

**A strategic partnership to
build the Single
Digital Market for Africa**



FOREWORD

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With our partner ADS Group, we have been selected to deploy cross-border interconnectivity infrastructure in western Africa and this year's Transform Africa Summit gives us the perfect opportunity to showcase this project. In our view, **connectivity is the enabler of inclusivity** and the way for Africans to unite and join forces to develop their continent - and ensure that, in a few years from now, it has the role that it deserves as a strategic engine for the global economy. We are happy to bring in our expertise and experience gained in other emerging countries to support this movement. No doubt that it will unleash more African talents and tech creativity - for the benefit of the many.



Madhusudhan Mysore
Executive Chairman & CEO,
Tata Communications
Transformation Services
(TCTS)

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We are pleased to join Transform Africa Summit this year and announce the launch of a strategic project in partnership with Tata Communications Transformation Services, which aims to ensure interconnectivity between seven West African countries. This is one of the first steps in creating the Single Digital Market for Africa - and we are about to demonstrate that such vision is not a dream anymore, but **a reality in the making. Africa's digital shift is now.** Our vision, which is also that of our partner Tata Communications Transformation Services, is that of a connected Africa, where digital is a driver for lasting and smart growth. It is a great pride for us to initiate this adventure.



Samba Bathily
Founder and CEO,
ADS Group

A GAME CHANGING PROJECT

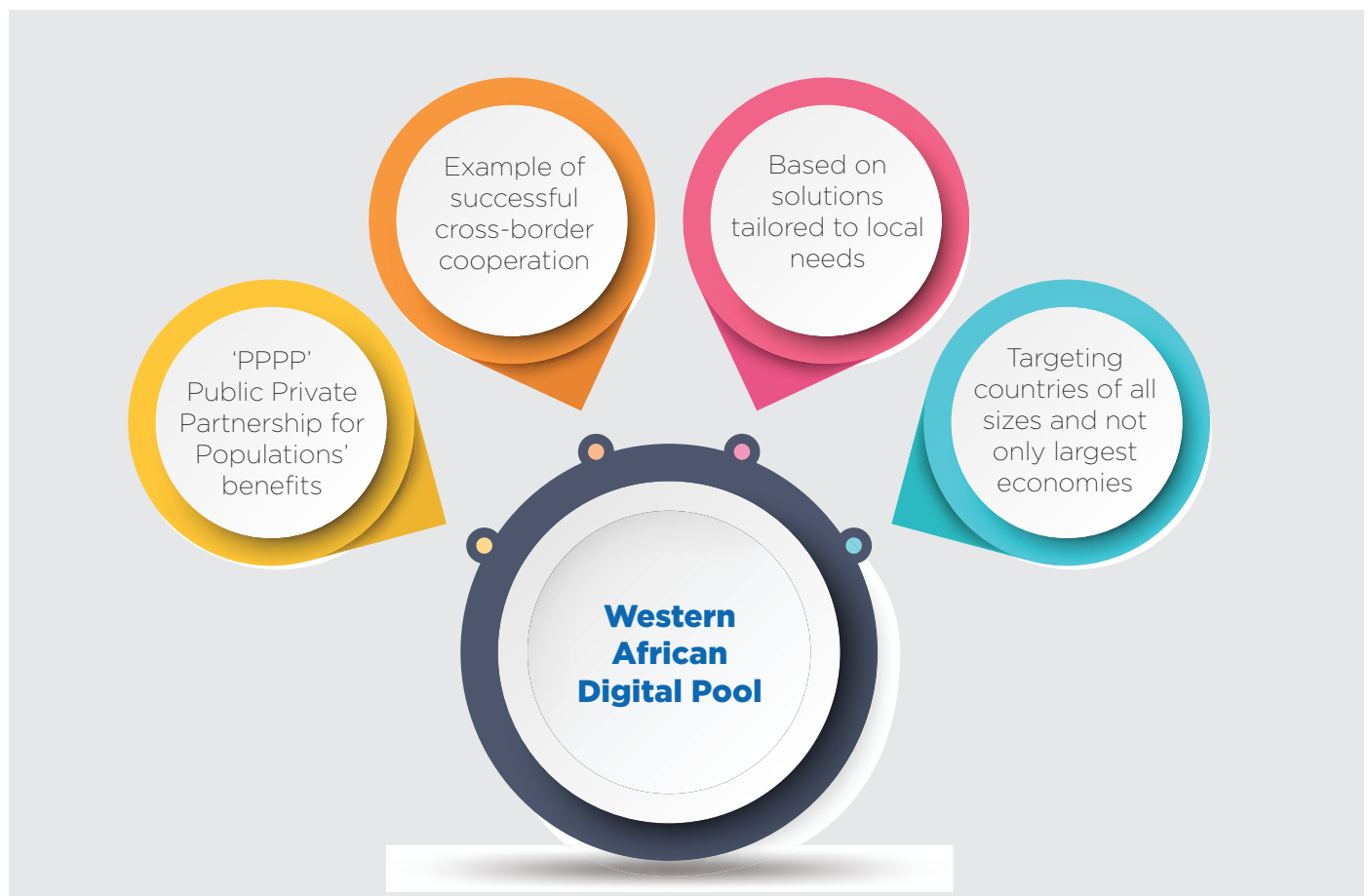
Digital infrastructure as an enabler to boost African economies

Africa is on the brink of a major economic transformation. Key strategic initiatives for the development of the continent have been launched over the past two years, and especially the creation of the African Continental Free Trade Area (AfCFTA), which should be effective mid-2019. This new legal framework aims to facilitate and strengthen cross-border trade - on a continent which is set to become one of the largest markets in the world with 1.2 billion consumers.








