



# Bboxx Energy Access Nigeria Ltd.

2026

Private and confidential

# Bboxx Home Lite



## Features & Components:

- Number of Bulbs: 3
- Light Output: 420lm
- Daily Electrical Energy: 41Wh/day
- Light Run time: 8 hours
- Number of USB: 1

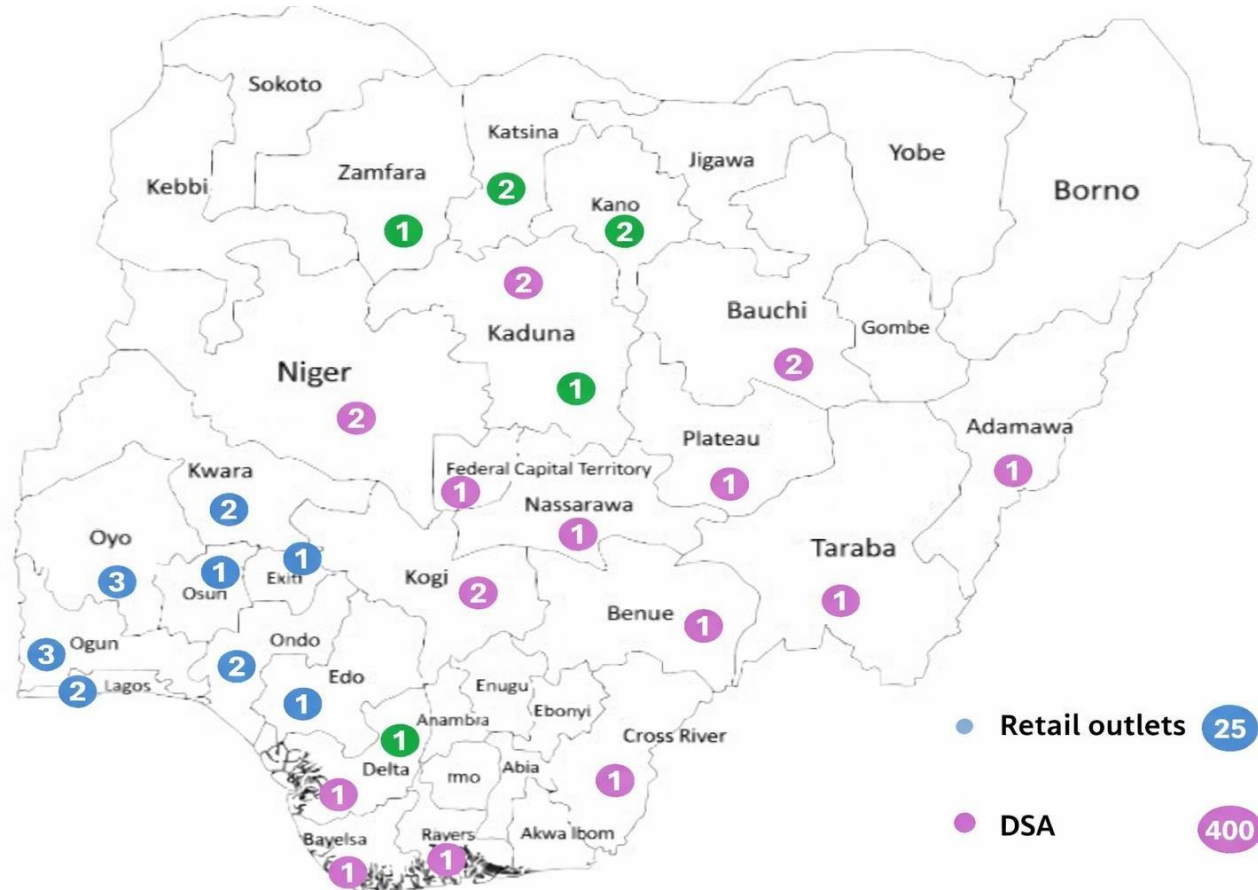
## Wattage & Warranty:

Battery – 6.4V ~ 6.5Ah LiFe P04

Panel - 14 watts

Warranty – 2 years

# Bboxx Nigeria: Retail Footprint



Bboxx Nigeria has established a strong nationwide footprint through a blended distribution model.

