




MSM MOBILITY

DRIVE THE DREAM

**MARKET ENTRY & REPRESENTATION
BUSINESS PROPOSAL**

SUPPORTED BY MSM GIA



À mesure que le paysage économique de l'Afrique évolue, la communication est devenue plus qu'une fonction de soutien - elle est maintenant un pilier de la compétitivité, de la préparation à l'investissement et de la confiance.

Dans ce contexte, MSM Global Investment Advisors (MSM GIA) a mis en place MSM MOBILITY, son bras dédié à la mobilité, ainsi qu'à faire du continent un centre de croissance pour le secteur de la mobilité.

About Us

Créé par MSM GIA, MSM MOBILITY a été fondée avec une mission claire : combler le fossé entre les marques internationales du secteur de la Mobilité et les opportunités lucratives qui abondent sur le marché africain.

Notre histoire est celle d'une expertise locale transformée en levier de croissance globale. Nous ne faisons pas que conseiller ; nous agissons comme votre extension opérationnelle en Afrique. Nous nous concentrons sur la création de chaînes de valeur durables et d'impact, en particulier dans les domaines nécessitant des solutions de transport, de logistique et d'infrastructure de pointe.

Nous sommes votre partenaire de confiance pour transformer des ambitions en histoires de succès concrètes et pour positionner l'Afrique non seulement comme une destination d'investissement, mais comme un centre de croissance pour le secteur de la mobilité.

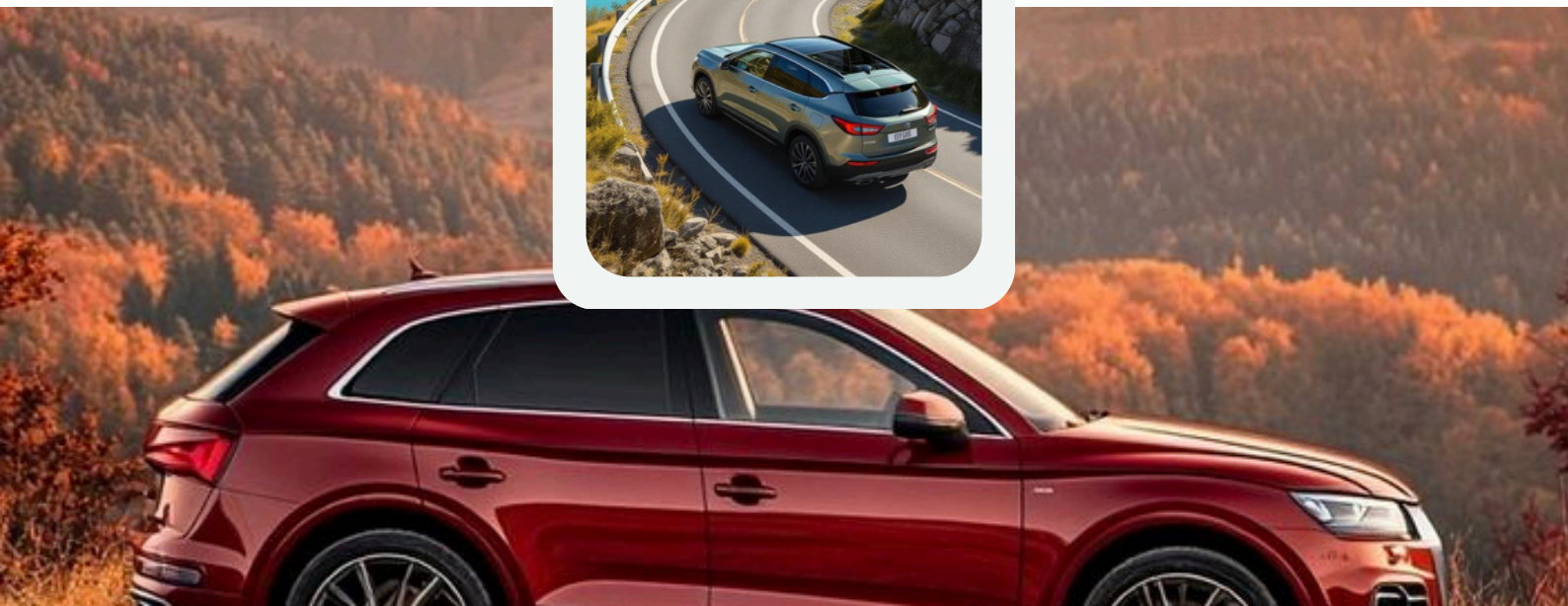
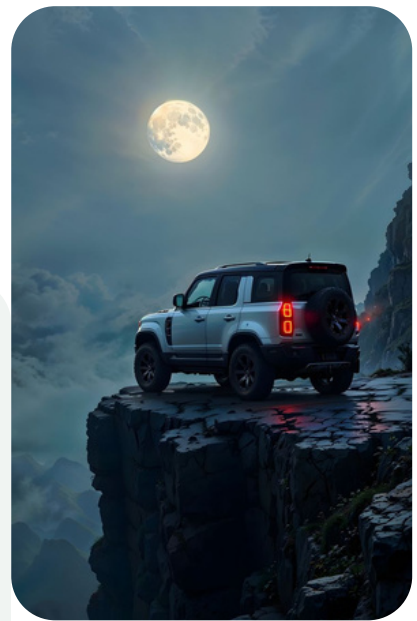
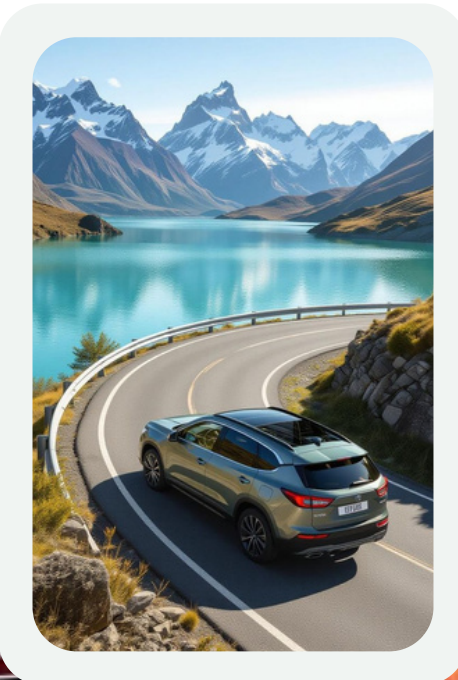


