



**Off Grid Electric**  
Powering Universal Energy Access

A world map is shown in the background, where landmasses are depicted with a dense pattern of small yellow and white dots. These dots represent electricity access, with the highest concentration in North America, Europe, and parts of Asia. The continent of Africa, particularly the sub-Saharan region, is notably dark, indicating a lack of electricity access.

# Right Now, an Entire Continent Exists in **Darkness**

## **600 million**

People in sub-Saharan Africa lack access to electricity

## **730 million**

People rely on dangerous, expensive & inefficient energy sources: kerosene & charcoal

## **Hundreds of millions**

People who live on the grid use unreliable & expensive energy

But Within  
Our  
Lifetime...  
Darkness will  
turn to **Light**

**Access to Energy for Everyone is Possible**



# Clean, Renewable, Affordable Energy for...

1

Safety & Studying  
Connecting to the World  
Building a Family  
Building a Continent



2

Running a Small Business  
Enabling Technological Services  
Connecting to Global Information  
Driving Efficiency



Empowering  
**Families, Businesses & The Leaders**  
Of Tomorrow...



# ZOLA by Off Grid Electric, Ltd

## A Trusted, Aspirational Pan-African Brand

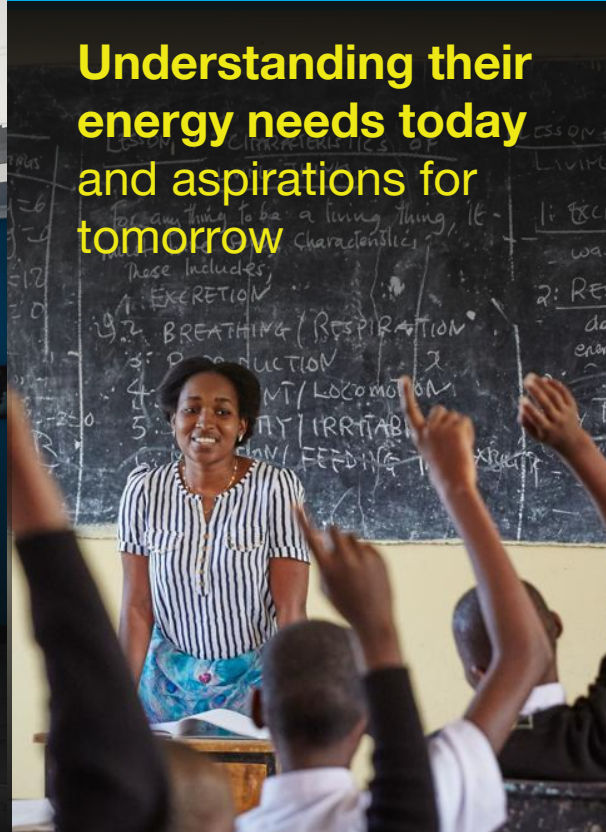


# ZOLA by Off Grid Electric, Ltd.

Establishes long-term trust with the African customer



**Providing their first loan...**  
and eventually a full slate of  
financial services



**Understanding their  
energy needs today  
and aspirations for  
tomorrow**



**Meeting in their home...**  
and building a life-long  
product relationship

1

Talks with customer to understand their needs



2

Suggests the best energy solution



**ZOLA**

creates the world's best customer experience

4

Meets with customer again to understand their aspirations



3

Professionally installs solar system





# ZOLA by Off Grid Electric, Ltd.

## Utilizes a multi-faceted distribution model



Door-to-door



Bank  
distribution



Retail



Tele-Sales



Shop-in-shop



Microfinance

Connect with customers where they feel  
most comfortable



# **ZOLA** by Off Grid Electric, Ltd.

## Invests in a long-term customer relationship



### **DEPENDABILITY**

24/7 call center and in-home support



### **RELIABILITY**

Longest warranty term in the industry (**5 year**)



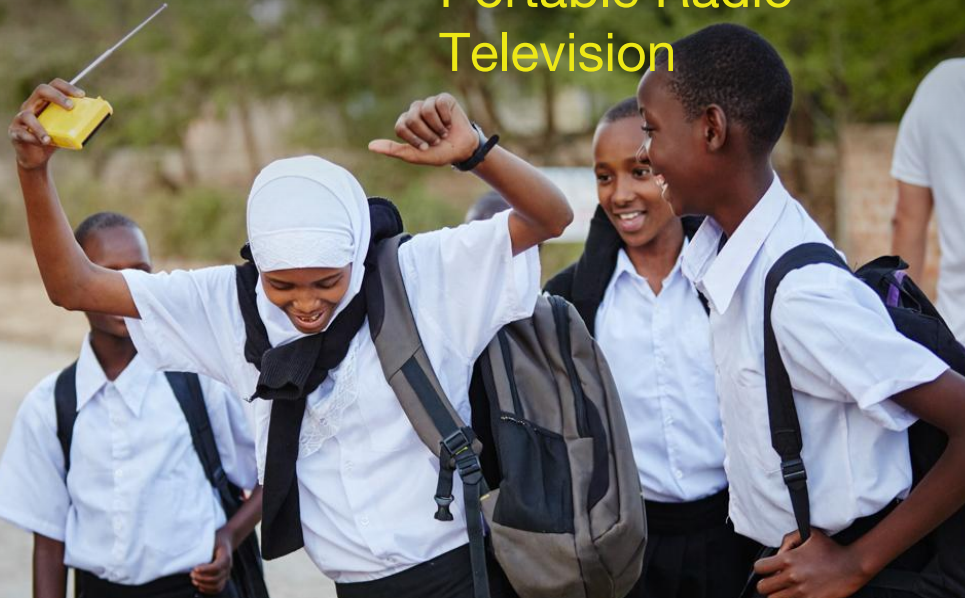
### **AFFORDABILITY**

Longest loan term in the industry (**3 year**)

