

Africa investor-Interbrand Investment Brand Index

Market Research Findings

April 2010

Agenda

Research results.

April 2010

- 1. About Africa investor and Interbrand**
- 2. Research Objectives & Investment Factors**
- 3. Investment Benchmarks**
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1. Introduction

About Africa investor (Ai)

Africa investor (Ai) is an institutional investment holding platform, that aligns its pools of capital from sovereign wealth funds, pension funds, family offices and long-term investors with vetted infrastructure, private equity and technology investment opportunities in Africa.

www.africainvestor.com

About Interbrand

Interbrand started in 1974 when brands were thought of as just another word for logo. It has changed the world's view of branding and brand management by creating and managing brands as valuable business assets. Interbrand has nearly 40 offices and is the world's largest brand consultancy with the broadest geographical presence. It creates and manages brand value by making the brand central to the business's strategic aims.

www.interbrand.com

Research objectives

Objectives

- To understand the strength of the African investment brand, in a competitive context
- To establish the image attributes associated with the Africa investment brand
- To understand the countries with a positive and negative perception

Approach

- Interactive online research across local and international investors

Welcome to Africa's first Investment Branding Survey **AI | africainvestor**

Welcome to Africa's first Investment Branding Survey, conducted through a partnership of Africa Investor and Interbrand Sampson.

This tool has been requested by African governments and businesses to understand how best to attract investment partners; it will be conducted twice a year.

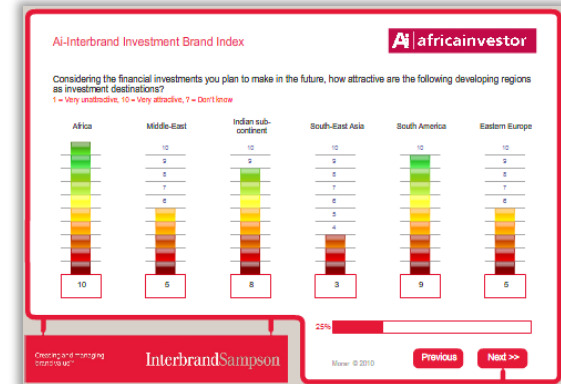
The information you provide is strictly confidential:

- The survey will take no more than 7 minutes
- There is a prize draw to win an iPod Touch 8GB

Many thanks for your views, they are extremely important to us.

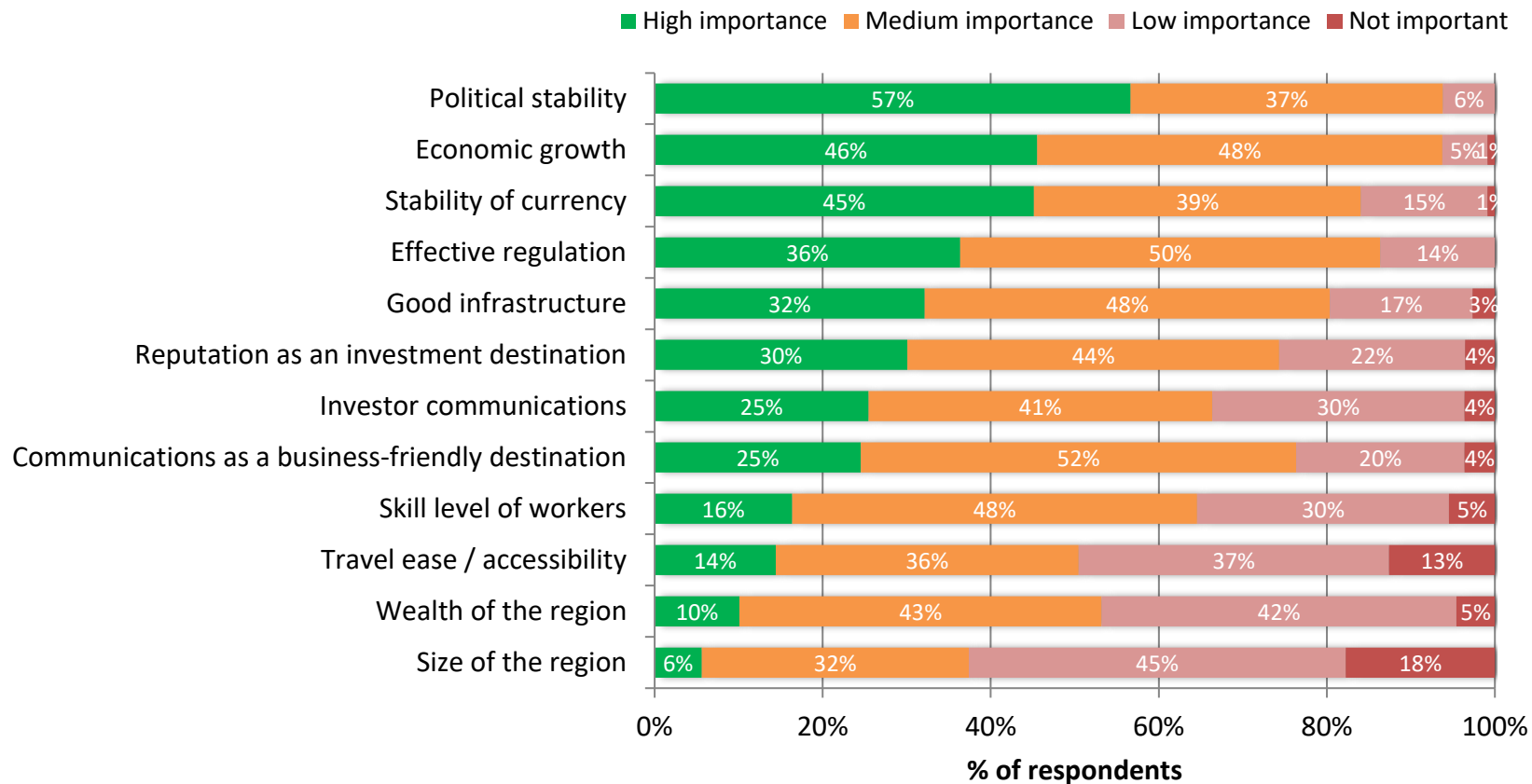
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Investment factors

A combination of political and economic stability is the key to being an attractive investment destination brand; communications are an important aspect of the mix

