skill development.

- Recruitment and formalization of 8,000 points of sale.
- A 30% increase in purchases from local suppliers.
- Deployment of a training program for the TPS and TMS network (Telma Petit Shop and Telma Micro Shop). 202 beneficiaries received training in 2022.



## TELMA & TOM

### STANDARD-SETTING EMPLOYER BRANDS

Telma and TOM achieved TOP Employer certification, in recognition of several years of investment in our people. The **TOP Employer designation** demonstrates to our partners, clients, and future collaborators the amplitude of our commitment to ensuring sustainable growth and a positive social impact.



**33%** of managerial positions currently held by women

**25,051 hours** of training delivered to AXIAN-group employees in 2022

## TOM

### GENDER-SPECIFIC PROGRAMMES TO SUPPORT WOMEN

20 female employees benefited from the program “**Automotive Mechanics Workshop for Women**”, an initiative aiming to support and promote upskilling among women.

### CHAMPIONING LOCAL AND EQUITABLE JOB CREATION

**37%** of managerial roles at TOM are held by women, or **11 positions out of 30**



## AXIAN TELECOM

### CONNECTEO

#### INCLUSION FOR UNDERREPRESENTED COMMUNITIES

Connecteo also launched an inclusion initiative through various partnerships, such as with the associations Humanity & Inclusion, AEHUTE (Association of Students with Disabilities at the University of Antananarivo), and AFHAM (Association of Disabled Women of Madagascar) to provide employment and an adapted workspace to our colleagues that are living with handicaps.



**5**  
disabled employees

**5%**  
of the people recruited  
in 2022 are from  
underrepresented provinces  
across Madagascar

**59%**  
Overall feminization rate

**63%**  
Top executive feminization rate

**80%**  
ExCo (Executive Committee)  
members' feminization rate



#### OUR COMMITMENT TO OUR PEOPLE

**Over 20% of Connecteo employees** benefited from **internal transfers** and/or **promotions** in 2022.

Almost all operational teams underwent initial training and/or continued training to improve their productivity and responsiveness. Employee enthusiasm for the positive impact project saw a significant increase in 2022, with over 80% workforce engagement.



### FREE SENEGAL

#### WOMEN & ENTREPRENEURSHIP

Free Senegal, in partnership with **UN Women**, has developed a capacity-building program for women's groups in Touba. **500** women have received training on agri-food processing, packaging, and marketing of processed products.



#### OBJECTIVES

- Empower women living in rural communities to reach financial independence.
- Bolster Free Money's usage within this target group.



## AXIAN TELECOM

### FREE SENEGAL

#### #SHEMEANSBUSINESS

Free Senegal, in partnership with Meta and Smart Ecosystem for Women, offered a series of 5 free training sessions on social media and digital marketing. Entrepreneurs, FreeBusiness clients, and Free employees were invited to participate.

FROM MARCH TO JULY 2022

**2,283** people enrolled

**786** people trained,  
of which **52%** are women



#### OUR COMMITMENT TO OUR PEOPLE

Free Senegal rewards the commitment of its talents during friendly events focused on the interconnection of expertise:

**10 employees** received an award for the **quality** of their work

**15 service medals**  
based on **seniority** were distributed.

**400.000.000 FCFA**  
Training budget for the year

**936 employees** trained

**34 staff** promoted  
throughout the year



**Webinar**  
Facebook:  
Online Shopping

**Live on Facebook + Instagram**  
Best Digital Marketing Practice (Innovation / etc)  
**Webinar**  
Whatsapp Business

**Webinar**  
E-commerce Solutions  
**AfterWork / Meetup**  
Co-hosted with Free Business

**Webinar**  
Facebook:  
Showcasing Creativity with Advertisements

**Webinar**  
Facebook: Promoting Your Commercial Offers  
Building Your Online Presence and Engagement  
Practical Workshop: How to Mobilize the Company Around the Customer?

**Webinar**  
WhatsApp Business

July

August

September

October

November

December

## AXIAN TELECOM

### TELMA COMOROS

#### CATALYSING THE GROWTH OF THE AGRIFOOD TRANSFORMATION SECTOR

Telma Comoros provided entrepreneurial support for agri-food processing in Moroni, in partnership with the Women Pillar of Development Association:

- Establishment of a database by UCCIA (Union of Chambers of Commerce, Industry and Agriculture) based on the field of intervention.
- Implementation of a work and monitoring platform via WhatsApp with national and international trainers and apprentices.



**11 staff trained**  
to be nationwide representatives

**23 people trained**  
at Ngazidja

#### PROFESSIONAL IMMERSION & ORIENTATION DAY AT MITSAMILOULI

Grant:  
**250,000 KMF**

Telma Comoros supports professional training and youth integration activities in entrepreneurship. In June 2022, the Comorian operator assisted the University of Comoros' cooperative in organizing a day of Professional and Ecological Orientation and Integration for the benefit of students from various high schools.



**Over 600 students** attending the  
**University of Comoros** and **3 students**  
attending schools across Mitsamiouli  
were present during the event.



## AXIAN ENERGY

## RESULTS

UTOPIES®

## THE MAIN FLOWS IN 2022

PURCHASES

**41,7 M\$**

46,0 M\$ (2021)

WAGES

**4,0 M\$**

4,4 M\$ (2021)

TAXES

**100,5 M\$**

78,2 M\$ (2021)

VALUE ADDED

**6,8 M\$**

31,7 M\$ (2021)

SOCIO-ECONOMIC FOOTPRINT RESULTS  
BY SECTOR (TOP 3)

PUBLIC ADMINISTRATION

**80%****31 280 jobs**

COMMERCE, TRADE

**3%****1 185 jobs**

CONSULTING / EXPERTS

**3%****1 010 jobs**

## SOCIO-ECONOMIC FOOTPRINT RESULTS BY TYPE OF IMPACT

**112 M\$****wealth generated**

118 M\$ in 2021

160 M\$ in 2020

**39 290 supported jobs**

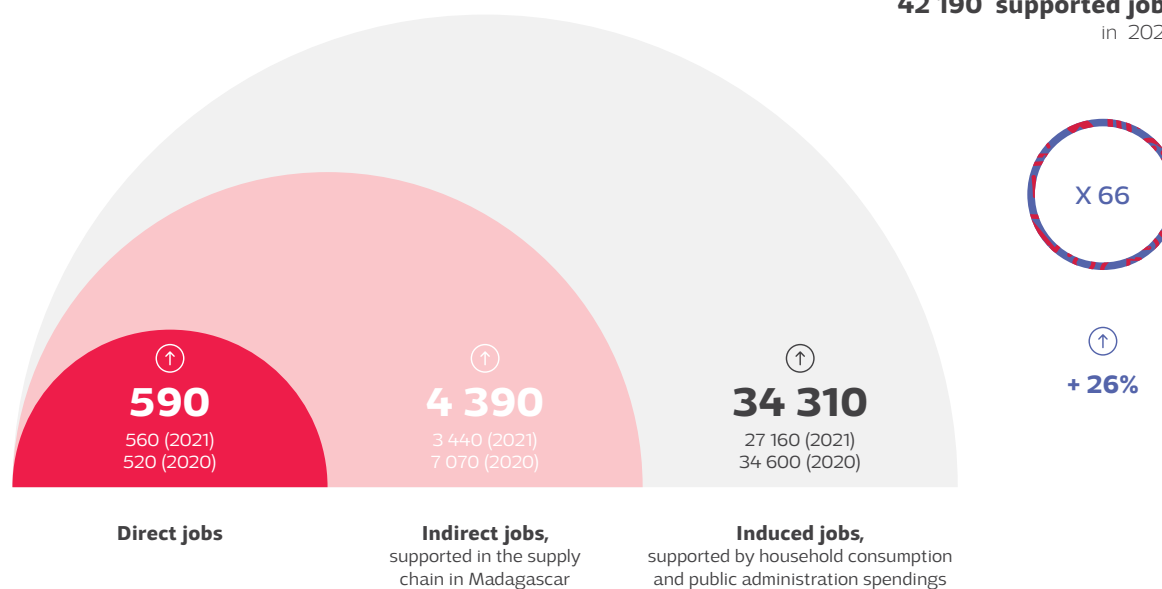
in 2022

**31 160 supported jobs**

in 2021

**42 190 supported jobs**

in 2020



## MULTIPLIER COEFFICIENT

For each employee of the Energy cluster, **65 additional jobs** are supported

## AXIAN ENERGY

COMPANY	Job Creation	GDP contribution to host countries (Mln \$)
GES	899	3
JOVENA	37 602	102
NEA	622	7
WELIGHT	164	0
<b>TOTAL</b>	<b>39 286</b>	<b>112</b>

### WELIGHT

B Impact Assessment supports companies in measuring and improving their impacts across various areas: the environment, communities, clients, suppliers, employees, and shareholders.



### BCORP CERTIFICATION

In 2022, WeLight completed **100% of its B Impact Assessment evaluation**. With this initiative, the organization aims to obtain BCorp certification, an international label for companies that meet the highest standards of environmental and social performance.



### BOLSTERING PURCHASING POWER

WeLight connects various segments of the population to encourage the expansion of new activities and improve economic performance:

**80% of business owners** have significantly **increased their income**

**76% of entrepreneurs** reported an **increase in production**

On average, **2 new services** were created per village

**46% of WeLight's direct employees** are women

**85% of the women employed** by WeLight gained access to training in 2022

**290 companies** connected to tri-phase energy

**152 employees** across Africa

**+1,200 companies** supplied with electricity.

## AXIAN ENERGY

### WELIGHT

#### SUPPORTING ENTREPRENEURS

NextA and GIZ partnered to deliver a support program for entrepreneurship conducted by local WeLight agents to enhance entrepreneurs' competitiveness while also raising awareness about efficient electricity usage in their activities. This training included lessons in business management and marketing strategies.

**€ 1,000 grant**  
for every entrepreneur

**30% women**  
among all entrepreneurs who enrolled



#### EMPOWERING WOMEN

WeLight supports the development of commercial activities primarily carried out by women (such as crafts, hairdressing, trade, etc.). Out of 700 women entrepreneurs:



**84%**  
report feeling  
**more financially independent**

**80%**  
report **improved quality of life**  
after gaining access to electricity



#### POWERING LOCAL JOB CREATION

WeLight promotes the creation of local jobs to ensure the effective integration of its projects into the socio-economic environment of each area. From the construction phase, residents with the required qualifications and profiles are recruited (preparatory works, civil engineering, equipment installation, marketing...):



**19 villages**  
under development in **Madagascar**

**50 local workers**  
recruited **per site**

**43 agents**,  
coordinated by **4 sales managers**,  
employed in the villages

**32 versatile technicians**,  
managed by **4 regional operations managers**

### JOVENA

#### SUSTAINABLE AND RELIABLE LOCAL SUPPLIERS

**22 entrepreneurs** and suppliers of Jovena's shops have joined the IMPACT project, which focuses on 'Sustainable and Reliable Small Local Suppliers'. Thanks to support from NextA, the AXIAN group's startup incubator for small and medium-sized enterprises (SMEs), the selected participants also received ongoing training on local consumption patterns and trends.



## AXIAN ENERGY

### NEA

#### SCHOLARSHIP FOR 10 FEMALE GENERAL TECHNICIANS ACROSS MADAGASCAR

This program was designed to boost the careers of young female general technicians from across various regions of Madagascar: **Antsiranana, Antsohihy, Toamasina, and Mahajanga.**

AXIAN University developed a 3-month theoretical training module, followed by 3 months of practical application on NEA Madagascar projects.



#### DEDICATED TECHNICAL TRAININGS

In 2018, NEA created a training program to allow its staff to hone their skills.

In 2022, **54 technical staff** enrolled in this training course.



### GES

#### LOCAL AND EQUITABLE JOB CREATION

Inception of an entrepreneurial training program for SMEs (Small and Medium-sized Enterprises) on Personnel Management System, with special emphasis on developing skills and entrepreneurship among women.

Recruitment of **8 Interns and 7 Employees** within a radius of 20 km from the workplace area

**80% of intern positions** filled by women

Training of a Single Mother in Sambava to become the first **Female Transporter** in the AXIAN Group in 2023

**Increased feminization rate to 22%** in 2022

**4 out of 7 Women** hold managerial positions in 2022

#### EMPLOYEE BENEFITS

Regular donations of food and hygiene products for workers stationed at various power plants.



## AXIAN OPEN INNOVATION & FINTECH

### RESULTS

UTOPIES®

#### THE MAIN FLOWS IN 2022

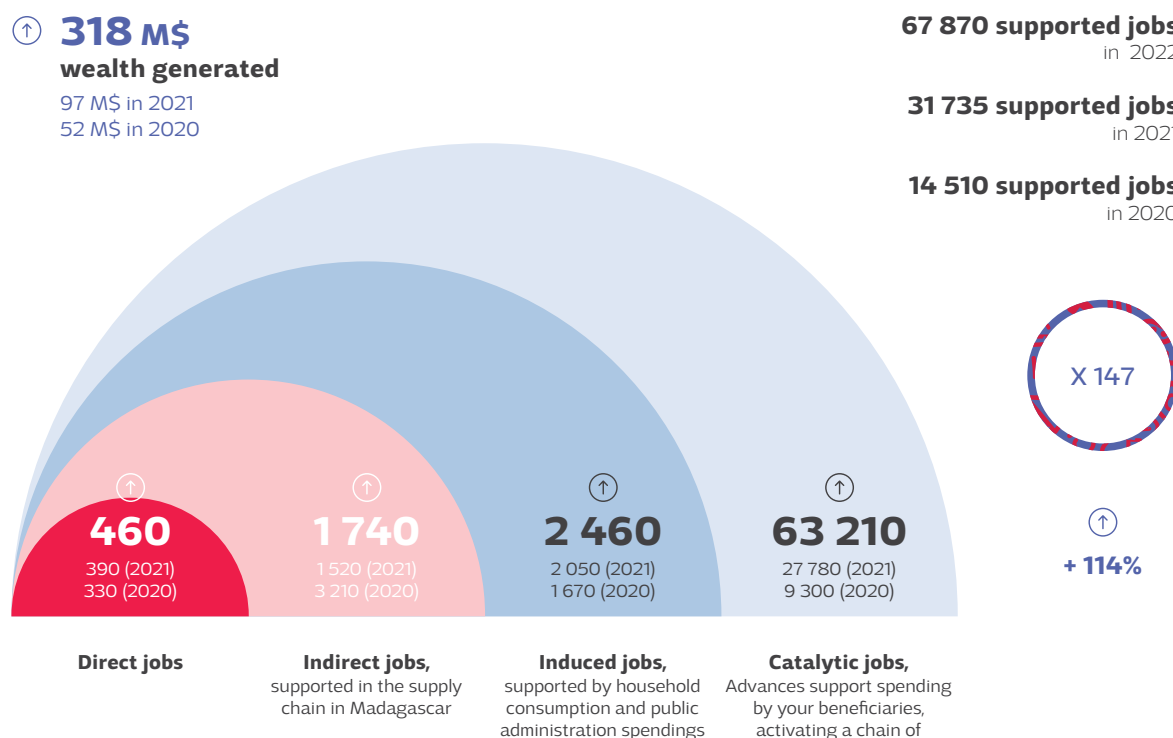
<b>PURCHASES</b> <b>78,9 M\$</b> ↑ 18,5 M\$ (2021)	<b>WAGES</b> <b>3,4 M\$</b> → 3,1 M\$ (2021)	<b>ADVANCES</b> <b>174 M\$*</b> ↑ 65 M\$* (2021)
<b>TAXES</b> <b>2,8 M\$</b> ↑ 2,1 M\$ (2021)	<b>VALUE ADDED</b> <b>42,6 M\$</b> ↑ 28,6 M\$ (2021)	

\*Taken into account in the study

#### SOCIO-ECONOMIC FOOTPRINT RESULTS BY SECTOR (TOP 3)

<b>REAL ESTATE ACTIVITIES</b> <b>15 160 jobs</b>	<b>22%</b>
<b>AGRICULTURE, FISHING</b> <b>10 860 jobs</b>	<b>16%</b>
<b>COMMERCE, TRADE</b> <b>10 210 jobs</b>	<b>15%</b>

#### SOCIO-ECONOMIC FOOTPRINT RESULTS BY TYPE OF IMPACT



#### MULTIPLIER COEFFICIENT

For each employee of the Open Innovation and Fintech cluster, **146 additional jobs** are supported

## AXIAN OPEN INNOVATION & FINTECH

COMPANY	Job Creation	GDP contribution to host countries (Mln \$)
NEXTA	28	0
PULSE	450	2
MVOLA	52 960	150
FREE MONEY	100	64
TIGO PESA	14 330	103
<b>TOTAL</b>	<b>67 868</b>	<b>318</b>

### MVOLA

MVola is an innovative solution that allows various financial operations to be carried out from one's mobile device, such as transferring money, paying bills, making purchases, and much more...

