



POSITIVO BGH



LET'S CHANGE AFRICA'S HISTORY,
TOGETHER.

POSITIVO BGH

Company is entirely dedicated to manufacturing and commercializing technology products.

Positivo BGH is the result of Joint Venture between **Positivo Informatica** from Brazil and **BGH S.A** from Argentina.

IT & Education



+40 years old
9000 employees

Market leader in Brazil
Global volume with scale profits
Expert in the development of products
Know how in the production of computers

570 M USD
revenue per year



Consumer, Network & Connectivity

+100 years old
3000 employees

Tradition and market knowledge
Know-how in local manufacture
Established retails and distribution channels
+1000 retails customers & +4000 POS

1.193 M USD
revenue per year

Business Units:



Learning Systems-
K-12 Educational
Publishing
Text Book
Commercialization
Printing



Own K-12 Schools (Basic
Education)
Preparatory School for Post
Secondary Admission
Exams (“Prep School”)



Leading producer of IT
hardware- in Brazil
Pioneered the
educational-technology
segment in Brazil



University
Distance Learning
Courses
Events Center



Air
Conditioners
TVs
Kitchen
Mobile



Cell Phone
Repair
Cell Phone
recycling



Datacenter
Connectivity
IOT
Cloud
Services

FULL CAPABILITY TO PROVIDE EDUCATIONAL SOLUTIONS



Schools



Graphics



Technology Center



University



Theater



Factories

PIONEER IN THE DEVELOPMENT, MARKETING AND DISTRIBUTION OF HOME CONSUMER PRODUCTS AND THE DEVELOPMENT OF LEADING BRANDS.



Río Grande:

- BGH has manufactured its products in its Río Grande, Tierra del Fuego plant since 1978.
- The new 42,000 m² plant was opened in August 2009 with a total investment of over US\$80 million devoted to plant construction and equipment acquisition costs.
- Its annual production amounts to over 3.2 million units.



Spegazzini

- BGH owns a Distribution Center in Spegazzini, Ezeiza, responsible for performing the monthly logistics and nationwide distribution.
- It spans a surface area of 25,000 m², built in accordance with the latest and best practices in the field.
- Post-sales services are provided through this center.



Tucumán

- The Tucumán facility refurbishes cell phones with the highest quality standards. It is the first industrialized line of cell phone and set-top box recycling in Latin America.
- It has a production capacity of over 50,000 units per month.



POSITIVO BGH

FIRST LATIN AMERICAN
MULTINACIONAL SPECIALIZED
IN TECHNOLOGY

POSITIVO BGH

Vision & Mission:

Vision:

Grow to be among top global leaders in delivering Education Technology products and services for developing countries.

To extend technology experience to peoples home becoming family first choice in value for money products in countries where we decide to operate.

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

WHAT DO WE DO?

CONSUMER
+
CORPORATE

WISE
EDUCATION

- ◆ Capability to develop, manufacture and deliver full range of technology products.
- ◆ Strong legacy and track record in educational solutions.
- ◆ All necessary resources to invest and grow through local manufacturing.