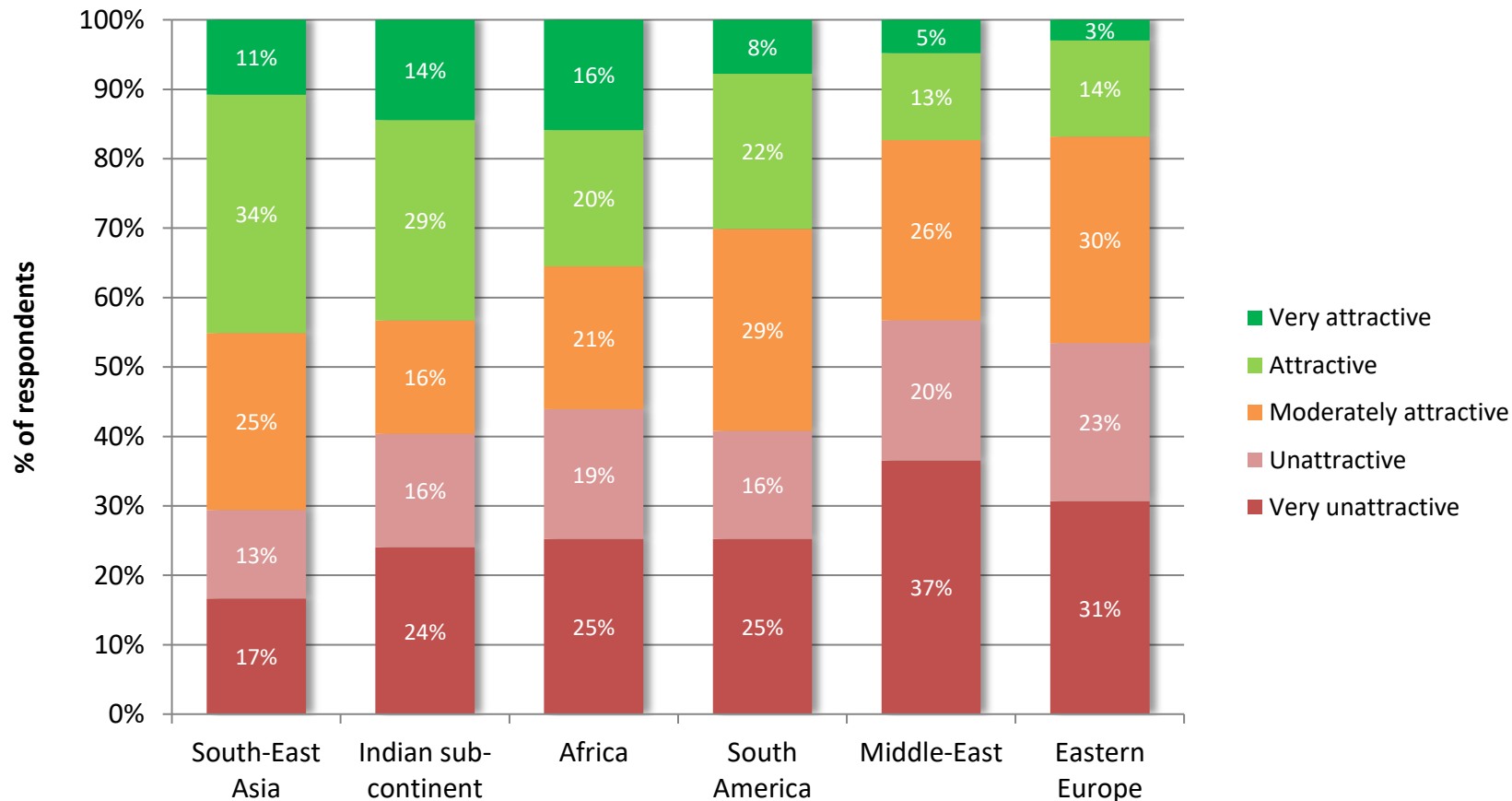


Question: When considering a new developing region to invest in, how important are the following factors?
 0 = Not at all important; 5 = Critical importance

3. Investment Benchmarks

Investment attractiveness

Africa is considered to be the third most attractive investment region; with the highest proportion of respondents stating it as 'very attractive'