As Madagascar's first-ever mobile-money service, MVola attracts passionate talents driven by the desire to contribute to economic development and financial inclusion.

### TRAINING AND SKILL DEVELOPMENT

MVola has adopted an approach of continuously updating its people's expertise to exceed expectations in a technical and constantly-evolving.

**Over 3,456 hours** of training in 2022

**36% of individuals promoted** to positions of responsibility

**Employee offer:** preferential borrowing rate with MVola Avance

**Social aid program**, including M'Aide (in the event of a disaster) and Social Aid Fund (for an education project or medical coverage)

**More than 100 field facilitators** located all over Madagascar, with **100% benefiting from medical coverage** and insurance against accidents.

### CASH POINTS

MVola supports the formal entrepreneurial fabric nationally through its expanding nationwide network of Cash Points. Today, anyone from any part of Madagascar can become a merchant by completing an online application form.



« In 2010 when I was starting out, I worked alone. Today, I have 20 people working in my network of Cash Points. »

**VALISOA, CASH POINT**

### ETHICS AND INCLUSION

MVola enforces policies that champion gender equality as well as rules that aim to combat gender-based violence.

**Feminization rate of 53%** in 2022.

**20% increase** in managerial positions held by women in 2022.

**0 reports** of gender-based violence in 2022.

### SUPPORT FOR MALAGASY BUSINESSES

MVola prioritizes local suppliers and purchases whenever possible. Some of these businesses are also start-ups that have been able to take off alongside it.

**600 m Ar of goods purchased** from local suppliers

**30% increase** in goods purchased from local suppliers compared to 2021.

**15 Bln. Ar of purchases** from suppliers and providers operating locally, of which:

- **Over 1 Bln. Ar** from non-AXIAN IT businesses
- **Over 1 Bln. Ar** from non-AXIAN merchants



« MVola boosted my startup's visibility and financial position. »

**TSIORY, YOUNGDEV**

## AXIAN OPEN INNOVATION & FINTECH

### NEXTA

#### GLOBAL ENTREPRENEURSHIP WEEK 2022

NextA collaborated with the US Embassy and Madagascar United States Exchange Alumni to organize the Global Entrepreneurship Week in Antananarivo and Fianarantsoa in November 2022.



**607 people**  
trained in Antananarivo

**80 people**  
trained in Fianarantsoa

**17 physical conferences**  
(11 in Antananarivo and 6 in Fianarantsoa)

**178,370 people**  
reached on social networks

**31 entrepreneurs**  
exposed in Antananarivo and

**20 entrepreneurs**  
exposed in Fianarantsoa

**6 online conferences**  
attended by 87 youths in the American Corner Mahajanga and Fort Dauphin

**8 youths certified**  
in Entrepreneurship in the "Young African Leadership Initiative MOOC" by the U.S. Department of State



#### GIZ PRADA-NEXTA TRAINING PROGRAM

In December 2022, 24 mentors and 29 mentees collaborated to better develop the activities implemented by women entrepreneurs in the province of Farafangana. The mentoring project is planned for 12 months, with post-training monitoring to assess the impact of the actions and investments undertaken.

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



#### PROMOTING ENTREPRENEURSHIP AMONG WOMEN

31 women entrepreneurs from the villages of Ampasimatera, Anjangoveratra, Ilaka Est, Bemaneviky, and Ambovononby participated in a 3-day training program at NextA that focused on key tools to strengthen their businesses.



#### ESCM BUSINESS SCHOOL ENTREPRENEUR TALK

NextA hosted students from ESCM Business School for an exchange on entrepreneurship opportunities.



## AXIAN OPEN INNOVATION & FINTECH

### PULSE



#### CYBERSECURITY: SERIOUS GAMES BY GAMABU

In order to be prepared to deal with potential cyberattacks and to raise awareness among employees on this matter, the security teams of the AXIAN group have strengthened the security of their IT infrastructure in collaboration with Pulse.

- Deployment of EDR agents and managed services by a leader in the security field
- Implementation of the training program: METACOMPLIANCE and GAMABU



#### TALENT PROMOTION IN DIGITAL

Eager to develop the future of the IT environment in Madagascar, Pulse actively participates in local events to:

- Showcase the digital talents of the country.
- Promote digital careers to young students.
- Build a community of digital enthusiasts.
- Facilitate exchange forums for young professionals in digital fields.
- Introduce new technologies and trends.

Examples of supported associations: AVANA HUB, TECHZARA, GDG...

Pulse supported various events throughout the year either as a co-organizer or sponsor.



#### PROFESSIONAL INTEGRATION FOR YOUTH

Pulse facilitates young people's professional integration by offering them opportunities for work in various formats: internships, apprenticeship contracts, and company visits.

**28 interns** recruited in 2022

**9 apprentices** recruited in 2022

**98% of the recruitment** at Pulse was done **locally**.

The entity invests with the same energy in training:

**74% of the employees (288 people)** have undergone training with **over 500 hours** on **34 topics**.

#### DIGITAL INCLUSION FOR WOMEN

Pulse promotes women's professional advancement in the digital field through a fair recruitment policy. Its annual participation in the event '**Women Rock in digital**' encourages the emergence of exchange networks among women in the digital industry.



**100% of all women** working at Pulse have **full-time employment contracts**.

**41%** of them have **managerial roles**.

## AXIAN OPEN INNOVATION & FINTECH

### PULSE

#### EMPLOYEE WELLBEING

Pulse contributed to its employees' well-being in extraprofessional aspects through the **establishment of a social fund** to partially finance certain events such as weddings, funerals, and childbirths. Its **sports committee**, on the other hand, works to improve health conditions and strengthen social cohesion.

**28 staff**  
benefited from  
**social-security funds**  
in 2022.

**€ 3,000**  
**worth of gifts**  
destined for **85 staff**  
who were winners on  
Happy Day 2022.

#### ENTREPRENEURSHIP

Pulse pledged its expertise and experience to local economic development:

##### Awale Senegal

Revamp of the ecommerce website AwaleBiz along with the addition of the payment option PAYDUNYA.



##### The Vonjy Project

Creation of a USSD interface designed to deliver performance appraisals of AXIAN Telecom subsidiaries' various Points of Sale.



## AXIAN FINANCIAL SERVICES

### RESULTS

UTOPIES<sup>®</sup>

#### THE MAIN FLOWS IN 2022 AT MADAGASCAR

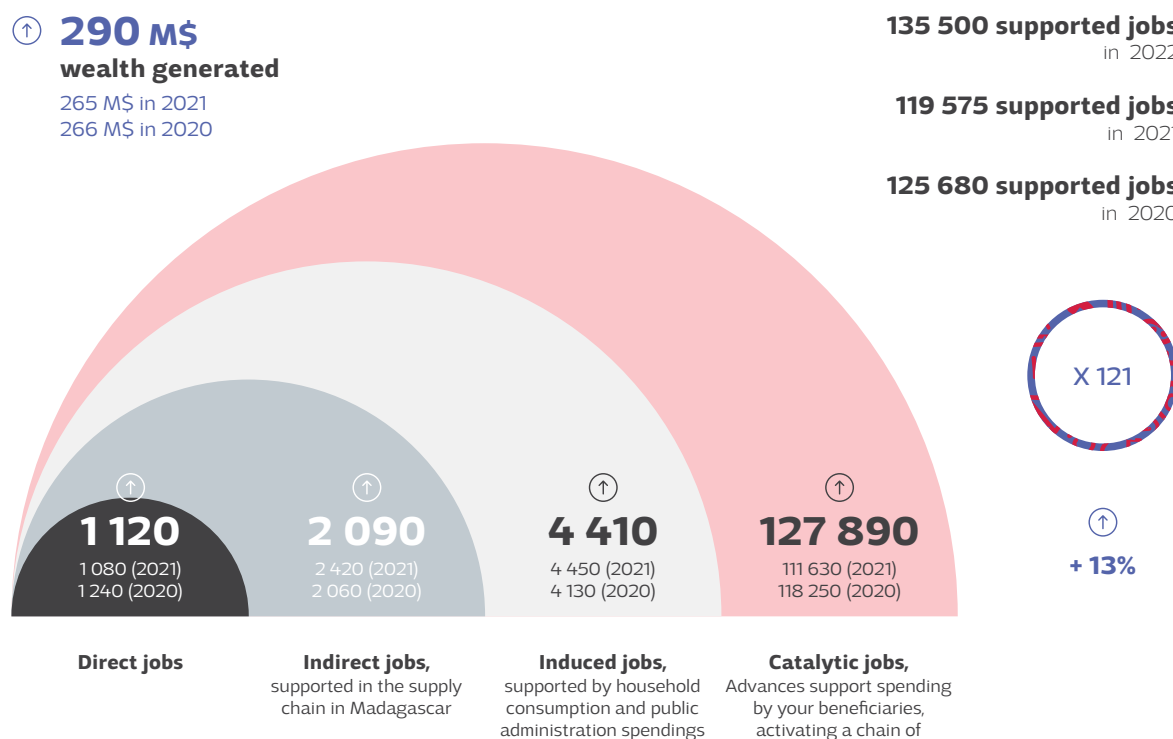
<b>PURCHASES</b> <b>9,4 M\$</b> ↓ 12,3 M\$ (2021)	<b>WAGES</b> <b>10,4 M\$</b> → 10,5 M\$ (2021)	<b>CREDITS</b> <b>271 M\$*</b> 238 M\$* (2021)
<b>TAXES</b> <b>8,7 M\$</b> → 8,5 M\$ (2021)	<b>VALUE ADDED</b> <b>40,6 M\$</b> ↓ 44,3 M\$ (2021)	

\*Taken into account in the study

#### SOCIO-ECONOMIC FOOTPRINT RESULTS BY SECTOR (TOP 3)

<b>COMMERCE, TRADE</b> <b>40 520 jobs</b>	<b>30%</b>
<b>AGRICULTURE, FISHING</b> <b>25 630 jobs</b>	<b>19%</b>
<b>PUBLIC ADMINISTRATION</b> <b>11 500 jobs</b>	<b>8%</b>

#### SOCIO-ECONOMIC FOOTPRINT RESULTS BY TYPE OF IMPACT



#### MULTIPLIER COEFFICIENT

For each employee of the Finance cluster, **120 additional jobs** are supported in Madagascar

## AXIAN FINANCIAL SERVICES

COMPANY	Job Creation	GDP contribution to host countries (Mln \$)
BNI	135 447	290
IORS	50	0
<b>TOTAL</b>	<b>135 497</b>	<b>290</b>

### BNI MADAGASCAR

#### PROFESSIONAL EQUALITY

Financial inclusion is a crucial cause; one to which the first Malagasy banking network's workforce responds with continuous vigour and constantly-enriched expertise.

Exemplary gender parity:

**56.8% women**

Continuous improvement of employee training:

**145 modules**, including **25 new ones** in 2022

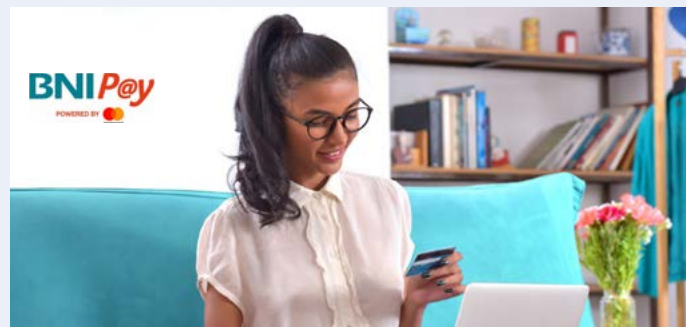
**100% success rate** in **banking management** training

**250 trainees**

#### BNI WELLBEING

- Inauguration of the LACTARIUM at the BNI main office.
- Inauguration of a company gym facility.
- Therapeutic and medical talks to raise awareness during Breast Cancer Awareness Month (October).

#### DIGITAL INCLUSION & ENTREPRENEURS



1 in 2 purchases worldwide are made online. **BNI P@y** is an e-commerce solution designed for entrepreneurs who are unable to receive online payments directly to their BNI MADAGASCAR account. Accessible on the web and through mobile, this innovation allows:

- Business expansion on the internet.
- Broadening the distribution network.
- Reaching a wider target audience.



DISCOVER BNI P@Y

## AXIAN FINANCIAL SERVICES

### BNI MADAGASCAR

#### PARTNERSHIP BETWEEN KRED AND THE NATIONAL INSTITUTE OF STATISTICS (INSTAT) TO HELP FORMALISE SMES

INSTAT and BNI Madagascar's KRED have partnered for a project that aims to provide further support to micro-enterprises and SMEs.



#### KRED'S COMMITMENTS INCLUDE:

- Accelerating the formalization of small and medium-sized enterprises (SMEs) by encouraging clients to legalize their activities.
- Informing clients about the benefits of formalizing their businesses.
- Involving INSTAT (National Institute of Statistics) in all feasibility studies or other data collections.

#### INSTAT'S COMMITMENTS INCLUDE:

- Providing KRED with the data available within INSTAT to support the implementation of new infrastructures.
- Leveraging the data as a support tool to facilitate access for SMEs to digital banking services.
- Assisting KRED in conducting studies requiring statistical and computer analyses.

#### STRENGTHENING OF PUBLIC-PRIVATE PARTNERSHIPS

Funding of government projects totalling **89.51 billion ariary**.

