



### SUNNYMONEY HIGHLIGHTS

- The largest seller and distributor of portable, affordable solar lights in Africa
- More than 1.2 Million solar lights sold since 2006
- Operations in Kenya, Tanzania, Malawi, Zambia with Uganda and Senegal coming soon
- All products meet or exceed Lighting Africa World Bank standards.
- SolarAid a leading international charity based in the U.K., owns and funds SunnyMoney.
- Positively impacting the lives of more than 6.5 million people living in off-grid communities.
- Market share 24% in Kenya, 33% throughout Africa.

### ELECTRIFICATION IN AFRICA

- In Africa, 91% of the rural population does not have access to electricity.
  - 86% of population in Kenya
  - 91% of the population in Malawi
  - 86% of the population in Tanzania
  - 81% of the population in Zambia
- There are 110 million off-grid households, representing more than 600 million people
- An estimated 58.3 million people without electricity use dangerous, expensive kerosene or paraffin and candles to light their homes
- Clean, safe, reliable lighting is a contributor towards poverty reduction as it promotes economic/social/educational development and safety



### THE ONLY OPTION FOR LIGHTING

- Families at the base of the pyramid spend up to 25% of household income on kerosene for lighting
- The light is dim and has negative impacts on health (i.e. coughing, eye irritation)
- Well-being (socializing, conducting business, studying after dark)
- Environmentally unsound – A single kerosene lamp emits 1 tonne of CO<sub>2</sub> over 5 years.

### SOLUTION: POWER FROM THE SUN

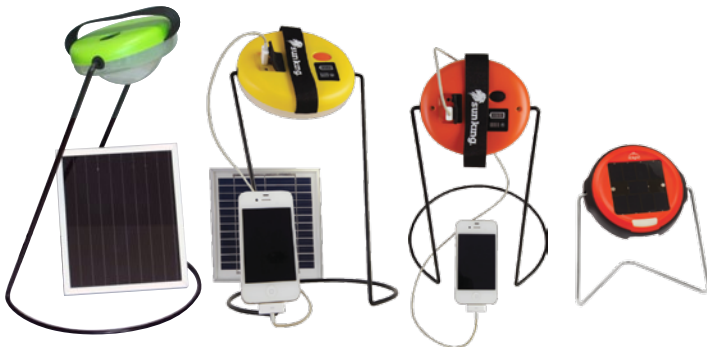
- Improves children's study habits
- Saves the money spent on lighting
- Enables productivity
- Reduces household pollution

### OUR BUSINESS MODEL: THE SUNNYMONEY WAY

- **School Campaigns:** SunnyMoney works with educators/head teachers promoting the sale of solar lights to students. This builds trust and demand
- **Agents:** Independent business people sell and distribute the range of lights throughout their community and beyond
- **Dealers and Shops:** Retailers make money with a selection of solar lights for purchase
- **Powerful Partners:** Businesses, NGOs, suppliers, and governments



### THE POWER OF OUR PRODUCTS



- A range of bright, long-lasting affordable pico (under 10 watts) solar lights, phone chargers and home systems priced between \$10 – \$140
- A solar light can pay for itself within 4 – 12 weeks
- SunnyMoney selects the highest quality solar lighting options available from a variety of manufacturers
- Every products comes with a minimum one year warranty

### PRODUCT BENEFITS

Recent research in SunnyMoney communities indicates:

- **Solar lights save money**, reducing their cost-of-living by 10–20% monthly (an average of \$117/year)
- **Increased income** – significant positive impact on productivity and income generation
- **Increased study time**, children are able to study after dark resulting in two or more extra hours a per night
- **Improved health** – reduced exposure to kerosene's toxic fumes, reduction in coughing, eye irritation and risk of burns
- **Environmental benefits** – reduced CO<sub>2</sub> emission (released when burning kerosene) and improvements in quality of ambient (indoor) air



### TACKLING CLIMATE CHANGE & POVERTY

- SunnyMoney is wholly owned and funded by UK based charity SolarAid
- SolarAid is a leader in off-grid lighting policy development and advocacy
- The charity passionately believes in market-based solutions and builds sustainable markets for solar energy
- For more information visit [www.solar-aid.org](http://www.solar-aid.org)

“Charity money has only one life but if you transform it into social business money, then it becomes a life of eternity.”  
Muhammed Yunus, 2006 Nobel Peace Prize Winner



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