We are currently active in **24 states across Nigeria**, combining:

- **25 Bboxx Retail Outlets**
- **400 Direct Sales Agents (DSAs)**

This hybrid approach leverages both owned infrastructure and strategic partnerships to ensure scale, efficiency, and deep market penetration.

# Customer Targeting Strategy

## Engagement Approach

### Pricing Model :

- Bboxx ensures a competitive pricing model, with options for installment payments to reduce upfront cost burdens to target market, ensuring wide market penetration.

**Customer Education Campaigns** are conducted to demonstrate the economic and social benefits of SHS and inverters.

### Localized Support:

- Employ community-based agents who understand local cultures and languages.

- Customer Segments
- Specific focus on rural households in communities with limited or no grid access.
- Geographic Focus:
  - Expansion into additional regions within Nigeria, focusing on areas with significant energy access gaps.
  - Prioritize northern, central, and southwestern regions, where electricity poverty is most acute.

# Bboxx Nigeria Product Mix

SHS

Power AC



1kVA- 5KVA



<p><b>Product Line</b></p>	<ul style="list-style-type: none"> <li>▪ Flexx40</li> <li>▪ Flexx80</li> <li>▪ Flexx140</li> <li>▪ P1 [Home Lite]</li> </ul>	<p><b>1KVA - 5KVA</b></p> <ul style="list-style-type: none"> <li>• 1.8KVA – 5KVA INVERTER (modular and stackable)</li> <li>• Modular and stackable batteries ranging from 2.56KWh -14KWh</li> <li>• Panel sizes and units dependent on the inverter type</li> </ul>
<p><b>Market Potential</b></p>	<ul style="list-style-type: none"> <li>• Medium-margin, strategically key for World Bank Subsidy program participation. Subsidy driving margin growth</li> <li>• High market demand</li> </ul>	<ul style="list-style-type: none"> <li>• High-margin, productive and residential use segment with low price sensitivity.</li> <li>• 95% cash collection</li> <li>• Positioned for World Bank subsidy support in Q2</li> <li>• Enables scaling of B2B plans</li> </ul>

# Route-to-Market Strategy

## **Cluster : Establish operational hubs at strategic sales**

**locations** managed by agents recruited and trained locally who sell exclusively within their communities; fostering trust and culturally aligned engagement.

**Local Partnerships:** Collaborate with NGOs, cooperatives to facilitate financing and expand our reach.

**Targeted Market Storming:** Launch direct engagement campaigns in key regions to boost immediate sales.

- **Deploy mobile teams for door-to-door** demonstrations and personalized consultations in rural areas
- **Community-focused CSR Activities:** Leverage CSR activities to enhance brand loyalty and trust.

**Radio and Media Campaigns:** Utilize local radio stations to raise awareness about Bboxx's solutions and educate communities on the benefits of solar energy



## Executed Projects and Delivery Track Record

- Institutional Partnerships and Stakeholder Engagement
- Active collaboration with local financial institutions, private investors, global development partners, and government stakeholders, including the World Bank, Rural Electrification Agency (REA), and Renewable Energy Association of Nigeria (REAN), to scale clean energy access in Nigeria.
- Member of REAN since 2021, aligning operations with national renewable energy standards and industry best practices.
- Continuous engagement with REA since 2021, supporting government-led electrification initiatives for underserved and off-grid communities.
- Programme Participation and Project Execution

### REA/World Bank Output-Based Fund (OBF) Programme (2021–2022) :

- Successfully executed and delivered 17,397 Solar Home System (SHS) units, meeting programme technical, reporting, and verification requirements.

### DARES SHS Programme (Ongoing):

- Qualified vendor under the DARES SHS framework.
- Deployed over 3,967 SHS units to date, demonstrating sustained delivery capacity and compliance with DARES implementation standards.