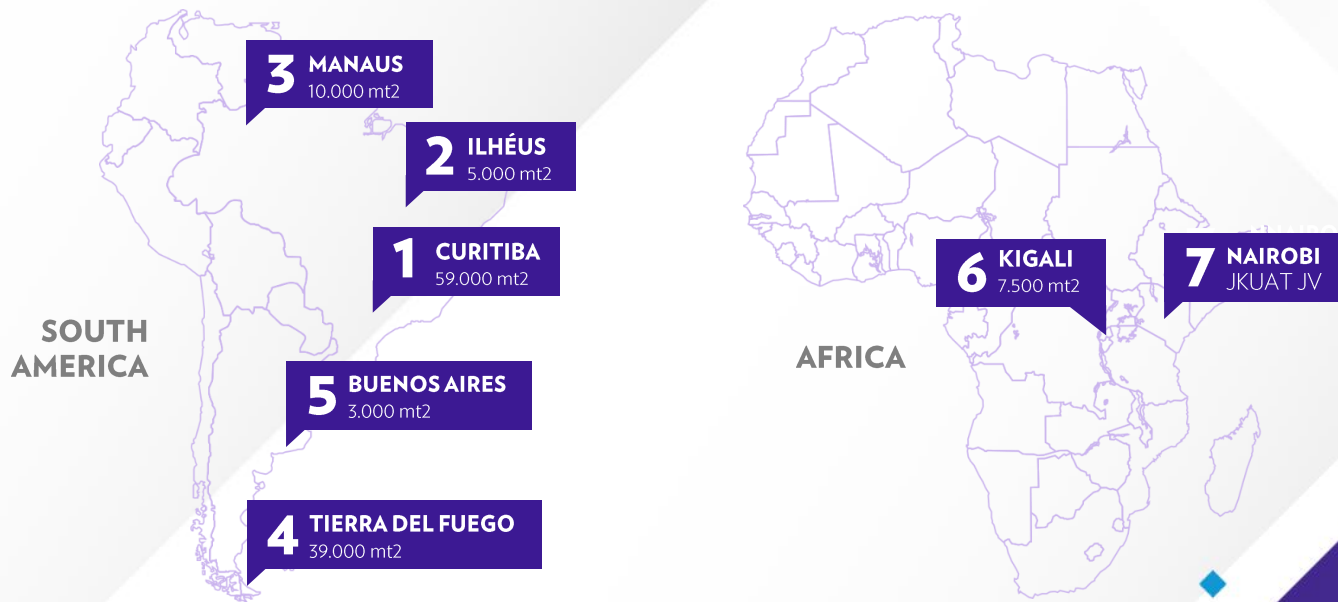
Committed to make **MADE IN AFRICA**



POSITIVO BGH

Group Facilities:

Positivo BGH as a group has seven strategically located facilities



POSITIVO BGH

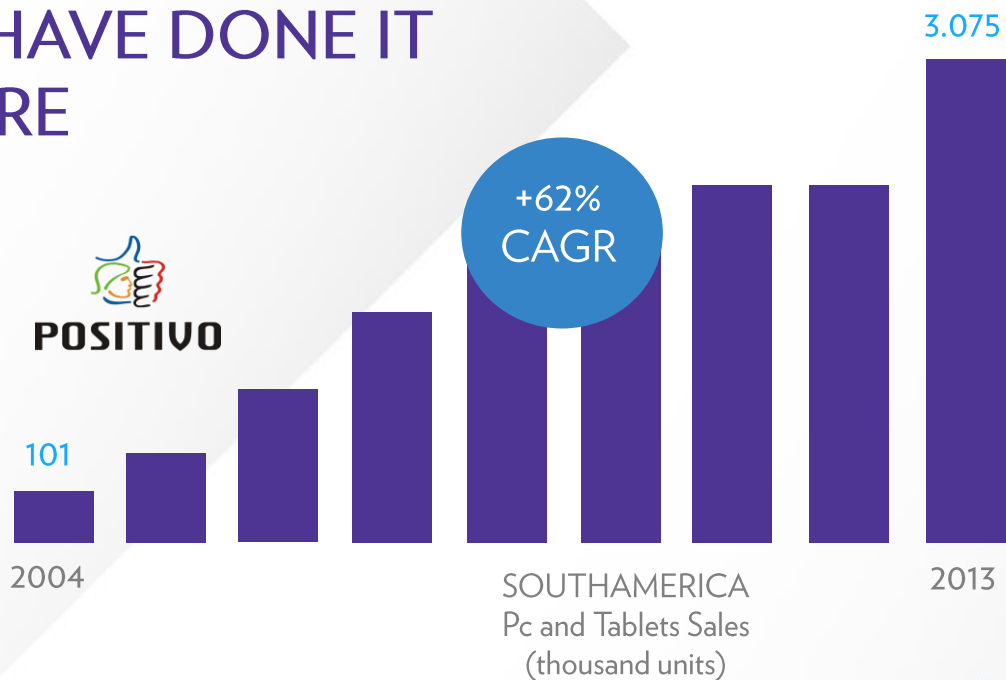
Educational Ecosystem:

Positivo BGH has developed STRATEGIC ALLIANCES with the major players to create an ecosystem which ables delivering affordable information technology platforms for Education.



WE HAVE AMBITION,
ENERGY AND DRIVE...

...WE HAVE DONE IT
BEFORE



POSITIVO BGH

VALUE PROPOSITION:

Positivo BGH offers Unique Value Proposition to developing countries



1. TRACK RECORD

On delivering high volume projects for education

3. EDUCATIONAL KNOW HOW

University / Schools
80k students in ADAPTIVE learning

5. ECONOMY OF SCOPE

Full range of educational and consumer products including Mobile Phones

2. CREDIBILITY

First IT factory in Africa from contract to production in 6 months (30K Delivered)

