



Empowering Businesses in Africa transition to the Digital Economy

Presentation for:



The Problem

Across Africa and most emerging markets, there are more than **162 million Micro, Small, Medium-scale Enterprises (MSMEs)** who lack the tools to start, manage and grow their businesses



95%
of African Businesses
are MSMEs and
contribute 70% of GDP



80%
of them transact
or trade manually



<15%
could access business
capital to grow

The New Normal: Customers want to **order ahead, shop online** or **on their phones** , **pay** their way, have it **delivered** to their doorsteps and be rewarded for their loyalty

- ❑ Customers are ordering Online now more than ever. Studies show that in the US, as many as **29% of surveyed shoppers state that they will never go back to shopping in person again**; in the UK, 43% of consumers state that they expect to **keep on shopping the same way even after the lockdown** is over.
- ❑ Retail sales of e-commerce shows that COVID-19 has a significant impact on e-commerce and its sales are expected to reach **\$6.5 trillion by 2023**.
- ❑ According to a 2020 IFC and Google report, **Africa's Internet economy is expected to contribute nearly \$189 billion** to the continent's overall GDP by 2025, rising to **\$712 billion by 2050**.

Digistore will empower your business to transition to the digital economy

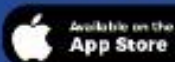


The advertisement features a green background with the Digistore logo in the top left corner. The main headline reads "We support African Business" in white and blue text. Below this, a sub-headline asks, "Do you run a Business or Have a business idea? Let Digistore help you get started or take it to the next level". At the bottom of the green section, it says "visit: www.digistoreafrica.com to setup your business." Below the green section are four small images: a man in a blue shirt working at a sewing machine, a woman in a blue and white patterned dress holding a black bag, a woman in a colorful patterned dress standing behind a counter with several bottles, and a woman in an orange and green apron smiling in a shop.

AN ALL-IN-ONE SOLUTION FOR YOUR BUSINESS



Available for
DOWNLOAD!



Our Solution!

Digistore offers an all-in-one commerce solution which enables business of all sizes to manage and expand their businesses.



Start and manage your business operations with the **Digistore POS business App**

Record sales, receive payments, manage inventory, track business performance and profit margins



Reach more customers and offer loyalty programs with the **Digistore Ecommerce**

Online sales, local and international payments and deliveries integrated, customer and loyalty management



Access a full suite of **Financial Services**

Loans, Insurance, Value-added services

Our Customers



The Beginner

Whether you've got a fresh idea or starting a side business; manage your sales, create your own online store and manage orders from your smartphone.



The Freelancer

For the creative and freelance professionals, manage inflows and outflows ; send invoices and track your business performance anywhere anytime.



The Social Media Entrepreneur

Are you juggling enquiries on prices, colors etc on your social media pages? Create a FREE Online Store and list your products, prices, delivery and avoid the hustle.



The Retail Business Owner

Its time to take your business where millions of customers are. Add an online storefront and reach more customers beyond your location, manage sales and customer loyalty across all channels in ONE place.



The Large Enterprise Financial Institutions and Hubs

Launch, deploy and transform your customer experience across multiple channels and outlets with Fintech as a Service (Faas) from Digistore



The Community Convenience Shop or Paypoint

Get more sales, shop visits, increase how much your customers spend in your shop and make some Extra money with Digistore . Our Customer Success team are only call away to get you started.

Value Proposition

Digistore provides the technology as a service for
Business Growth

Business



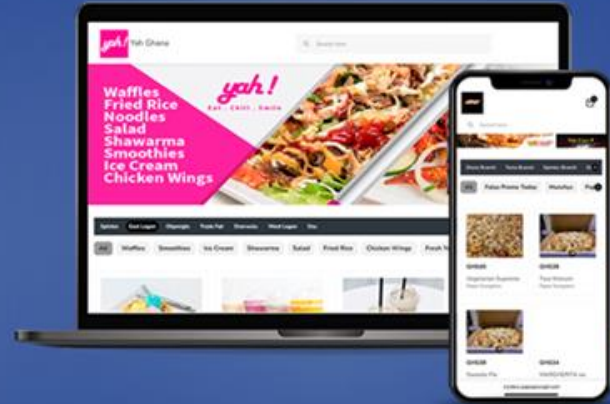
Got a fresh idea or **starting** a side business