# ZOLA by Off Grid Electric, Ltd. Grows with the African customer

TODAY

High Quality Lights  
Cell-phone charger  
Portable Radio  
Television



TOMORROW

Refrigerator  
Fans / AC  
Smart phone  
Computer



ZOLA

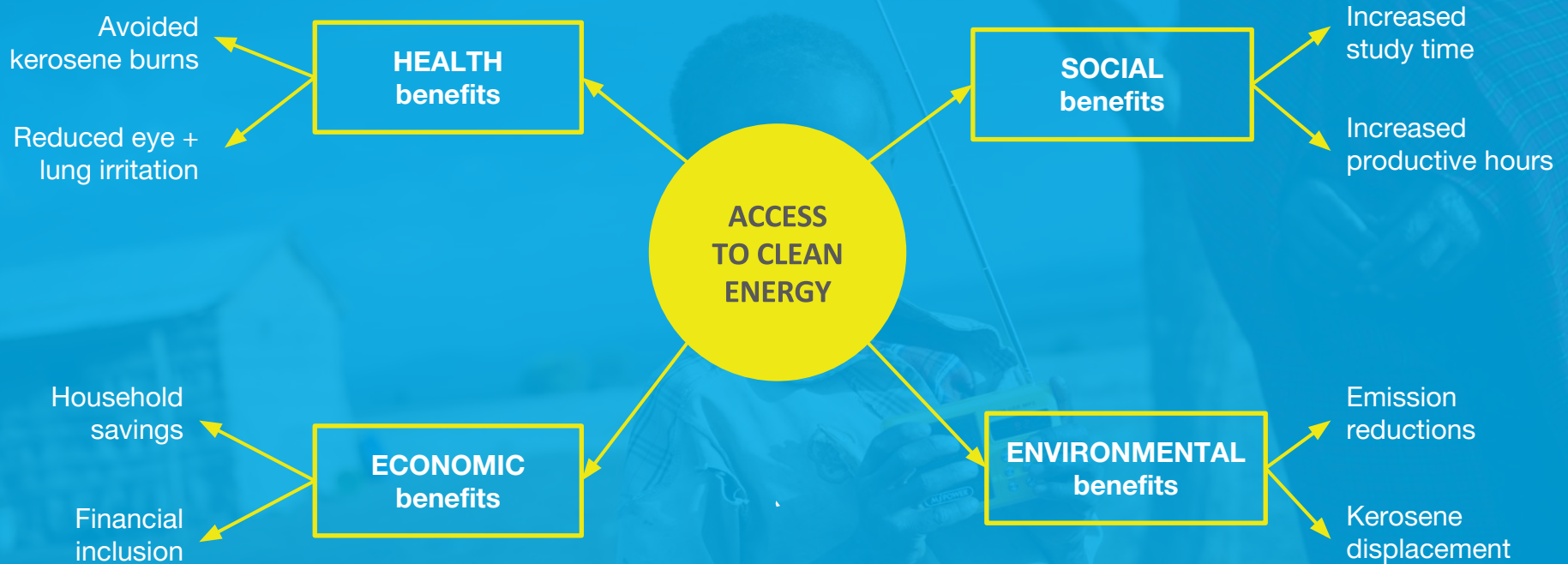
# ZOLA by Off Grid Electric, Ltd

## Building & Empowering A Continent through Clean Energy



# Energy Access: Profound Social Benefits

## Potential to positively impact hundreds of millions of lives



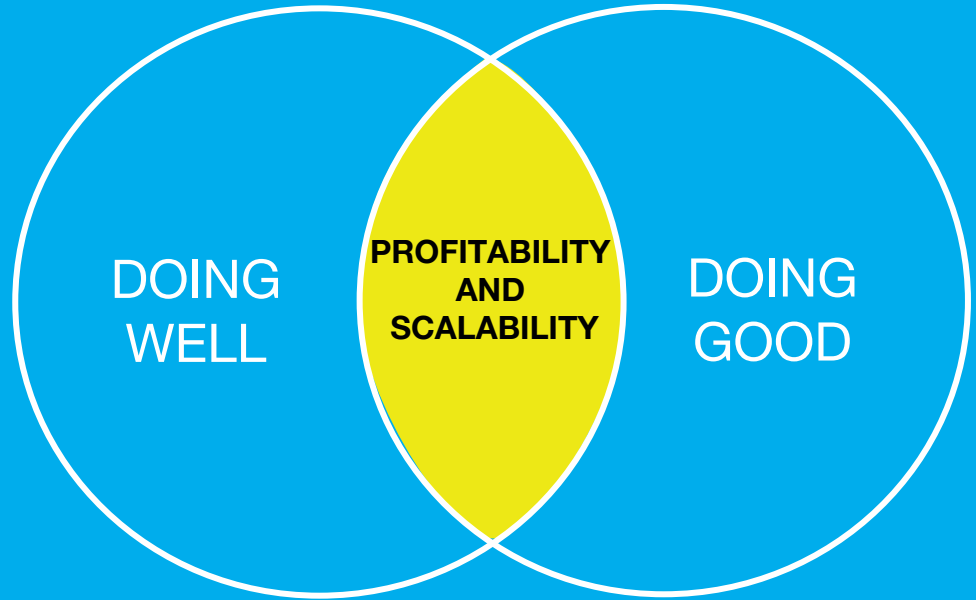
# Energy Access: Massive Economic Potential

## Creating a social business with real returns to investors



# Redefining the Nexus of Social & Business

## Focus on Unit Economics to Drive Scalable Social Change



# Join Off Grid Electric In Transforming Darkness Into Light







**ZOLA** by Off Grid Electric

**ZOLA**

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