

PRESS KIT



WHAT ABOUT ME. ?

What is that ? ME. is a response to the challenge of economic development of the most fragile and vulnerable population in Africa through the implementation of the continent's digital transformation. To be at the side of low-income Workers, Students, Youth and, in particular, with Women Entrepreneur, one of the economic engines of different African societies. Entrepreneurs by nature.

The youngest population in the world, suffering from unbanking at more than 70%, without global access to connectivity and this, despite an installed mobile park in constant progression.

We have to face multiple challenges, giving a way of daily life, based on the informal, with flows of financial transactions mainly carried out in cash,

without possibility of opening up to real micro-credit, for example.

We need to raise the issues of authentication of Beneficiaries or KYC (Know Your Customer) in order to build a bridge between regulations and lifestyles in place, to offer a real access to banking solutions, the key to inclusion.

- 1 STRUCTURING THE EXISTING INFORMAL ECONOMY THROUGH THE USE OF DIGITAL
- 2 PROVIDE TOOLS & SERVICES FOR PRODUCTIVITY IMPROVEMENT
- 3 BRINGING 1 BILLION AFRICANS INTO THE DIGITAL TRANSITION

Our Ambition ? Open and multiply the possibilities offered to the largest number, to access the tools of inclusive growth, thanks to the development of a powerful smartphone embedding an aggregator of services, offering the most advanced functionalities, in an improved and extremely simple way, thanks to a 3-click access, designed for Africa and developed with Africa.



SCAN ME
Discover ME

We are an innovation startup, in the New Technologies sector (ICT), registered in Paris region, which focuses its commercial deployment in Africa. With a team of experts from the business sector of Telecoms and applications, gathered around the project since its conception, we have developed a new digital vehicle, revolutionary in its resolutely user-centric approach, in order to realize the promise of digital transformation for all, in Africa. We are game changers.



Christian **MASSOJI**
CEO & Founder

I was born in Lubumbashi, the heart of the copper belt, among the great African Rift, in the Democratic Republic of Congo, just over 50 years ago.

After a very rich career of nearly 20 years, spent in internationally renowned groups, ERICSSON, then SONY, I decided to take the turn of Entrepreneurship.

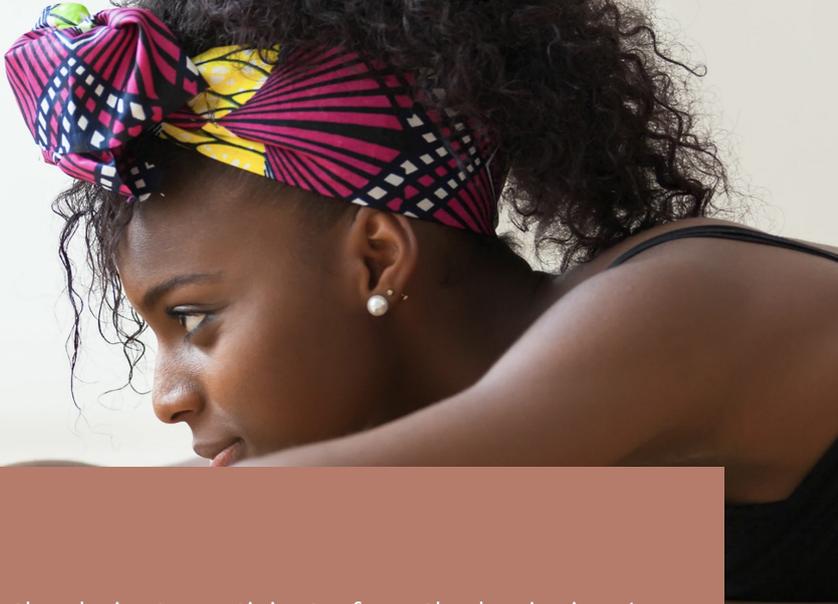
Graduated with a Master's degree in Management from ESCP Europe, I founded ME. MOBILE ECOSYSTEMS in March 2021. with the desire to develop a unique and innovative digital solution, in order to provide concrete and adapted responses to the most vulnerable populations.

I am convinced that the future of Africa will be built in a new collaborative vision, based on the availability of adapted digital tools, opening up infinite perspectives to this continent rich in youth in the making.

What About ME. ? Just Another You



A UNIQUE USER EXPERIENCE



Thomas M.
Director of UI/UX Programs



I joined the ME project, with the desire to participate, from the beginning, In a collective adventure, focused on innovation and economic development in Africa. I am a Polytechnique-X engineer, specialized in Innovation, Biophysics and Computer Science, passionate about new technologies. I am in charge of managing the development of the architecture and interface of the platform. A global infrastructure that should allow a simplified integration, via API, of homegrown service providers, offering the most appropriate response to the local needs of vulnerable populations.

Our Targets. Our offer is intended to meet the needs of 1 billion Africans, on the margins of economic and digital development.



