

How to drive the demand-side to better enable rural connectivity in Africa

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**Everyone deserves the
benefits of a modern
connected life**

MTN Core Belief

everywhere you go

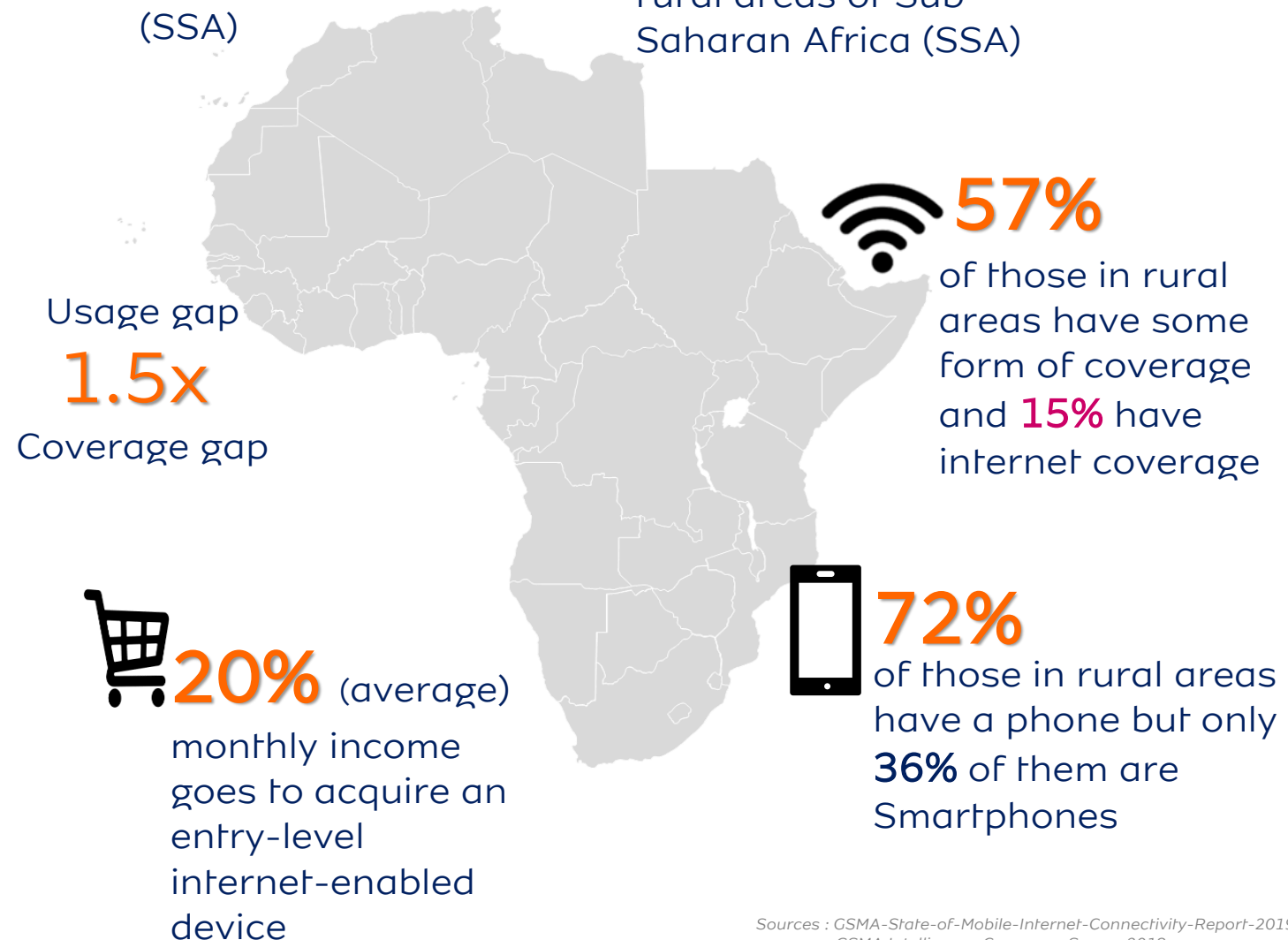


Digital exclusion is significant in rural areas...

