



POSITIVO BGH

POSITIVO BGH



WE ARE HERE TO BUILD
THE FUTURE.

BUT... WHO ARE WE?



POSITIVO

- +40 years old
- USD 2.5 Billion revenue/yr
- 9000 employees

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- IT Division:
Computers / tablets / mobile phones
 - Education Division:
Universities / schools / Educational Publishing

+ BGH

- +100 years old
- USD 1 Billion revenue/yr
- 3000 employees

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- Consumer products
 - Network and Conectivity





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FIRST MULTINACIONAL ICT COMPANY
FROM LATIN AMERICA

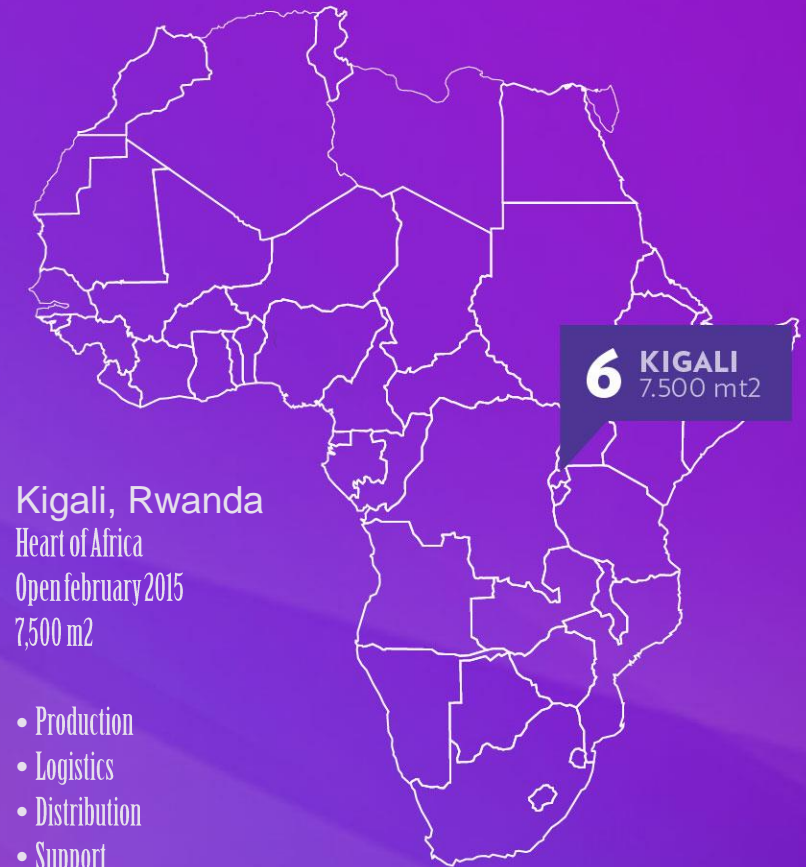
POSITIVO BGH

PROUDLY MADE IN AFRICA

OUR MISSION

Make technology accessible to transform people lives. From education, knowledge development and communication up to comfort at home. We develop and deliver quality, affordable and ease to use products.

POSITIVO BGH has five strategically located facilities ... now getting to Rwanda.



AFRICA

WHAT DO WE DO?



POSITIVO BGH



- Full range of IT and Consumer products
- Track record on educational solutions
- Resources to build local manufacturing.
- Now committed to make **MADE IN AFRICA** products

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PROUDLY MADE IN AFRICA

EDUCATIONAL ECOSYSTEM

Positivo BGH is building **STRATEGIC ALLIANCES** with key global players to create an ecosystem capable to deliver affordable Information Technology platform and content for education.

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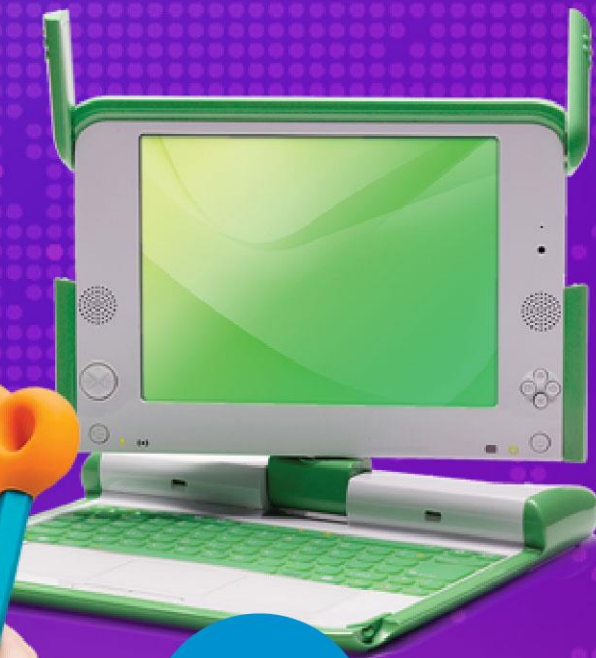
MORE THAN 5.4 MILLION

devices delivered around the world in educational projects.

