

RESON18

ENVIRONMENTAL, SOCIAL, AND CORPORATE GOVERNANCE (ESG) IMPACT ASSESMENT REPORT

December 2022



Contents

Executive Summary.....	1
Africa today.....	2
Sustainable Development Goals Linked Impact	4
Goal 1: End poverty in all its forms everywhere.....	7
Goal 3: Ensure healthy lives and promote well-being for all at all ages:	8
Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all:	8
Goal 5: Achieve gender equality and empower all woman and girls:	9
Goal 8: Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all:	9
Goal 10: Reduce inequality within and among countries:.....	10
Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable:	10
Goal 17: Strengthen the means of implementation and revitalise the global partnership for sustainable development:	11
Accelerate Data Connectivity.....	12
Measure Impact Through Bigdata & Qualitative Data	14
Addressing Social Challenges With Big Data.....	15
Platform Economy & Fintech Adoption	15
Partnerships With MNOs To Increase Impact	16

Executive Summary

Reson18 is a targeted mobile consumer insights & fintech platform for emerging markets that enables us to get consumer insights, in return for a tangible benefit to the consumer, most notably free data. The platform resonates with multiple partners in the ecosystem.

Our Purpose is to uplift the next generation.

Our Mission is to make a meaningful difference in emerging markets consumers' lives, reducing inequality and whilst fostering inclusion to those who share in their platform ecosystem.

Our unique point of difference is that we are a new category of platform that's powered by an exponential distribution model that has access to thousands of merchants.

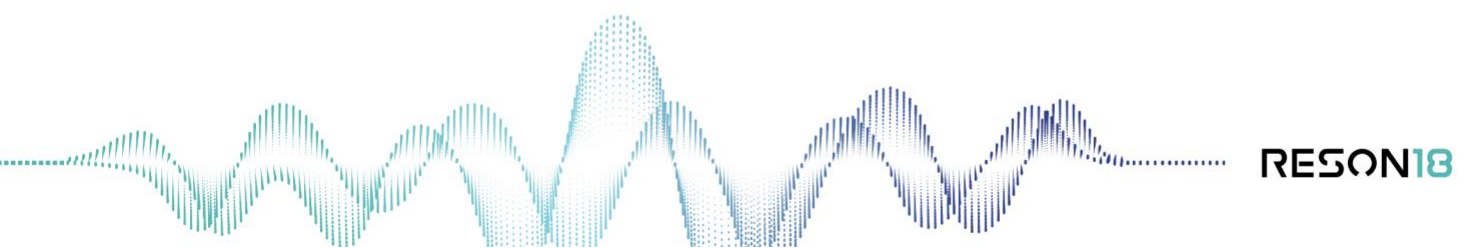
South Africa (SA) alone provides a \$US 50 billion market opportunity and is very much underserved and overlooked by incumbents like Meta, Google, and Apple.

We have created a platform that can solve the biggest challenges by gathering valuable consumer insights and acquire customers faster.

The platform is built, successfully completed a proof of value with more than 300,000 consumers in South Africa (including partners like Kellogg's) and have monetizable agreements in place.

The objective of the lucrative project is to create value whilst also having a positive social impact. The Project aims to effectively to create the following value to key stakeholders over the next 5 years:

- ✓ Gift more than +\$US 1 billion to consumers
- ✓ Pay-out more than \$US 200 million in commission to agents and merchants
- ✓ Create +100,000 jobs and +10,000 new SMMEs - multiplier effect
- ✓ Contribute +\$US 200 million in taxes to government
- ✓ Generate +\$US 3.5 billion revenues
- ✓ Attain a +\$US 2 billion valuation
- ✓ Help to achieve the United Nations Sustainable Development Goals (SDG)



Africa today



1 billion

No or expensive access to the internet



350 million

No bank account



1 billion

No access to credit



400 million

No basic medical insurance



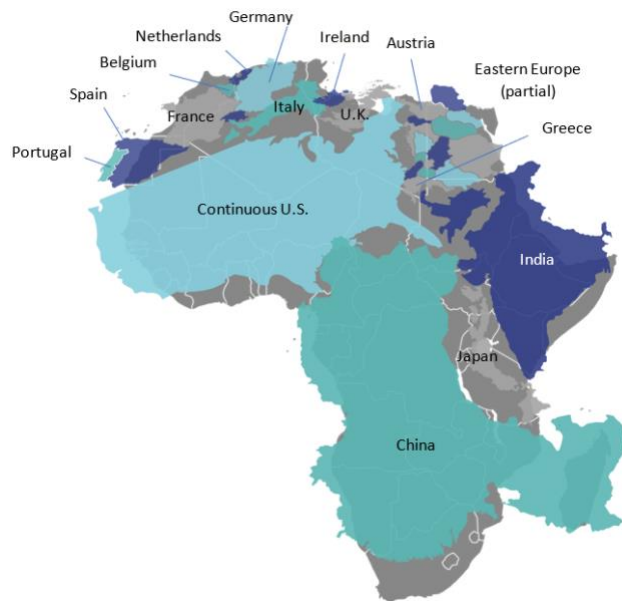
450 million

No access to safe transport



153 million

Cannot read or write



In overcoming Africa's challenges of limited internet access, Reson18 solve universal issues found in emerging markets.