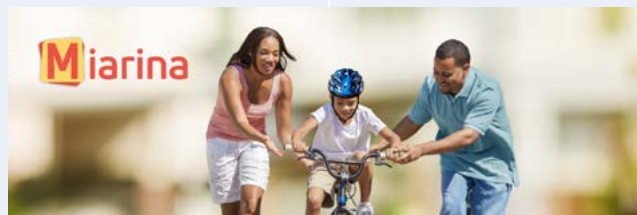
#### FIHARIANA LOANS

Disbursed to micro-enterprises and SMEs that were selected as part of the program.



#### MIARINA LOANS

Disbursed to entrepreneurs as part of the program seeking to finance post-pandemic recovery for Malagasy businesses.



#### PROJERMO CREDIT

Amortizable loan enabling entrepreneurs from the 'Young Rural Enterprise' program to finance their investment projects and working capital.



#### PEJAA CREDIT

Amortizable loan enabling entrepreneurs from the 'Agripreneurs' program to finance their investment projects and working capital.

#### BNI & GFM PARTNER TO SUPPORT WOMEN ENTREPRENEURS

BNI MADAGASCAR provided technical and financial support to member companies of the Groupement des Femmes Entrepreneures de Madagascar to address the biggest obstacle they face as business owners: access to funding.



WATCH IT AGAIN



## AXIAN REAL ESTATE

### RESULTS

UTOPIES<sup>©</sup>

#### THE MAIN FLOWS IN 2022 AT MADAGASCAR

PURCHASES

**3,7 M\$**


4,1 M\$ (2021)

WAGES

**0,99 M\$**


0,91 M\$ (2021)

TAXES

**0,40 M\$**


0,29 M\$ (2021)

VALUE ADDED

**8,3 M\$**


8,7 M\$ (2021)

#### SOCIO-ECONOMIC FOOTPRINT RESULTS BY SECTOR (TOP 3)

BUILDING AND CIVIL ENGINEERING **16%**  
235 jobs

PUBLIC ADMINISTRATION **15%**  
230 jobs

CONSULTING / EXPERTS **13%**  
200 jobs

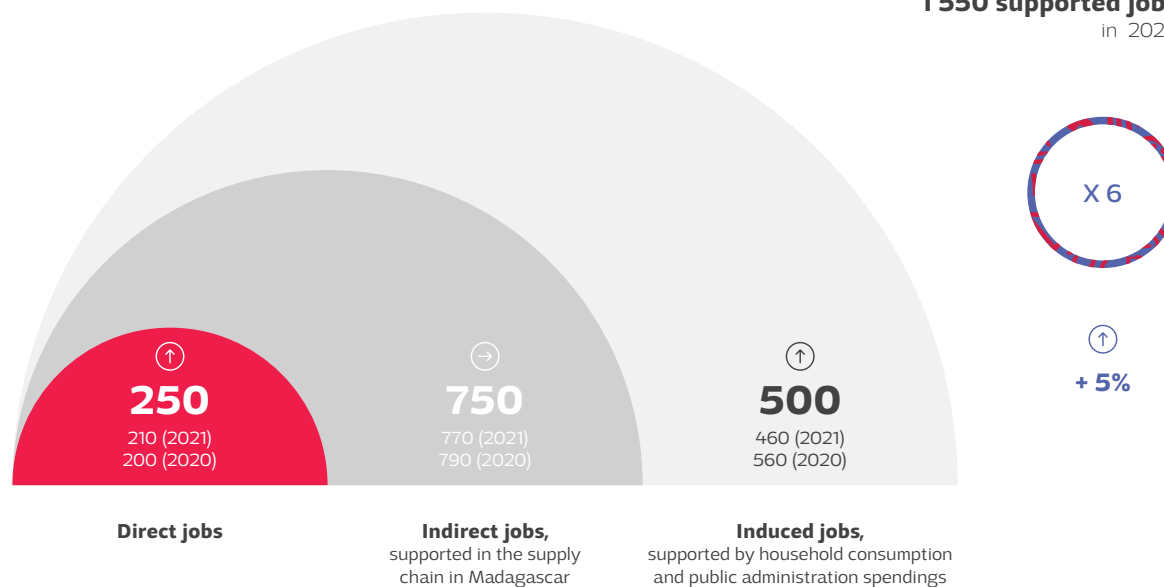
#### SOCIO-ECONOMIC FOOTPRINT RESULTS BY TYPE OF IMPACT

→ **112 M\$**  
wealth generated  
118 M\$ in 2021  
160 M\$ in 2020

**1 500 supported jobs**  
in 2022

**1 430 supported jobs**  
in 2021

**1 550 supported jobs**  
in 2020



#### MULTIPLIER COEFFICIENT

For each employee of the Real Estate cluster, **5 additional jobs** are supported in Madagascar

## AXIAN REAL ESTATE

COMPANY	Job Creation	GDP contribution to host countries (Mln \$)
FIRST IMMO	1 129	11
SGEM	374	0
<b>TOTAL</b>	<b>1 504</b>	<b>12</b>

### FIRST IMMO

#### REFURBISHMENT OF THE RELAXATION AREA

The Rec Room, a space dedicated to conviviality and relaxation, has been redesigned to improve the working environment and wellbeing of the agents based at GALAXY.





## COMMUNITIES & INCLUSION

Inclusion is urgently needed across the continent. It requires the commitment and collaboration of a vast array of economic actors to meet both prevalent and emerging challenges on the ground. In the spirit of progress that benefits all, the AXIAN group has evolved its infrastructure and service offerings to create innovative pathways towards a more inclusive digital, financial, and energy ecosystem in Africa.

## LEAVING NO-ONE BEHIND

AXIAN has made positive impact the cornerstone of its strategy of bringing products and services to market that improve people's day-to-day lives, with particular attention paid to each of our markets and their unique socio-economic environment.

The following objectives were set with input from all subsidiaries:

- ✓ **Enable access** to essential and basic goods or services.
- ✓ **Facilitate** the socio-economic integration of low-income or marginalized populations.
- ✓ **Adapt our offerings** or specific programs to low-income or marginalized populations' needs.
- ✓ **Evaluate our impacts** on low-income or marginalized communities and carry out local social initiatives where relevant.





## Programmes that serve the *greater good*

Established in April 2020, thanks to the legacy of the Telma Foundation, the AXIAN Foundation carries out public-interest initiatives that directly address communities' essential needs on behalf of the Group's companies. It supports government bodies in providing responses to existing deficiencies in access to healthcare, education, basic healthcare infrastructure, and energy.

Simultaneously, a significant portion of the group's companies co-created their own Corporate CSR programs in collaboration with the Foundation. These programs were designed to address identified social challenges at the national level, with a five-year deployment plan based on a unique strategic approach and annual action plans revised according to the needs and resources.

### The AXIAN Foundation's objectives for 2023 are:

1

Continue to deploy the programs the Foundation has implemented since its creation while also strengthening their long-term impact.

2

Expand the AXIAN Foundation to the group's recent countries of establishment, namely Tanzania and Côte d'Ivoire.

3

Make the ACT initiative accessible to a larger number of employees in Africa.





## ACT - AXIAN COMMUNITIES TEAM

Launched in January 2021, the ACT - AXIAN Communities Team program allows employees of the AXIAN Group to become 'ACTers' by exercising skills-based volunteering during actions organized in the field by the AXIAN Foundation or partner organizations. Each employee can contribute up to 4 half-days per year.



### KEY FIGURES



#### 846 ACTers

mobilised since the launch of the initiative, including **546** ACTers in 2022 and **300** in 2021.



#### 12 ACT ambassadors

from AXIAN companies.



#### 48 ACTIONS

organized by the AXIAN Foundation.



#### 2,184 hours of ACTIONS

conducted in 2022.

## AXIAN TELECOM

### TELMA MADAGASCAR

#### DIGITAL INCLUSION

As part of its **DATA4ALL** project, Telma Madagascar has committed to expanding its 3G/4G territorial coverage to help underserved populations gain access to its services.

#### COVERAGE RATE ACROSS MADAGASCAR

	EOY 2021	EOY 2022
	# of People Covered	# of People Covered
2G	21.1 M 82,36%	21.3 M 83,14%
3G	14.7 M 57,58%	17.8 M 69,44%
4G	9.3 M 36,56%	11.7 M 45,84%



#### ENHANCING EXPERTISE IN THE TELECOM SECTOR

We have specialised in providing essential infrastructure to bolster the country's economy:

- Launching the **first robotic astronomical observatory in Madagascar**, in partnership with the Ecole du Monde in Besely.
- **11,492 hours** of computer training provided to partner associations.
- **+ 280 Million Ariary** invested in goods and services for digital inclusion initiatives.
- **Safer Internet Day**: digital awareness campaigns in partnership with Cybermuna, a digital platform based in Cameroon.
- **100 children** sensitized to online dangers.
- **11.2 Million mobile subscribers**, representing a 21% increase.
- **2 Million internet users**, representing a 13% increase.
- **2.4 Million active mobile money subscribers**, representing a 20% increase.
- **125 cities** covered with 3G or 4G, including 43 new ones in 2022.
- **+60,000 beneficiaries** of 3G and 4G networks in 14 regions.

#### RURAL INFORMATION CENTERS (IN PARTNERSHIP WITH THE NGO DEFI)

We participated in Community Development through purpose-built Rural Information Centers.

- Over **8,000** visitors.
- **Improvement in national exam results** (+6% in CEPE, +14% in BEPC, +25% in BACC).
- Transition to renewable energy supply within the Village Information Centers.
- Enhancement of production through newly acquired techniques.
- Diversification of crops practiced by farmers.
- Advancement in livestock techniques.



#### RURAL MEDIA LIBRARIES

We continued to implement our commitment to the modernization of the educational system through media libraries built to help communities better connect to the world:

**+2,300** visitors

**5% increase in enrollment rate** within the municipality's high schools

**First-ever access** to computer tools for **821 primary level children**

**Pre-school children introduced** to digitalised educational animations.



**Rural Media Library - SAMBAVA**

## AXIAN TELECOM

### TELMA MADAGASCAR

#### AXIAN FOUNDATION BUSINESS PROGRAM: SEKOLY TELMA



#### OBJECTIVE

- Improve access to basic education for children in remote and/or rural areas.
- Build or rehabilitate public schools.
- Enhance teaching conditions through quality school equipment/furniture and academic support from partners.

#### ACTIONS TAKEN

- Construction of public schools in underserved areas.
- Rehabilitation of dilapidated and/or unsanitary public school facilities.

#### ACHIEVEMENTS

**32 schools** funded in 2022

**118 schools** built since 2015

**347 classrooms** equipped

**7 schools** rehabilitated since 2015

**25,535 students** including **12,781 boys** and **12,754 girls** enrolled in SEKOLY Telma in 2022

#### TESTIMONIAL

« Since I joined Ambolimoky school, I've enjoyed studying and doing my homework. In the future, I would like to succeed in my studies and become a teacher to have a steady income that will allow me to support my parents someday. »

#### JAO (16 YEARS OLD)

Student beneficiary of SEKOLY Telma EPP Ambolimoky

### TOM (TowerCo of Madagascar)

We supported various associations that represent the interests of communities that were more recently integrated into the national market.

BENEFICIARIES	PROJECT	QTY
<b>1°</b> Association of Women for Development (VMF)	Supply of sewing machines	20 units
<b>2°</b> Association of Farmers from 10 villages (Fokontany)	Supply of organic seeds/fertilizers	1,000 kg
<b>3°</b> Graduates in Livestock Farming	Supply of breeding chicks and starter feed	1,000 units



## AXIAN TELECOM

### TOM (TowerCo of Madagascar)

#### AXIAN FOUNDATION BUSINESS PROGRAM: MADIO TOM



##### OBJECTIVE

- Enable students enrolled in public primary schools to benefit from decent hygiene and sanitation facilities.
- Contribute to the fight against water-related diseases.
- Contribute to the reduction of school absenteeism.

##### ACTIONS TAKEN

- Construction of sanitation blocks in public school establishments, adhering to the required WASH (Water, Sanitation, and Hygiene) standards.
- Replacement of existing or unsanitary facilities.
- Promotion and implementation of community awareness activities on WASH and menstrual hygiene.

##### ACHIEVEMENTS

**11 sanitation blocks** constructed within **schools**

**7,068 students** now benefiting from the constructed **sanitation blocks**

##### Construction of 5 sanitation blocks:

EPP Ambohimanatrika, EPP Antanimena, EPP Madera Namontana, EPP Miaramasoandro, and EPP Manantana

**Construction of the sanitation block** at Alliance Française Fandriana

##### TESTIMONIAL

« We are very happy that we now have proper sanitary infrastructure at school. It will help reduce transmission of disease and will increase both students and teachers' wellbeing. »

##### FANIRY

Student at the Miaramasoandro Primary School



### CONNECTEO

#### PARTNERSHIP FOR INCLUSION-FOCUSED PROJECTS

Connecteo partnered with the association « Humanity & Inclusion » to raise awareness among employees regarding biases and maneuvers that afflict handicapped people.

#### WORK VOLUNTEERING AND DONATIONS

Mobilisation of volunteer employees to conduct orientation workshops during which they assisted young individuals in decision-making and designing their professional projects; they also made donations to support the education of underprivileged children.

**528 mentored youth:**

**6 classes** in 3rd year at CEG Andranomena; **4 classes** in the final year at Anosisoa Ambohimanarina high school

**38 committed voluntary collaborators**

**20 households** benefiting from school supplies and essential products.

### FREE SENEGAL

#### DIGITAL INCLUSION

**4.8 million mobile subscribers**, an increase of **2%** vs. 2021

- Of which **1.9 million** are internet users, representing an increase of **31%**.
- And **370,000** active mobile-money users, representing an increase of **134%**.



## AXIAN TELECOM

## FREE SENEGAL

GENERAL DELEGATION FOR  
RAPID ENTREPRENEURSHIP  
AMONG YOUTH AND WOMEN  
(DER/FJ)

Financing and deployment of 185 kiosks throughout the country to promote youth employment and financial inclusion for women. The beneficiaries also took part in training workshops in business studies and were given the possibility of accessing working capital capped at 300,000 repayable over 24 months.

**4,804** beneficiaries  
of **nano-credit** in 2022

**17,807** loans  
amounting to **373.6 million** FCFA

AXIAN FOUNDATION'S BUSINESS  
PROGRAM: JANG AK FREE

## OBJECTIVE

To improve access to basic education for children in remote and/or rural areas in Senegal.

## ACTIONS TAKEN

Construction of classrooms to replace temporary shelters or to address overcrowding in educational institutions.

## ACHIEVEMENTS 2022

In progress:

**Rehabilitation and improvement of learning environments** in 4 **primary schools** in the Casamance region.

**Implementation of inclusive classrooms** in 2 **primary schools**.

**Construction of 10 new classrooms** within 3 **educational institutions** in the St. Louis region in 2021.

**570 students and 15 teachers** as beneficiaries.

## TESTIMONY

« This new establishment heralds a bright future in this village. The teaching team already notices significant progress in the results. »

Principal of the JANG AK Free Primary School in Ariwele

## TOGOCOM

## DIGITAL INCLUSION

The Togocom network switched to 100% 4G across all 5 regions in Togo and covers nearly 98% of the population.

**3.7 million mobile subscribers**, representing a **7%** increase compared to 2021.

- Among them, **1.6 million** use the internet, a **3%** increase compared to 2021.
- There are also **1.4 million** active mobile money subscribers, marking a **40%** increase compared to 2021.