Students & Millennials

65% of Africa's total population is under the age of 25, making it the youngest continent on the planet.



Auto-Entrepreneurs & PMI

A category working mainly in the informal sector with huge economic stakes around credit. Our commitment will also be made to the promotion of Women's Entrepreneurship, culturally anchored in African societies.



Low-Income Workers & Civil Servants

With an average salary income of 100 USD per month, open up access to inclusion for as many people as possible, to offer new opportunities for growth.

Access in 3 clicks. Make the use of the smartphone as intuitive as possible, in order to be able to offer development for all, without constraints.



KYC* & SSO**
Digital ID



User
Interface



ME. Money
by KOBOPay



Collaborative
Forum

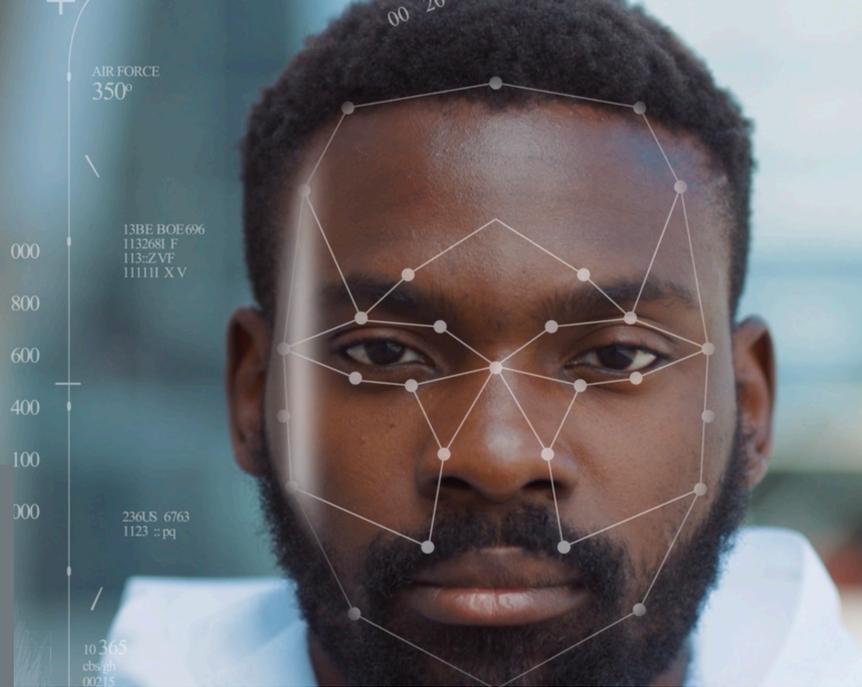
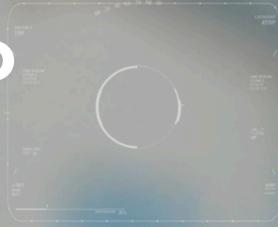
Service Platform. Enhance a seamless access to all your services, on a daily basis, such as online banking and microfinance, health, education and entrepreneurship tools, with ease. A scalable and fully customizable platform. In your image.

Our Goal ? Build a resilient Africa, open to the next major challenges of digital transformation, for the most, with a focus on putting into practice the Sustainable Development Goals, promoted by our Partners.

An extended vision of a hybrid solution between the public and private sectors, key to the success of inclusion policies.

(*) KYC - Know Your Customer
All processes ensure the compliance of customers with anti-corruption legislation as well as to verify their probity and integrity
(**) SSO - Single Sign On
Technology for accessing multiple services, websites and applications with a single sign-on system

DIGITAL IDENTITY SECURITY KYC & SSO

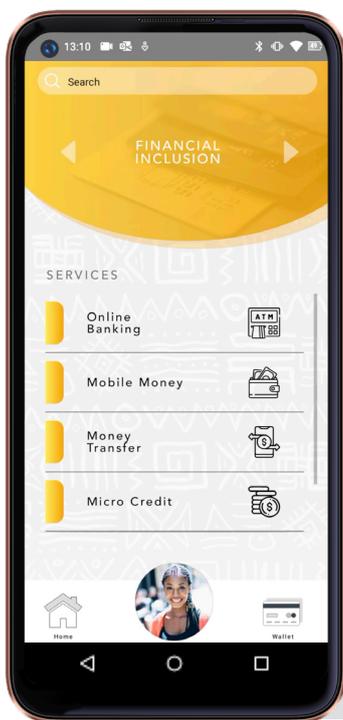


Jeremy B.
Systems & Security Manager

Beyond the concept and rules of GDPR developed in Europe, the security of Personal Data remains a major challenge. In the implementation of our online solution, our philosophy is based on the sovereignty of the Data to be guaranteed for each user and this is the origin of the creation of the JAY concept, Just Another You, your secure digital avatar with your own biometric data. The focal point of our ecosystem.