With access to data, emerging market consumers will have access the same information available to consumers across the globe. To illustrate the transformative effect that this could have on the continent. In 2012 [Nicolas Negroponte](#)¹ gave Motorola Xoom tablets to children who could not read or write in remote Ethiopian villages. The tablets were charged with gifted solar charging systems. No instructions were given and the tables where only pre-loaded with basic learning games, books etc. What happened next was extraordinary.

The report will highlight the potential social impact of our venture, as well as our points of differentiation from our partners and other platforms in the ecosystem. We have thoughtfully aligned our impact initiatives to our purpose and the ambitious United Nations Sustainability Developmental Goals ("SDG's").

The founding principal of Reson18 is to always offer true tangible value to the end consumers and free data has been found to be the most impactful reward. The Reson18 platform enables internet access, thereby connecting consumers to markets, information, our affinity marketplace of partners and our fintech services.

¹ Founder of Massachusetts Institute of Technology's (MIT) [Media Lab](#)

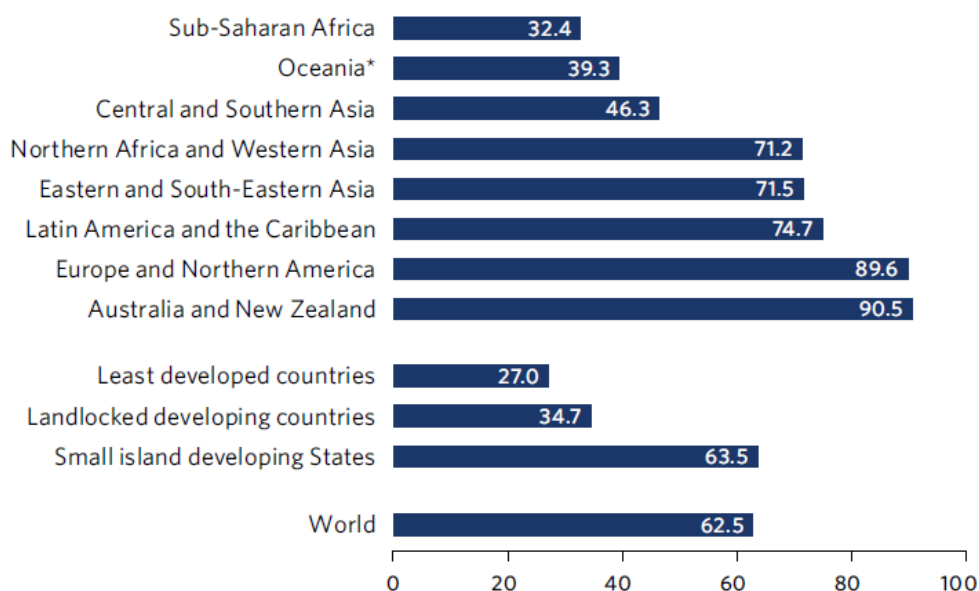
The Internet has become vital for working, learning, accessing basic services and keeping in touch. The latest data show that uptake of the Internet has accelerated. In 2019, 4.1 billion people (or 54 per cent of the world's population) were using the Internet. The number of users surged by 782 million to reach 4.9 billion people in 2021, or 63 per cent of the global population. In 2020, the first year of the pandemic, the number of Internet users grew by 10.2 per cent.

Mobile Data, and hence internet connectivity does fundamentally enhance digital inclusion. The Internet continues to transform the lives of millions of people across the region, by enabling access to life-enhancing services notably allowing education, health, and financial inclusion. This is especially significant, given the historic challenges of accessing essential services by conventional means in Africa.

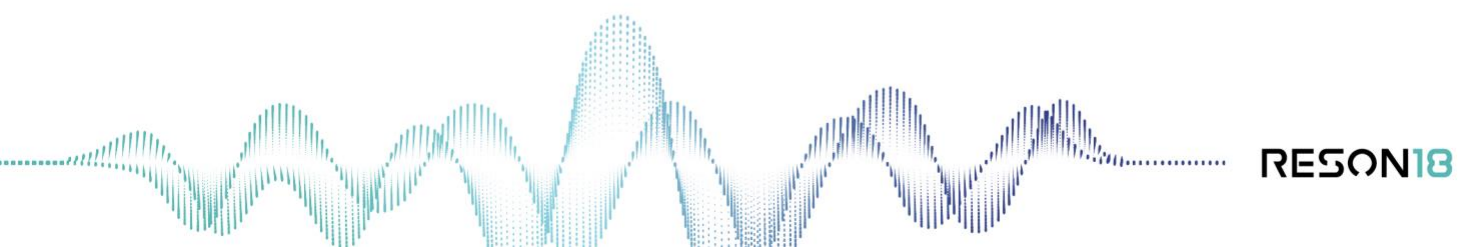
Technological advances continue at unprecedented rates, and whilst these technologies can solve a myriad of social challenges, many people in emerging markets simply cannot access them given the high cost of data.