## Delivery Capability and Scalability

- Proven track record in large-scale deployment, quality assurance, and last-mile delivery.
- Strong operational systems and partnerships that support scalability into Solar for Business and inverter-based solutions under the DARES Programme.

# Bboxx Pulse®

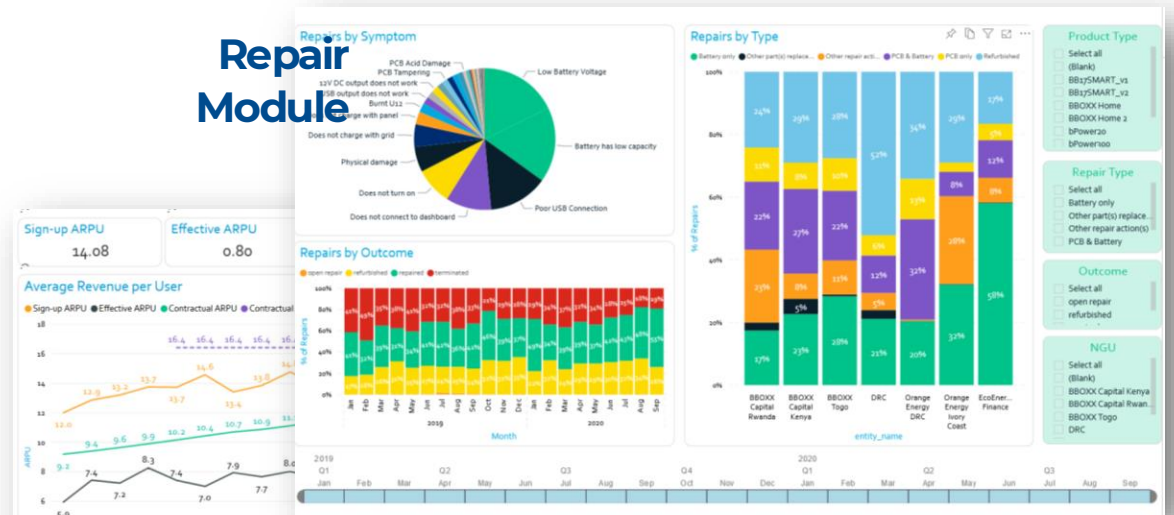
## Market leading software integration

Bboxx Pulse®, is a fully integrated operating system.

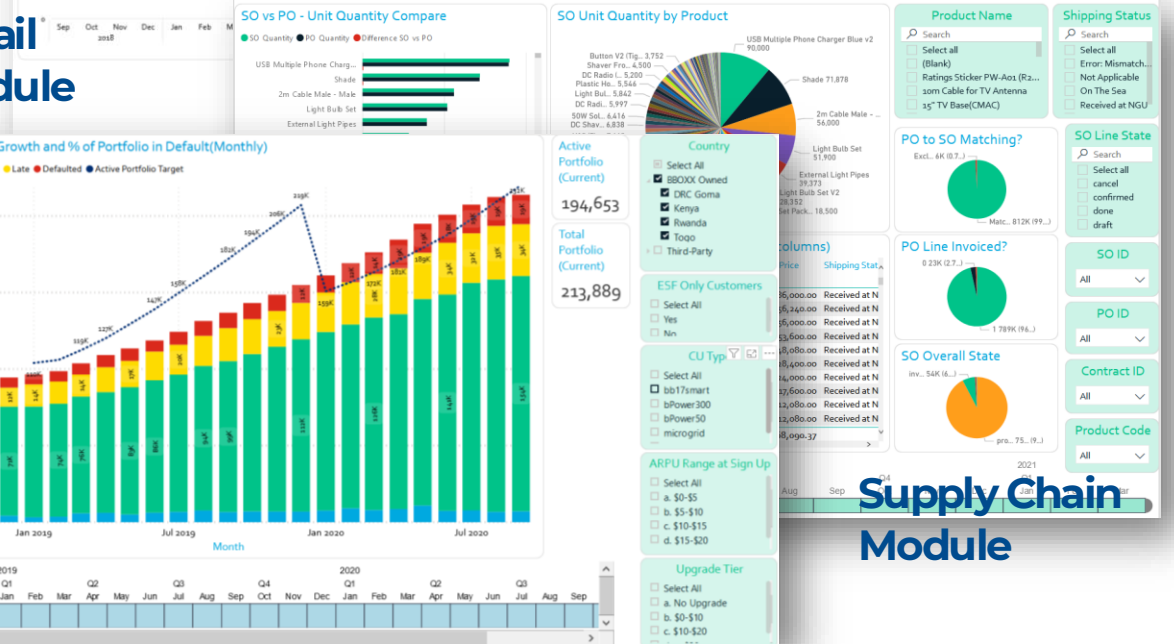
Tracks customer management and journey, tracking payment and reconciling receivables, Inventory management and agent commission.