Of the 1.02B sub-Saharan population, 60% (612m) live in rural areas and 43% (260m) have no coverage, of those that have coverage, 85% (290m) do not have internet access

 **1.02** billion people in sub-Saharan Africa (SSA)

 **60%** of the 1.02 billion live in rural areas of Sub-Saharan Africa (SSA)



At MTN, to
drive demand
we follow the
CHASE
framework

Coverage



- 400 Rural sites in 9 regions
- >280k Rural people

Handsets



- OEM Partnerships
- KaiOS (Smart feature phone)
- Customer Device Upgrade Program

Affordability



- Aggressive value propositions: *Jara with Data, FreeAfter1, Pulse, Super Sunday...*
- CVM targeted campaigns >8m subscribers

Service
bundling



- Mobile money (MFS)
- Voice, SMS & Data
- Music & Video, Social Media, Gaming

Education



- MTN *Brighter Lives* rollout /iFest program and educational videos
- CSR – 24 ICT Centers

**Connectivity : Mobile Financial
Services : Digital Services**

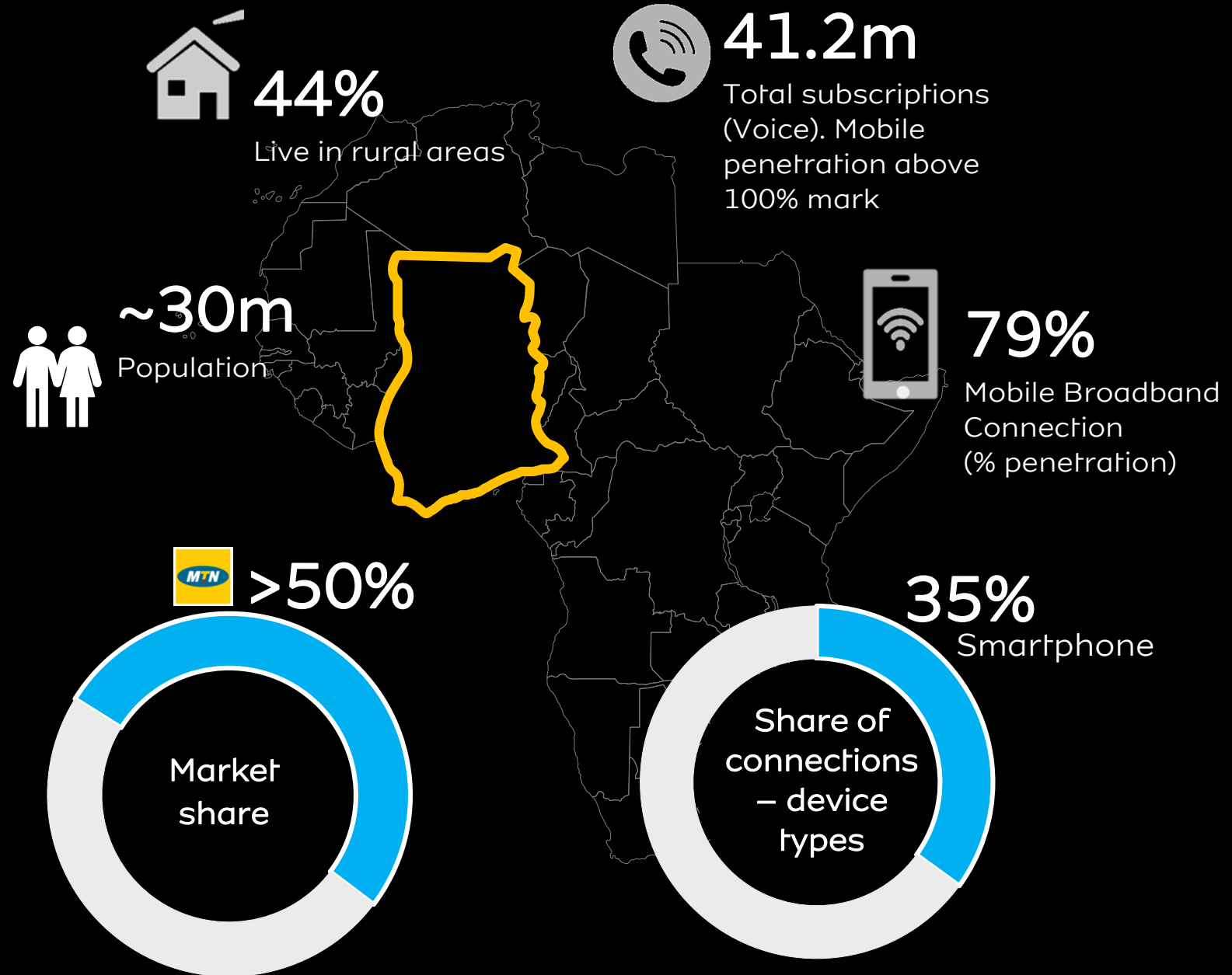
A case study from Ghana on rural connectivity