Although Reson18 has an Africa first approach, we will launch into emerging markets across African, Asia Pacific and Latin America & the Caribbean.

Proportion of individuals using the Internet, 2021 (percentage)



* Excluding Australia and New Zealand.



Sustainable Development Goals

Linked Impact

The global indicator framework for Sustainable Development Goals (SDG) was developed by the Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs) and agreed upon at the 48th session of the United Nations (UN) Statistical Commission held in March 2017. The global indicator framework was later adopted by the General Assembly on 6 July 2017 and is contained in the Resolution adopted by the General Assembly on Work of the Statistical Commission pertaining to the 2030 Agenda for Sustainable Development.

Reson18 provides a powerful tool to help achieve the UN SDG and collaborates with players in the ecosystem to increase their impact. As the 2030 deadline of the UN SDG's approaches, Reson18 plans to play an increasingly important role in accelerating progress. The impact of our venture could be particularly profound in the regions, such as Africa, which face an uphill battle to achieve these goals due to acute resource shortages.

Reson18 meets the key demands that are linked to at least 8 of the 17 sustainable development goals by:

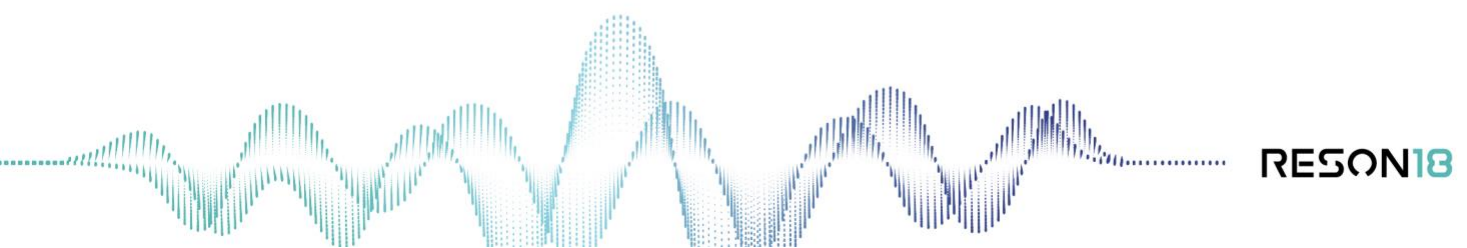
- ✓ **Data access:** Monthly free data gifted through the platform
- ✓ **Digital economy access:** With data gifted, the consumer has access to digital services designed for accessing healthcare, education, security, banking and agriculture to name a few.
- ✓ **Gender equality:** We offer free data to all, and also plan to offer subsidized devices to all in communities.
- ✓ **Additional income:** Agents on the ground can earn more by installing Reson18 app
- ✓ **Promoting local businesses:** We collaborate with Mobile Network Operators (MNOs) to utilize their share of impressions to promote local small businesses through adverts and promotions
- ✓ **Safety and security of communities:** Reson18 platform will provide localised information, that is key for the safety and security of the communities

- ✓ **Relevant information at the right time:** By prioritising lifesaving information, be it health, wellbeing, farming, weather etc. to customers at the right time to take RIGHT action, Reson18 platform can provide “timely” information through its highly programmable platform.



- ✓ Goal 1. End poverty in all its forms everywhere
- ✓ Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- ✓ Goal 3. Ensure healthy lives and promote well-being for all at all ages
- ✓ Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- ✓ Goal 5. Achieve gender equality and empower all women and girls
- ✓ Goal 6. Ensure availability and sustainable management of water and sanitation for all
- ✓ Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all
- ✓ Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- ✓ Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- ✓ Goal 10. Reduce inequality within and among countries
- ✓ Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable

- ✓ Goal 12. Ensure sustainable consumption and production patterns
- ✓ Goal 13. Take urgent action to combat climate change and its impacts⁴
- ✓ Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- ✓ Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- ✓ Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- ✓ Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

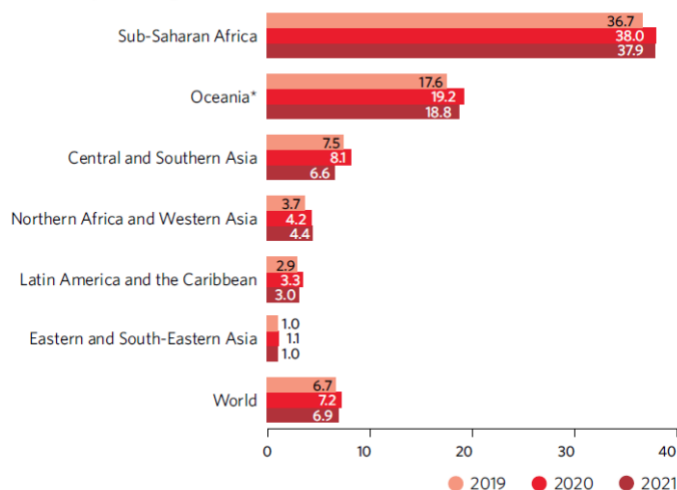


Goal 1: End poverty in all its forms everywhere

Number of people living in extreme poverty in 2022 is projected to be between 657 to 676 million people (up from 581 Million pre-Covid19 projection).²

The COVID-19 pandemic has put steady progress in poverty reduction over the past 25 years into reverse, with the number of people in extreme poverty increasing for the first time in a generation. Now, rising inflation and the impacts of the war in Ukraine may derail progress further. The combined crises could lead to an additional 75 million to 95 million people living in extreme poverty in 2022, compared with pre-pandemic projections.