Pulse collects over 2 billion data points each month supporting:

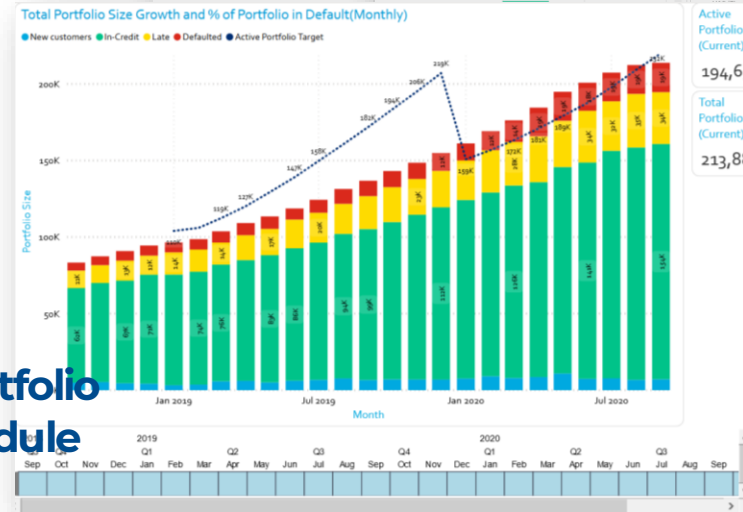
- **30,000 daily payments** using mobile money
- **2.25 million switch on/off** events in 2020
- **Dynamic alerts** to minimize downtime and failures
- **Product telemetry** for location, state of health and connectivity
- Data insights, turning customer data into **useful actions**



## Retail Module



## Portfolio Module



## Supply Chain Module



# Bboxx Nigeria poised for rapid growth

A trusted partner providing easy access to transformative products to unlock potential to more than 4 Million Nigerians by 2030

## Track Record

- 2022 | Pilot Phase
  - Deployed a 2 kVA inverter pilot system to validate technical performance and market acceptance
- 2023 | Scale-Up Phase
  - Successfully delivered 30 inverter systems (2 kVA & 5 kVA)
  - Demonstrated reliable execution and growing customer uptake
- 2024 | Expansion Phase
  - Delivered 153 inverter systems
  - Achieved significant growth in operational scale, customer adoption, and project value

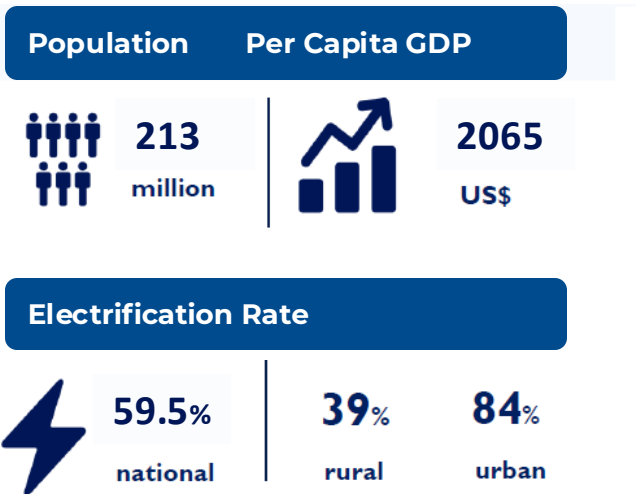
## Outcome:

This progressive scale-up demonstrates our technical competence, proven delivery capability, and readiness to implement larger Solar for Business projects under the DARES Programme.