The AfCFTA can yet fulfil its promises only if it is supported by **the construction of essential infrastructure** - first and foremost telecommunications infrastructure to achieve internet connectivity. This is the background and rationale for the project initiated by Tata Communications Transformation Services (TCTS) and ADS under the aegis of Smart Africa Association. The report on Interconnectivity in Africa, published last February at the Mobile World Congress, is the first study on that topic; it was drafted with the clear objective to propose an approach to deploy interconnectivity at continental level. Now time has come for the first phase.

Western African digital pool as a first step

The first step in this major project is the creation of a first interconnected pool in West Africa, out of the Republic of Guinea, whose authorities have a leading role in the process. 7 countries of all sizes and profiles will soon be connected, as part of the plan validated with Smart Africa allowing each country to be connected to at least two neighbours within the same ring. Preliminary studies for the first group of target countries - reviewing connectivity processes for Republic of Guinea and Republic of Mali on one hand and those for the Republic of Guinea and Republic of Sierra Leone on the other - are being finalised. Decision on technical options will be made by end of May. Once this decision is public and approved by local authorities, **our commitment is to deploy the required infrastructure within 3 months.**



TARGETED COUNTRIES

Countries	GDP in dollars (Billion) 2018	Population (2018)	Mobile Subscriptions in Million (2017-18)	Internet users (2017-18)
Senegal 	16.46	16,294,270	15.76	9,749,527
Guinea-Bissau 	1.48	1,953,723	1.43	120,000
Guinea 	10.49	13,052,608	10.8	1,602,485
Sierra Leone 	3.82	7,883,123	6.62	902,462
Liberia 	2.33	4,977,720	2.66	4,028,418
Cote d'Ivoire 	40.36	24,905,843	31.75	6,538,355
Mali 	16	19,107,706	20.18(2016)	12,480,176

Adapted technologies

With the Single Africa Digital Market, we wish to create a digital economic backbone connecting the unconnected and reducing the digital divide. The IP/MPLS based backbone network is designed to carry Voice, Video and Data traffic pan Africa, and will enable the connected countries to offer seamless & ubiquitous access to E-Govt services and build a digital future with introduction of IoT, Cyber security, digital payments, and many other features enabling to boost local economies - especially in rural areas.

In practical terms, TCTS and ADS are looking for best solutions in an african context, **i.e. responses that are both affordable and meeting the best technical standards.** Following the preliminary studies for the western african pool and our observations on the ground in the Republic of Guinea, the Republic of Mali and the Republic of Sierra-Leone, we are considering breakthrough technologies such as Free Space Optical Cable and Aerial fibre.

Aerial fibre	FSOC
Aerial fibre optic cables are physical cables designed to transmit data, including two types catenary wire and self-supporting:	Optical communication technology using light propagating in free space to wirelessly transmit data for telecommunications or computer networking.
<ul style="list-style-type: none"> • Cost-effective technology • Fast deployment, notably for backbone fibre • Best match when cable burying is prevented by specific land ground challenges 	<ul style="list-style-type: none"> • Cost-effective technology • Very fast to install • Enabling same quality as fibre-optic connectivity without requiring physical fibre-optic cable

LEVERAGING OUR STRENGTHS

ADS GROUP

- Recognised telecom infrastructure leader with unique African track record
- Expert in infrastructure project financing
- Unique understanding of local governments' needs and priorities
- Experience in delivering mutualized infrastructure projects to provide energy and internet access simultaneously

A south-south partnership towards a shared commitment towards Africa

Tata Communications Transformation Services (TCTS)

- Global infrastructure leader with 10+ years of experience in delivering connectivity solutions
- Unique track record to equip emerging countries with connectivity technologies
- Commitment to innovation and tailored solutions
- Capacity to scale up and adjust to various environments - urban, peri-urban and rural areas



TO EMPOWER AFRICA'S FUTURE

Internet connectivity is not the end but just the means - and the promise of a new future for Africa. With this project, we hope to send a strong signal, in Africa and globally.