everywhere you go



Of the ~30m
Ghanaians, 44%
(13m) live in rural
areas and 34%
(4.5m) of those
have no
coverage



1 RuralStar

~3years payback
40% to 60% savings

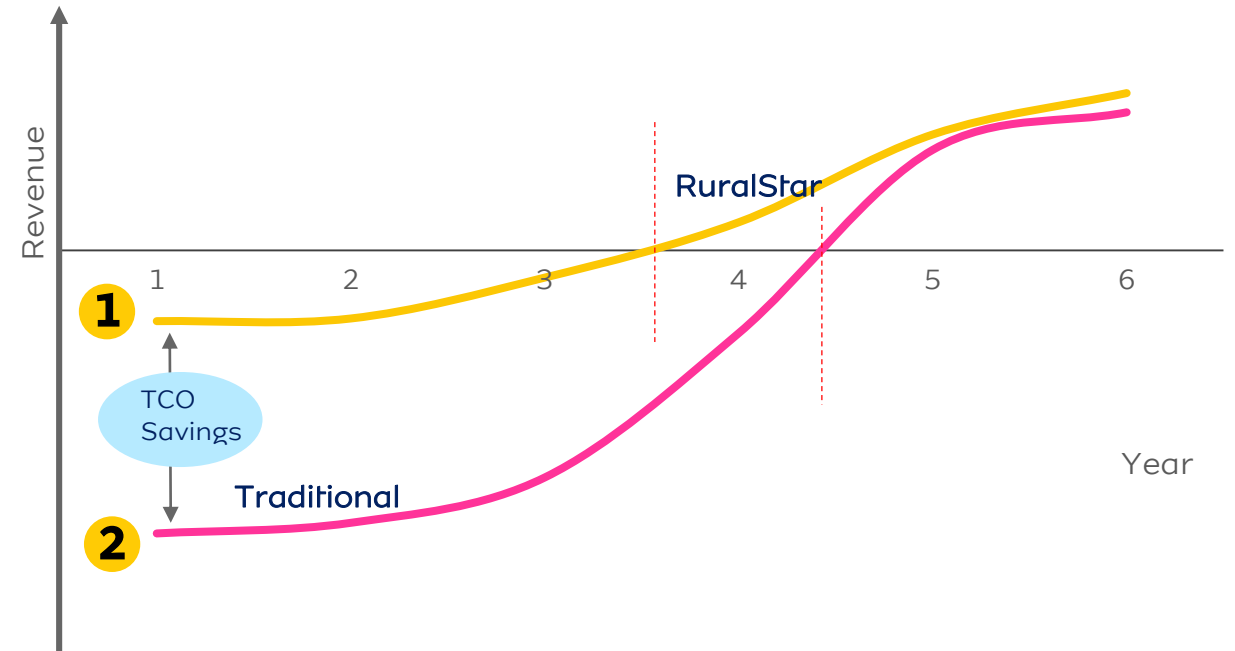
2 Rural

~5years payback
0% savings

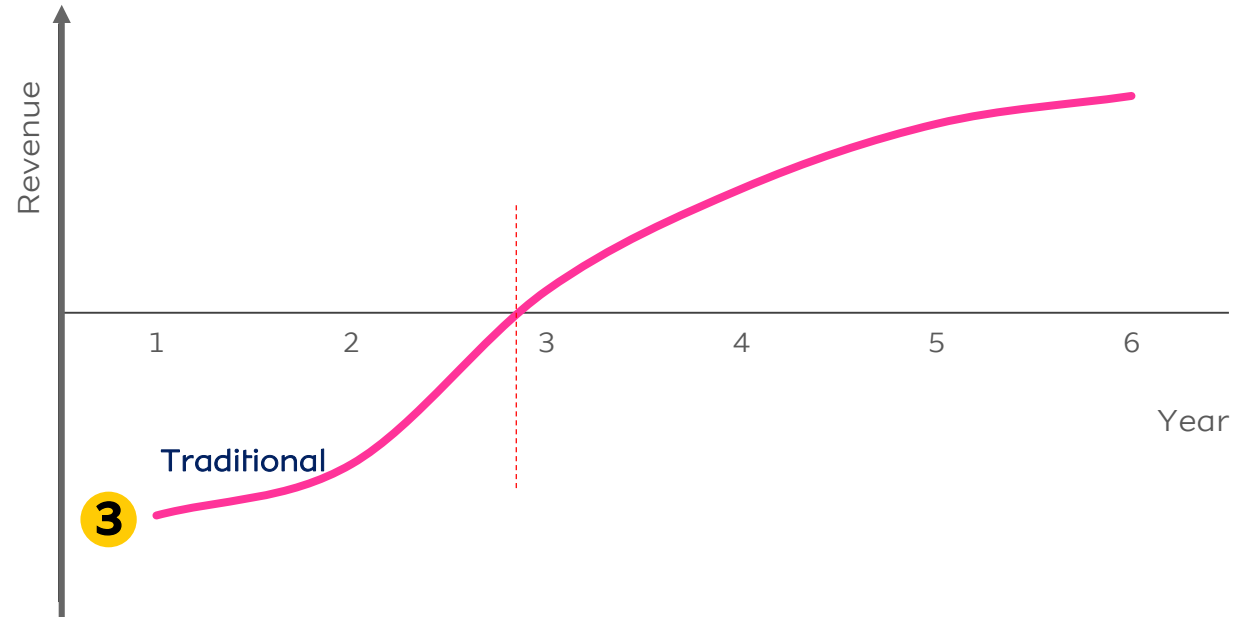