INTRODUCTION

The African market today represents the most dynamic growth frontier in the world, driven by rapid urbanization and massive investments in infrastructure, generating an exponential demand for reliable and innovative mobility solutions from vehicle fleets to intelligent transport systems. The challenge for international companies is not only to sell, but to establish a strong and compliant brand presence, facing local regulatory and logistical complexities. This proposal formalizes a partnership where *MSM MOBILITY* becomes your exclusive representative, offering fast, secure and profitable market entry in Africa. By eliminating the upfront costs and risks associated with establishing a subsidiary, we act as your operational bridge to transform the continent's limitless potential into concrete and lasting business success for your brand.



BY
MSM GIA



Executive Summary

The African continent represents the fastest growing market in the world, characterized by an exceptional structural demand for modern mobility solutions and infrastructures.

This proposal establishes MSM MOBILITY as your exclusive representative and pan-African operational extension, strategically covering key regions such as ECOWAS (West Africa), CEMAC (Central Africa) and East Africa, through our established network.

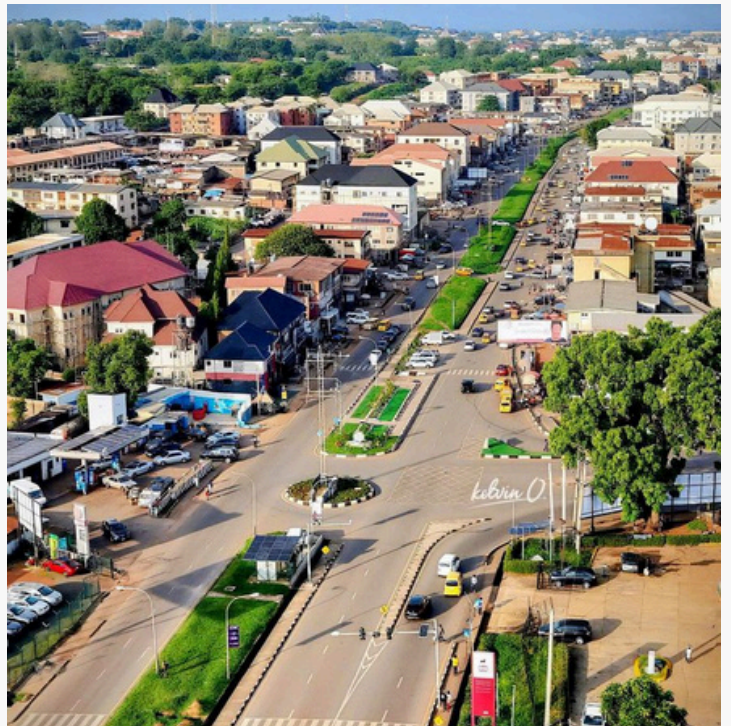
Our core value is to provide you with immediate access to this market of 1.4 billion consumers without incurring the costs and risks associated with establishing a subsidiary. We take care of the entire business development cycle, from targeted prospecting to initial logistics management, and above all, MSM MOBILITY finances all the initial communication expenses, public offers and promotion.