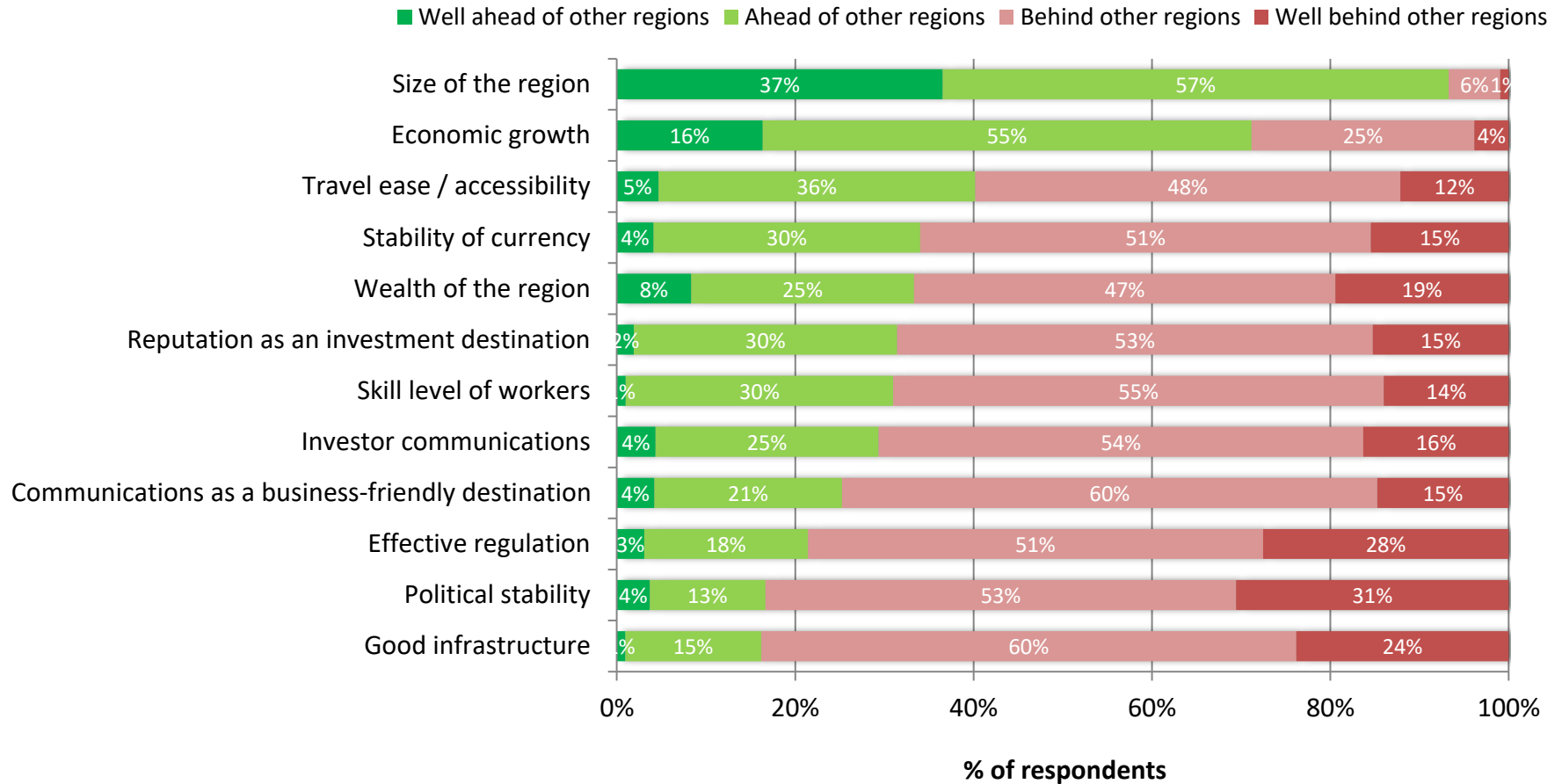


Question: Considering the financial investments you plan to make in the future, how attractive are the following developing regions as investment destinations? 1 = Very unattractive, 10 = Very attractive

4. Brand Africa Performance

Africa performance as an investment destination

The size of the region and its economic growth are key advantages; political stability, poor infrastructure and effective regulation are weaknesses

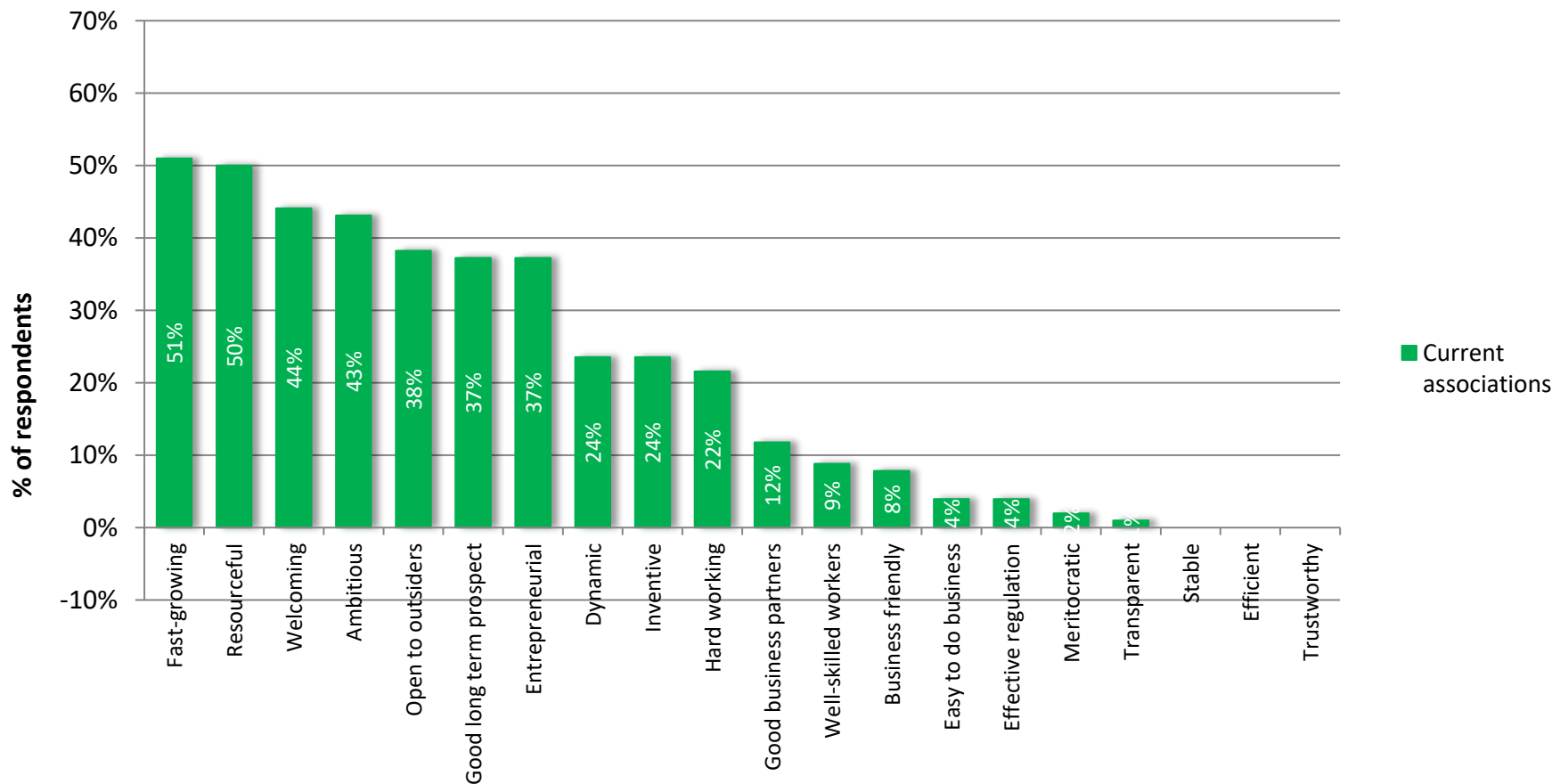


Question: Considering the same factors, how well does Africa perform on each, relative to other developing regions?
 -3 = Well behind other regions; +3 = Well ahead of other regions; ? =