Proportion of the employed population living on less than \$1.90 a day, 2019–2021 (percentage)



Reson18 has access to tens of thousands of airtime agents that typically sell data and airtime to pay-as-you-go consumers at kiosk, spaza shops etc. In our distribution model we utilise these agents that make a small percentage profit on airtime and data sales. The agents charge the end user an admin installation fee that represents a fraction of the immediate data reward value (**data reward is typically 200 to 500 MB per month**). Agents can expect to earn an additional profit of between \$0.25 to \$0.75 per install. If an agent achieve an average of 30 installs per day the agent can expect **profits between \$7.50 to \$ 22.50 per day**, which represent more than double of what the agent currently earn. The agents also sign up friends and family as new agents, thus increasing employment.

² United Nations Sustainability Goals Report 2022)

Goal 3: Ensure healthy lives and promote well-being for all at all ages:

Covid19 is threatening decades of progress in global health. 22.7 Million children missed basic vaccines in 2020 (3.7 Million more than in 2019) ³

The Reson18 platform can be used to distribute public awareness on health and well-being, address the “pandemic” of misinformation, whilst not using up gifted data. It will also enable surveys in exchange for consumer data rewards to gather more information about health challenges.

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all:

147 Million children missed over half of in-person instruction in 2020 to 2021 ⁴

Reson18 is passionate about **quality education** and with access to data, consumers have the same access to internet resources, including quality education, as consumers in so-called “first-world countries”. Reson18 will also promote zero-rated education solutions on offer in the consumers area.

³ United Nations Sustainability Goals Report (2022)

⁴ United Nations Sustainability Goals Report (2022)

Goal 5: Achieve gender equality and empower all woman and girls:

Woman accounted for 39% of total employment in 2019, but 45% of global employment losses in 2020⁵

A significant portion of the airtime agents are female. Our application is able to generate additional income which in turn creates greater opportunity for independence and equality. The platform also offers opportunity to strengthen the message of **gender equality** in Africa by running strong visual campaigns.

Goal 8: Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all:

Global unemployment is set to remain above pre-pandemic levels until at least 2023⁶

The informal economy accounts for a large part of the mobile ecosystem in Africa. The agent distribution model has a significant contribution to **economic growth**. These agents use this sales role as a stepping-stone to greater **decent work** opportunities. Reson18 also reduces the default risk of financed handsets using the advertising platform, thus more people can afford a smartphone as it addresses the hefty upfront cost. Every Smartphone purchased in a country has over a \$ 3,000 contribution to the country's GDP enabling greater economic growth. Reson18 will contribute to economic value added by creating additional jobs (directly and indirectly) and help drive smartphone adoption thereby increasingly benefits from the improvements in productivity and efficiency brought about by the increased take-up of internet connections.

⁵ United Nations Sustainability Goals Report (2022)

⁶ United Nations Sustainability Goals Report (2022)

Goal 10: Reduce inequality within and among countries:

The Covid-19 pandemic has caused the first rise in between country income inequality for more than a generation. 5,895 migrants lost their lives in 2021 (the deadliest year since 2017) ⁷

The digital divide between rich and poor can only be bridged by making data more affordable or free and by subsidizing smartphone handsets. Reson18 could be key in **reduced inequalities**, and we strongly believe a person in Africa with data on their phone can access as much information as anyone in the world. There is no better example than Julius Yego from a village in Kenya that learned Javelin using the internet and YouTube to ultimately become the Javelin World Champion in 2015. Watch video here

Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable:

Leaving no one behind will require an intensified focus on 1 Billion slum dwellers ⁸

The region with the highest percentage of slum dwellers is sub-Saharan Africa, where more than half the urban population live in slums.

The advertising impressions can also be used for regional advertising, pre-promotion and communication of ESG linked projects. The platform will at a later stage also offer community members the ability to promote their services and products to their closest community. This is a highly effective, targeted, and affordable way to promote small local enterprises, which is much needed in African communities that will lead to greater **sustainable cities and communities**.