Manage your business operations across multiple outlets

Get more sales for your business online

Engage and Reward your customers

Access financial services to expand



Our Platform



Omni channel sales and integrated payments



Seamless Customer Experience and fulfilment



Insights for smart business decisions and expansion

Digistore POS



Payments and Expenses

Accept and Make payments, send and track invoices, expenses and many more



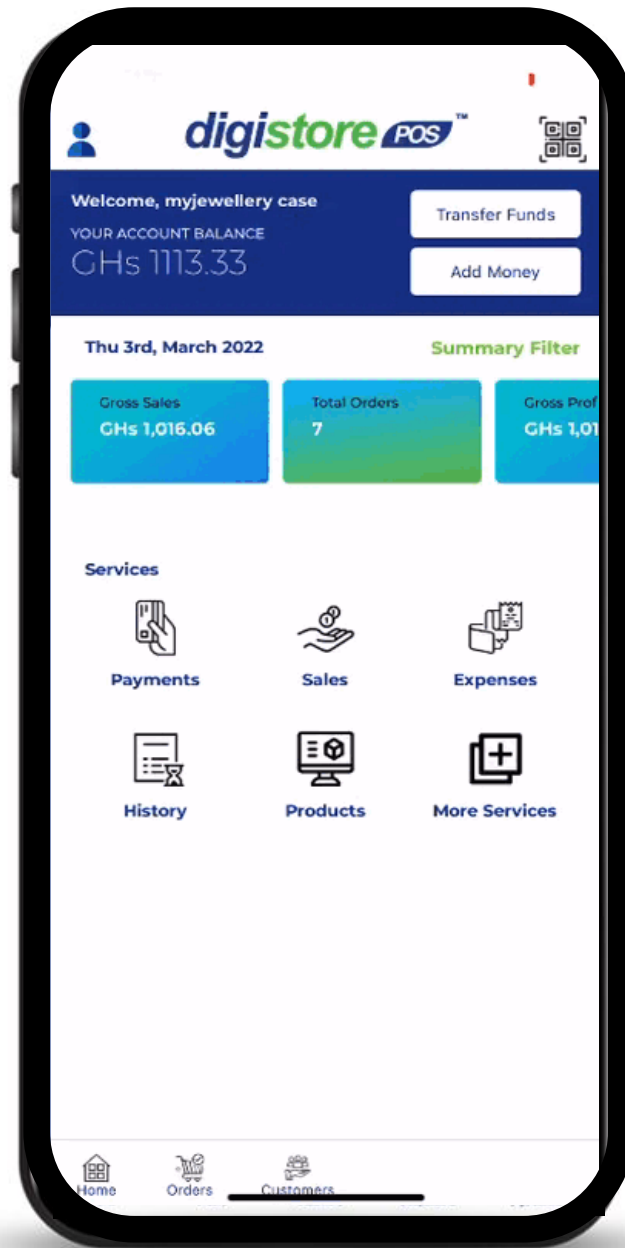
Ecommerce & Deliveries

Setup your own Online Store, Connect Social Media and marketplaces, Book deliveries and track order fulfillment



Manage Sales & Inventory

Manage sales and inventory across your online store, social media, 3rd party marketplaces and In-Shop in ONE place



Business Insights

Know your business - sales, orders, profits, expenses and access financial services - loans, accounting etc to grow your business



Customer & Loyalty Mgmt.

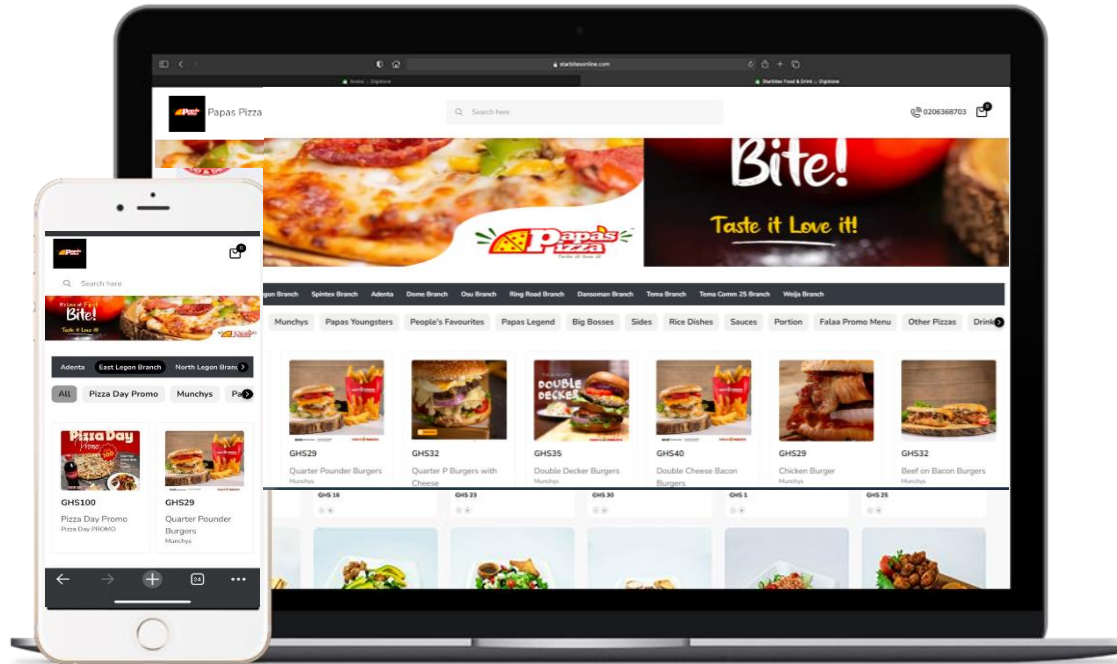
Engage your customers via SMS/Email with new products, discounts, promos and offer loyalty rewards and programs