5. Country Performance

Invest in Africa – Current brand image

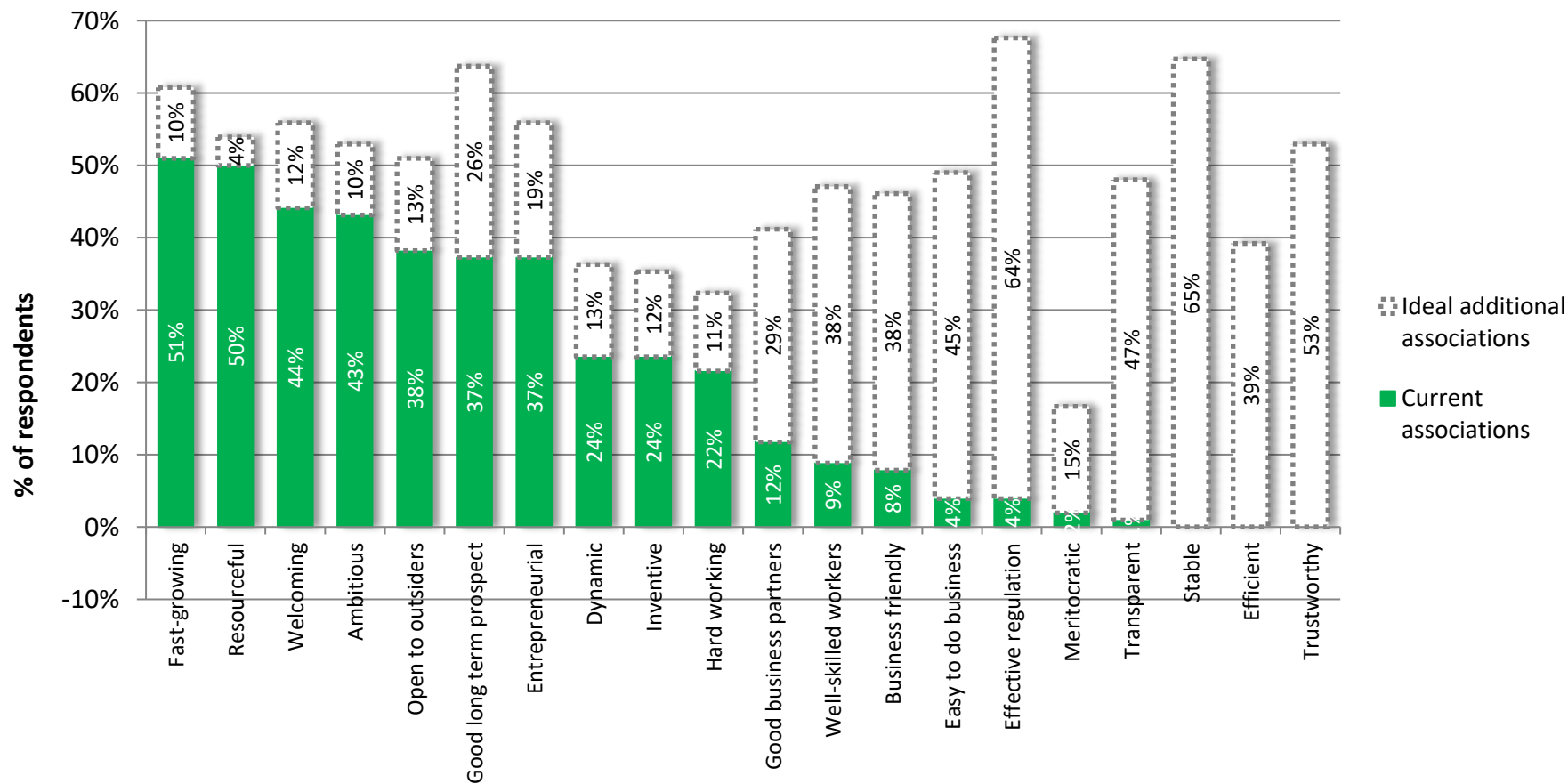
Africa has a number of key strengths (fast-growing, resourceful, welcoming and ambitious); however it is not considered to be stable, efficient or trustworthy



Question: Which of the following characteristics do you CURRENTLY associate with Africa as an investment destination?

Invest in Africa – Current & 'ideal' brand image

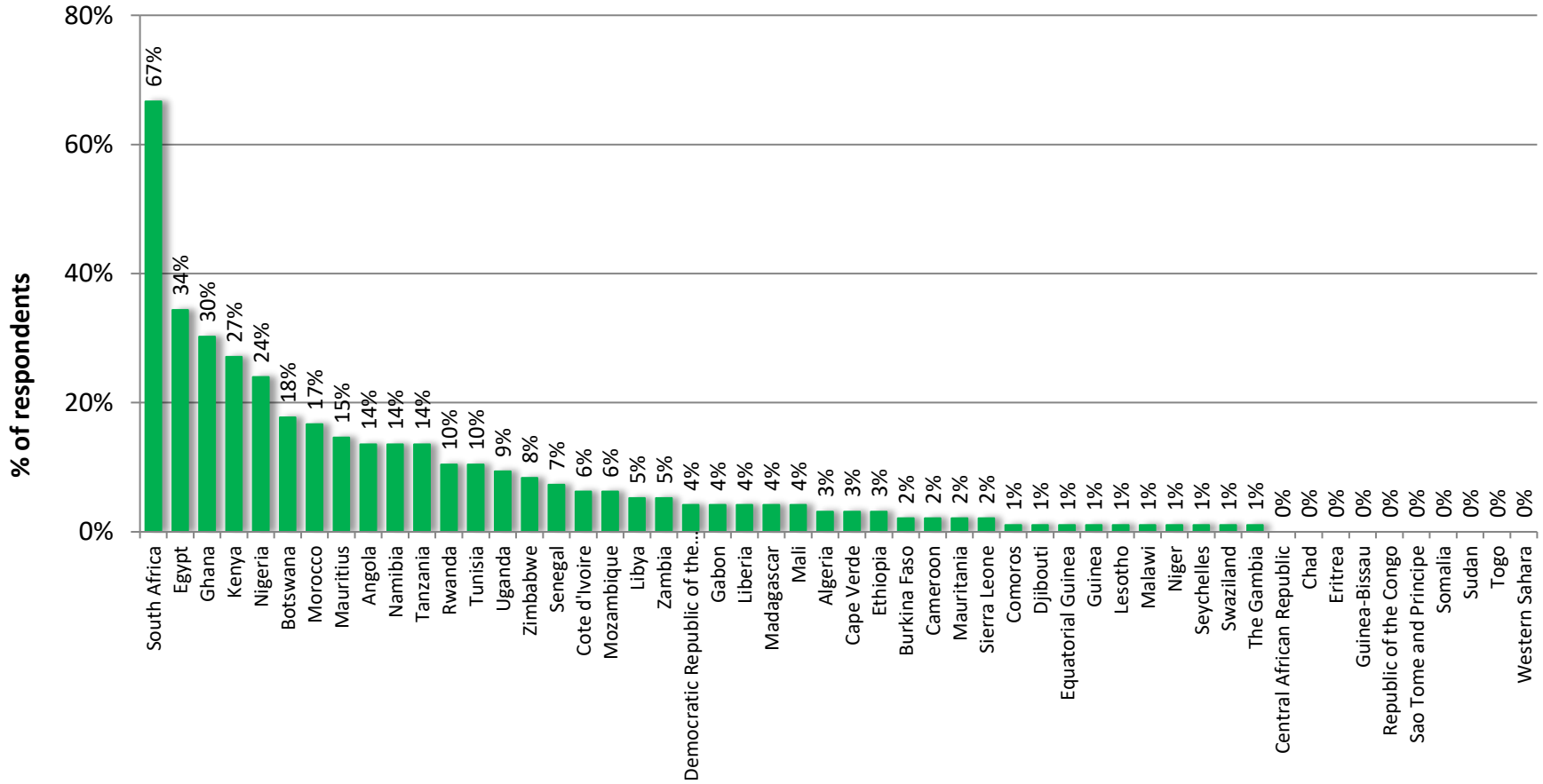
Effective regulation is considered to be the important attribute to focus on building for Africa, stability and trust are 2nd and 3rd