⁷ United Nations Sustainability Goals Report (2022)

⁸ United Nations Sustainability Goals Report (2022)

Goal 17: Strengthen the means of implementation and revitalise the global partnership for sustainable development:

Rising debt burdens threaten developing countries pandemic recovery. Debt to Gross National Income (GNI) ratio rose sharply in Sub-Saharan countries from 23.4% (2011) to 43.7% (2020).⁹

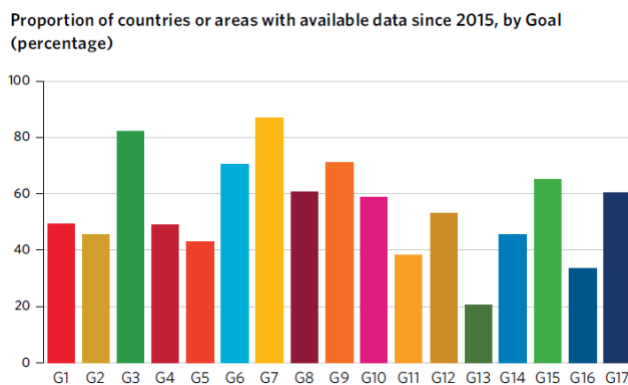
Each month as the consumer opts in again the Reson18 can do a short survey before the data is gifted. Overlay this data onto location data on the platform and you have rich data that can enhance Global Partnership for Sustainable Development. These surveys cost a fraction of conventional information collection methods. Reson18 supports the GSMA's Big Data for Social Good (BD4SG) programme

All of the above ties into the United Nations **Partnership for the Goals** initiative.

⁹ United Nations Sustainability Goals Report (2022)

Accelerate Data Connectivity

Considerable progress has been made in the availability of internationally comparable data for SDG monitoring: the number of indicators included in the global SDG database increased from 115 in 2016 to 217 in 2022. However, significant data gaps still exist in terms of geographic coverage, timeliness and level of disaggregation. This gap exists mostly in emerging markets, particularly Africa.

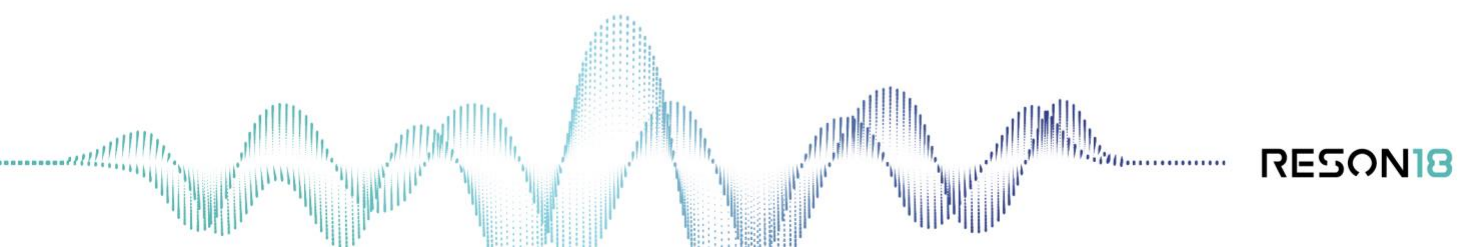


Through the monthly Reson18 questionnaire (when new rewards are gifted) information can be collected around all United Nations Sustainability Developmental Goals. **Reson18 can assist, even just in a small way, to understanding the impact of these sustainability goals.**

Reson18 accelerates data connectivity for Africa’s low-middle income demographics, which is a challenge for Mobile Network Operators (“MNO’s”). Our partnerships with the MNOs enables them to cost effectively reach low-middle income demographics due to our innovative technology and acquisition strategies.

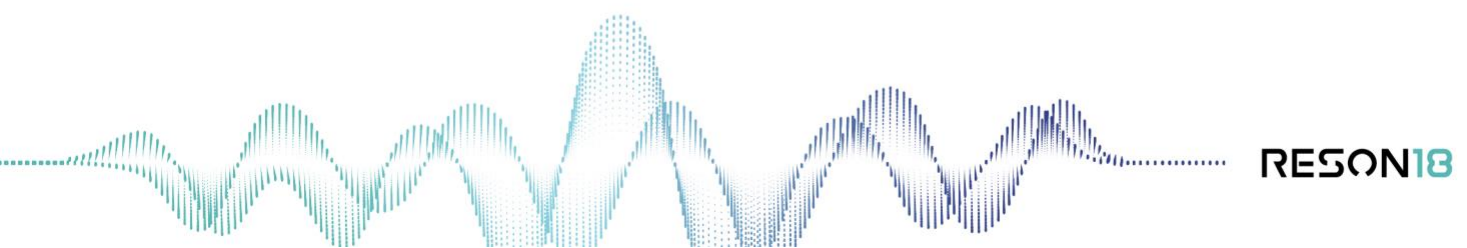
We create more impact by collaborating with MNO’s in the following ways:

- ✓ With our leadership team’s experience, Reson18 offers agility to pivot and update services based on customer feedback, while measuring the impact.
- ✓ Telecommunication companies are not incentivized to build products and services that will increase their impact above and beyond the access to networks; these companies also lack the capabilities to adapt to changing needs and have high cost structure to provide affordable services to the low-middle income population.



- ✓ 200 to 500 MB free data monthly to all of our active users enables great mobile internet adoption for those who battle to afford it; hence offering access to life-enhancing services such as mobile health, agriculture, education, money etc.
- ✓ Our ability to use data driven decisions on serving high value, localized and relevant advertisements and information, provides customers access to locally relevant content, offers and services. Access to localized information and services helps promote local businesses and share key information among communities.