## AXIAN TELECOM

### TOGOCOM

#### AXIAN FOUNDATION'S BUSINESS PROGRAM: NUNYA TOGOCOM



#### OBJECTIVE

To improve access to basic education for children in remote and/or rural areas in Togo.

#### ACTIONS TAKEN

- Construction of classrooms to replace temporary shelters or to address overcrowding in educational institutions.
- Construction of sanitation blocks and water wells in primary schools.
- Distribution of 13,000 school supplies.

#### ACHIEVEMENTS 2022

Construction and rehabilitation of **12 classrooms and 2 sanitation blocks** in 4 schools:

- AGBANDI ZONGO PRIMARY SCHOOL (COMMUNE OF BLITTA 2 / CENTRAL REGION) – **rehabilitation: 1 building with 3 classrooms**
- KINZI PRIMARY SCHOOL (COMMUNE OF LA KOZAH 1 / KARA REGION) – **construction: 1 building with 3 classrooms**
- KOLOWARE PRIMARY SCHOOL (COMMUNE OF TCHAUDZO 1 / CENTRAL REGION) – **construction: 1 building with 3 classrooms + 1 latrine block**
- AMAVENOU PRIMARY SCHOOL (COMMUNE OF AGOU 2 / PLATEAUX REGION) – **construction: 1 building with 3 classrooms + 1 latrine block**

### TELMA COMOROS

#### DIGITAL INCLUSION

**249,000 mobile subscribers**, a 1% increase compared to 2021

- Including **155,000 internet users** (13% increase compared to 2021).
- And **26,000 active mobile-money subscribers** (37% increase compared to 2021).

#### HEALTH INSURANCE FOR RETAIL POINTS OF SALE



DISCOVER OUR HEALTH INSURANCE PROGRAM

Telma Comoros is developing access to health care (individual and family insurance) for user segments that do not have access to traditional reimbursement systems.

**41% of retail points of sale insured.**

#### INCLUSION OF REMOTE COMMUNITIES

New solutions adapted to the revenue streams of local communities: AMANI, HIDAYA, MVola À Domicile, Telma Net, Telma Maxi Rahisi.

**20,000 customers** benefited from a monthly reimbursement of 20% to 40% in UME (UMoja) of the recharge amount.



Creation of an offer of 250 FC (Comorian Franc) to include the low-income segments of the community:

**600 client** users per day.



Engagement with the diaspora: **722 transactions** for a total amount of 22 million KMF.



## AXIAN ENERGY

### JOVENA

#### ENERGY INCLUSION

Through **109 stations** covering **23 regions** of Madagascar, Jovena provides tailored solutions to meet the energy needs of the largest number of people.



#### AXIAN FOUNDATION'S BUSINESS PROGRAM: MIAHY JOVENA



#### OBJECTIVE

To facilitate access to social, health, and basic hygiene services for underprivileged communities across Madagascar.

#### ACTIONS TAKEN

- Improvement of the quality of primary and secondary care through the rehabilitation and equipping of specialized hospital services.
- Establishment of a mobile mother-child clinic to promote a proximity approach and provide quality healthcare to those in need.
- Solar electrification of public primary schools.

#### ACHIEVEMENTS 2022

**111 missions** in **21 Districts** of **9 provinces** across Madagascar.

**55,237 beneficiaries** of services provided by the mobile clinic in 2022.

**2 specialized hospital wards** specialising in mental health rehabilitated.

**10 SEKOLY Telma schools** electrified with solar energy.

#### TESTIMONY

« With the MIAHY Jovena mobile clinic, we work for the benefit of vulnerable populations who cannot receive basic medical services. »

**DR. SITRAKA,**  
Midwife from the FISA association,  
provider for the MIAHY Jovena mobile clinic

### NEA

#### MEDICAL AID IN PARTNERSHIP WITH PRIVATE SECTOR HUMANITARIAN PLATFORM MADAGASCAR

- Transportation support for the association to regions in Madagascar affected by natural disasters.
- Transportation of medicine during health crises, for example, the delivery of COVID-19 vaccines.



## AXIAN ENERGY

### NEA

#### AXIAN FOUNDATION'S BUSINESS PROGRAM: MAZAVA NEA



#### OBJECTIVE

To provide renewable energy to basic service infrastructures in Madagascar: Primary schools (EPP), Health Centers (CSB II), and Reception and Training Centers.

#### ACTIONS TAKEN

Installation of solar panels on the roofs of public infrastructures with social, educational, or healthcare purposes.

#### ACHIEVEMENTS 2022

Electrification of the **Tsinjoso** **Bemahatazana Medical Center**.

Electrification of **1 public primary school**.

Electrification of **1 homeless center**.

**200 lamps provided** to students of the Kelilanina Junior High School (CEG).

#### TESTIMONY

« The support of the MAZAVA NEA program has allowed us to have lighting both outside and inside; we feel safer at night. We noticed that after the support we received, many patients now entrust their lives to us. It gives us courage. »

**DR. RAKOTONIRINA JEAN-FRANÇOIS FIDÈLE**  
Physician at the Tsinjoso Medical Center

### GES

#### LISTENING TO LOCAL COMMUNITIES

GES conducted Public Consultations to fully engage with its stakeholders in the structure and implementation of its projects.



GES supported the residents of SAMBAVA through the rehabilitation of crucial infrastructure as well as food donations.



### WELIGHT

#### 40 VILLAGES ELECTRIFIED

Through electrification, WeLight aims to ensure the availability and accessibility of essential goods for the development of individuals and communities.



**40 villages** electrified

**+19 villages** currently undergoing electrification in Madagascar

**+9,000 connections**

**+3,000 new connections** compared to 2021

**+45,000 people** with improved access to energy

**+3,000 devices** distributed through home delivery services

**147 administrative government buildings** connected to electricity.

## AXIAN ENERGY

### WELIGHT

#### HYGIENE AND NUTRITIONAL WELLBEING

By providing reliable and environmentally friendly electricity, WeLight has a significant impact on improving the health of the population in living areas.

- Transformation of agricultural raw materials into everyday consumer products.
- Prevention of health risks by ensuring the quality and safety of food.

**WeLight estimates that 600 customers have a freezer or a refrigerator.**

#### IMPROVING ACCESS TO HEALTHCARE

WeLight contributes to making healthcare services more accessible in rural areas through the electrification of medical centers.

- Improved storage conditions for medical equipment.
- Broadening the spectrum of pathologies that were treatable.
- Nighttime care for patients, especially during childbirth.
- Drastic reduction in morbidity rate.

**26 medical centers** electrified

**+5,000 babies delivered** at night in electrified medical centers.

#### IMPROVING THE QUALITY OF EDUCATION

By connecting homes and schools, WeLight improves the quality of education, facilitates learning, and creates new opportunities for students.

**92% of beneficiaries** observe an **improvement in the study conditions** of children thanks to nighttime lighting.

**72% of individuals** declare a **greater involvement** of children in their studies.

The secondary school **enrollment rate has increased by 3.5%.**

**43 public schools** (both primary and secondary) electrified.

#### ELECTRICITY AND DIGITAL INCLUSION

WeLight considers electrification as a crucial lever for digital inclusion across Africa. Its solutions support the new ways of usage for the community-at-large.

**84% of beneficiaries** have access to **more information.**

**72%** benefit from **better leisure** opportunities thanks to technology.



## AXIAN OPEN INNOVATION & FINTECH

### MVOLA

#### INCLUSION OF UNDERPRIVILEGED PEOPLE

MVola carried out various social initiatives that leveraged its existing services to connect people:

- **290,000** vulnerable households assisted through the Cash Transfer program.
- **+300 million Ar** of funds granted to the AXIAN Foundation for the construction of infrastructure and the training of local sports animators.
- Construction of multisport field No.2 in Analamahitsy, in collaboration with the Urban Municipality of Antananarivo.



#### AXIAN FOUNDATION'S BUSINESS PROGRAM: MHETSIKA MVOLA



#### OBJECTIVE

To promote sports practice among young people from disadvantaged backgrounds to improve education, social integration, health, well-being, and create new professional opportunities.

#### ACTIONS TAKEN

- Development and equipping of multisport fields.
- Development of vocational training pathways in "sports animation" and "refereeing."
- Development of sports and recreational infrastructure in the form of "health trails" in urban areas.



#### ACHIEVEMENTS

**2 multisport fields** built in disadvantaged urban neighborhoods of Antananarivo.

**5 Training workshops** on sports refereeing.

**164 workshop beneficiaries.**

#### TESTIMONIAL

« This program has allowed us to support the youth beyond sports to promote good values. »

#### RAZAFINDRAMARO SAÏD ABDALAH

Trained in Development through Sports with a specialisation in rugby



### NEXTA

#### RANO WASH/USAID/NEXTA PARTNERSHIP

We implemented a project leveraging synergies of skills to increase equitable and sustainable access to water, sanitation, and hygiene services for over **300,000 Malagasy people**.

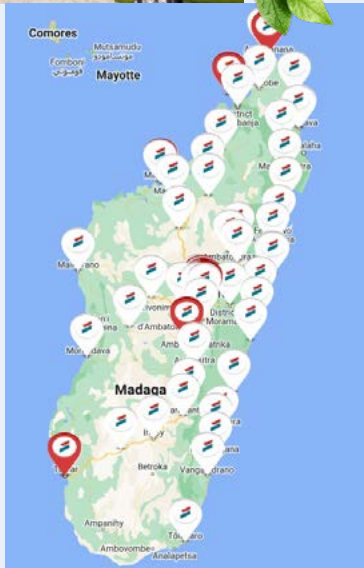


## AXIAN FINANCIAL SERVICES

### BNI MADAGASCAR

#### THE LARGEST NETWORK OF BANK BRANCHES ACROSS THE COUNTRY

BNI Madagascar now covers all regions of the country with **111 branches**, including **5 new ones**: Mamory Ivato, Marais Masay, Ambovombe, Fort Dauphin Tanambao, and Premium Carlton.



#### INCREASINGLY-ACCESSIBLE FINANCIAL SOLUTIONS

The **industry-leading Malagasy bank** evaluated and acted on the immediate needs of its customers and **developed CREDIT 24H**, an innovative financial solution that allows customers to quickly request a consumer credit with a disbursement, capped at **25,000,000 MGA**, within 24 hours

CREDIT 24H is simple and accessible; it encourages the opening up of access to financial services as a whole, as well as those that are offered by BNI Madagascar.

#### POST-BACC STUDENT PACKAGE

To support the success of young students, the pack includes:

- A deposit account to manage money securely.
- A VALIHA card for withdrawals at all BNI Madagascar ATMs.
- A MVola account: mobile financial services.
- A payment solution for Fees & Rights (Registration, Examination) via MVola and with BNI-NET.

**12,000 student** beneficiaries **registered** in 2022.



## AXIAN FINANCIAL SERVICES

### BNI MADAGASCAR

#### WHERE THE FUTURE BRINGS PEACE OF MIND

BNI Madagascar, the country's **1st Bancassurer**, is partnering with SANLAM Assurance to develop a range of innovative, accessible, and personalized insurance/provision solutions tailored to personal and family situations.

#### HEALTH

The **TOMADY Hospitalization Insurance** fully covers hospitalization expenses with a monthly premium of **10,000 MGA** per month.

#### SAVINGS

The **TAFITA Education Savings Insurance** covers higher education tuition fees.

The **MITOMBO** solution insures and grows **savings** with evolving and progressive interest.

#### LIFE INSURANCE

The **MIARINA** insurance protects the family against life's uncertainties with an extremely affordable premium (starting at 700 Ar per month) for a guaranteed coverage capped at **200,000,000 Ar**.

#### AXIAN FOUNDATION'S BUSINESS PROGRAM: SALAMA BNI



#### OBJECTIVE

- Reduce national inequalities in healthcare coverage.
- Improve access and quality of primary care in rural or remote areas of Madagascar.

#### ACTIONS TAKEN

- Construction of Basic Health Centers (CSB II) in rural and/or remote areas.
- Provision of computer equipment and internet connectivity in CSB II.
- Promotion of the use of digital tools for medical practice and strengthening healthcare workers' skills.
- Financial support for awareness campaigns: women's cancers, cardiovascular diseases, diabetes, HIV and other STDs, malaria, malnutrition...

#### ACHIEVEMENTS

**8 medical centers** built  
**+700,000 beneficiaries**

#### PROJECTS 2022

- Construction of the CSB II in Andavadoaka.
- Construction of the annex maternity unit of the CSB in Amboaroy.
- Construction of the dedicated rehabilitation center for clubfoot in Moramanga.

#### TESTIMONIAL

« Since the rehabilitation of the facility, the villagers are coming back to the CSB II. Before, I had to go to people's houses because no one wanted to be treated here. »

#### RAKOTONOMENJANAHARY FIRMIN

Chief Physician of the CSB II and Mayor of the Mahazaza Commune.

### IO RS

#### AXIAN FOUNDATION'S BUSINESS PROGRAM WITH IORS

#### OBJECTIVE

To improve the living conditions of minors incarcerated in the Antanimora Prison in Antananarivo.

#### ACTIONS TAKEN

- Rehabilitation of the multipurpose hall in the juvenile section of the Antanimora Prison.
- Street art discovery workshops to decorate the walls of the multipurpose hall, in partnership with the H Foundation.

**152 beneficiaries**

**Partner: Growing with Dignity**

#### TESTIMONIAL

« We are very proud now whenever we gather in this activity hall because now it is beautiful and bright, whereas before, it was dark and dirty. »

A young inmate at the Antanimora Juvenile Prison.



## AXIAN REAL ESTATE

### FIRST IMMO

#### BUILDING HOUSES FOR THE NEEDY

The AXIAN Foundation, FIRST IMMO, and the humanitarian association AKAMASOA, presided over by Father Pedro, partnered to provide the families of Andralanitra with **10 new, secure and high-quality homes**.



#### AXIAN FOUNDATION'S CORPORATE PROGRAM: VOLY FIRST IMMO



#### OBJECTIVE

To contribute to the improvement of nutrition and health through the 'educational vegetable garden' approach, in order to sustainably combat school dropout and absenteeism.

#### ACTIONS TAKEN

- Establishment of school gardens.
- Training of teachers in gardening techniques.
- Sharing of adapted educational content.

#### ACHIEVEMENTS

**28 vegetable** gardens built.

**14,538 beneficiaries** of the vegetable gardens built.

#### 2022 PROJECTS

- **5 gardens** established within primary schools in collaboration with the NGO CEDAR-Ecovillage.
- **1 garden** established within the center of the MADATRISO association.
- **1 orchard of dwarf trees** established in the juvenile quarter of Antanimora prison, in partnership with the NGO Grandir Dignement.
- **1 garden** established within the 'Orchidées Blanches' center, which accommodates individuals with mental disabilities.

#### TESTIMONY

« Every morning, we leave the prison to tend to the vegetable garden. It feels good to spend time there because I see the outside of the prison, I see other people, and it improves my psychological well-being throughout the week. »

A beneficiary of the garden built inside the juvenile prison in Antanimora

## AXIAN REAL ESTATE

### SGEM

#### LOCAL SOCIAL INITIATIVES

- Community cleanup of SGEM-managed installations and their surroundings.
- Activities involving both members of the riparian community and employees to raise awareness about the environment.



