



www.farmersprideafrica.com

Marketplace platform For Smallholder Farmers

- ▶ A one-stop online-to-offline marketplace that provides village level farmers to quality agricultural inputs, training, and credible agriculture services from their local communities to ensure sustainable increased farm production and increased incomes.
- ▶ Our DigiShop technology improves quality of products and services provided to rural farming populations by connecting agro dealers, cooperatives and small holder farmers and provides them with access to insurance and credit with the support of our franchise network.

Large untapped market as farmers aspire to better productivity but last mile informal dealers aren't the right relay

500M smallholder farmers affected globally

250 M East Africa population and growing at 3% annually

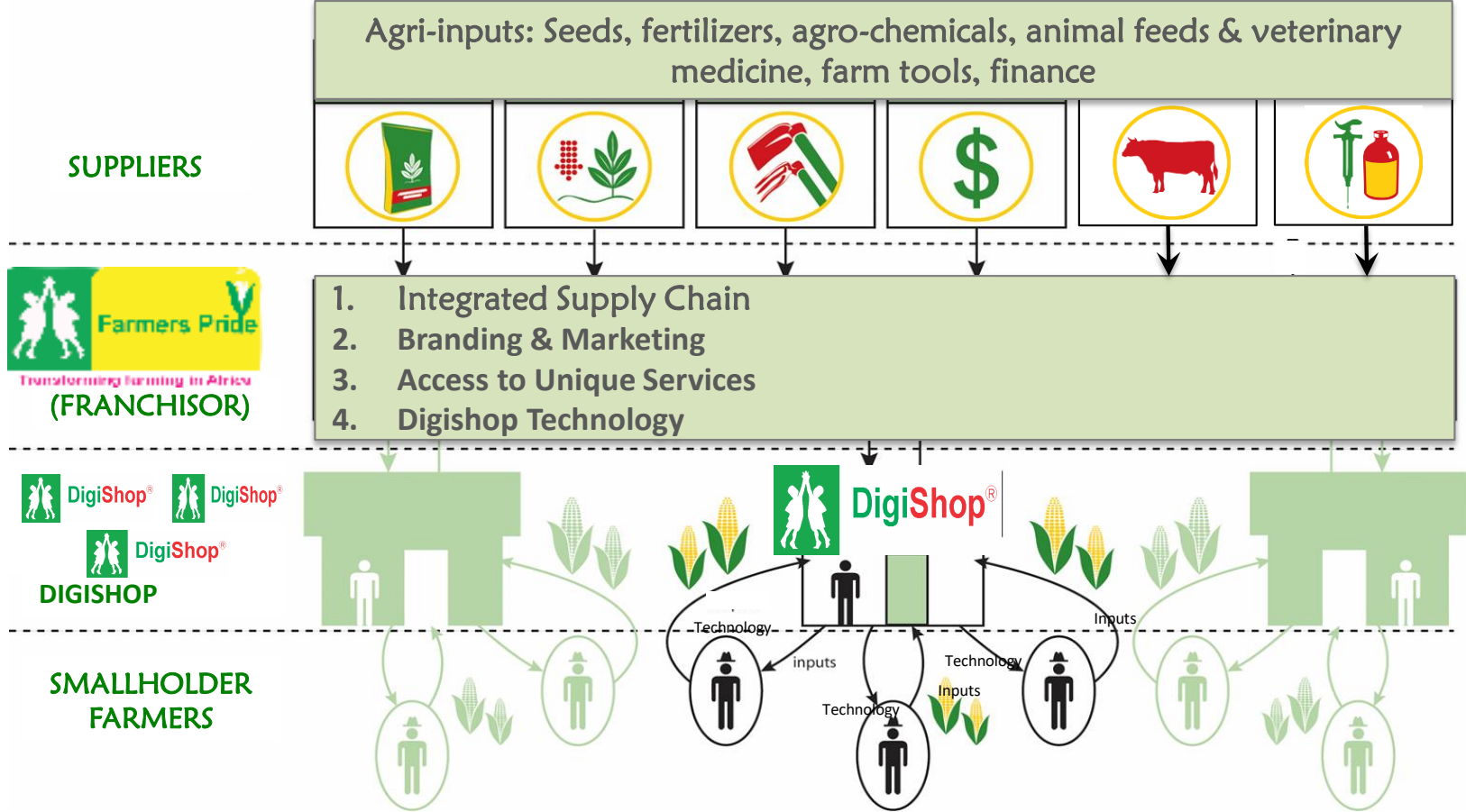
- 8.5 M smallholder farmers in Kenya
- 12,000+ informal agro dealer shops in Kenya servicing directly 6m farmers