In Africa, many stakeholders are interested in the development of digital infrastructures- governments and ministerial bodies and agencies, tech clusters gathering young entrepreneurs, companies eager to hire well-trained staff and in search of profiles familiar with new technologies, training institutions and schools, international organisations, companies with national or pan-African operations. We are firmly **committed to scaling up**. The West African pool is the best way to demonstrate both that the interconnectivity can be achieved rapidly and that, **as soon as you think bigger and bolder - with cross-border projects, targeting larger groups of populations - you can make these substantial investments more profitable - and more attractive.**



Reshaping African rural areas to create growth opportunities where they are most needed

As for other regions of the world, we invite them to get ready - because digital connectivity will give leverage to Africa. The continent is already a global laboratory of fintechs; it is in Africa that have been tested, with sometimes a real success, the first models to deploy smart villages; it is in Africa that new approaches for mass training in digital technologies are being explored, in order to leverage local talents and create more of these apps that can revolutionize our daily lives; it is in Africa that will be implemented the largest free market area in the world, which will be a perfect opportunity to set up an optimized and connected tracking and traceability system for trade of goods at regional and even continental level; the development of the Internet of Things, blockchain technology and 5G are all opportunities for the continent - and from what we see, Africans are ready for them!

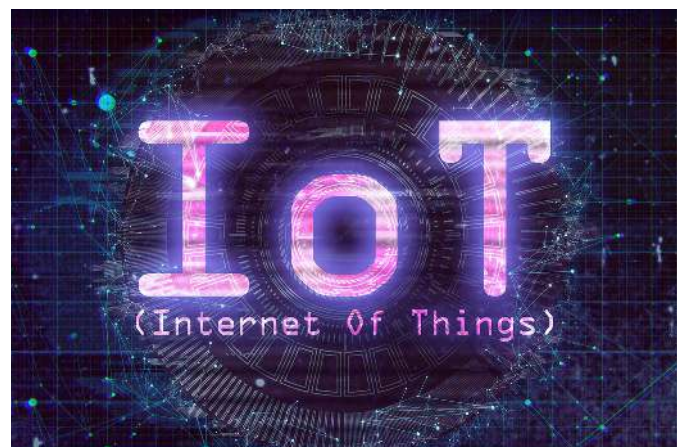
opportunities and continue to build pioneering solutions that can in turn inspire the rest of the world.



Pioneering new technologies - augmented reality to augment business opportunities across the continent



Designing the cities of the future - smart, connected, bringing together best residential areas and growth-driving economic clusters



Internet of Things - Connected objects along connected tracking and logistics systems

ABOUT **TATA COMMUNICATIONS TRANSFORMATION SERVICES LIMITED**

Tata Communications Transformation Services (TCTS), a 100% subsidiary of Tata Communications Ltd, provides leading business transformation, managed network operations, network outsourcing and consultancy services to telecommunication companies around the world. TCTS delivers operational efficiency, cost transformation and revenue acceleration solutions for all the stages of the carrier process lifecycle including but not limited to network engineering and design, implementation and operations functions.

TCTS is a part of the USD \$100+ billion Tata group. Tata group comprises of over 100 operating companies in seven business sectors. TCTS leverages the market expertise of Tata group's global telecom operation capabilities and globally established IT, process and consulting skills. It carries the rich traditions and business ethics of the Tata companies.

TCTS is head quartered in Mumbai, India with global offices in Europe, North America and Middle East. TCTS has two world-class India delivery centres in Pune and Chennai. These facilities operate completely independent from its parent affiliate, preserving full confidentiality in managing all customers' business processes.

For more details on TCTS and how we can help your company build, operate and transform, please contact us at tcts.marketing@tatacommunications.com or visit www.tatacommunications-ts.com

To hear more from TCTS experts,
join us on LinkedIn

<https://www.linkedin.com/company/tata-communications-transformation-services>

and

follow us on Twitter

https://twitter.com/Tata_TCTSL

ABOUT **ADS GROUP** AFRICA DEVELOPMENT SOLUTIONS GROUP

ADS Group (ADS) was launched in 2004 by Samba Bathily, a world-renowned African entrepreneur who pioneered the financial structuring of major infrastructure projects, particularly in the field of new technologies and clean energy. Under the ADS umbrella is a dynamic group active in the sectors of project-financing and consulting; technologies; industrial development; renewables and access to water; distribution and franchising; infrastructures, real estate, hotels and construction; automobile and logistics.

With regards to technologies and telecommunications, ADS has a specific experience in telecom infrastructure deployment as well as in the provision, through its key brands Afritek and Africa Digital Solutions, of digital solutions and products to offer tailored support to African Governments, Institutions and the Private sector. ADS is currently focusing efforts on helping to connect the African continent through a number of strategic projects, including cross-border country interconnectivity or digital solutions associated to off-grid renewable energy to support the development of African rural areas.

ADS is also the mother-company of Multi Industries Group, which leverages solar solutions to manufacture electricity equipment, mobility solutions and computers. Another of ADS' famous ventures is Solektra International, which has launched an initiative that promotes awareness and usage of innovative solar solutions. To date more than 1775 localities have been electrified and positively impacted across the continent

<http://adsglobalcorp.com/en/>





More about this game changing project at

<http://tatacommunications-ts.com/events/transform-smart-africa.php>
<https://www.linkedin.com/company/tata-communications-transformation-services>

<https://www.linkedin.com/company/ads-group-africa-developement-solutions/>
<https://www.linkedin.com/in/samba-bathily-9349846/>

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