#### FOUNDATION AXIAN ENTERPRISE PROGRAM: FIOMPIANA SGEM



#### OBJECTIVES

- Contribute to the improvement of nutrition and health through the 'pedagogical chicken coop' approach.
- Create a new income-generating activity benefiting associations and centers working with vulnerable populations.

#### ACTIONS TAKEN

- Establishment of chicken coops.
- Training of managers and beneficiaries in farming techniques.
- Sharing of adapted educational content.

#### ACHIEVEMENTS

**7 chicken coops** built.

**731 beneficiaries** of the chicken coops built.



#### 2022 PROJECTS

- Establishment of a chicken coop and rabbit hutch within the 'White Orchids' center for individuals with mental disabilities.
- Establishment of a chicken coop within the juvenile section of Antanimora prison, in partnership with the NGO 'Grandir Dignement.'
- Establishment of a chicken coop within the Mandrosoa rehabilitation center, in partnership with the NGO 'Grandir Dignement.'
- Establishment of a chicken coop within the KETSA center for vulnerable children and youth.

#### TESTIMONY

« We have noticed that animal mediation has allowed children to have more self-confidence, to overcome their anxieties, and to manage their emotions. »

Member of the Madatriso association

## TODAY AND TOMORROW

The AXIAN Group envisions, designs, and deploys products, services, and infrastructures to precisely meet the needs of its markets. We continuously strive to redefine our value chain and partner choices to promote economic and social development, alongside fostering the growth of an inclusive entrepreneurial ecosystem.



SHORTCUTS TO SECTIONS

# INNOVATION & INVESTMENTS

We are committed to supporting and promoting the transformation of our economy to make it more inclusive, innovative, and structured through significant investments in sectors with high potential for development in the countries where we operate.



# TO BUILD AND OPTIMISE

---

We strive to build and manage the necessary infrastructure to establish conditions conducive to sustainable and balanced economic growth across the continent.



The following **objectives** were set with input from all subsidiaries:

- ✓ **Deploy innovative solutions** for our clientele and promoting responsible operations.
- ✓ **Actively support** stakeholders in our endeavors.
- ✓ **Play a significant role** in investment and competitiveness in the countries where we operate by establishing enduring partnerships.
- ✓ **Implement** best practices in terms of quality.



## OUR GROUP'S APPROACH

## INNOVATION & DIGITISATION

We are transforming in our areas of operation to bring the best of technologies and innovations in response to complex challenges: the evolution of our offerings, our environments, our organization, and the consumption patterns of the continent's populations.



**+107%**

in our investments in improving our infrastructure and operations

### SUPPORTING BUSINESSES AND INNOVATION IN AFRICA

AXIAN works to enhance the lives of population through investments in disruptive innovations and technologies.

In 2022, the group's participation in the Disruptech Egypt Fund I aligns with a strategy to support African fintech startups.

**DISRUPTTECH**



### INNOVATION & INVESTMENTS



### INNOVATION FAIR AND GRAND PITCH!

Hack the Box is the innovation challenge dedicated to corporate hackers from all entities within the AXIAN Group. It invites teams to solve problems identified in the business lines with simple and innovative solutions.



**HACKTHEBOX**

The finalists of the 2022 edition: BNI, CGHV, MVola, First Immo, Connecteo, NEA, and TOM.

## AXIAN TELECOM

## INNOVATION & INVESTMENTS

### INVESTMENT IN TELECOMMUNICATIONS INFRASTRUCTURE

The consortium composed of AXIAN Telecom and Rostam Azizi acquired the merged subsidiary of Millicom, MIC Tanzania PLC (bringing together Tigo and Zantel), in Tanzania. This ambitious development project brings AXIAN Telecom nearly **14 million mobile subscribers** and accelerates the group's development in Africa. It foresees significant investments in Tanzania over the next five years to strengthen the network coverage and service quality of the new entity.

**HASSANEIN HIRIDJEE**  
CEO, AXIAN Group

« We are very excited about the prospect of embarking on this new venture with our Tanzanian colleagues; together, we will successfully undertake significant projects that will help shape the digital future of Tanzania. »

### TELMA MADAGASCAR

#### LAUNCH OF GEMINI

Gemini, renamed MSA by the Telma teams, is a tool for handling customer subscriptions. MSA has created a module for registering customers 'biometrically.' Several use cases have been developed, including 'SIM SWAP GEMINI,' which recovers or swaps an active number using the biometric system. The digitalization of the process allows for increased speed and efficiency of teams, without paper consumption.

#### THE GRAND TANA PROJECT

The 'Grand Tana Extension' project launched by Telma aims to establish new fiber optic infrastructure in order to serve non-eligible customers located on the outskirts of the capital.

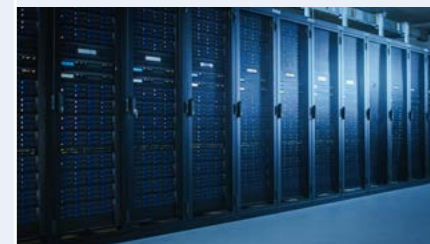
#### DEPLOYED ACROSS 22 MUNICIPALITIES

Mantsoa, Malaza Ambodifontsy, Tsimahafotsy, Anosy Avaratra, Mahitsy, Ambohijanaka, Talata Volonondry, Anjeva, Ambohitrimanjaka, Imerintsiatosika, Ampefy, Bevalala, Bongatsara, Ambanintsena, Fenoarivo Alakamisy, Alakamisy, Anosiala, Manjakandriana, Alasora/ Ambohimambola, Ambohidratrimo, Ambohimalaza, Betsizaraina.

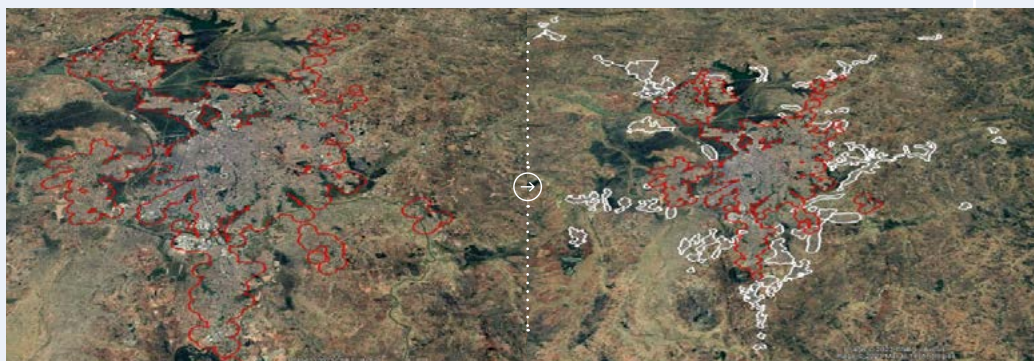
#### RENOVATION OF ALL TELMA SHOPS

75 Telma Shops have been renovated for the well-being of employees and the enhancement of the customer experience. The allocation of **toll-free numbers to all Telma Shops** on the island is also part of this initiative.

**In 2022, two new Telma shops were constructed** on the Island of Sainte-Marie and in Majunga.



Coverage map:  
Grand Tana - before & after



## AXIAN TELECOM

## INVESTISSEMENTS & INNOVATION

### T O M

#### INNOVATIVE TELECOMMUNICATION INFRASTRUCTURE

#### 6 CAMOUFLAGED SITES WERE INSTALLED IN URBAN AREAS IN ORDER TO

- Reduce the visual impact of the infrastructure.
- Integrate the site with the existing environment.



#### DECIDUOUS SITES

#### INNOVATIVE SOLUTIONS

To support responsible operations and enhance site profitability.

#### NUMBERS

**9 urban sites** with the addition of solar panels.

#### GOAL

- Decreased usage of generators.
- Optimization of site operating costs.
- Reduction in carbon emissions.



#### INNOVATIVE SOLUTION OF THE YEAR: MINI-SITES OR RURAL SITES

The Mini-site is a low-cost site typically planned for extremely rural areas to provide coverage for 2G, 3G, or 4G. Technical specifications are optimized to adapt units to the environment and location. This solution aims to provide basic digital inclusion services for rural populations, with pricing tailored to individual incomes.

**45 sites installed in 2022.**

## AXIAN TELECOM

## INNOVATION & INVESTMENTS

### CONNECTEO

#### INNOVATION FOR ENHANCED LOCAL BUSINESS COMPETITIVENESS

Collaboration with the African Tax Administration Forum to design and establish a professional contact center at the General Tax Directorate of Madagascar, aimed at optimizing assistance for Malagasy taxpayers.

**126,521,724 Ar** generated through consulting with DGI/ATAF

**8,240 inquiries** conducted by Telma

#### CONTINUOUS IMPROVEMENT OF CUSTOMER SERVICE

Connecteo underwent a restructuring of its Operations Division, involving over 400 employees, to enhance the quality of its services.

**98% rating** achieved for the quality of incoming call service

**2 positions** created within the Telma and MVolta Business Unit.

### FREE SENEGAL

#### HIGH-SPEED SATELLITE COVERAGE

Avanti Communications and Free in Senegal have entered into a strategic agreement for the construction and hosting of the new HYLAS 4 satellite gateway in Senegal.



This new infrastructure will enable the expansion of network coverage to countries in West Africa, significantly increasing high-speed satellite Internet access for schools, hospitals, and communities in these countries.



**Mamadou Mbengue,**  
CEO of Free in Senegal:

« This agreement between Avanti and Free is a major milestone in our digital transformation program »

#### MASTERCARD

With the aim of democratizing access to banking services, Free provides its customers with a Free Money Mastercard. It allows for various transactions both online and in-person (withdrawals, online payments, etc.) on an international scale.

**50,000 Active Cards as of December 31, 2022.**



#### FIBER DEPLOYMENT

In June 2022, Free launched a preindustrialization of fiber-optic in targeted neighborhoods in Dakar. After 6 months, the adoption rate reached 10%, covering a network that extended to over 12,000 households.

#### FIX INNOVATION CHALLENGE

This competition identifies digital entrepreneurs with innovative projects that have a positive impact on the well-being of communities in areas such as health, education, fintech, blockchain, and virtual reality.

**5 projects received funding amounting to up to 10 million FCFA as well as tailored project support and advisory services.**



## AXIAN TELECOM

## INNOVATION & INVESTMENTS

### TOGOCOM

#### PARTNERSHIPS TO MAKE INNOVATIVE FINANCING MORE ACCESSIBLE



#### → M-AUTO

Credit repayment service.



#### → SOLIMI

VISA card recharging via TMoney.



#### → TOTAL ENERGIE

Fuel card recharging via TMoney.



### TELMA COMOROS

#### LAUNCH OF NEW INNOVATIVE MOBILE MONEY SOLUTIONS OPEN TO THE WORLD

##### CB2 MVOLA

This service allows customers to top up their MVola Wallet using an international bank card, either Visa or Mastercard, and is accessible on the website [cb2w.mvola.km](https://cb2w.mvola.km) or through the MVola app.

##### BANK-TO-WALLET

A service that allows Telco Money (MVola) customers to make transfers between the MVola Wallet and bank accounts, especially with Exim Bank (a local bank).

**300 transactions**  
amounting to  
**11 million KMF**



**500 transactions**  
in the first month  
of December 2022,  
totaling **14 million KMF**



## AXIAN ENERGY

## INNOVATION & INVESTMENTS

### NEA

#### ADDRESSING AFRICA'S ENERGY CRISIS

AXIAN strengthened its Energy division by establishing NEA (New Energy Africa), a new subsidiary aimed at developing today's and tomorrow's renewable energies on the continent. Leveraging local resources and internal expertise, NEA is committed to creating sustainable and innovative energy infrastructures.



#### THE COMPANY HAS Footholds BOTH IN MADAGASCAR AND IN SENEGAL THROUGH PROJECTS SUCH AS:

##### → NEA AMBATOLAMPY

Located in Madagascar, this is the largest solar farm in the Indian Ocean with 40 MW and 5 MWh of batteries.

##### → NEA MENABE AND NEA SAVA

Installed in 2 regions of Madagascar, this operation features four innovative hybrid power plants with capacities ranging from 2 to 5 MW.

##### → MINERSOL PROJECT

NEA Senegal supports the Bargny mineral port in developing a solar power plant on 14 hectares, with over 35,000 photovoltaic panels for a renewable energy production of more than 15 MW.



« NEA demonstrates AXIAN's commitment to being a first-rate partner in the ascent of the Energy New Deal through a global, daring and innovative approach. »

**Benjamin Memmi**  
CEO, AXIAN Energy



WATCH THE LAUNCH VIDEO



## AXIAN ENERGY

## INNOVATION &amp; INVESTMENTS

## JOVENA

## PREMIUM LUB

The new range of PREMIUM Lub lubricants by Jovena fulfills the entity's goal of providing superior-quality products at a reasonable and accessible price for everyone. These various oils are easily identifiable, meet the needs of its clientele, and are suitable for the different types of vehicles in the country.



## WELIGHT

## INNOVATIVE AND DURABLE SOLUTIONS

Through its technological partnerships, WeLight offers innovative, sustainable, and affordable energy solutions to accelerate the development of rural areas.

- Development of socio-community infrastructure and facilities.
- Transition of rural populations towards a modern consumption society.
- Factor for social cohesion and sharing.
- Progressive improvement in the overall well-being of communities.
- Increase in income and reduction of time spent on household chores.
- Enhancement of village security.
- Opening up of newly electrified areas and reduction of depopulation and isolation.
- Enhanced village attractiveness leading to community revitalization.



WE  
LIGHT

WeLight lève  
19 millions d'euros  
pour électrifier  
120 nouveaux villages  
à Madagascar.

## COMMUNITY WELLBEING

**76% of those surveyed** noticed an **improved sense of community atmosphere**.

**400 public streetlights** installed in public spaces.

**96% of those surveyed** reported a **significant improvement** in village security.

**80% of those surveyed** observed **increased openness** within the village.

## WELIGHT RAISES 19 MILLION EUROS

To accelerate economic growth and sustainable development in off-grid areas, WeLight has raised 19 million euros from the European Investment Bank (EIB), EDFI Electrifi, and Triodos Investment Management.

The entity is intensifying the development of solar mini-grids to provide clean and affordable electricity to 120 new villages in Madagascar. **Over 45,000 households and businesses are impacted.**

## GES

## SMART ENERGY-MANAGEMENT SOLUTIONS

## EPOWERMONITOR

Web platform deployed for remote monitoring and control of photovoltaic and hybrid installations. It is ready-to-use and consists of a central processing unit and one or more satellites.



## ANTUM

The central unit integrates control algorithms and enables remote communication with the Elum cloud via the Internet.

Conteneur	Date	Production (kWh)	Production (MWh)	Production (GWh)
Conteneur 1	17-08-2022	1750	0.00175	0.00000175
Conteneur 2	17-08-2022	1750	0.00175	0.00000175
Conteneur 3	17-08-2022	1750	0.00175	0.00000175
Conteneur 4	17-08-2022	1750	0.00175	0.00000175

## AXIAN OPEN INNOVATION & FINTECH

## INNOVATION & INVESTMENTS

### MVOLA

#### INNOVATIONS FOR INDIVIDUALS...

- Mia Messenger Bot: transactions via Messenger (transfer, purchasing credit and offers).
- Remote linkage of Baobab Madagascar bank account and MVola: digitized, instant, and secure transactions.
- Exclusive partnership with Jirama: purchase of prepaid meter refills with MVola.