By increasing the penetration of Smartphones, through its strong partnership with banks and retail companies enabling sale of subsidized Smartphones to low-middle income demographics

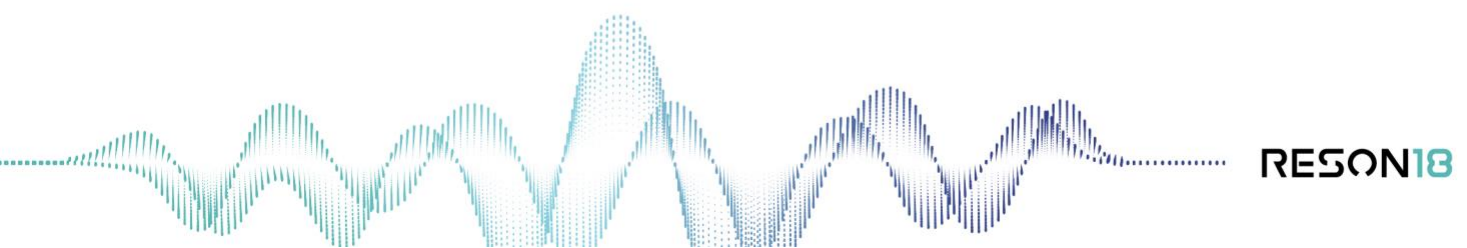


Measure Impact Through Bigdata & Qualitative Data

As the world slowly emerges from the crises of the last couple of years, timely, disaggregated and high-quality data is more important than ever. What is needed now is further investments in data and information infrastructure, drawing from lessons learned during the pandemic. The objective is to get ahead of the crisis so that we can trigger more timely responses, anticipate future needs, and design the urgent actions needed.

Reson18 will leverage both qualitative and quantitative data to measure their impact whilst adhering to the broad guidelines of the GSMA's Big Data for Social Good (BD4SG) programme. While the number of active users on the platform provides a high-level impact by leveraging free data, big data analytics and qualitative surveys will provide more in-depth analysis of HOW:

- ✓ The number of active users on the Reson18 platform is a direct measure of the impact of having access to mobile data.
- ✓ Usage analytics on how customers use their data provides a powerful way to assess the impact at a granular level of the SDG's.
- ✓ Regular surveys to measure the impact of free mobile data on overall wellbeing, socially and economically.



Addressing Social Challenges With Big Data

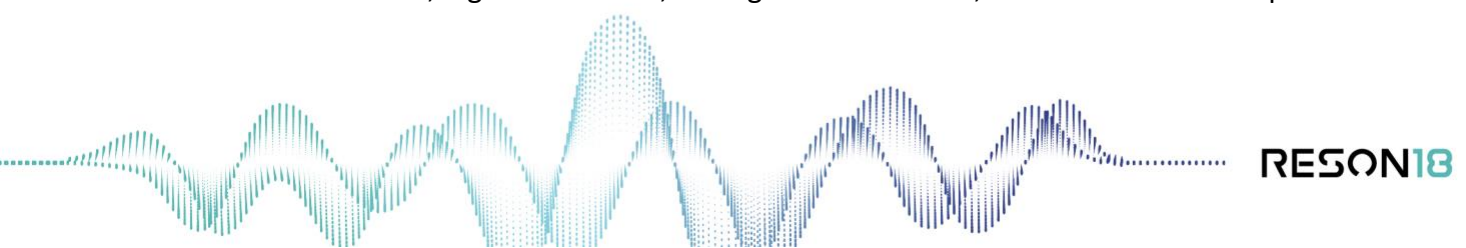
The application of mobile big data for social good use cases are still at an early stage in Africa. However, the potential impact is significant given the rapid adoption of mobile technologies and the lack of sufficient relevant data to support efficient solutions and actionable insights. The GSMA's Big Data for Social Good (BD4SG) programme, is facilitating collaboration among stakeholders in the ecosystem and creating awareness of the potential of mobile big data solutions to help governments, public agencies and the development community capitalise on the opportunity.

Platform Economy & Fintech Adoption

Mobile-enabled platforms are increasingly disrupting traditional value chains in different verticals across the region. These platforms, mostly developed by a rapidly expanding local tech start-up environment, aim to eliminate inefficiencies in conventional business models, as well as extend the reach of services and provide greater choice to consumers. Four key verticals on which mobile platforms are having a significant impact are financial services, commerce, transport, and logistics.

