

## **Baobab+ and Mobisol are joining hands to bring the PAYG solar revolution to Côte d'Ivoire**

**Combining Baobab+'s strengths in distribution and customer finance with Mobisol's high-tech hardware and software solutions, the partnership is set to vastly accelerate electrification rates**

Abidjan / Berlin, October 17<sup>th</sup>, 2017 - Mobisol, a leading provider of decentralized solar solutions, and Baobab+, a principal solar distributor in West Africa, have joined hands in a partnership to boost the solar revolution in Côte d'Ivoire (Ivory Coast). Having recently initiated their Ivorian soft roll-out, Baobab+ will be distributing Mobisol's all-in-one solar system throughout the country. The cooperation combines Mobisol's strengths in provision of reliable high-tech solar hardware and innovative software solutions with Baobab+'s broad expertise in customer finance and distribution within West Africa.

The partnership with Mobisol as a hardware and software provider enables Baobab+ to focus on sales and distribution strategies. Baobab+ benefits from Microcred's expertise in risk management and its existing distribution network, 20 branches and 100,000 clients in Côte d'Ivoire. This offer will provide access to real electrification solutions beyond lighting for households and businesses without prior access to the national grid. Ensuring affordability of solar power systems is the first step to financial inclusion: Baobab+ clients, having successfully completed their PAYG purchase, will become eligible to a Microcred digital loan. Baobab+'s deep understanding of local characteristics and operational experience within the West African market positions them ideally to quickly establish scalable structures for logistics, sales and marketing as well as a comprehensive after-sales network for households and micro-entrepreneurs throughout Côte d'Ivoire.

Mobisol brings into the cooperation their proficiency in engineering and procuring large high-tech solar home and commercial systems – such as the all-in-one solar system. This Mobisol system includes PV panel, inbuilt battery, large flatscreen HD TV with aerial & sat receiver, ultra-efficient LED lamps and charges customers' mobile phones. By providing robust and reliable solar solutions with compatible DC appliances in Côte d'Ivoire, the Germany-based company builds upon their success story in East Africa, where they have already electrified nearly half a million people to date. Additionally, the company provides their proprietary software suite SolarHub, enabling convenient pay-as-you-go (PAYG) financing via mobile banking and comprehensive customer experience support.

Klaus Maier, Mobisol's Head of Partnerships & Expansion, says: *"We are pleased to team up and deliver our state-of-the art hardware and software solutions to Baobab+ as an experienced partner on the ground. This is the first step towards further supporting Baobab+ to provide tens of thousands of Ivorian households and businesses with reliable, affordable and sustainable energy."*

Alexandre Coster, CEO and founder at Baobab+ adds: *"We are thrilled to officially launch our operations in Côte d'Ivoire with larger solar systems that empower entire communities. This way, we will help to vastly boost electrification in Côte d'Ivoire – thus raising households' quality of life and socio-economic opportunities, while mitigating global climate change."*



## **ABOUT MOBISOL**

Mobisol Group is a leading global player in decentralised solar electrification. Driven by market demand for off-grid solutions beyond lighting, Mobisol designs, distributes and services large home and commercial solar systems, seamlessly integrated with proprietary PAYG software. By combining the latest high-tech solar hardware with mobile payment technologies, the Berlin based company ensures affordability through flexible payment plans. Mobisol enables rural families and businesses to power a wide range of compatible appliances, such as televisions, stereos and refrigerators, thereby improving their standard of living while earning incremental income by supporting new solar-powered businesses. With over 1,000 employees across three continents, Mobisol runs its own operations in Tanzania, Kenya and Rwanda, while providing hardware and software solutions through a growing network of B2B partnerships in another nine countries worldwide.

For more information visit: [www.plugintheworld.com](http://www.plugintheworld.com)

## **ABOUT BAOBAB+**

Baobab+ was launched in 2015 by Microcred Group, a digital finance company focusing on financial inclusion. Microcred is a leader in microfinance sector in West Africa and operates in eleven countries in Africa, and China. Microcred offers financial services to more than 600,000 clients. Microcred managed to deploy a cost-effective model to address the issue of micro & SME financing globally. Baobab+ is dedicated to access to energy, digital and pure water. Baobab+ has already launched the distribution of Solar Home System through Microcred classical network with a top up loan and through PAYG offer to more than 50,000 clients. Baobab+ will offer financial inclusion to its PAYG clients, once owner of their solar product, allowing them to develop their business or access another Baobab+ life-changing product.

For more information visit: [www.baobabplus.com](http://www.baobabplus.com)

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