RE-WATCH THE MVOLA DEVELOPER LAUNCH



A TEAM OF 4 YOUNG STUDENTS (AGED 17, 18 AND 19)

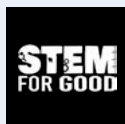
#### ...AND ENTREPRENEURS

- Launch of the MVola Developer solution.
- MVola Developer API available on Malagasy e-commerce platforms.
- First edition of the MVola Developer Hackathon: **2.5 million Ar** awarded and business and technical support for the winning Hackathon team.

### NEXTA

#### PARTNERSHIP WITH THE STEM4GOOD ASSOCIATION

In October 2022, the NextA team represented Madagascar in Geneva at the First Global Challenge with the theme 'Carbon Capture' to preserve the environment.



### PULSE

As a partner in the digital transformation of businesses, Pulse fully integrates innovation and inclusion in its responses to current and future challenges in the digital world.



#### SI BONDY 2022 PROJECT

Pulse led the redesign of the website for the Bondy association to provide contributors with visibility into their IMPACTS through the integration of planning and tracking modules.

#### SOLUTIONS TO AMPLIFY EMPLOYER BRANDS

##### WELCOM

A mobile application designed to enhance the integration of new employees: welcome guide, virtual discovery of the entity...



**Welcom'App**  
by Pulse



##### HR PORTAL

A tool for optimizing administrative processes of the HR team.

##### ENTER GAME

Gamification application for enhancing the experience of new employees.



**HACKTHEBOX**

#### HACK THE BOX 2022

How can we offer a leading employee experience while also maintaining an attractive employer brand?



2022 winner

## AXIAN REAL ESTATE

## INNOVATION & INVESTMENTS

### FIRST IMMO

#### HACK THE BOX INNOVATION AWARD

The First Immo team develops and support various innovation-focused activities and projects: hackathons on future offices, opposition courts, discussions, and meetings.



Special Award for  
**INNOVATION**



Learning Organisation  
**AXIAN 2022**



#### FURNISHING AXIAN UNIVERSITY'S NEW CAMPUS

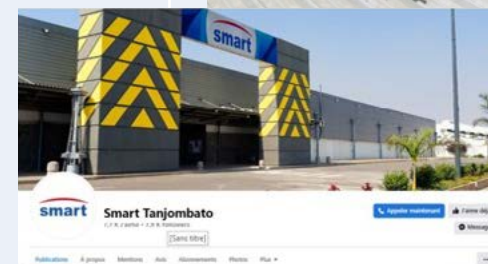
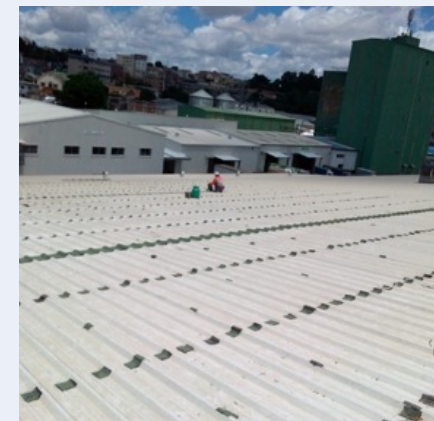
First Immo is at the heart of the redesign project for the new collaborative space in AXIAN University's new campus. Open to all employees of the group, this training facility serves as a **hub for knowledge sharing** and a stepping stone for young individuals entering the professional arena.



### SGEM

#### AUGMENTING CUSTOMER RELATIONSHIPS WITH INNOVATION

To promote responsible operation and provide quality customer service, SGEM has established a mobile-only dedicated to the needs of the top 5 tenants of First Immo. The maintenance specialists in this team intervene to address recurring issues with the leased facilities.



## FOR OUR CONTINENT AND OUR PLANET

The AXIAN Group develops sustainable solutions to support the continent's energy transition. Being committed to sustainable development goals, we measure our impact on people and the planet in order to reduce climate change and preserve biodiversity, alongside the United Nations and stakeholders in our areas of operation.



SHORTCUTS TO SECTIONS

# ENVIRONMENT

The AXIAN Group aims to become leaders in the energy transition of emerging countries across the African continent. We have started and will continue to measure our greenhouse gas emissions and remain transparent in our outcomes. We maximize our efforts to reduce them and actively contribute to the development of local carbon sinks to align with the global strategy to combat climate change.



## OUR CLIMATE VISION

# To become leaders in the energy transitions of our developing markets

In order to fulfill **this vision**, we have defined the following objectives:

1.

Reduce our **environmental footprint** by optimizing the management of electricity, fuel, and waste.

2.

**Increase our investments** in renewable energy sources and expanding their utilization.

3.

Actively participate in the **creation of carbon sinks and biodiversity conservation** through establishing sustainable partnerships.



## OUR GROUP'S APPROACH

## ANNUAL AUDIT OF OUR ENVIRONMENTAL FOOTPRINT

The AXIAN Group is gradually expanding the scope of its carbon footprint assessment carried out in collaboration with the UTOPIES firm. To gather the data, we use a dedicated tool, **TRAACE**, in order to provide our stakeholders with a comprehensive and accurate view of our impact on the communities we serve.

**UTOPIES**®  
**TRAACE**



## ENVIRONMENT

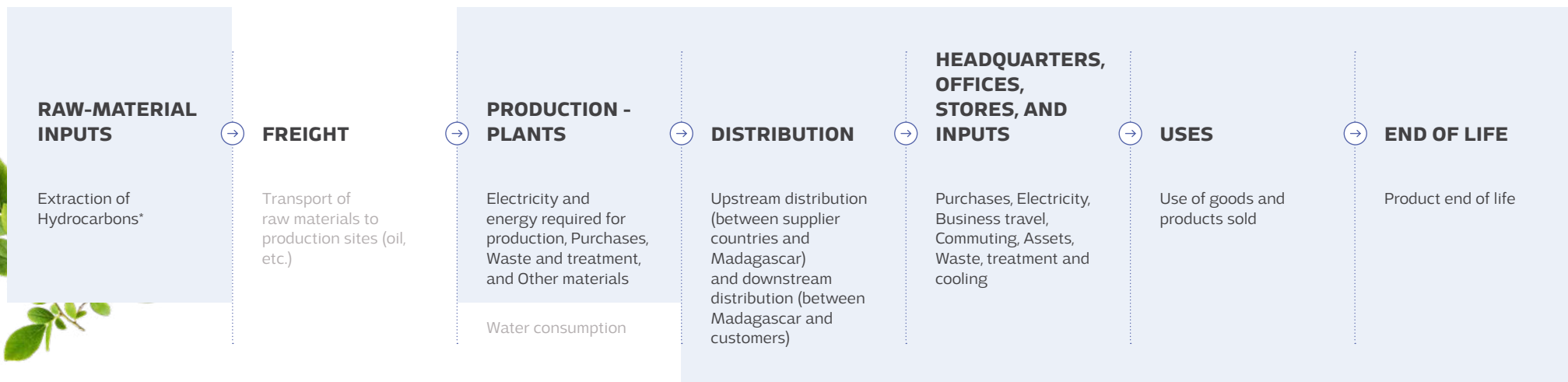
The calculation of carbon emissions caused by AXIAN's activities in the year 2022 has evolved in several ways:

- **The study scope has been expanded:** the activities of Tigo-Zantel, Free, and Ubuntu have been included.
- Certain emission factors, including **energy consumption**, have been updated for greater **accuracy**, in line with statistical data from the International Energy Agency.
- Previously, the Carbon Footprint methodology was applied. This year marks **a transition to the GHG Protocol approach**.

OUR GROUP'S APPROACH

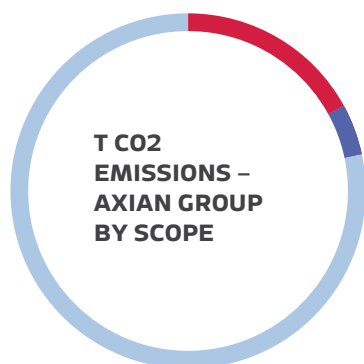
ENVIRONMENT

# SCOPE VS. AXIAN OPERATIONS & PROCESSES



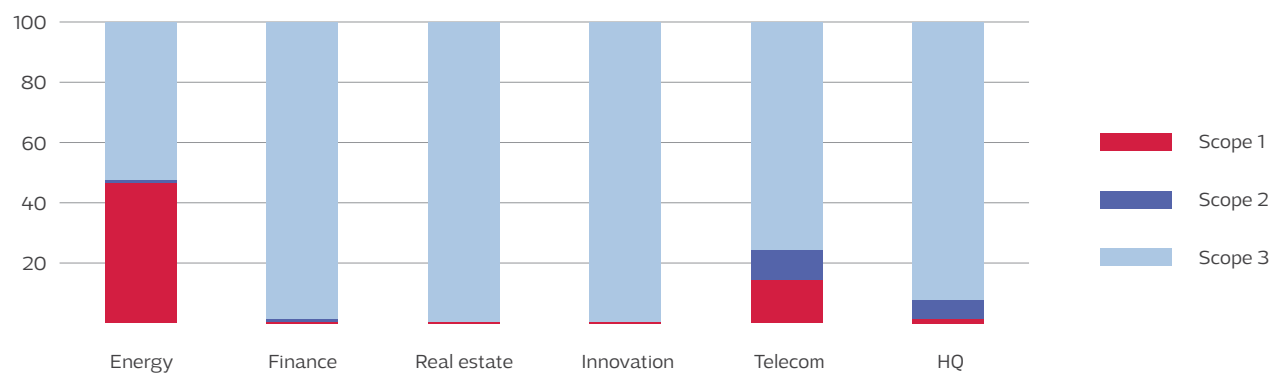
Only raw materials related to hydrocarbons were included in the study with physical data (in liters). Other raw materials or finished products (phones, etc.) are treated as inputs and have been included in the supplier expenses under the emission category 'Sales, stores, offices, and other inputs.'

added to scope beyond scope



17% Scope 1  
5% Scope 2  
78% Scope 3

## EMISSIONS PER SCOPE PER CLUSTER



## OUR GROUP'S APPROACH

## ENVIRONMENT

## METHODOLOGY

**For a comprehensive assessment, Utopies uses two complementary tools:  
The Carbon Balance® V8 spreadsheet + the local FOOTPRINT® model**



### I. « PHYSICAL » DATA

Analysis of physical data using the Carbon Footprint spreadsheet, emission factors from the spreadsheet and from Ademe. We also utilise the Ecoinvent database to access several thousand additional emission factors.

Ecoinvent - the world's most consistent & transparent life cycle inventory database.

For example:

- Employee mobility (km by type of transportation)
- Electricity consumption (total kWh)

These data are then translated into carbon impacts using indicators from reputable databases (Ademe, IPCC, etc.).

### II. FINANCIAL DATA

Developed by UTOPIES, the macroeconomic model LOCAL FOOTPRINT® is based on a hybrid analysis (input-output tables\* + LCA\*\*) and allows for assessing carbon impacts through financial equivalence across the entire supply chain.

LOCAL FOOTPRINT® integrates socio-economic indicators (employment and GDP) and environmental indicators (GHG emissions and raw materials).

For example, expenditures on raw materials are translated into carbon impacts using statistics from the input-output database 'EXIOBASE'.

Thus, when collecting physical data is too lengthy or impossible, LOCAL FOOTPRINT® is an excellent alternative.



European  
Environment  
Agency



PRINCIPLE OF FINANCIAL EQUIVALENCE

X € PAID TO SUPPLIERS



X TCO2E

\* Input-Output Tables (IOT) describe the sales and purchase transactions between producers and consumers in an economy. They illustrate the flows of sales and purchases of goods and services for intermediate and final consumption, recorded by production activities (standard sector-by-sector tables) or by product transactions (standard product-by-product tables)—OECD definition.

\*\* Life Cycle Assessment (LCA) is a standardized evaluation method (ISO 14040 and ISO 14044) used to conduct a multi-criteria and multi-stage environmental assessment of a system (product, service, company, or process) throughout its life cycle.

## OUR GROUP'S APPROACH

# THE METHODOLOGICAL BASIS OF THE GLOBAL LOCAL FOOTPRINT® MODEL

## To model the real world economy as closely as possible

1

## ANALYSIS OF NUMEROUS GLOBAL AND LOCAL ECONOMIC DATA SOURCES

## Purchasing/Procurement



### Consumption/Usage



### Product Trade/Exchange



## Services Trade



### Purchase/Added-Value Coefficient



Tax-to-GDP Ratio/ Salary-to-GDP Ratio



2

## CALIBRATION ALGORITHM BASED ON NATIONAL SPECIFICITIES AND TRADE (IMPORTS/EXPORTS)



		PRODUCTION FUNCTION												CONSUMPTION FUNCTION					
		ARUBA (ARU)				EGYPT (EGY)				ZIMBABWE (ZWE)				ASW		DWT		ZWE	
Country 1	Country 1	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q1	Q2		
	Country 2																		
	Country 3																		
	Country 4																		
	Country 5																		
Country 2	Country 1																		
	Country 2																		
	Country 3																		
	Country 4																		
	Country 5																		
Country 3	Country 1																		
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Country 4	Country 1																		
	Country 2																		
	Country 3																		
	Country 4																		
	Country 5																		
Country 5	Country 1																		
	Country 2																		
	Country 3																		
	Country 4																		
	Country 5																		
Values are in \$1000																			
Source: Davis, 1997, p. 1																			

(7)

## USE OF ENVIRONMENTAL AND SOCIO-ECONOMIC MONETARY EQUIVALENCES

## Jobs and GDP



## GHG Emissions Raw Materials Water



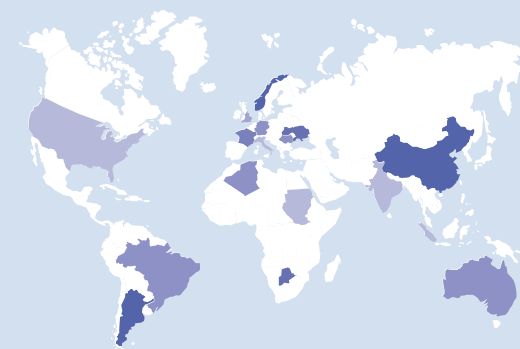
## Biodiversity



## ENVIRONMENT

## A GLOBAL MODEL

220 countries



## OF REGIONAL MODELS

(broken down by region, department and municipality)

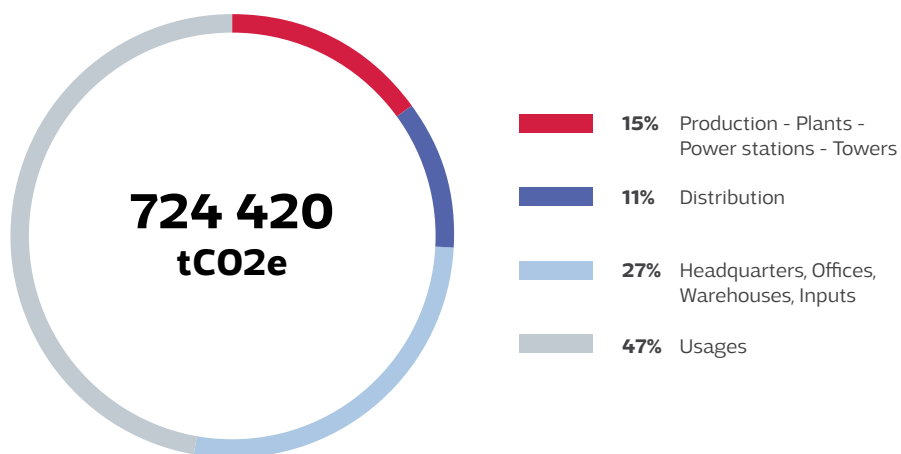


**LOCAL FOOTPRINT®** covers **220 countries** (possible geographical zone grouping) and **380 sectors**.

## OUR GROUP'S APPROACH

## RESULTS

The use of AXIAN's products and services accounts for 47% of the group's footprint, followed by the impact of its offices and inputs.