Reson18 enables Fintech companies to increase adoption and create higher impact:

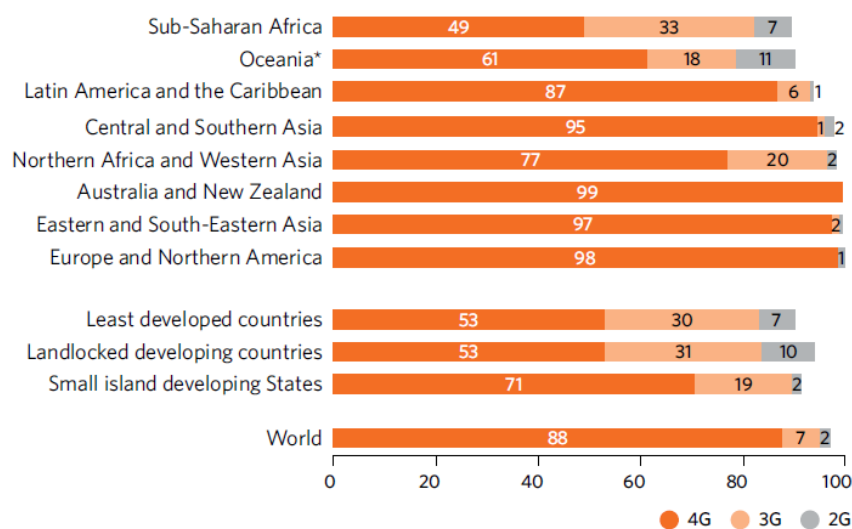
- ✓ Reson18 accelerates mobile connectivity, enabling Fintech companies to increase their adoption rates; without services such as Reson18, Fintech can only access customers who already have mobile internet connectivity. Also, FinTech's currently increasingly compete with telecommunication networks that want to provide contending services.
- ✓ Reson18 integrates with mobile wallets, mobile money, and other digital services to enable customers to access life changing financial services with the free data offering.
- ✓ Reson18, thereby collaborates with other innovators in digital ecosystem such as Fintech, mobile health, digital education, and agriculture sectors, to accelerate their impact.



Partnerships With MNOs To Increase Impact

Mobile Network Operators (MNOs) in African are key to provide the infrastructure needed for digital innovation and have made great progress in increasing mobile 3G coverage as well as upgrading to 4G and 5G. By 2025 penetration in Africa will be at 90% with over 300 million 4G and 35 million 5G connections.

Population covered by a mobile network, 2021 (estimated), (percentage)



*Excluding Australia and New Zealand.

Note: The values for 2G and 3G networks show the incremental percentage of the population that are not covered by a more advanced technology.

Despite these achievements, due to either only single provider access or low levels of competition among internet and mobile providers, Africans are charged 3.5 times the threshold considered affordable for mobile data. This equates to an average of 7.1% (as opposed to an affordable rate of 2%) of their monthly salary for 1 Gigabyte of mobile data.

Africa’s population is incapable of connecting to the internet, despite improved mobile network coverage, because of affordability. Innovations in digital banking, money, health, and education that are core to achieving SGD’s but cannot be achieved when underserved communities in Africa have no or very expensive access to data.

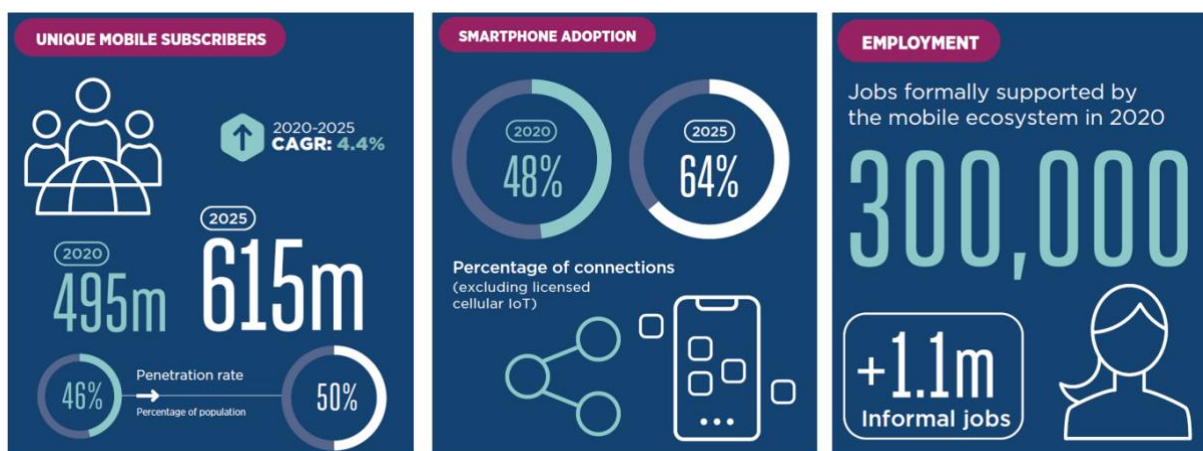
Through deployment of high-performing mobile networks, Telecommunication companies provide the foundations for the digital economy and act as catalyst for innovative products



and services. They drive impact through their investments in infrastructure and network enhancements. This investment has helped achieve significant impact in the past decade, but not enough to enable the UN's Sustainability Developmental Goals.

Significant shifts across all SDGs will be addressed by digital innovations that can be developed on the network connectivity foundations that enable access to services in a cost-effective way.

Reson18 can accelerate the reach and increase the impact of mobile data for low-middle income families in Africa.



The growth in the number of unique mobile subscribers in Sub-Saharan Africa is expected to grow significantly over the coming years. By the end of 2020, 495 million people subscribed to mobile services in Sub-Saharan Africa, representing 46% of the region's population – an increase of almost 20 million on 2019. With more than 40% of the region's population under the age of 15, young consumers owning a mobile phone for the first time will remain the primary source of growth for the foreseeable future. Access to this young up and coming consumer base is very attractive to numerous industries.

