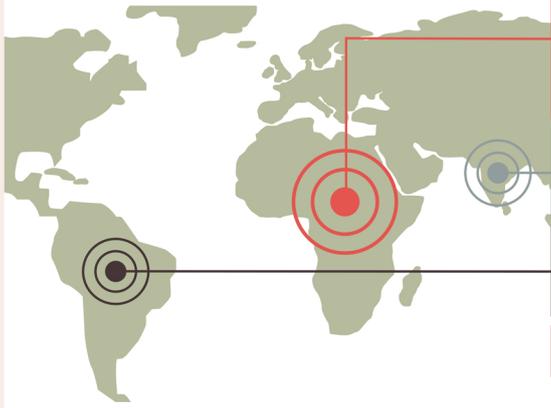


GDC membership overview

Survey conducted with 114 GDC members

Geography

Members operate across **45** countries



38% operate in East Africa, **20%** in West Africa, **20%** in Southern Africa

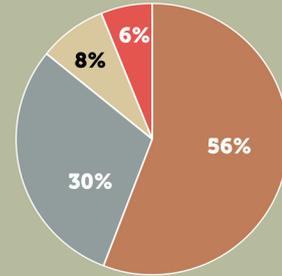
4% operate in Asia and Pacific

3% operate in Latin America

15% are multi-region

Years of operation

On average, members have been operating for **8.5** years



< 2 years **> 10 years**
5-10 years **3-4 years**

Impact

215,000

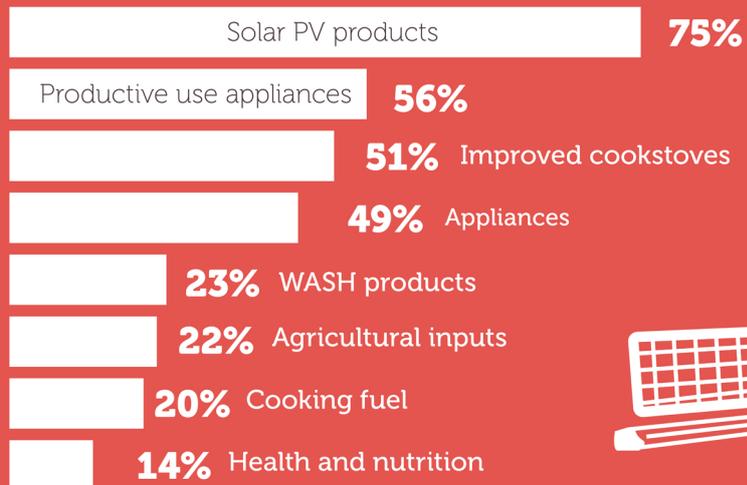
Average number of people reached to date by GDC members



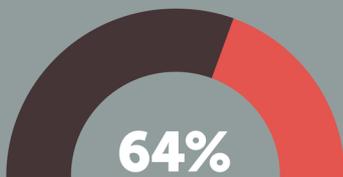
67% of customers earn less than **US\$3.20** a day and **78%** of customers are rural

Products

89% of members sell more than one product category



Distribution Channels



Of members sell through more than one channel



- Sales agents (in house and commission based) – **88%**
- Retail – **48%**
- Partner organisations – **37%**

Ownership

88%

Of companies are locally owned, where **> 50%** of shares are owned by citizens of the countries where the products are distributed

93%

Of companies are locally led, with a citizen of the country of operation as CEO or MD

After-sales and consumer financing

83%

Provide after-sales services and warranties



72%

Offer consumer financing

Notes: [1] all graphics exclude non-responses to that questions – sample size for each question may be lower than the overall 114 responses. [2] customer numbers and poverty levels self-report