\*SCOPE excluding the impact of hydrocarbon extraction and the use of fuel by Jovena's customers: approximately **60% of AXIAN Group's environmental footprint** in 2022.

## ENVIRONMENT

COMPANY	TOTAL EMISSIONS – T CO2 E (2022)			
	SCOPE 1	SCOPE 2	SCOPE 3	TOTAL
<b>TOTAL ENERGY</b>	<b>79 122</b>	<b>1 572</b>	<b>88 595</b>	<b>169 289</b>
GES	27 198	39	1 253	28 490
JOVENA	51 385	1 464	84 384	137 233
NEA	485	52	2 224	2 760
WELIGHT	53	18	735	806
<b>TOTAL FINANCE</b>	<b>348</b>	<b>1 212</b>	<b>129 307</b>	<b>130 868</b>
BNI	345	1 210	129 240	130 795
IORS	3	2	67	72
<b>TOTAL REAL ESTATE</b>	<b>59</b>	<b>24</b>	<b>22 529</b>	<b>22 613</b>
FIRST IMMO	50	22	22 168	22 240
SGEM	9	2	362	373
<b>TOTAL INNOVATION</b>	<b>162</b>	<b>67</b>	<b>99 533</b>	<b>99 763</b>
MVOLA	132	12	99 241	99 386
NEXTA	11	22	33	66
PULSE	20	33	259	311
HEADQUARTERS	9	36	533	578
ASS	9	36	533	578
<b>TOTAL TELECOM</b>	<b>43 621</b>	<b>30 924</b>	<b>226 764</b>	<b>301 310</b>
CONNECTEO	6	70	329	406
FREE SENEGAL	1 991	4 018	17 752	23 760
TIGO TANZANIA	6 989	6 250	100 244	113 483
TELMA	1 438	5 433	54 743	61 614
TOGOCOM	18 766	6 881	34 814	60 461
TOM	9 009	8 267	7 686	24 962
UBUNTU	5 423	6	11 195	16 623
<b>TOTAL OVERALL</b>	<b>123 321</b>	<b>33 837</b>	<b>567 262</b>	<b>724 420</b>

## OUR GROUP'S APPROACH

## ENVIRONMENT



## CLIMATE FRESKO



The Climate Fresco is an internationally recognised tool that allows individuals and organisations to grasp the challenges of the climate emergency.

The impact referees of AXIAN group companies in Madagascar attended a training session on the Climate Fresco led by CAP Business Indian Ocean.



FIND OUT MORE ABOUT THE CLIMATE FRESKO WORKSHOP

## CLIMATE AMBITION ACCELERATOR WORKSHOP BY UNGC

Led by the United Nations Global Compact, the Climate Ambition Accelerator aims to amplify credible climate action within businesses of all sizes, sectors, and regions. It is built upon the Science Based Targets initiative and contributes to the Race to Zero campaign.

Participating companies like AXIAN have access to global best practices, peer learning, capacity-building sessions, and training through the local networks of the Global Compact.



## NATURAL CAPITAL NETWORK



This think tank promotes the consideration and integration of natural capital into the planning and development actions of all sectors. AXIAN supports this effort as a co-leader representing the private sector.



The AXIAN Group demonstrates its commitment to biodiversity protection within this global community of leaders who are shaping programs to ensure respect for nature, individuals, and society.



LEARN MORE ABOUT THE FORUM'S SECOND EDITION

## NATURAL CAPITAL FORUM

Mobilisation alongside actors from the non-governmental and governmental sectors during the second edition of the Natural Capital Forum in Madagascar. Participants recognized the urgency to act and identified existing solutions as well as actions to undertake in order to ensure sustainable utilization of natural resources at a national scale.



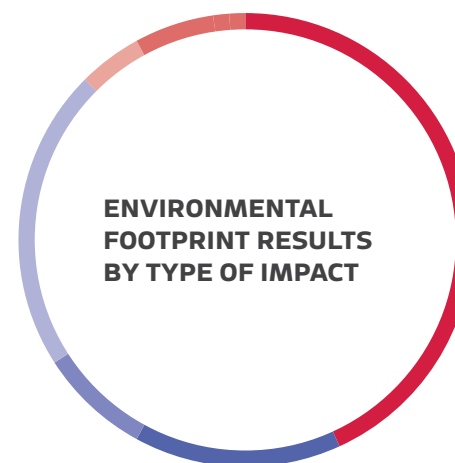
## AXIAN TELECOM

## ENVIRONMENT

## RESULTS

UTOPIES<sup>©</sup>

COMPANY	TOTAL EMISSIONS – T CO <sub>2</sub> E (2022)			
	SCOPE 1	SCOPE 2	SCOPE 3	TOTAL
CONNECTEO	6	70	329	406
FREE SENEGAL	1 991	4 018	17 752	23 760
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UBUNTU	5 423	6	11 195	16 623
<b>TOTAL</b>	<b>43 621</b>	<b>30 924</b>	<b>226 764</b>	<b>301 310</b>

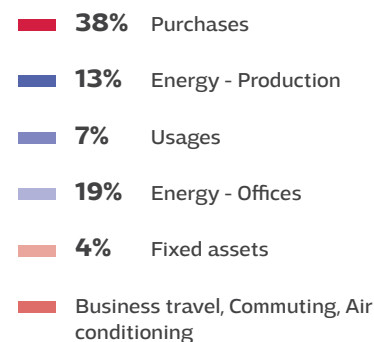


**301 310 tCO<sub>2</sub>e**  
through cluster activity

(vs. 195 173 tCO<sub>2</sub>e in 2021)

34% of AXIAN's impact  
to the restraint perimeter\*  
(vs. 36% in 2021)

**171 tCO<sub>2</sub>e**  
per cluster employee



While the carbon impact is dominated by upstream purchases, we can highlight the significant share represented by energy consumption (diesel & electricity) and uses.

\* excluding the extraction of raw materials and the use of products sold to JOVENA's end customers.

AXIAN TELECOM

ENVIRONMENT

BIODIVERSITY CONSERVATION  
AND SUSTAINABLE NATURAL  
RESOURCE MANAGEMENT

AXIAN Telecom, in partnership with Ibis Consulting, has developed a biodiversity management procedure to comply with the requirements of Performance Standard 6 of the International Finance Corporation (IFC).

This program has been deployed across all subsidiaries of AXIAN Telecom. Both during the design and construction phase as well as during the operational phase, this procedure helps avoid high biodiversity areas. It assesses the impact of the activities of the company on biodiversity and recommends management principles to be followed in accordance with the requirements of the International Finance Corporation.



TELMA

SOLARIZATION OF DATA  
CENTERS

Telma prioritizes the use of green energy for powering its infrastructure.

**410,784,163 Ariary**  
invested in the **solarization** of its  
data centers.

**18 sites** involved

**Solarized Telma shops:**  
Mahajanga Cathedral and  
Tamatave Joffre

M'BALIK SOLAR KITS

These cost-effective domestic solar kits are deployed throughout the entire territory of Madagascar. Easy to use, they help families access electricity in a sustainable and environmentally-friendly manner.



**23,323 households**  
equipped with this  
system across **23**  
regions.

ELECTRONIC RECYCLING  
PROJECT IN PARTNERSHIP WITH  
VALOMADA

Telma continues its ecological efforts to protect the environment by offering the **recycling of electronic items** in its shops. Repairable and reusable devices are later distributed to various associations working in the fields of education and digital inclusion in Madagascar.



REFORESTATION

In partnership with the Bondy association, Telma teams have planted **79,000 trees**, contributing to the restoration of 35 hectares of vegetation.

<b>MENABE</b>	<b>10,000 trees</b> restored across 10 hectares, including 2,500 baobabs
<b>TOAMASINA</b>	<b>15,000 trees</b> restored across 16 hectares
<b>MAHAJANGA</b>	<b>50,000 trees</b> restored across 5 hectares
<b>ANTANANARIVO</b>	<b>4,000 trees</b> restored across 4 hectares



## AXIAN TELECOM

## ENVIRONMENT

## TOM

## REFORESTATION

Partner	Number of trees
CEF Arivonimamo TITA065	2 000
Fikambanana Bongolava Maitso	4 000
Bondy Mangrove	1 079
	<b>7 079</b>



## BIOFUEL

**58% of TOM technical sites are powered by renewable energies** to produce green energy, protect the environment, and add value to the product transformation chain.

TOM encourages the **use of biodiesel** derived from Jatropha oil to fuel generators. Easily exploitable and unsuitable for human consumption, this plant is a preferred fuel source.

**4,700 L**  
of Jatropha products

**14 sites**

## URBAN SOLAR SITES

Installation of solar panels on urban sites that heavily rely on diesel generators.

**9 sites** solarised

**6 concealed sites**  
deployed in 2022

## CONNECTEO

## REFORESTATION

Partnership established with Bondy in Tamatave for a reforestation project.

- Provision of fruit trees to **5 individuals** to launch an entrepreneurial venture.
- Creation of temporary jobs for **4 seasonal workers** engaged in manual labor.
- The reforestation of **1000 plants** resulted in the sequestration of **25,000kg of CO2**.



## ENVIRONMENTAL AMBASSADOR PROGRAM

Connecteo launched a program for developing non-professional skills in environmental protection with identified ambassadors from its workforce. These individuals create diagnostics and projects to raise awareness among employees about energy waste.



**1,000 trees** planted

Creation of **9 jobs**

**17% reduction**  
in electricity consumption in 2022

## AXIAN TELECOM

## ENVIRONMENT

### FREE SENEGAL

#### #Semonslesgrainesdelavenir

In partnership with the NGO LA GREEN FACTORY, Free initiated an environmental education campaign among students from five schools in the suburbs of Dakar. This program promotes civic actions through interactive and educational activities centered around environmental protection.



### TOGOCOM

#### DIGITISING SERVICES

Replacing plastic recharge cards with digital money transfers exemplifies an operator's strategic positioning based on a balance between innovation and environmental responsibility.

#### CONTROLLED ENERGY CONSUMPTION

Togocom prioritizes renewable energy sources that are more environmentally friendly in its daily consumption.



**26% of its former tower site** is connected to the **solar grid**

**9,341 waste** electrical and electronic equipment recycled and valorized by certified organizations

### TELMA COMOROS

#### REFORESTATION

Planting of Mangroves at Lac Salé (North of Grande Comores) and Mwalimdjini Mohéli, in partnership with park managers and associations.

**2,131,500 KMF allocated**

**200 participants**

**Over 3,000 mangroves** planted over an area of **4.6 ha**



#### BIODIVERSITY PROTECTION

Telma Comoros provided financial and logistical support for a **river cleaning day** that traverses the city center of Mutsamudu, in partnership with the municipality, the Active Women's Association of Mutsamudu (AFAM), and the gendarmerie.

**1,150,000 KMF allocated**



## AXIAN ENERGY

## ENVIRONMENT

## RESULTS

UTOPIES<sup>®</sup>

COMPANY	TOTAL EMISSIONS – T CO <sub>2</sub> E (2022)			
	SCOPE 1	SCOPE 2	SCOPE 3	TOTAL
GES	27 198	39	1 253	28 490
JOVENA	51 385	1 464	84 384	137 233
NEA	485	52	2 224	2 760
WELIGHT	53	18	735	806
<b>TOTAL</b>	<b>79 122</b>	<b>1 572</b>	<b>88 595</b>	<b>169 289</b>

## RESTRAINT PERIMETER\*

**169 289 tCO<sub>2</sub>e**  
 through cluster activity

(vs. 149 097 tCO<sub>2</sub>e in 2021)  
**23%** of AXIAN's impact  
 to the restraint perimeter\*  
 (vs. 28% in 2021)

**286 tCO<sub>2</sub>e**

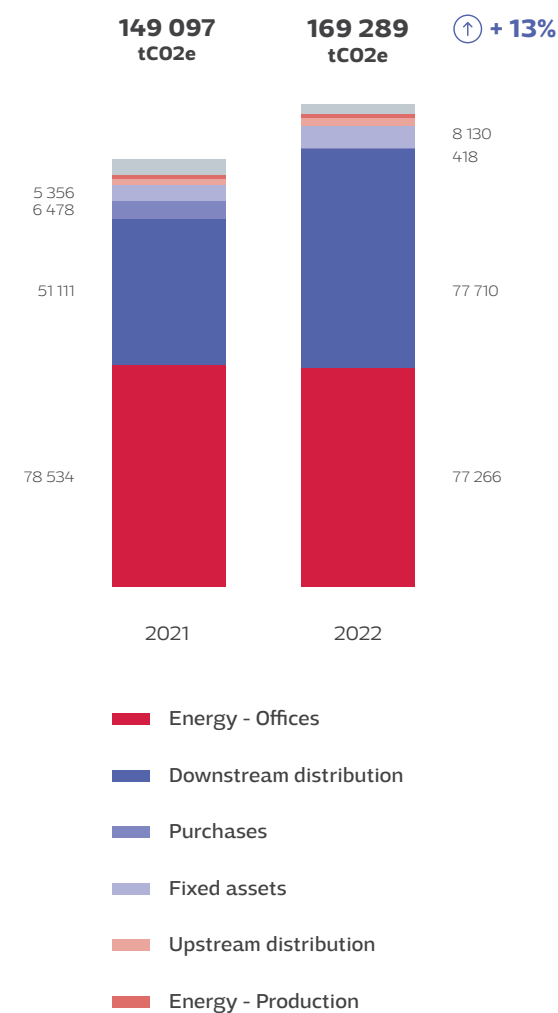
per cluster employee in 2022

**266 tCO<sub>2</sub>e**

per cluster employee in 2021

On a limited scale, diesel  
 consumption for production  
 activities and upstream  
 distribution (maritime) have a  
 major impact.

\* excluding the extraction of raw  
 materials and the use of products sold to  
 JOVENA's end customers.



## AXIAN ENERGY

## ENVIRONMENT

### JOVENA

#### REFORESTATION

Since 2022, JOVENA has been forming partnerships with local associations supervised by international NGOs for the restoration of terrestrial ecosystems and forestland.