By 2025 unique mobile subscribers will increase to 615 million people with 50% penetration. Smartphone adoption will increase from 48% to 64% with a Compound Annual Growth Rate (CAGR) of 4.4%.

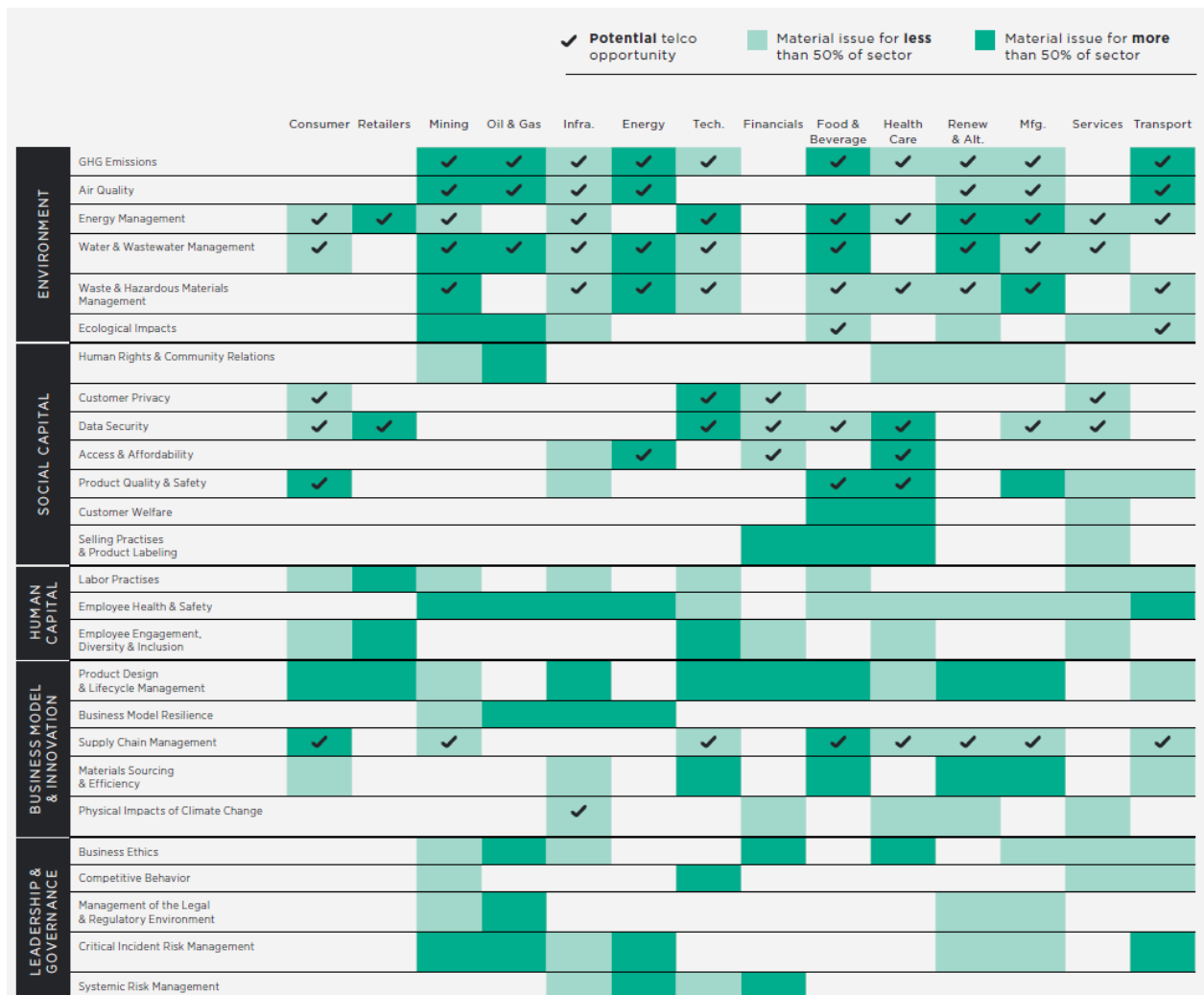
Over the period 2020 to 2025 smartphone adoption will increase from 48% to 64%. The addressable market by 2025 in Sub-Saharan Africa for Reson18 will therefore be 393.6 million consumers (unique mobile subscribers with smartphones). If we add North Africa and other emerging markets this figure increases substantially.



Reson18 will also enhance the 300 thousand formal and 1.1 million informal jobs by supporting a more sustainable and richer ecosystem.

Whilst MNOs constantly strive to reduce customer churn, increase revenue, and improve loyalty, they are rarely successful in emerging pre-paid markets. More importantly extend their own ESG impact in the ecosystem

Potential for parting with MNOs to enable multiple sectors to solve their ESG challenges ¹⁰:



¹⁰ BCG analysis based on interviews, media research, SASB