AFRICAN FRESH MARKET

Farm-fresh, traceable food. Delivered.

A trading name of Tatem Inshunti Group LTD · Kigali, Rwanda

Investor & Partner Deck · October 2026

THE PROBLEM

Buying fresh food in African cities is broken.

Families pay more, trust less, and know little about where their food comes from.

Opaque supply chains

Fresh food changes hands through multiple middlemen before reaching a household. Origin, freshness and handling are unverifiable.

Inconsistent quality

Shoppers face uneven supply, unclear sourcing and unreliable access to high-quality food at fair prices.

Farmers are cut off

Producers have limited direct market access and lose margin to every layer between them and the customer.

Youth need income

Urban youth and students need flexible, dignified ways to earn — but formal opportunities are scarce.

Every day, millions of families eat food they cannot trace. That is the trust gap we close.

THE SOLUTION

A farm-to-door marketplace families can trust.



- ✓ **Verified, traceable sourcing**
  Own farms plus vetted local producers — every product traceable to its source.
- ✓ **Quality you can trust**
  Clean processing, filtered-water washing and quality checks on every product.
- ✓ **Order where you already are**
  Browse the online Market and check out on WhatsApp or the web — no app barrier.
- ✓ **Membership that saves**
  Up to 12% off every order plus up to 8 free deliveries each month.

BUSINESS MODEL

Three revenue engines, one platform.

PRODUCT SALES

Direct sales of farm-fresh eggs, milk, meat and vegetables through the online Market.

B2C + B2B

MEMBERSHIPS

Annual tiers from 120,000 to 350,000 RWF unlock savings, free deliveries and premium support.

RECURRING

SALES NETWORK

Independent Sales Partners earn 5% on a new customer's first order, then 2% after — paid by Mobile Money.

PAY-PERFORMANCE

Members save up to 12% on every order — loyalty that compounds, priced into a single annual fee.

COMPETITIVE EDGE

Why African Fresh Market wins.



- ✓ **Traceable to the farm**
  Trust is our product: every item traces back to our farms or a vetted local producer.
- ✓ **WhatsApp-native commerce**
  Checkout inside the chat app Africa already uses — no downloads, no friction.
- ✓ **Supply we control**
  Own farm production plus a trusted farmer network means consistent quality and price.
- ✓ **A built-in sales engine**
  Independent Sales Partners grow customers for a flat, performance-based commission.
- ✓ **Built to replicate**
  The model is designed city-by-city and country-by-country from day one.

MARKET OPPORTUNITY

Kigali first. Africa's cities next.

BEACHHEAD

Kigali households

Urban households ordering fresh food who want quality, consistency and verifiable sourcing — delivered to their door.

EXPANSION

African cities

The model is deliberately replicable: own farms plus local farmer networks, launched city by city.

CHANNELS

B2B & communities

Restaurants, Airbnb and short-stay hosts, and university students — multiple demand channels on one platform.

TAILWIND

Digital adoption

Mobile money and chat-first commerce are already how Africa pays and shops — we are built on rails that exist.

Groceries are the largest recurring household spend — and the trust gap in fresh food is widest exactly where we play.

TRACTION

Live, operating, and generating revenue.

✓ Live e-commerce platform

Online Market with membership checkout, sales register and sales dashboard — built and operating.

✓ WhatsApp commerce journey

Product selection, checkout and membership activation end-to-end inside WhatsApp.

✓ Four membership tiers launched

Free through Elite plans are live on the platform, from 0 to 350,000 RWF per year.

✓ Sales Partner Programme live

Independent partners earn 5% then 2% commissions, paid out via Mobile Money.

✓ Farm-to-door delivery

Sourcing and delivery operating in Kigali with weekly general-meeting cadence.

✓ Registered company

Tatem Inshunti Group LTD — a Rwanda-registered private company limited by shares.

IMPACT

A food system that pays fairly and feeds well.

SDG 2

Zero Hunger

Reliable access to fresh, quality food for urban households at fair prices.

SDG 8

Decent Work

Commission income and business skills for young Independent Sales Partners.

SDG 12

Responsible Consumption

Short farm-to-door chains that cut spoilage, waste and unnecessary handling.

WHO BENEFITS

Member households · Restaurants & hosts · Our farms & partner farmers · Young sales partners earning via Mobile Money

Tracked weekly: traceable orders · members by tier · partner commissions paid · farmer network size · repeat rate

TEAM

Operators who build and deliver.



Philippe Tatem

Chief Executive Officer

Leads vision, partnerships and the company behind African Fresh Market — Tatem Inshunti Group LTD.



Chijioke Ugorji Kalu

Chief Technology Officer

Builds the platform and operations systems, and leads the Independent Sales Program.



Herve Tchewa

Head of Rwanda Operations

Leads Rwanda operations with a focus on accountability, sales discipline and customer relationships.

Supported by a wider team across sales, operations and farm production — meeting weekly to review numbers and move.