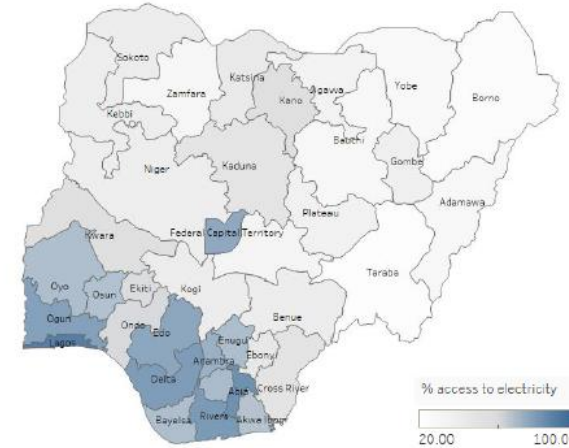


# Market opportunity (1/2)

Nigeria's population and GDP growth have not been matched by its electricity grid



Variation in National Electricity Access Rate



## Population Growth & Energy Demand

Nigeria's population is expected to double by 2050, yet the electrification rate remains at 59.5% nationally and only 39% in rural areas..

**Energy demand is growing at 5%** p.a. yet the cost of energy keeps increasing significantly.

Over **100 million Nigerians** lack access to grid electricity, creating a significant demand for off-grid renewable solutions.

**40% of people** who have access to power are 'under-electrified', receiving less than 12 hours of grid power per day.

High reliance on kerosene and generators creates **urgent demand for affordable alternatives.**

# Bboxx Nigeria, Senior Management Team



**Ene Adesanya**  
Managing Director

- Pioneer MD of Bboxx Nigeria reporting to the board of Directors.
- Responsible for all-in country operations and strategic initiatives
- Possesses a strong foundation in finance, along with extensive work and training experience with strategic business analysis to support investment decisions and build a high-performing team
- Bsc Accounting & Finance, Chartered Accountant FCA, MBA



**Blessing Uddin Oddion**  
Acting-Head Of Finance

- Responsible for all financial aspects of the business, inter company transactions, internal and external audit
- Runs an effective finance team which is centre of excellence for Bboxx group
- She is a Chartered Accountant and holds a BSc in Accounting, with professional and academic qualifications including FCA, FMVA, and an MBA.



**Ijeoma Onuoha**  
Head of Logistics

- Oversees the end to end supply chain logistics across all retail sites in the country.
- Rund a highly effective supply chain team that specialize in logistics processes, 3rd party negotiations, customs clearance and a fully functional repair centre.
- She holds a Bsc in Business Admin, and certified Chartered Institute & supply Chain Management, Nigeria



**Olugbenga Olujede**  
Head of Retail

- Leads the Bboxx Retail team across 20 states and 31 outlets.
- Provides day to day management to the different strata of retail management and ensuring collaborative engagement with Logistics and Finance.
- Leads and executes on various initiatives such as value-added services.
- Holds a Bsc in Business Admin



**Oluwatoyin Omuabor**  
Head of Portfolio

- Provides leadership for both customer portfolio and customer call centre.
- Ensures effective engagement to retail to ensure maximum cash collection from the customer base.
- Also drives upgrade sales and manages all customer KPI's
- She holds a Bsc in Economics and is a Certified Contact Centre Quality Analyst



**Oluwatobi Alao**  
Head of HR

- Is instrumental in leading the culture of our country operations.
- Oversees staff welfare in all aspects and ensures that all Health and Safety proceses and Policies are up to date and adhered to.
- Interfaces with external third parties, group and payroll
- Also manages facilities at HQ and retail shops.
- She holds a Bsc in Economics, MSc International relations, Certified GPHR

# BEAN Board of Directors



**Ernest Akinlola**  
Director



**Ngare Muhindi**  
Director



**Anthony Osijo**  
Director