Our financial model is entirely based on success (Success-Based Model): our remuneration comes exclusively from an incentive commission on secure sales. This partnership is the most effective way to transform African potential into a concrete and sustainable commercial success for your brand, with zero initial financial risk for your company.

CONTEXT & RATIONALE

The African market, driven by rapid urbanization and massive infrastructure investments, presents the largest global growth opportunity for mobility and transport solutions. This demand is highly structured by the dynamics of the main economic blocs: ECOWAS and East Africa are rapidly expanding trade hubs, while CEMAC is driven by the logistical needs of the natural resources sector. Although the potential is immense (1.4 billion consumers), direct access is hindered by significant barriers for international businesses, including regulatory and logistical complexity, high operational risk, and the difficulty of establishing a reliable network of local decision-makers and distributors. The costly and time-consuming alternative (18 to 24 months) of establishing a local subsidiary slows down the capture of market share.



MSM MOBILITY WAS CREATED TO FILL THIS STRATEGIC GAP

MSM MOBILITY positions itself as the strategic solution to unlock this potential, justifying this partnership by eliminating the initial risk and accelerating execution. We offer market penetration in less than 90 days by absorbing and managing all the regional complexities, from customs compliance in CEMAC countries to trade negotiation in ECOWAS. Our success-based financial model (commission on secure sales, without upfront fixed fees) ensures full alignment of interest and assures your company access to the continent with zero initial financial risk. By leveraging our existing network and industry-specific expertise, we transform entry barriers into a fast and secure way to make your brand a leader on the continent.



Our strategy moves systematically across the continent, designed for controlled scaling and maximized opportunity capture. We have divided the roadmap into three distinct phases—Rapid Penetration, Sector Leadership, and Sustainable Growth—each with specific, measurable goals tailored to the regional economic dynamics of ECOWAS, CEMAC, and East Africa.

STRATEGIC OBJECTIVES

Our market entry strategy in Africa is structured into clear and measurable phases. The first phase, focusing on Rapid Penetration and Tangible Results (0–12 months), aims to quickly establish the commercial foundations. The immediate goal is to sign at least three key distribution partnerships in the ECOWAS region (low barrier-to-entry market) and secure a first pilot contract with an institution or major corporate account. This phase is essential for generating initial revenue, testing the localized value proposition, and validating our operational model on the ground, thus providing the client with a quick and concrete return on investment.

Phase 2 (12–36 months): Sector Leadership. Focus: Convert initial presence into a strong reputation. Key objectives: Secure major public tenders in CEMAC/East Africa infrastructure. Obtain regional certifications and reinforce compliance. We will position the client's technology as the quality benchmark for governmental and large logistics/mining firms, expanding influence beyond simple distribution.



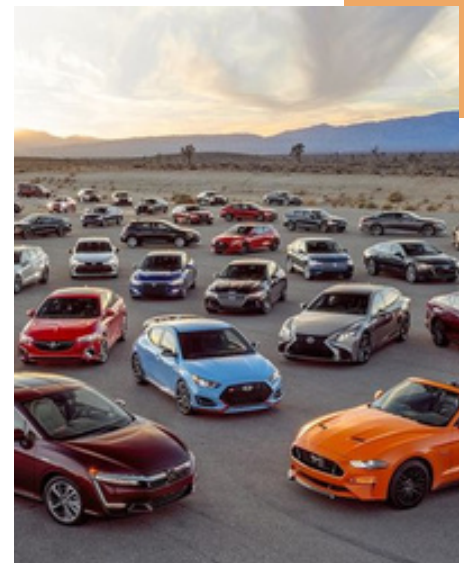
Phase 3 (36 months+): Sustainable Growth. The ultimate objective is diversified, self-sustaining revenue across all three blocs (ECOWAS, CEMAC, East Africa). This involves optimizing localized logistics, including feasibility studies for local assembly or a regional after-sales center. This strategic diversification strengthens market resilience and solidifies the brand's position as a long-term leader on the African continent.