Question: Which of the following characteristics do you CURRENTLY associate with Africa as an investment destination?
 Question: Which other characteristics would make Africa more attractive as an investment destination in the FUTURE?

Most attractive investment countries

South Africa is clearly the most attractive investment destination, followed by Egypt, Ghana and Kenya



Question: Which of these African countries are the most attractive locations for investment? Please select a maximum of 5

Why invest in these countries?

Key quotes

SOUTH AFRICA

- A diverse socio-economic structure with good internal demand and a solid mining industry support of the currency
- A first world country in Africa, already set market systems
- American's can relate to the sporting culture that exists
- Developed infrastructure; modern state; rich in natural resources; skilful people; developed industries and technology
- Dynamic culture, relatively stable government, resources, open to western visitors/business
- Easy regulatory environment, high level of entrepreneurship, easily available critical data
- Economically sound
- Emerging country with a first world culture
- It is one of the wealthiest countries of Africa and a symbol (end of apartheid). South Africa receives the Football world cup this year.
- The first world of Africa

EGYPT

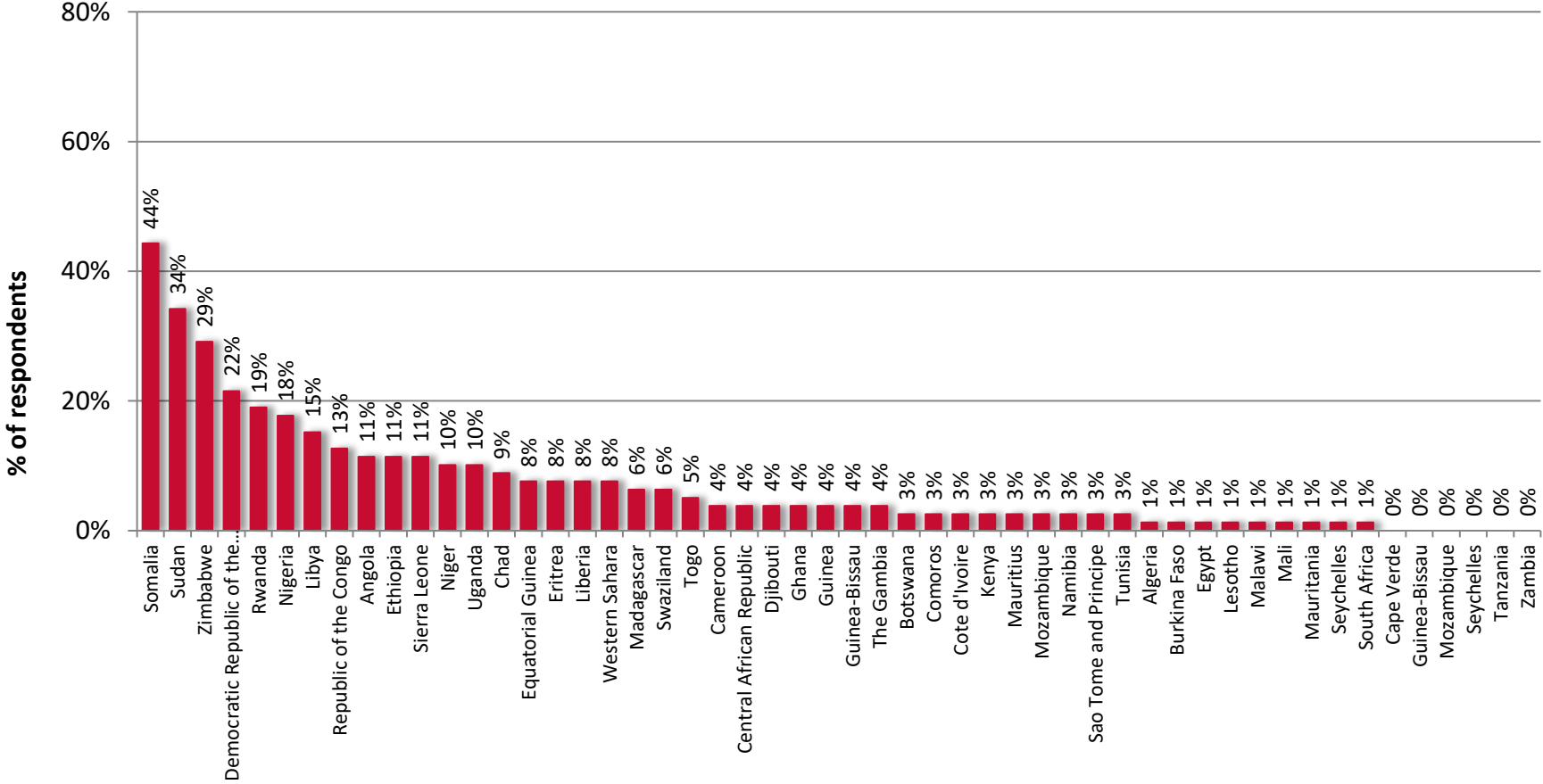
- A serious, dedicated and ambitious national 'character'...solid base of cultural tourism provides steady stream of income-stability-progress
- Appears to be a politically stable country over all.
- Their ancient cultures are a gateway that many American's are familiar with and enjoy.
- Close to Europe, 'near'
- skilled people
- Cultural destination
- Dynamic
- Favourable infrastructure due to tourism
- Investment promotion initiatives
- Proximity to Europe, established infrastructure, long history of trade/business, politically stable
- Rich history and culture brings it to the front of my mind
- Springboard to the middle East
- Stable political, stable currency, excellent infrastructure
- Tourism. European people are not reluctant to go here