\$7 billion Kenyan market of key agricultural inputs
(fertilizers, seeds, farm equipment, feeds and agrochemicals)



Farmers Pride targets informal agro-dealer stores and transforms them into Digishops that offer improved inputs, services and advisory to their local farmers

Model



Digishop technology

← Farmers Registration

Enter National ID Number

Enter Phone Number

Enter County

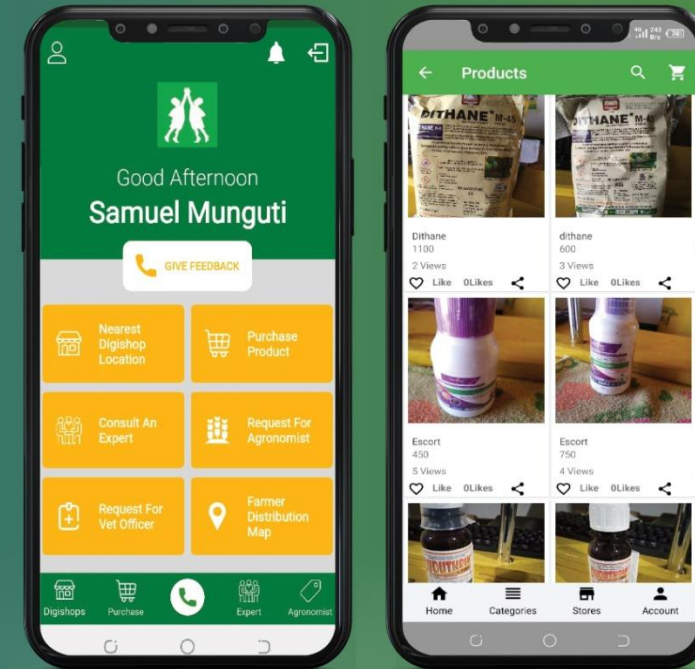
Select Group ▼ Group 2

Select Group ▼ Farmer

Postal Address

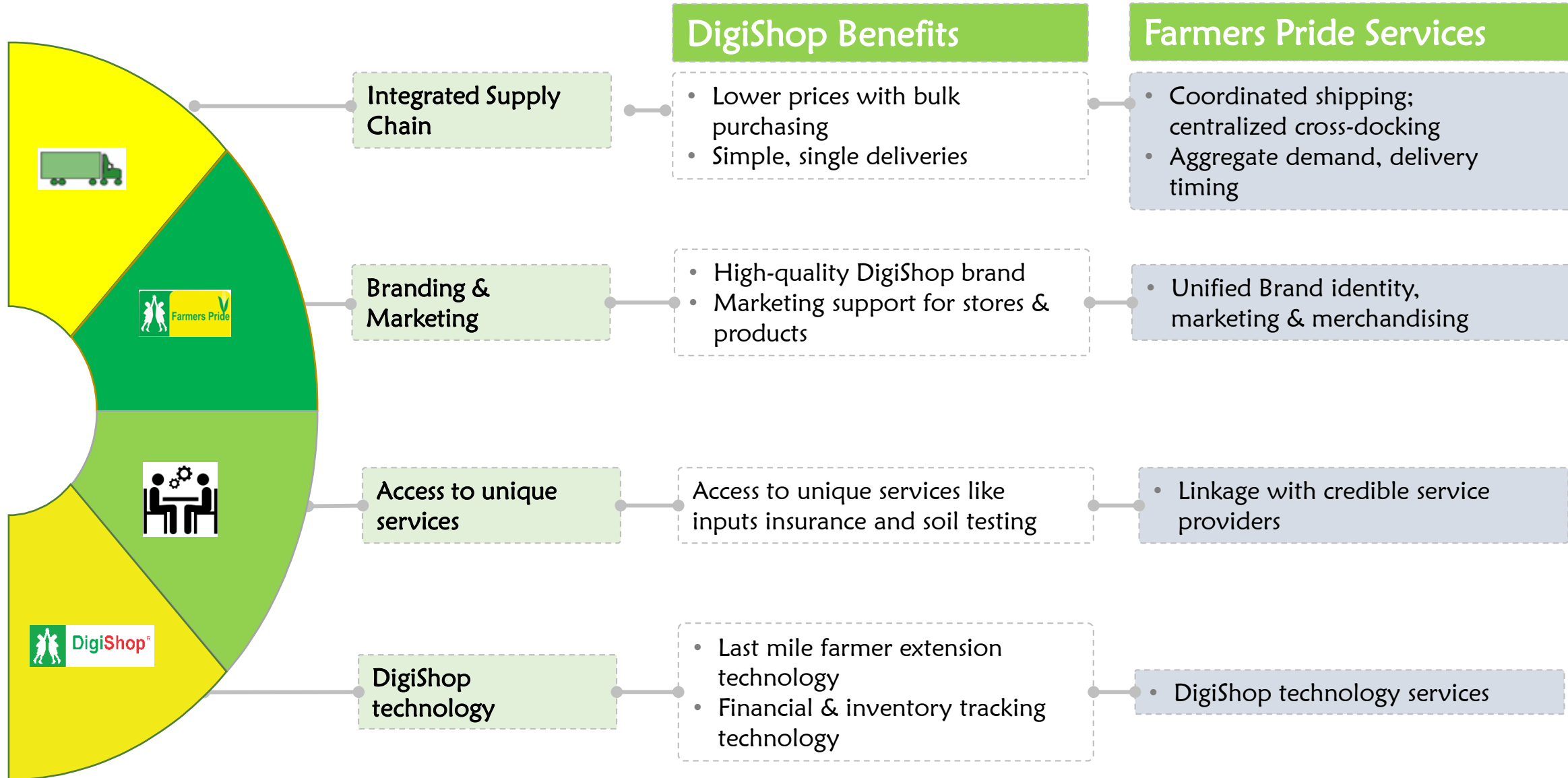
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Marketplace For Farmers and Agrodealer Stores



One stop platform connecting farmers to quality inputs, information and credible agriculture services in local area.

DigiShop provides local micro-entrepreneurs a high-quality, professional retail experience to farmers



Competition

| | Farmers Pride | Typical Agrovets | Other tech solutions |
|--|-------------------|------------------|----------------------|
| Farmer Training and extension | ✓ | ✗ | ✗ |
| Digital driven farmer education | ✓ | ✗ | ✗ |
| Quality Inputs | ✓ | ✗ | ✓ |
| Digital Platform | ✓ | ✗ | ✓ |
| Credit | Under development | ✗ | ✓ |
| Unique services-inputs Insurance/Soil testing | ✓ | ✗ | ✗ |
| Physical outlets | ✓ | ✓ | ✗ |

Farmers Pride combines **agro-dealer franchising** and unique **technology** to provide a **one stop last mile** agriculture solution to smallholder farmers



| | Present REGIONAL | 2022 NATIONAL | 2025 PAN AFRICAN |
|---|----------------------------|-------------------------|----------------------------|
| DigiShops | 30 | 270 | 1,000 |
| Direct Jobs-Internal team and DigiShops supported | 65 | 580 | 2,050 |
| Farmers reached directly | 18,000 | 150,000 | 500,000 |
| Total Farmer income earned | \$ 12M | \$ 700M | \$1.5B |

We aim to provide African women and youth with decent sustainable economic agribusiness opportunities to power agriculture driven Africa economy

Our Digital Platform and physical relays are ready to support corporate partnerships in the food industry :

- Accelerate quality services access to smallholder farmers
- Provide affordable innovative products to farmers
- Develop new services and support agronomical training content
- Create market connections



Thank You

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