WHY THIS PROPOSAL MATTERS FOR YOU

This proposal is not just an action plan; it is the strategic guarantee of a successful, rapid, and risk-free African expansion with zero initial financial risk. It directly addresses the four major challenges of continental market entry.

1. Overcome Entry Barriers

Africa presents unique challenges: complex logistics, varied customs regulations (CEMAC, ECOWAS), and cultural nuances. MSM MOBILITY transforms these obstacles into a simplified access route. We internally manage regulatory decoding, customs compliance, and the establishment of reliable relationships. You gain direct access to the mature market without going through a costly and risky learning phase.



2. Radical Cost Optimization

The cost of setting up a subsidiary (office rental, local personnel recruitment, administrative infrastructure) is massive and takes months. By choosing us, you avoid this initial investment. You immediately benefit from a complete operational infrastructure (legal expertise, distribution network) without capital commitment. Our success-based model ensures every resource is spent generating effective sales.





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3. Accelerated Speed of Execution

Time is market share. While a traditional setup would take between 18 and 24 months, our partnership allows you to be operational and generating qualified prospects in under 90 days. We immediately activate our existing network of governmental decision-makers and major logistics accounts, significantly accelerating the sales cycle and ensuring rapid positioning against competition.



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4. Total Risk Control

Risk management (political, financial, compliance) is crucial in Africa. We provide constant local due diligence, monitoring of regulatory changes, and protection of your brand against counterfeiting risks. Thanks to transparent and regular reporting, you maintain total visibility and strategic control, while outsourcing the daily operational risk to a trusted team.



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WHAT THE PARTNERSHIP WITH MSM MOBILITY BRINGS YOU

The partnership with MSM MOBILITY is a strategic investment guaranteeing an establishment and growth in Africa with maximum efficiency and security, based on four pillars.

6.1 Quick Access to the Pre-qualified Market (1.4 Billion Consumers)

We offer you access through an operational "fast lane". By targeting the three major blocks (ECOWAS, CEMAC, East Africa), our network connects you directly to distributors, government institutions and key accounts with proven needs. You enter into relationships with solid partners in less than three months, eliminating basic prospecting and credit checks.

6.3 Dedicated and Focused Company Representation

Unlike simple multi-brand agents, we are a highly qualified local executive extension exclusively dedicated to your brand. This focus ensures that your value proposition is communicated with technical precision and a coherent business strategy, protecting the integrity of your brand to local decision makers.

6.2 Garantie du Risque Financier Nul (Modèle "Success-Based")

You do not commit any initial fixed capital. MSM MOBILITY covers all development costs: travel, local salaries, communication materials and participation in calls for tenders. Our remuneration is exclusively an incentive commission on secure and delivered sales. If we don't sell, you don't pay, ensuring full alignment of efforts. [Image from a success-based revenue sharing graph]

6.4 Maximum Operational Simplicity

Your core team focuses on production and overall strategy. We take care of all the African executive complexity: management of customs relations (approvals), logistical coordination up to the client's warehouse, and daily relationship management. This outsourcing allows you to operate in a market of 1.4 billion inhabitants with the administrative simplicity of a single contractual relationship.

HOW WE REPRESENT YOUR BRAND

We act as your operational arm on the continent, covering the entire commercial life cycle:

A. Business development and sales

- Targeted prospecting: Identification and validation of the most appropriate buyers (distributors, key accounts, institutions) for your mobility products within the three regional blocks.
- Local negotiation: Negotiation and securing of sales and distribution contracts, subject to your final approval.

B. Brand positioning and promotion

- Marketing localization: Adaptation of your value proposition to the African context.
- Public relations: Participation in trade shows, business forums and government events to position your brand as a leader on the continent.

C. Regulatory and logistical support

- Compliance: Management of certifications, import authorizations and customs requirements specific to the mobility sector (vehicles, equipment, parts) in ECOWAS, CEMAC and East Africa countries.
- Logistics coordination: Facilitation of product delivery to local distributors.

D. Strategic liaison with government entities

- Opening of doors with the Ministries of Transport, Infrastructure and Port/Airport Authorities for large-scale projects or public tenders, thanks to our relationships in regional capitals.



Our approach ensures that visibility is not temporary, but a long-term strategic asset for institutional credibility, influence and partnership development.



THE POINT

This section presents the key growth drivers and immediate business opportunities that your company can seize on the African continent. Mobility markets are structured around a growing demand for modern infrastructures and the imperative of operational efficiency and energy transition.