- FUP BATAN Federation in the Ambaro and Ampasindava bays.
- DELC Association in Katsepy and Mariarano in Majunga.
- FIVOI MENABE Federation in the Belo sur Tsiribihina delta and the dry forest of Kirindy.



**711,000 young plants have been planted over 84 hectares with the participation of local communities**



**Mangrove restoration in Antrema and Mariarano**



**Planting of seedlings in the Kirindy forest and restoration of mangroves in the Tsiribihina delta**



#### ENERGY CONSUMPTION

Jovena now powers **40%** of its **109 stations** with solar energy.



## AXIAN ENERGY

## ENVIRONMENT

### NEA

#### ENERGY FOR THE COMMON GOOD

NEA lent its expertise to the electrification projects of the H Foundation:

- ANALAKELY Museum: supply and installation of solar, GE, Transformer, and AVR.
- Tuléar: supply and installation of solar equipment.
- PhaGDIs ANTANAMBAO: supply and installation of an OFF-GRID 3 kVA Solar Kit, 1 battery bank 190Ah.
- PhaGDIs MAROLAMBO: supply and installation of an OFF-GRID 3 kVA Solar Kit, 1 battery bank 190Ah.

### WELIGHT

#### REFORESTATION

Reforestation campaigns took place in July 2022 in the Sofia region of Madagascar, in collaboration with the municipality, women's associations, and village communities.



**Over 10,000 trees** were planted by WeLight across **8 villages** that it had electrified.

#### ENVIRONMENTAL UPSIDES

WeLight has a societal mission of bolstering energy inclusion across communities, thereby exerting a positive impact on the environment.

**1.48 MW of electricity**, avoiding the emission of **470 tons of CO2** (H1 2022)

**50,000 beneficiaries** connected to modern and affordable energy technologies

**75% of beneficiaries** have observed a **reduction in noise pollution**.

**910 domestic solar systems** distributed.



### GES

#### REFORESTATION

Planting of 2000 trees in the SAVA region, in cooperation with the local community responsible for monitoring vegetation growth.



GES undertook numerous initiatives aimed at integrating climate issues into entrepreneurial approaches:

- Waste management and recycling.
- Composting of organic materials.
- Production of paper briquettes.
- Plastic recycling.

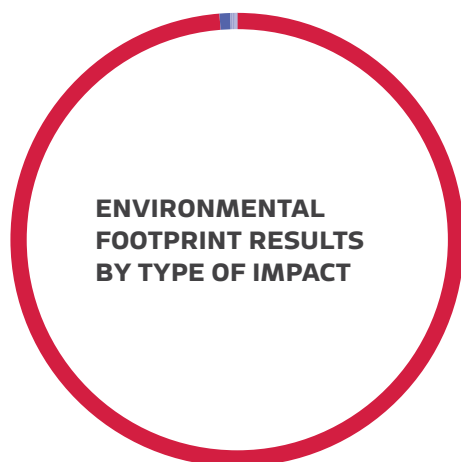
## AXIAN OPEN INNOVATION &amp; FINTECH

## ENVIRONMENT

## RESULTS

UTOPIES<sup>®</sup>

## RESTRAINT PERIMETER\*



**99%** Usages

Purchases

Free Money and Tigo-Zantel advances were included in this cluster. However, it is the use of MVola services that represents the cluster's main source of impact (64%).

### 99 763 tCO<sub>2</sub>e through cluster activity

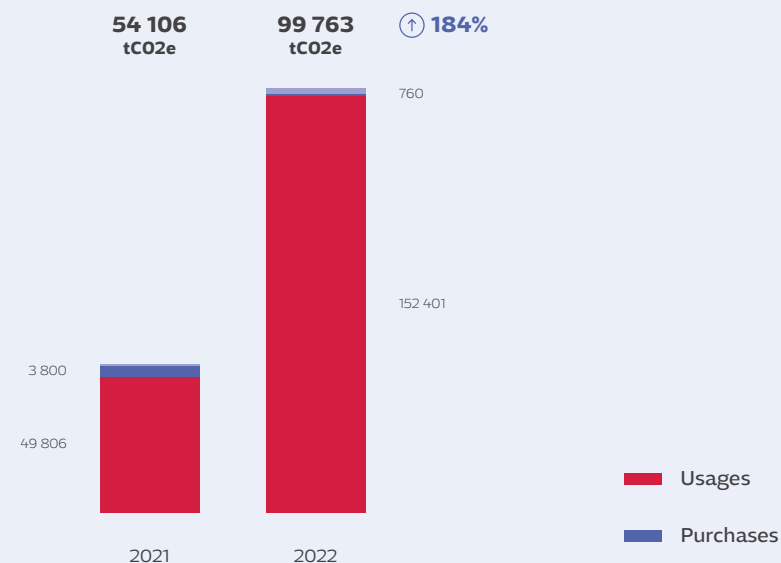
(vs. 54 106 tCO<sub>2</sub>e in 2021)  
21% of AXIAN's impact  
to the restraint perimeter\*  
(vs. 10% in 2021)

**333 tCO<sub>2</sub>e**  
per cluster employee in 2022

**139 tCO<sub>2</sub>e**  
per cluster employee in 2021

Two factors explain the sharp rise in the cluster's impacts: the inclusion of Free Money and Tigo Money advances (53,896 ktCO<sub>2</sub>e), and the sharp rise in the impact associated with MVola advances (98,505 ktCO<sub>2</sub>e in 2022, 49,806 ktCO<sub>2</sub>e in 2021).

\* excluding extraction of raw materials and use of products sold to JOVENA's end customers



COMPANY	TOTAL EMISSIONS – T CO <sub>2</sub> E (2022)			
	SCOPE 1	SCOPE 2	SCOPE 3	TOTAL
MVOLA	132	12	99 241	99 386
NEXTA	11	22	33	66
PULSE	20	33	259	311
<b>TOTAL</b>	<b>162</b>	<b>67</b>	<b>99 533</b>	<b>99 763</b>

## AXIAN OPEN INNOVATION & FINTECH

## ENVIRONMENT



### MVOLA

#### ENERGY CONSUMPTION

MVola has achieved a **-50% reduction in electricity consumption** per employee compared to 2021.



#### WEEKLY EMPLOYEE AWARENESS

- **No email day:** every Friday, teams are encouraged not to send internal emails to reduce digital footprint.
- Training on sustainable use of electrical/electronic supplies.



#### WASTE MANAGEMENT

In partnership with the waste management company SGEM, MVola practices responsible waste management.

- Nearly **250 kg of office waste** (paper, plastics, and cardboard) were sorted and recycled throughout the year.
- Implementation of 'Trocparty': a moment of sharing and collective engagement among AXIAN Group employees to **give new life to objects**. Nearly 200 items were exchanged in 2022.

#### REFORESTATION

**2,500 trees** planted in the region of Andramasina in partnership with the association, Bondy.

**2.5 hectares** of forestry restored

**100 employees** from MVola participated and were educated

**12 sustainable jobs** for project monitoring in Andramasina

**1 beneficiary family** with support measures (e.g. agroforestry training).



### NEXTA

#### SUSTAINABLE PARTNERSHIPS

NextA is committed to environmental protection through:

- Supporting environmentally-conscious entrepreneurs.
- Partnering with the Ministry of Environment and Sustainable Development.

#### REFORESTATION

On World Environment Day, NextA participated as a partner of the Ministry of Environment and Sustainable Development in launching the national campaign for setting up firebreaks on reforested land in Ampangabe.



## AXIAN OPEN INNOVATION & FINTECH

## ENVIRONMENT

### PULSE

#### NEW MADAGASCAR WEATHER SITE

Collaboration between Pulse and various government bodies has led to the development of the application and the new website for Météo Madagascar to support and enhance the agricultural sector.



#### PULSE GREEN TEAM

The Pulse Green Team, made up of dedicated volunteer employees, organized an ecological outing to the Tsaratanana ecovillage in December. This place, stemming from the 'One Family, One Roof' project, aims to create a positive impact and promote sustainable practices.



**386 garments distributed**  
at the ecovillage and nearby

**68 individuals and 16 families** Beneficiaries



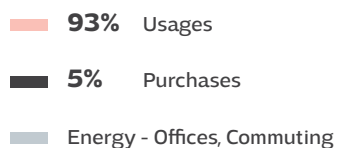
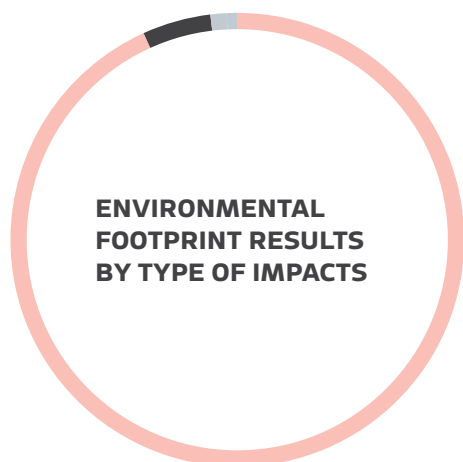
# AXIAN FINANCIAL SERVICES

## ENVIRONMENT

### RESULTS

### UTOPIES®

#### RESTRAINT PERIMETER\*



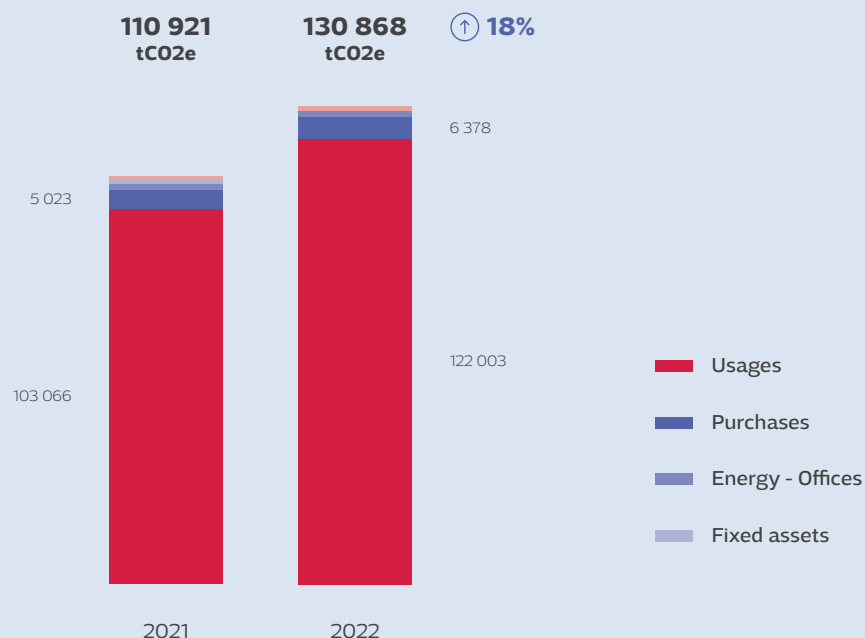
#### 130 868 tCO2e through cluster activity

(vs. 110 921 tCO2e in 2021)  
**18%** of AXIAN's impact to the restraint perimeter\*  
 (vs. 21% in 2021)

**117 tCO2e**  
 per cluster employee in 2022

**103 tCO2e**  
 per cluster employee in 2021

\* excluding extraction of raw materials and use of products sold to JOVENA's end customers



COMPANY	TOTAL EMISSIONS – T CO2 E (2022)			
	SCOPE 1	SCOPE 2	SCOPE 3	TOTAL
BNI	345	1 210	129 240	130 795
IORS	3	2	67	72
<b>TOTAL</b>	<b>348</b>	<b>1 212</b>	<b>129 307</b>	<b>130 868</b>

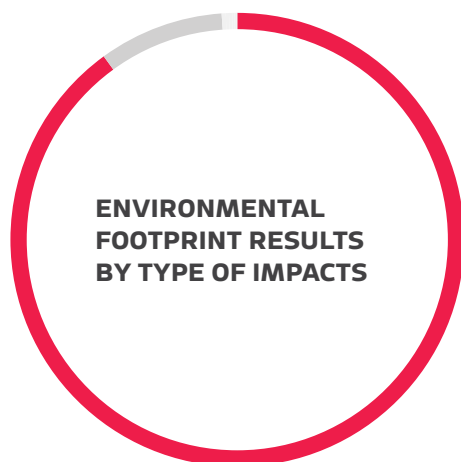
## AXIAN REAL ESTATE

## ENVIRONMENT

## RESULTS

UTOPIES<sup>®</sup>

## RESTRAINT PERIMETER\*



**90%** Usages  
**9%** Purchases

### 22 613 tCO2e through cluster activity

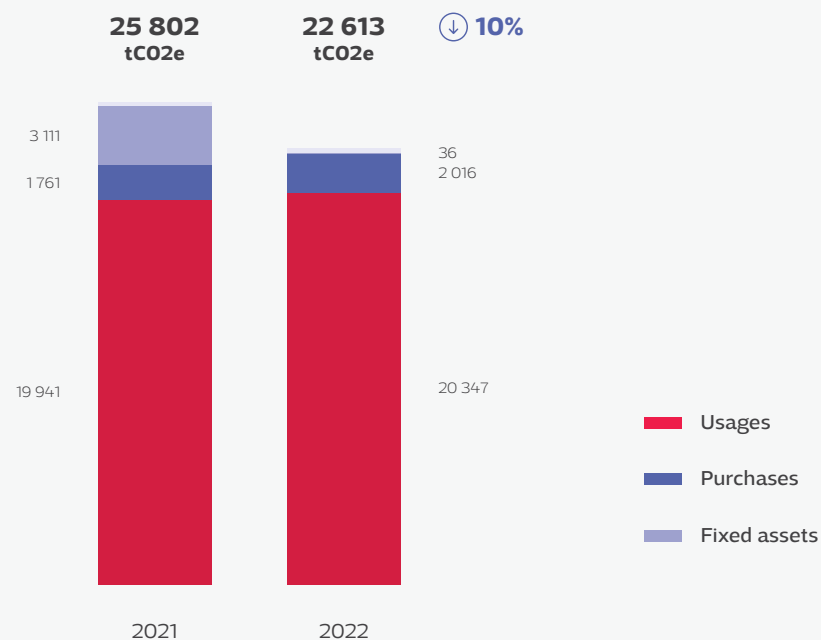
(vs. 25 802 tCO2e in 2021)  
3% of AXIAN's impact to the restraint perimeter\*  
(vs. 5% in 2021)

**90 tCO2e**  
per cluster employee in 2022

**123 tCO2e**  
per cluster employee in 2021

The change in carbon accounting methodology means that the sector's fixed assets are not taken into account. Emissions change little between 2021 and 2022.

\* excluding the extraction of raw materials and the use of products sold to JOVENA's end customers.



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## AXIAN REAL ESTATE

## ENVIRONMENT

### FIRST IMMO

#### ENERGY CONSUMPTION

The solarization of FIRST IMMO buildings contributes to AXIAN's energy transition. A new photovoltaic power plant was installed on the Titan IV building in the GALAXY business zone. This system has helped avoid the emission of 63 tons of CO2 per year while also optimising energy costs.



### SGEM

#### WASTE SORTING PARK

Once collected and sorted by SGEM, the waste from AXIAN-group companies is handed over to associations and recycling companies. After sorting, paper and plastic waste is collected by the FANAVOTANA association, which then upcycles them into artisanal objects for resale purposes.





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