

THE JAPAN–AFRICA BUSINESS FORUM 2014

THE INTRODUCTION TO “CSV AFRICA”

Jun. 11, 2014



THE PRINCIPLE OF “AFRICA SOCIAL CONTRIBUTION FUND/CSV AFRICA”



Investment Policy:

Invests in Japan-related businesses in Africa aiming to transform capital into answers for social challenges in sustainable manner while at the same time introducing Japanese technologies and know-how which enable to maintain and improve the international presence and competitiveness of Japanese industries.

Investment Prospectus:

Japan-related businesses which solve the “Social Challenges” that African countries face in a sustainable manner.

- **“Social Challenges”** ...Challenges relating to employment, environment, education, welfare services, medical Care, infrastructure, transportation, services, and information technology.
- **“Sustainability”** ...Generating sufficient returns to constitute viable investments in a sustainable manner.
- **“Japan-related”** ...Businesses which introduces Japanese technologies, know-how, and knowledge.

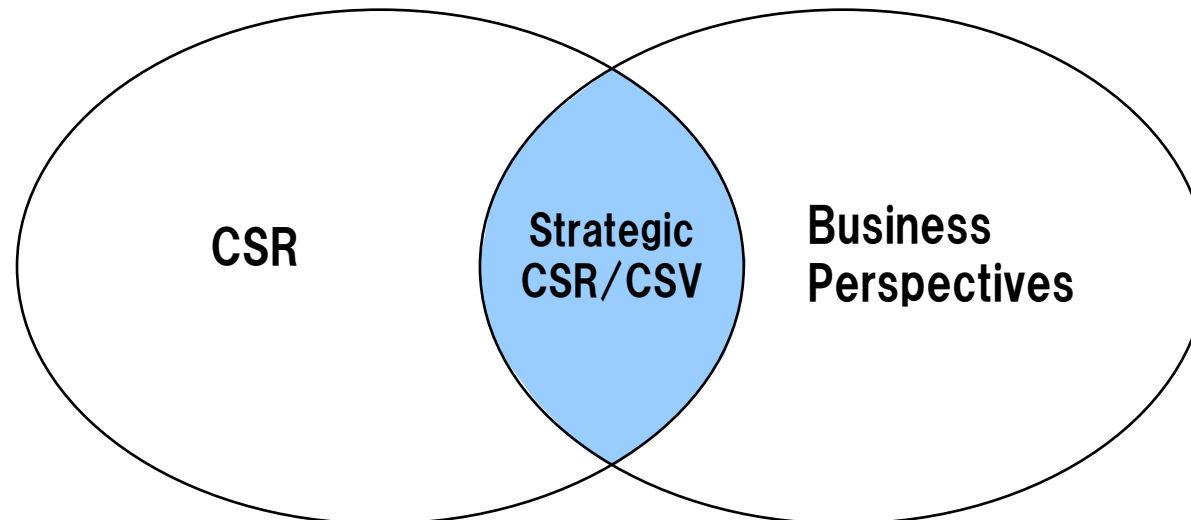
Total Net Assets : US \$23M
Investment Period : Y2014 ~ Y2022
Investment Unit : Approx. US\$10K~\$2M

THE CONCEPT OF “STRATEGIC CSR/CSV”



Strategic CSR/CSV is a business strategy that is integrated with “**Corporate Responsibility**” and “**Business Perspectives**” to create both business value and positive social/environmental value in **sustainable, effective, and expandible** manner, whereas traditional CSR programs and donations focus mostly on reputation and have only a limited connection to the business, making them hard to justify and maintain in the long term.

Sustainable BOP business and social venture can be achieved by integrating business perspectives into CSR .



CSV (Creating Shared Value)
Combining Social Welfare with Economic Prosperity



Susumu Tsubaki

Director & CEO



Susumu Tsubaki is a director of Asia Africa Investment and Consulting Pte. Ltd. Tsubaki is also the Managing Partner and Representative Director of Pan Asia Partners.

Prior to founding PAP, Tsubaki was a Partner and Managing Director at Boston Consulting Group (BCG), where he developed his vast professional skills and network throughout Pan-Pacific region ('91-'06). At BCG, Tsubaki worked closely to clients in a wide range of industries with special emphasis on high-tech, telecommunications, IT, entertainments contents and consumer goods.