4. ECONOMY OF SCALE

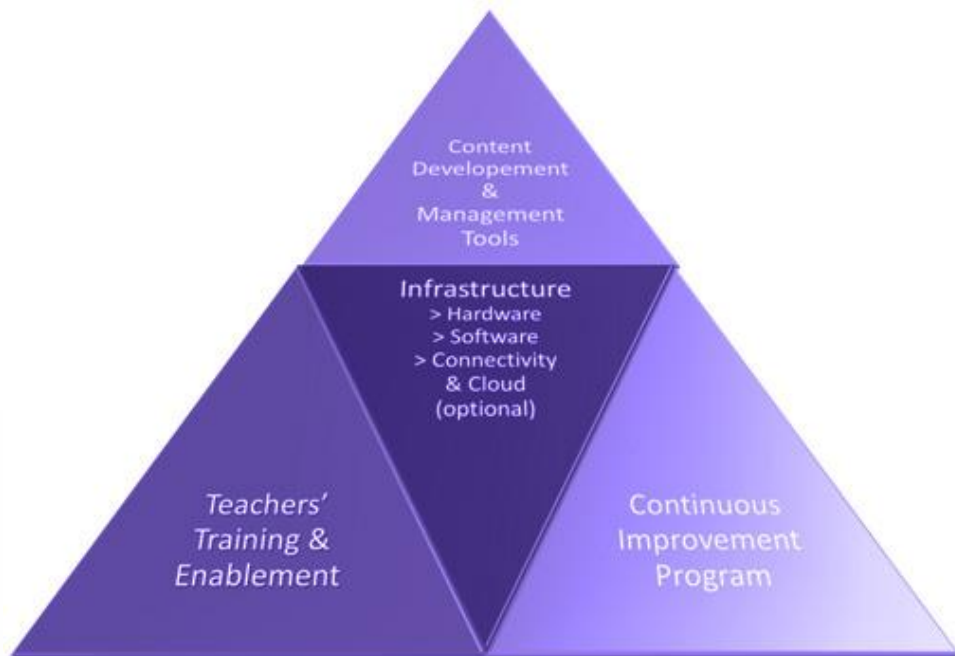
As a group 2 Mln computers delivered per year

6. UNDERSTANDING

We come from Latin America we best understand the environment and needs

POSITIVO BGH

Education Projects Essential Components:



How to ensure a Successful Educational Program?

- ◆ Create a solid infrastructure at the core
 - ◆ Ensure teacher's engagement
 - ◆ Bring interesting contents
- ◆ Keep on the program evolving

POSITIVO BGH
the right partner for
YOUR SUCCESS

POSITIVO BGH

Wide Experience in Education:

CONECTAR IGUALDAD

(Argentina) 

High school level in public
Schools across the country

PLAN CEIBAL

(Uruguay) 

Elementary and high school
Level, and Third Age program

DIGITAL LITERACY PROGRAMME

(Kenya) 

Turnkey provision
Elementary level

2011

2012

2013

2014

2015

2016

PLAN SARMIENTO

(Argentina) 

Elementary level in City of
Buenos Aires' schools

RWANDA PROJECT

(Rwanda) 

Elementary and high school
Level, across the country

PBGH

Kigali Plant

Argentina - Conectar Igualdad Programme

Quantity:

More than 1.000.000
delivered devices

Objective:

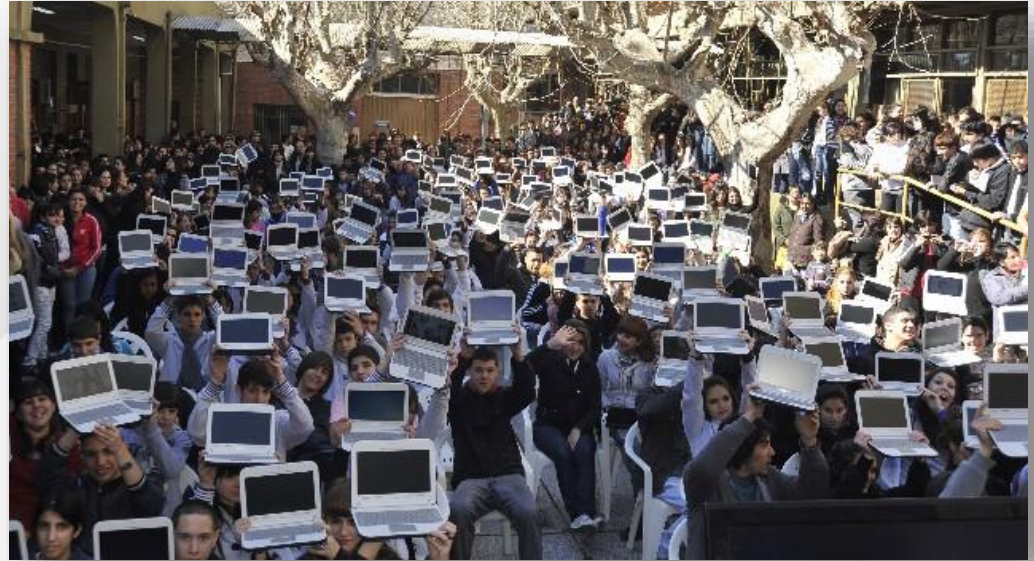
Secondary Schools of INET
(Technical Education) and
Special Schools

Geo Coverage:

All across Argentina

Delivered Equipment:

CMPC Classmate PC
designed by Intel in 10' screen.
Educational Servers
Educational Content provided by the National Ministry of Education.