JAY, your Digital ID. We have conceived a secure approach to your avatar through the integration of proven technologies, in partnership with major global actors from CIAM (Customer Identification Access Management). With the exclusive control of Personal Data kept by Beneficiaries as mandatory.

KYC & SSO. Through this unique identity, created during your first connection to the platform, we offer you a comfort of use, via a transparent navigation (SSO), on all the Partners integrated into the platform. The promise of a seamless end-to-end experience.



NFC, Contactless Payment. The digital revolution in Africa will involve the use and generalization of contactless payment.

Why? The transition from uses and lifestyles based on the informal to more formal mode will require the digitization of transactions, the limitation of cash flows, or even the limitation of physical interactions in bank agencies, to effectively meet the growing and exponential demand for access to inclusive financial solutions.

A simpler world or even the smallest transactions in value make sense, because it is a daily reality that these population is facing.

This new world is yours, the answer to your daily needs that comes to life in ME.

In partnership with KOBO, best Fintech incubator 2021 in Central Africa, we built ME. Money, your e-wallet paving the way for inter-operability between Online Banking services and Mobile Money, for seamless use.





AN ALL-IN-ONE ECOSYSTEM

To ensure a access digital for all, ME. MOBILE ECOSYSTEMS will be available via revolutionary leasing offers, custom-built to fit the economic reality of the target audience without concession on the device quality and the performance, thanks to your new Digital ID, JAY. Your passport towards better future which opens you the doors of inclusion.



Download only option available from iOS & Android online stores, at an annual rate of \$9.90. Includes access to the creation of your digital avatar, JAY and access to the embedded application portal.

0,33
USD/day

9.90 USD/month in PAYG
PAYG Pay As You Go, a la carte rental model based on micro-credit solutions.

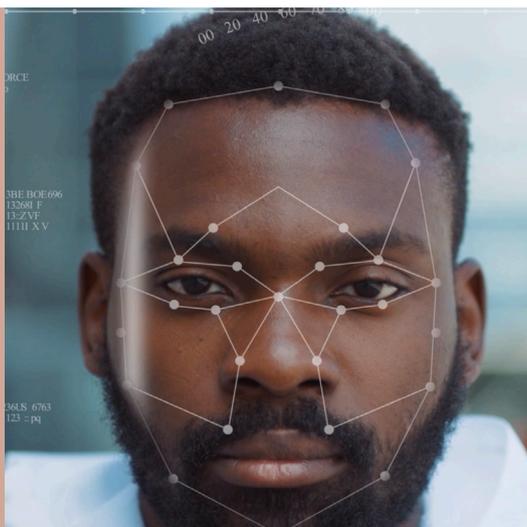


- 4G LTE Network
- Android 12
- 6"39 HD Screen
- 4GB/64GB Memory
- 20 MP Cam Sony AF
- 8 MP Selfie Cam
- NFC Contactless Payment
- Face ID
- Fingerprint
- 4.000 mAh

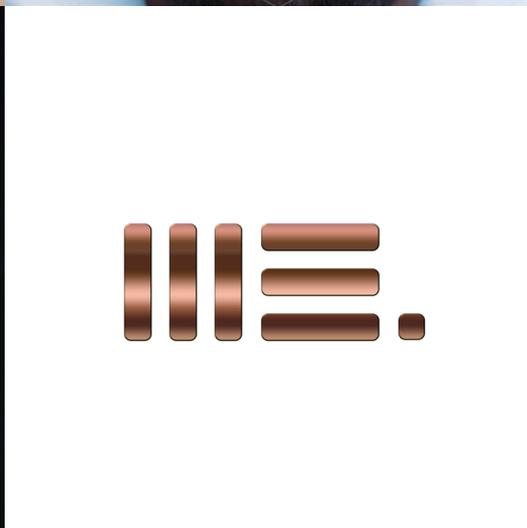
PARTNERS



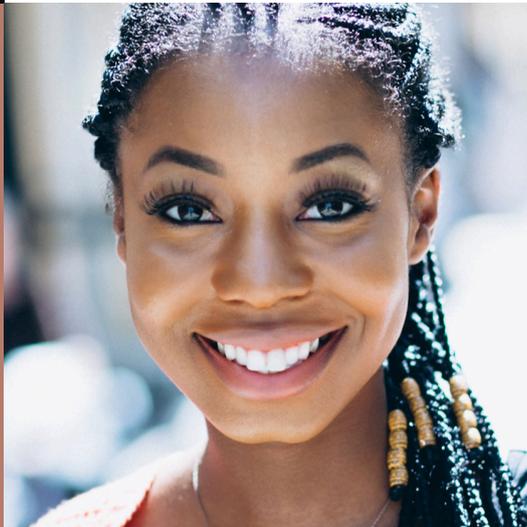
DIGITAL TOOLS
FOR AN
INCLUSIVE
GROWTH



KYC & SSO
DIGITAL ID
SECURITY



YOUR DAILY
SERVICES
IN 3 CLICKS



A TAILORED
& ECONOMIC
OFFER

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