GHANA

- Excellent enabling environment, tried and tested, proven democracy and transfer of power hence eliminates possibility of political instability to a large extent.
- Good governance, transparency political stability
- Growing economy and stability
- I have the impression that the country is stable
- Infrastructure and investment in culture & sports
- It's highly unlikely that oil commercialization in Ghana will show exactly the same catastrophe as in other countries
- Modern economy and hub of Western Africa
- Recent closely fought election that was not marred by politically motivated violence sent a message to the world that this economy was ripe for investment;
- Stable - honest people - gateway to English speaking W Africa
- Stable with newly found oil

Least attractive investment countries

Somalia, Sudan, Zimbabwe and DRC are all considered to be highly unattractive as investment destinations



Question: Which of these African countries are the least attractive locations for investment? Please select a maximum of 5

Why NOT invest in these countries?

Key quotes

SOMALIA

- Civil war
- Extreme poverty
- Failed state without central government means no guarantees for my investment
- Fighting
- Is one of the country the poorest and less developed for the moment
- Lack of physical security
- Lawless
- No existing government as well as insecurity issues
- No political stability
- Political and security uncertainty
- Political unrest, lack of security
- Poverty, civil wars, not stable
- Probably the worst country in the world, unfortunately. No government = zero stability
- Prolonged civil war
- Quality of labour, innovation, stability
- Violence, ethnic problems
- War and corruption
- War, violence, terrorism, pirates

SUDAN

- Accessibility difficulties
- Civil war, poverty and religious radicalism
- Corruption and unfriendly policies such as you must have a Sudanese partnering order to construct business
- Darfur situation, although apparently stabilising, remains a significant concern
- Fighting and instability
- I have the impression that the country is unstable and violence is rife
- Is one of the country the poorest and less developed for the moment
- No political stability
- Politically unstable
- Political instability, history of genocide
- Politically unstable
- Potential issues with trade embargo / sanctions
- Unstable politically
- Violence
- War and unstable government

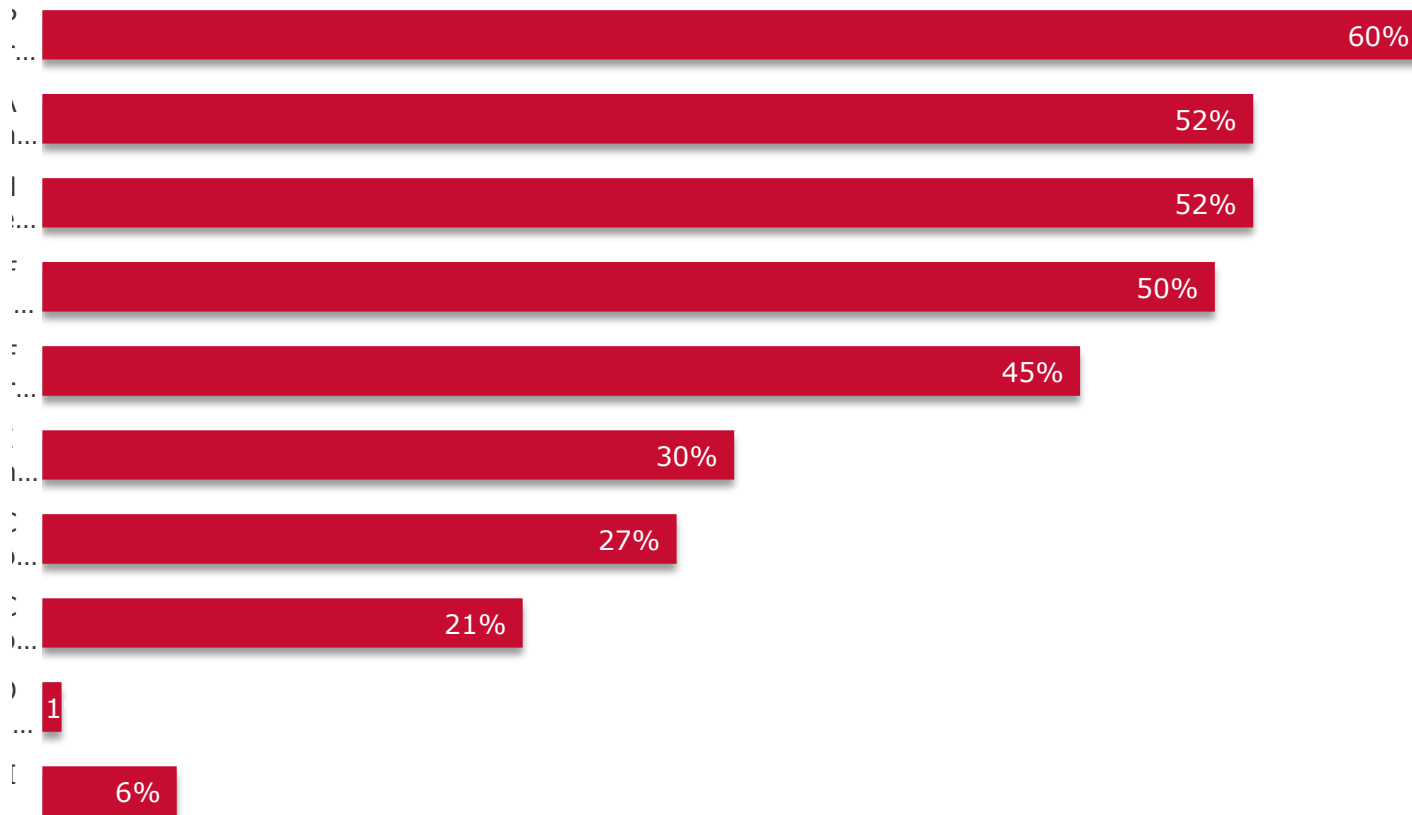
ZIMBABWE

- Corrupt government, poor management of resources, business, government services, etc.
- Mugabe
- Political instability (negative population growth, inflation of currency)
- Political situation is teetering
- Political unrest, lack of security, financial instability
- Politically unstable
- Politically unstable and unjust
- Robert Mugabe
- Would like to help Zimbabwe but would not trust any of my money there as long as Mugabe is in power.