Buenos Aires, Argentina – Plan Sarmiento

Quantity:

More than 100.000
delivered devices

Objective:

Primary Schools of Buenos Aires City

Geo Coverage:

Buenos Aires City

Delivered Equipment:

CMPC Classmate PC designed
by Intel with 10" display
Special protective covers
Educational Content provided by Ministry of Education in Buenos Aires
City.



Uruguay – Plan Ceibal

Quantity:

More than 300.000
delivered devices

Objective:

Secondary Schools.

Geo Coverage:

All across Uruguay

Delivered Equipment:

Netbooks 11Cle

(Owned development in 11.6' display)

7-Inch Educational Tablets

Educational Content provided by Plan Ceibal

Digital Inclusion Plan for Eldest People using

8-inch tablets.



Rwanda Project: One Computer. One Child

Quantity:

More than 700.000
devices to be delivered.
First delivery made: 120.000 devices

Objective:

K-12 Education

Geo Coverage:

All across Rwanda Republic.

Delivered Equipment:

Netbooks 11Cle
(Owned model developed by PBGH using 11,6' display)
Educational Content provided by Rwanda government.



Kenya – Digital Literacy Programme

Installation, devices, support, training teachers and students.

Goal:

Kenya schools' students, Primary level (first grade)

Distribution:

Delivery of tablets for students and laptops for teachers, throughout the territory.

Support and maintenance:

All over Kenya.

Content:

Content developed by KICD.

Equipment configuration:

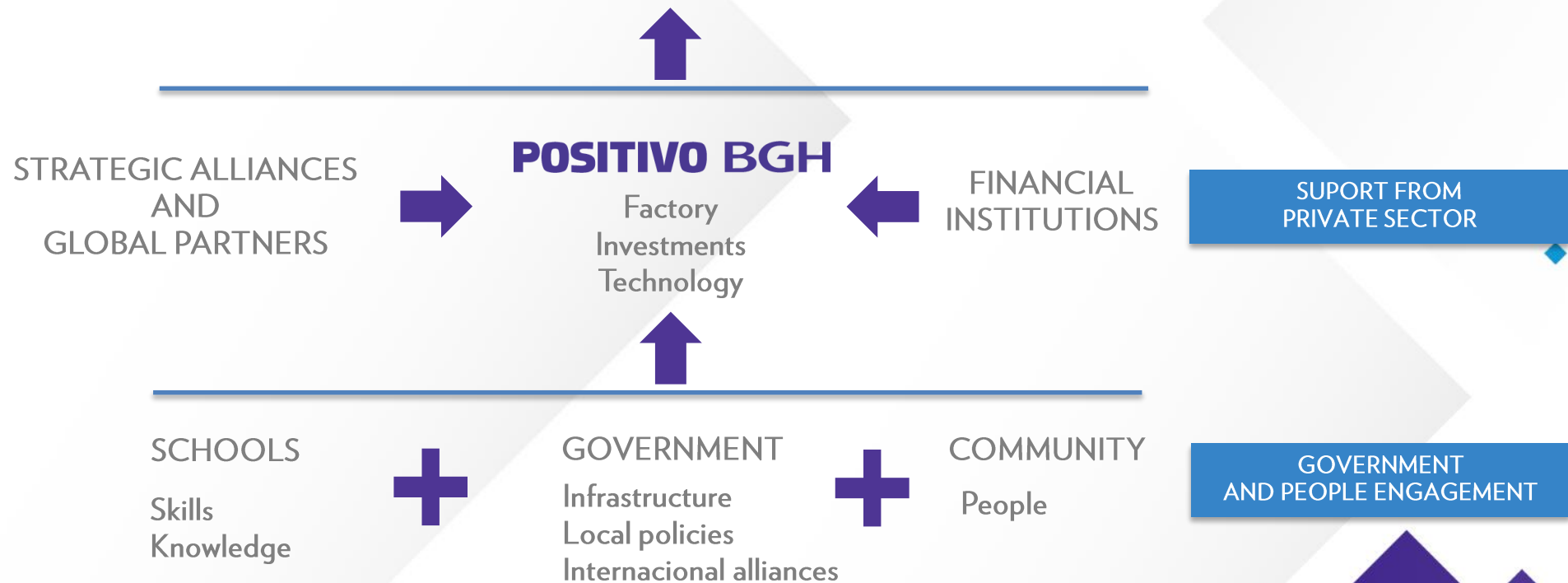
10-inches tablets for students and 14-inches laptops for teachers, router, projector and equipment for students with special needs.

OS:

Tablets and Microsoft Shape the Future/Teachers' laptops.



ECOSYSTEM FOR SUSTAINABLE GROWTH



*“WHEN THE WIND OF CHANGE STARTS
BLOWING, SOME GO HIDING, BUT
SOME START BUILDING WIND MILLS.”*



POSITIVO BGH