Tsubaki established Asia Africa Investment and Consulting Pte. Ltd. in 2013, and established the first Japanese social venture development foundation in Africa.

Tsubaki holds B.S. degree in molecular biology from The University of Tokyo.

Tsubaki is a professor of Business Breakthrough University.

MEMBER PROFILE (2) : MR. YOSHIYUKI SATO, 50 YEARS EXPERIENCE IN AFRICA



Build a biggest nut company in Kenya for 35 years

Break-through
突破する力

佐藤 芳之

ケニア・ナッツ社長

「自活」こそが未来。
褐色の大地に
半世紀をささげた

文・鈴木浩弘 水戸雄司
写真・大橋仁
(文中敬称略)



Born in 1939, Yoshiyuki Sato spent his early childhood in the town of Shizugawa (currently the town of Minamisanriku) in Miyagi Prefecture. After receiving a degree from the Department of Indian and Pakistani Languages at the Tokyo University of Foreign Studies in 1963, he studied abroad at the University of Ghana. He then worked for a Japanese textile company in Kenya for five years starting in 1966. In 1974, he started the Kenya Nut Company. He also founded Organic Solutions (2005), which manufactures and sells microbial products, in Kenya and Organic Solutions Rwanda (2008), which provides microbes for public health purposes, in Rwanda



Company name	Kanya Nut Company Limited
Address	Mobil Plaza Muthaiga Road NAIROBI KENYA
TEL	+254 (20) 224392-6
Foundation	1974
Employees	4000
Revenue	50million USD(2007)
Business	Grow, Product, and Process Macadamia and Cashew nuts Product Coffee, Chocolate, and Wine



Takushi Maekawa Director & Co-CEO



Prior to AAIC, he was a Partner and COO/CFO at Ark Alternative Advisors Co., Ltd. (AAA), which he co-founded in October 2010 and is a PE fund focused asset management, placement agent and advisory company. Before establishing AAA, he worked at Ant Capital Partners, where his primary responsibility was to provide investment solution to financial institutions. Prior to joining Ant Capital, he worked at Boston Consulting Group as a project manager. He spearheaded variety of projects promoting mid-term business plans, M&A strategies, and risk management to mega-banks, regional banks, and non-banking financial companies. He started his career at Sumitomo Mitsui Banking Corporation in 1996 and specialized in market planning and business planning.

He graduated from Tokyo University and holds MBA with high distinction from University of Michigan. He is an associate professor at GLOBIS University. He is also a Chartered Member of the Securities Analysts Association of Japan and a Certified Small and Medium Enterprise Management Consultant.

NUT PRODUCTION & PROCESSING IN RWANDA



ケニア・ナッツ・カンパニー 創始者
(現オーガニック・ソリューションズ・ルワンダ社長)

佐藤 芳之 氏

アフリカの人々が貧困から抜け出すには、
適正な労働環境とそれに見合う収入が必要—

褐色の大地とそこに暮らす人々とともに、
ケニア・ナッツ・カンパニーを成長させてきた佐藤氏。

現在ケニアでは、
およそ10万人がケニア・ナッツ・カンパニーに関連する仕事をしています。
そして彼らが自信をもってケニアの地から送り出しているのが
「アウト・オブ・アフリカ」ブランドなのです。



VISIT TO THE MODEL FARM: *“BEARING EXCELLENT QUALITY NUTS !”*



- Their carefully maintained orchard produces high-quality nuts without doubt.



SEEDLINGS



The local people are extremely grateful for the new jobs and the industry being created.



PRODUCTION PROCESS OF MACADAMIA NUTS



Planting



Macadamia trees start producing nuts about 5 years after planting. It takes 7-10 years to produce commercial quantities of nuts.

Harvesting



Macadamia nuts are harvested manually after they have fallen on the ground. **The harvesting period last 9-10 months in a year.**



Processing



【Edible nuts】
 De-husking→Drying→Cracking→Sorting
 •Use non-edible grade nuts to manufacture oil.
 •Use macadamia nuts shells as mulch or fertilizer.

No part gets wasted.



Shipping



Packaging → Shipping

【Uses of nuts】

- Eating raw
- For garnish: cookie, ice cream, chocolate etc.
- Nuts oil: cooking, aesthetics, massaging, cosmetics etc.