Accelerating Demand for Fleets and Infrastructure

Africa's rapid urbanization and growing inter-continental trade are creating two primary demand vectors. Firstly, the need for efficient urban transport translates into high-volume opportunities for commercial fleet vehicles and last-mile solutions. Secondly, major governmental and continental initiatives (like PIDA and AfCCTA) are channeling billions into infrastructure modernization (road, rail, ports). This directly generates massive public tender opportunities for heavy industrial equipment and advanced logistics systems across all key economic blocs (CEDEAO, CEMAC, East Africa).

The Dual Opportunity in Green Transition and Commercial Efficiency

The market is showing a strong commitment to the Energy Transition, creating a significant entry window for Electric Mobility (EV) products and charging infrastructure. Early movers in this segment will capture long-term competitive advantages. Concurrently, core sectors like mining and agriculture are fiercely focused on operational efficiency. This drives consistent, high-value demand for advanced fleet management systems (telematics/GPS) and specialized material handling solutions to ensure reliability and cost reduction in complex supply chains.



Why MSM MOBILITY Is the Right Partner

MSM MOBILITY is the right gateway for your expansion, thanks to:

Deep Regional Coverage:

Our network covers the main economic hubs of ECOWAS, CEMAC, and East Africa, allowing us to execute strategies adapted to local specificities.

Deep Strategic Network:

We maintain long-standing relationships with key corporate and government decision-makers across the entire continent.

Sharp Sectoral Expertise:

Our specialization in mobility and infrastructure guarantees that we understand the technical and commercial specificities of your products.

Scalable Model

: Whether you target one or fifteen countries, our structure allows us to deploy resources quickly, ensuring progressive and secure growth.

Unshakeable Transparency:

We provide you with regular and detailed reports on activities, prospects, and sales performance, ensuring you maintain full strategic control.

Unwavering Professionalism and Strict Code of Ethics:

Our commitment to operational excellence is coupled with strict adherence to international commercial conduct standards. We guarantee total transparency in all transactions, rigorous management of funds and communications, and brand representation that strengthens your reputation for integrity in a market where trust is paramount. Our internal procedures are aligned with global best practices to minimize risks and ensure full local regulatory compliance.



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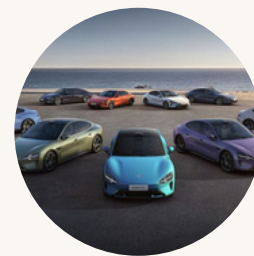
FUTURE PERSPECTIVES AND LOCAL INTEGRATION

Establishing sustainable commercial partnerships lays the groundwork for even deeper integration. The initial phase of market entry, focused on securing distribution and optimizing logistics, creates a reliable revenue base and validates the market need for your products. This success transitions us naturally into Phase 4: Local Integration. Beyond exclusive representation, this stage of our growth strategy will focus on exploring permanent local physical establishment to maximize the long-term value, brand loyalty, and operational resilience of your presence across the continent.