3 Urban

~3years payback

Rural
Scenario

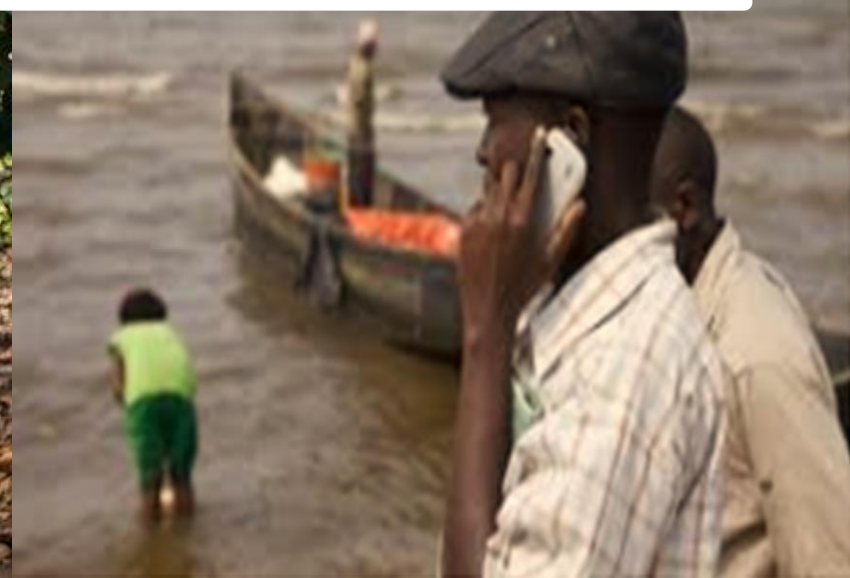


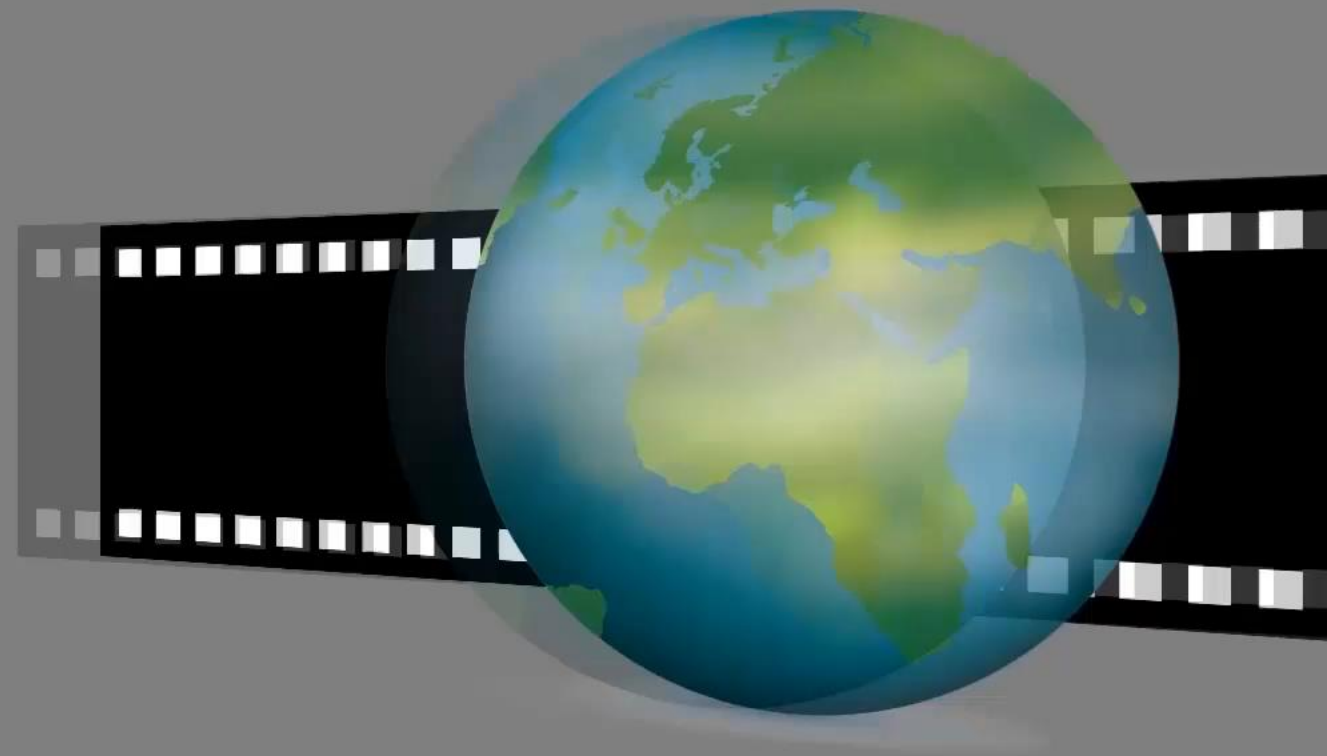
Urban
Scenario





Improving the economics of rural connectivity: MTN-Huawei Initiative Highlights





Key Enablers and Considerations



Low population density



Cost efficiency



Beyond connectivity: MFS



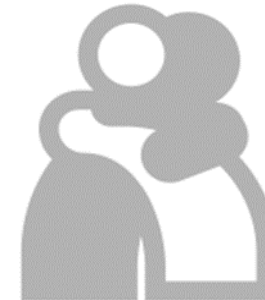
Low affordability



Appetite for social investment



(Partnerships)



**“If you want to go fast, go
alone. If you want to go far,
go together”**

#GoodTogether

Thank you...