6. Brand Promotion

Investment information sources

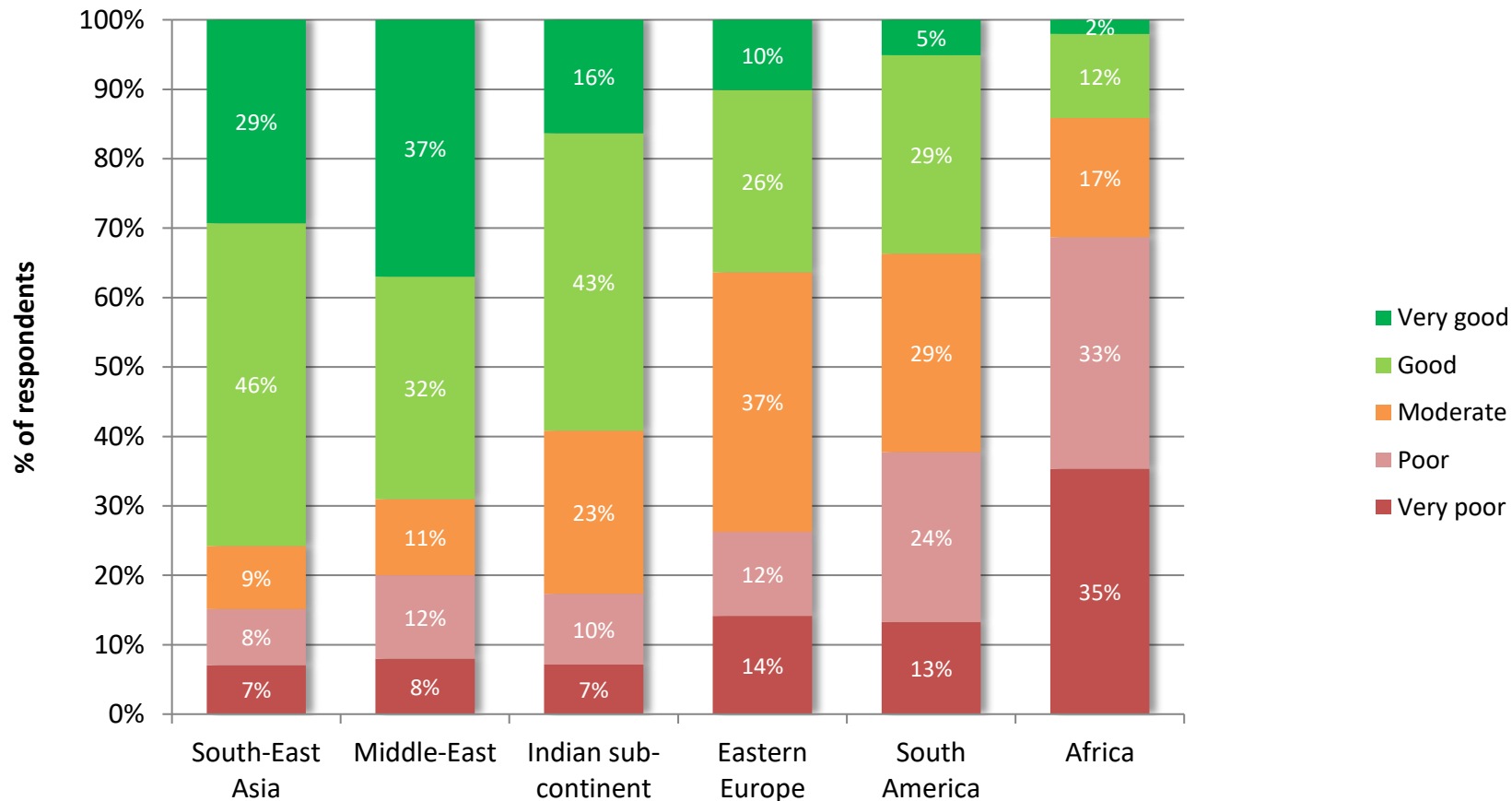
Professional advisors / analysts are the key to improving Africa's investment brand



Question: When researching a new investment destination, which information sources do you use?

