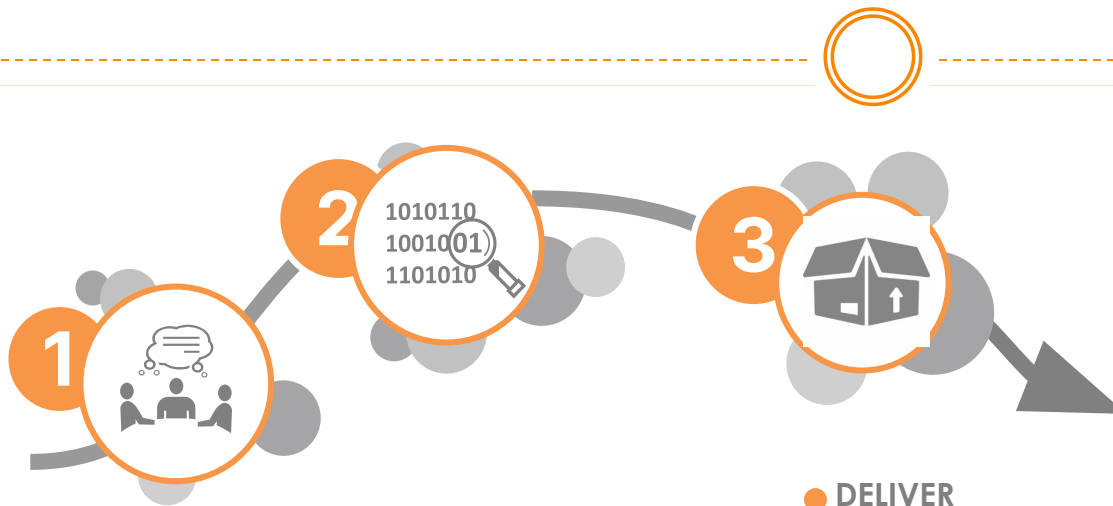


Frontier Markets has a proven track record on Test and Deliver



MARKET ENTRY

- ▶ Accessing the existing customer base of over 400K customers to provide product feedback
- ▶ Accessing existing Village Level Entrepreneur network to understand their needs as customers and their insights from rural households they serve

TEST

- ▶ Using our own in house product quality team we test the quality and efficacy of the product
- ▶ We leverage our VLE network to showcase the product and collect customer feedback on product strengths, misalignments with expectations, pricing and purchase intentionality
- ▶ Using these needs we assess the go to market strategy and prepare feedback for the product company on next steps i.e. iteration or distribution

DELIVER

- ▶ We co-design go-to market activities that are targeted based on our understanding of the customer, in relation to their village and their product needs
- ▶ We leverage our distribution network across multiple channels including Saheli's and Retailers to get the product to market

CASE STUDIES:

We have tested different products before including them in our product basket which has led to iterations and refinements to truly meet the rural customers needs

Home Lighting System:

- ▶ Helped global organisations learn that their product wasn't performing the way it was marketed which led to decreased expenditure on manufacture of a product that would have low market uptake

Water Filter:

- ▶ We've helped with product iteration and input to a global go to market strategy

Service/Solution Organisations:

- ▶ This approach has now opened the opportunity to partner with leading companies focused on financial services and digital solutions