



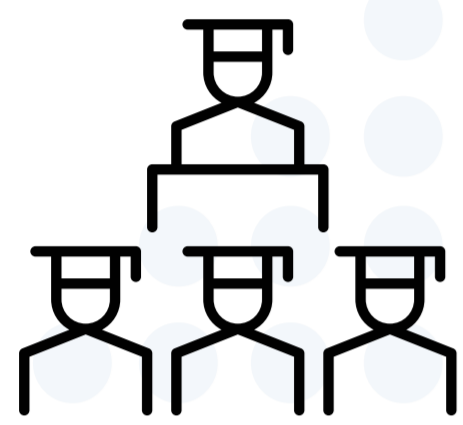
THE MICROSOFT 4AFRIKA JOURNEY IN AFRICA

In 2013, Microsoft launched its 4Afrika Initiative. To accelerate Africa's economic development, we started investing in startups, partners, small-to-medium enterprises, governments and youth. Africa has the potential to lead the technology revolution – and we're here to empower those with the right ideas. Over the past 7 years, our work has made significant strides across key economic sectors including agriculture, social impact, healthcare and skills development.



SKILLS

Faced with a looming skills gap and a booming youth population, 4Afrika is intent on developing people with the relevant skills for the era of AI and automation.



2,455 apprentices graduated from **25 SkillsLabs**

in **15** countries, with more than **2,000** graduates placed within **3 months** after graduation; projects such as the **Kenya Graduate Skilling** programme trained 1,250 graduates via 4Afrika programmes & learning partners; and trained **200** Andela trainers to deliver Microsoft Cloud training to a community of **3,000+** developers. **Interns 4Afrika** has placed 1,019 interns with 282 partners, with an 85 percent placement rate at the end of their internships. **MySkills4Afrika** places skilled Microsoft subject matter expert volunteers in projects with Microsoft partners and beneficiaries – to date, 1,000+ organisations supported by 982 volunteers across 36 countries.



AGRICULTURE

Partnered with **AGRA, World Bank** 1 Million Farmers campaign and agriculture **ministries across Kenya, Nigeria, South Africa and Egypt** to accelerate digital transformation and drive impact in agriculture through **policy initiatives, a chatbot** to help farmers, and developments in **water forecasting** using AI and Microsoft Cloud.



PARTNERSHIPS

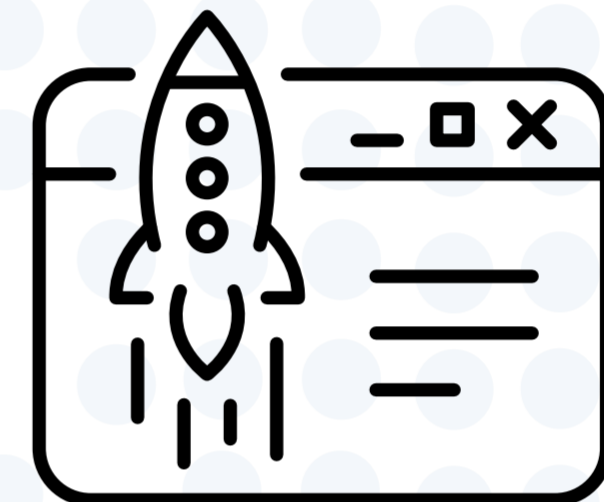
Investing into strategic partnerships has provided much-needed assistance for SME's, startups and projects across Africa.

Partnerships with like-minded stakeholders including **governments, startups, hubs** and **accelerators** increases the reach of 4Afrika projects exponentially. A partnership with **Jumia** Nigeria and Kenya makes genuine Microsoft software and hardware available in local currency. Partnered with Unilever in collaboration Mawingu Networks and Shujaaz for **Project Rubicon** to introduce affordable connectivity for low-income women and youth. Partners Upepo Technology, ICE Commercial Power, Shujaaz, Farmerline and others are supported by the African leg of the **Global Social Entrepreneurship Programme**.



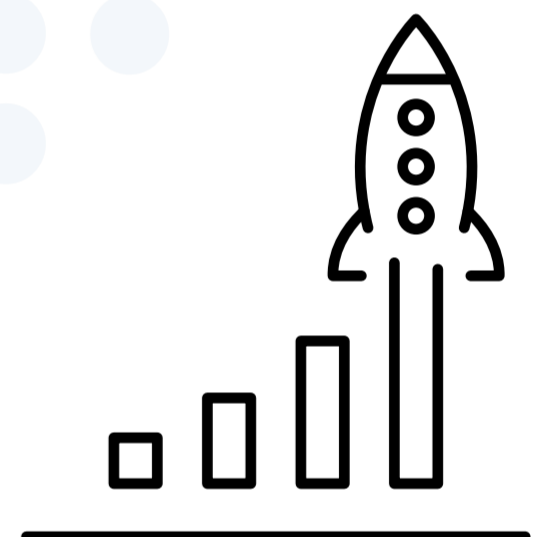
SME AND STARTUP SUPPORT

Collaborated with **FirstBank, Vodacom, MTN and Liquid Telecom** to extend cloud services to SMEs, supporting the growth of **1.7M** SMEs. **800+** enterprise and SMC customer resources taken from zero proficiency to Microsoft certified cloud professional under 4Afrika programme management. **400** managed partner technical resources benefited from 4Afrika upskilling programmes.



300+ startups supported

recruited **60** new startups and established **30+** partnerships with organisations **IFC, USTDA, Silicon Cape, Flat6Labs, ITIDA, EcoVC, CairoAngels, TEF, Technopark, Seedstars, AGRA** and more.



HEALTHCARE

Formed strategic partnerships with healthcare providers throughout Africa and beyond, providing them with technical support and business consultancy to help them achieve their goals. Each of these healthcare providers has had a significant impact in their sphere of influence including **BroadReach** in South Africa, **Raphta** in Kenya & South Africa; **Sehat Kehani** in Pakistan; and **access.mobile** in Uganda, Kenya, Tanzania and Nigeria