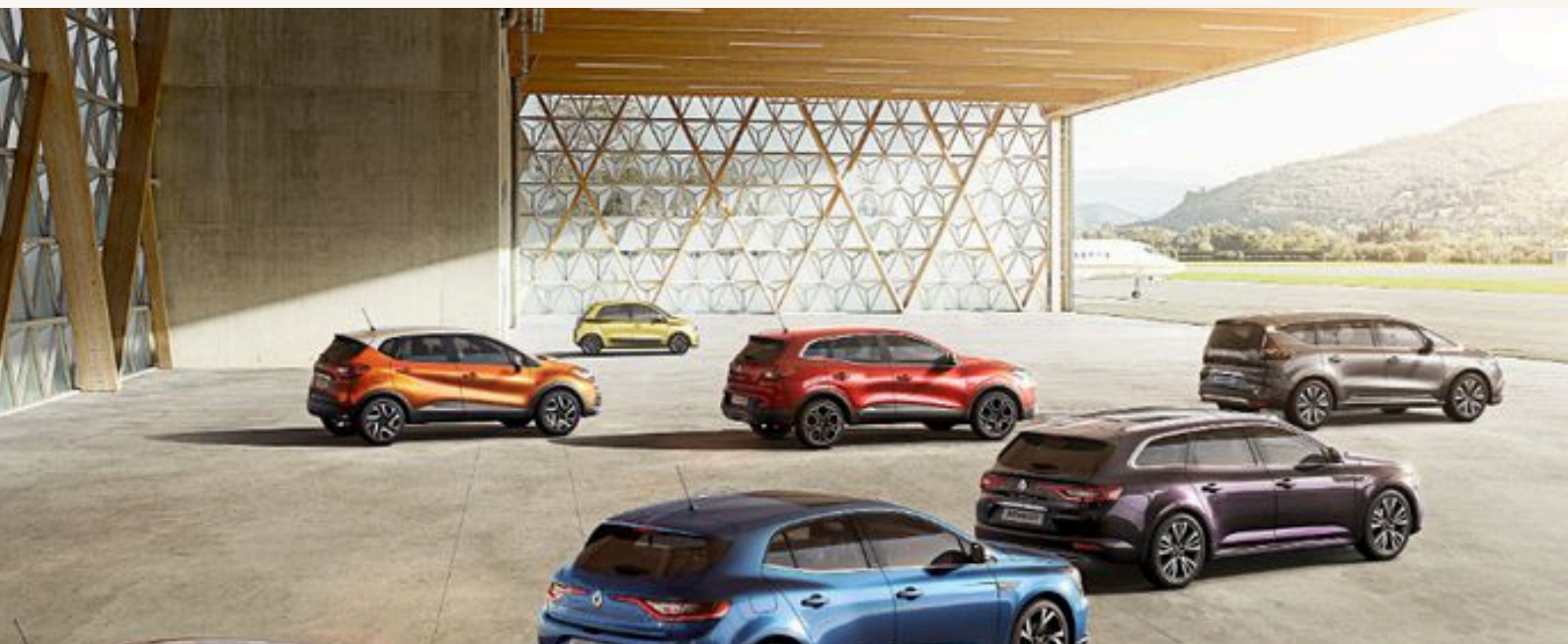
1. Dedicated Automotive Dealerships

As soon as consolidated sales volumes reach strategic profitability thresholds, we will initiate feasibility studies for the opening of exclusive automotive dealerships for your brand in key regional capitals. These physical points of sale will significantly increase brand visibility, enhance the customer experience, and allow for the capture of higher margins from direct sales and after-sales services.



2. Local Implementation and Assembly

The long-term objective is to evolve the import model towards a local anchoring model. This includes setting up a regional distribution center to optimize spare parts logistics and, eventually, exploring the possibility of Local Assembly (CKD/SKD). Local assembly offers major tax advantages, reduces import costs, and positions you favorably to secure government supply contracts through local job creation.



11. PROPOSED NEXT STEPS (ACTION PLAN)

Step 1: Alignment and Initial Validation (Days 1 - 7)

The primary objective of this phase is to validate the technical and commercial suitability of your products with the requirements of the African market. You will provide MSM MOBILITY with the complete profile of your company (statutes, history, references) as well as your detailed product catalog, including all technical specifications and the complete export pricing structure (FOB/CIF). Key deliverable: Receipt by MSM MOBILITY of the Product File and complete Pricing (Digital format).

Step 2: Commercial Strategy and Contractual Formalization (Days 7 - 21)

This phase combines tactical planning and formal engagement. Upon receipt and review of your documentation, MSM MOBILITY commits to establish a personalized business roadmap including competitive analysis and the initial list of 5-10 'Tier 1' prospects. Simultaneously, both parties will review and sign the Representation Agreement, specifying the status, the territories covered, and the conditions of the incentive commission. Key deliverables: Commercial Strategy Document (Roadmap) AND Official Representation Contract Signed and Protocol.

Step 3: Accelerated Operational Deployment (Days 21 - 90)

With the agreement signed, the operational deployment is immediate. MSM MOBILITY activates its network and executes the roadmap. The activity includes active commercial contact, the organization of first meetings with 'Tier 1' prospects and, simultaneously, the constitution of files to respond to priority tenders. Reaching this milestone within 90 days is the key indicator of our effectiveness, confirming rapid market penetration without your mobilization of fixed capital.

key deliverables

Initial Activity Report documenting the first 3 to 5 qualified prospects and ongoing tender submissions.





CONCLUSION

The African market is the next chapter of your growth. By choosing the partnership with MSM MOBILITY, you will benefit from a guaranteed, rapid and risk-free expansion in a market with unlimited potential.

We turn complexity into simplicity, offering you:

- 1.Speed: Operational penetration in less than 90 days instead of 18-24 months of traditional establishment.
- 2.Financial Security: Zero initial cost our model is exclusively based on sales success.

Your success is our only financial commitment. We invite you to launch Step 1 and provide us with the necessary information to start the process. MSM MOBILITY is ready to generate new revenue for your business today.




PROJECT PROPOSAL


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