KIDS



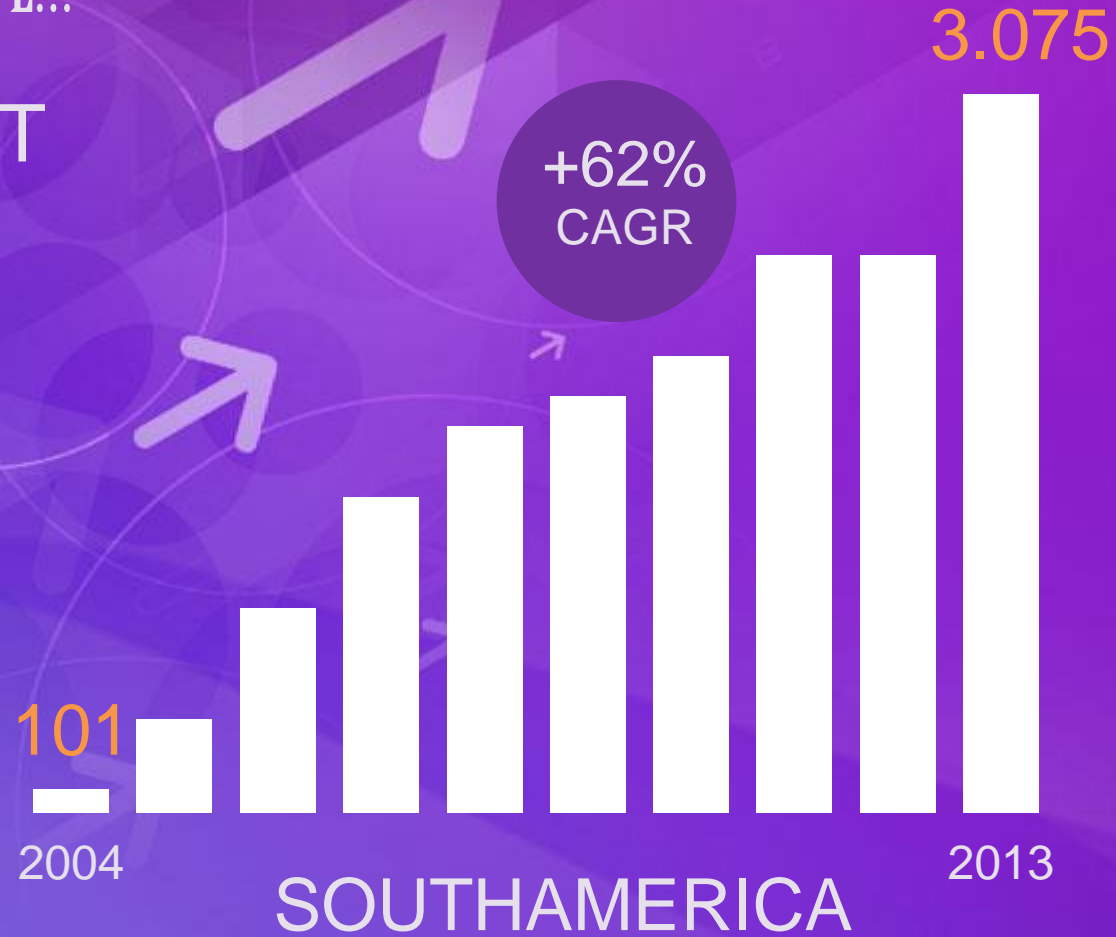
MINI
NOTEBOOK



XO
LAPTOPS

WE HAVE AMBITION, ENERGY AND DRIVE...

...WE HAVE DONE IT BEFORE



SOUTHAMERICA

Pc and Tablets Sales
(thousand units)

A photograph of two young children, a girl on the left and a boy on the right, both smiling warmly. They are wearing grey school uniforms with white collared shirts underneath. The girl is holding a dark book, and the boy is also holding a dark book. The boy has his right arm around the girl's shoulder. The background is a blurred outdoor setting. The image is overlaid with a purple gradient at the bottom, where the text is located.

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RWANDA PROJECT



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RWANDA OUR BASE IN AFRICA

- Sustained high growth (8.8% GDP YoY)
- Robust Governance
- Investor Friendly Environment
- Access to developing markets

Sustainable growth needs private sector... and we are here to help.

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OUR GROWTH PATH IN RWANDA

PHASE 1: confirmed
Start up Jun 2015

- Laptops and tablets



PHASE 2: target
Expansion Dec 2015

- Mobile phones



PHASE 3: target
Expansion Jun 2016

- TVs



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WE PLAN TO REACH ECONOMY OF SCALE BY:

- Diversified product portfolio
- Develop projects and/or export to other African countries
- Serve local market in Rwanda
- Develop Contract Manufacturing



ECOSYSTEM FOR SUSTAINABLE GROWTH

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STRATEGIC ALLIANCES
AND
GLOBAL PARTNERS



POSITIVO BGH

- Factory
- Investments
- Technology
- Expertize



FINANCIAL
INSTITUTIONS

Collaborative
Private Sector

SCHOOLS

- Skills
- Knowledge



GOVERNMENT

- Infrastructure
- Local policies
- Internacional alliances



COMMUNITY

- People

Government
and people
Engagement

“When the wind of change starts blowing, some go hiding, but some start building wind mills.”

Old Chinese Proverb

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