Investment promotion

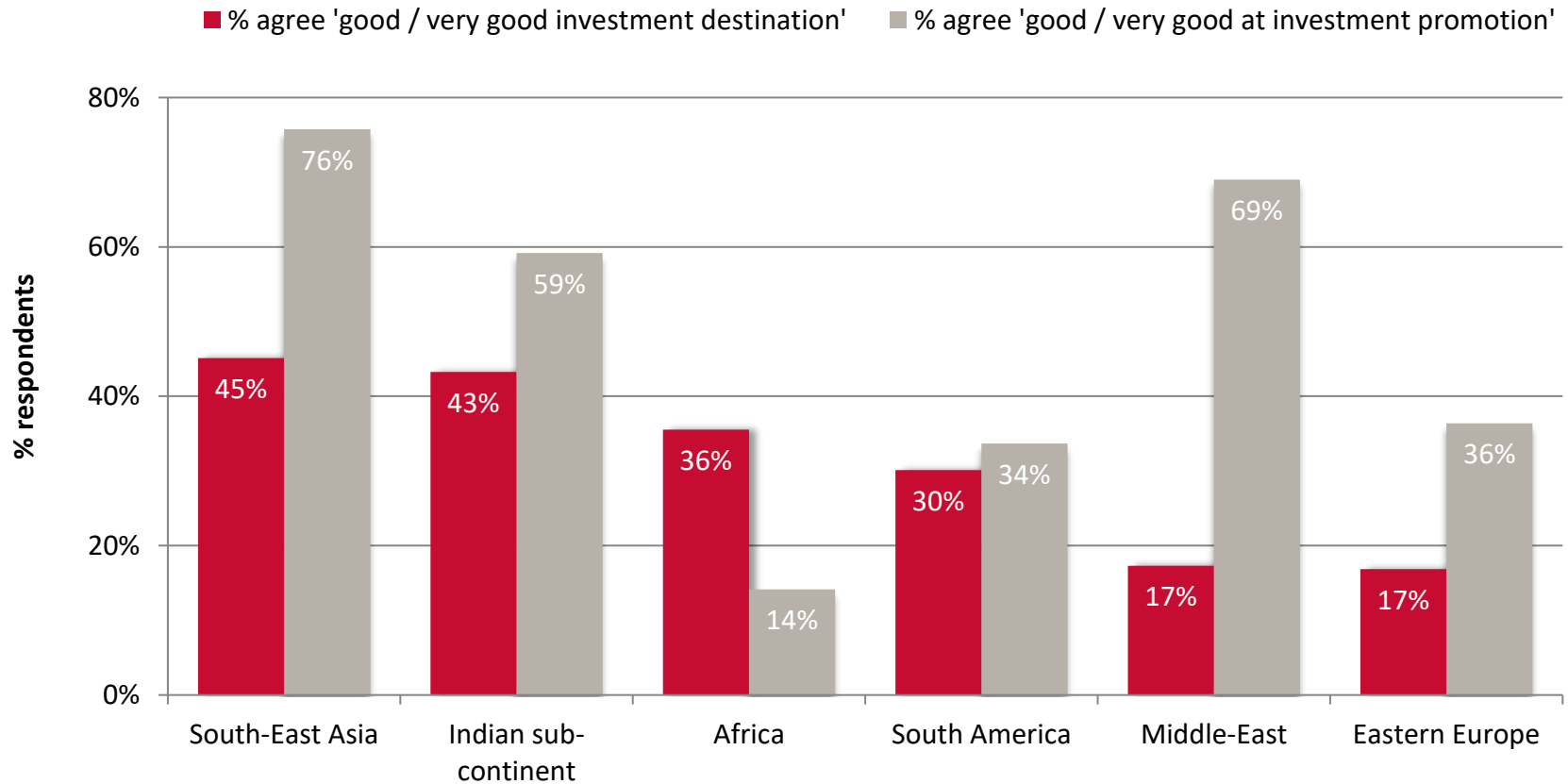
Africa is very poor at promoting itself as an investment destination



Question: How effectively do you feel each of these developing regions promotes their region as an investment destination?
1 = Very poor, 10 = Very good

Investment attractiveness vs. communications

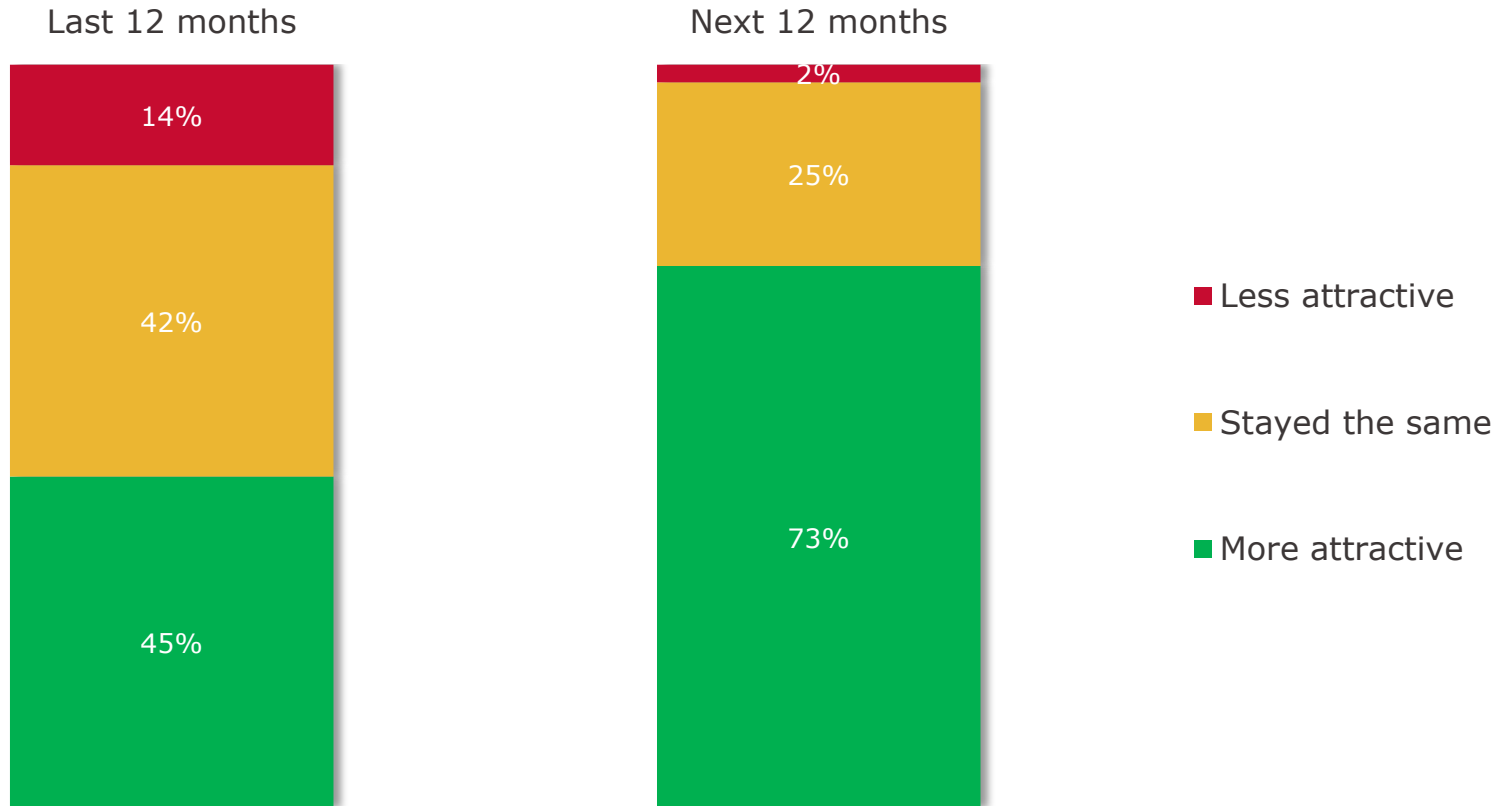
Africa's investment promotion clearly lags its calibre as an investment destination; unlike every other region



7. Brand Investment Index

Ai-Interbrand Brand Investment Index

The future looks positive for Africa as an investment brand with an overall Brand Investment Index of 75 (out of 100; 50 is neutral)



Thank you

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brand value™

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