Earn additional income

Get more shop visits, increase customer spend in your shop and earn extra money in commissions with PayPoint Services

Digistore Ecommerce – Reach more customer with your own Ecommerce Storefront



Your customers can now visit:

www.yourbusinessname.com or [your social media page](#),
click to view your product, buy, pay and have it delivered to
their doorsteps

Sell Online and on Social Media

In just a few clicks



No website developer Required

We've combined website development, payment, shipping and in shop retail management into a ONE solution to create your own Online Store in a few clicks.



Selling on Social Media

Built-in tools to enable you sell and market your products on Facebook, Instagram and WhatsApp Business and Google.



Manage Inventory

Manage inventory across multiple outlets with centralised stock across online , in shop and offline sales. manage staff and expenses all in ONE place



Accept Local and International Payments

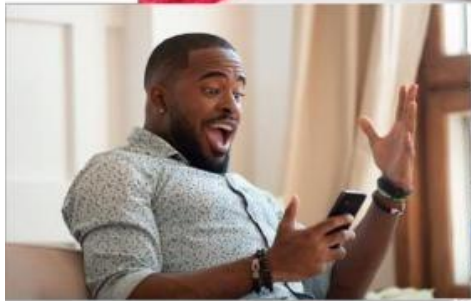
Let Customers pay their own way from anywhere in Africa or the World with their Visa or MasterCard, all Mobile Money Networks and GhQR.



Integrated Pickup and Delivery Service

The integrated delivery service provides on-demand pickup and delivery of your products to your customer's doorstep in express time. World wide shipping supported in partnership with DHL.

Digistore Loyalty – Engage your customers and offer discounts, rewards and other loyalty programs



Our in-built customer loyalty solution enables you to convert one-time customers into loyal ones. Know who your customers are, keep them informed of new offers, promos and discounts and offer personalized loyalty programs with flexible rewards. Choose from offering point-based or discount reward schemes.


Know your customers – Get access to your customer database with contact details purchase trends and spend across all your sales channels

Integrated Loyalty – Easily configure and run a tiered Loyalty points program or the Discount Rewards program and reward your customers. Offer location-based loyalty campaigns.

Targeted Marketing – Keep your customers engaged and informed by sending them targeted Email and SMS campaigns, automated deals on their birthdays, introduce new products, promotions and offer discounts.

Get more shop visits – Offer services that consumers love; such as Airtime Top-Up, Internet bundle purchase, Utility and Bill payments to your product offering and increase new customer visits to your shop.

Digistore Accelerate – Access financial services to Expand your business



ds digistore™

Grow your business with Digistore.
Track sales, receive business insights, and benefit from the many features designed to help grow your business.

visit: www.digistoreafrica.com
to setup your business.

Reach more customers and expand your business across Africa and the world.

Always stay on top of your business performance

Whether you're on holiday or on a business trip, you'll always have real-time Access to your business performance indicators on your Digistore Dashboard.

Access tools to grow your business

Control cash flow – send electronic invoices, receive payments and pay your Suppliers, staff and all expenses in ONE PLACE.

Business Bank Account & Working Capital Support

Access to a business bank account, merchant cash advance or working capital Support to expand your business across Africa, No collateral required.

Flexible Re-payments Terms

Automated daily, weekly or monthly re-payment schedules allows you to repay the loan with a fixed percentage of your daily sales until the total amount is repaid.

Some of our Users



Strong

Partnerships and Integrations



Integrations



Fulfilment Partners



Fintech as a Service (FAAS)



Growth Partners and Supporters



THANK YOU

Join us on this exciting journey to Empower Busines in Africa



The Orangery,
Ground Floor,
La-Bawaleshi Rd, - Accra



+233 30 273 5088
+233 24 950 8892



www.digistoreafrica.com