

# Appnomu Business Services

Making life better since **2021** with fintech services and products

**AppNomu**™

## About Us

We solve challenges by integration methods where we integrate the possibility of technology to come up with detailed actionable services and products and, we have made it possible to solve the problems that clients would face and this has made our idea to be unique and solvent enough in the integrated fintech services..

We exist to make life easier for our clients towards how they access our services and

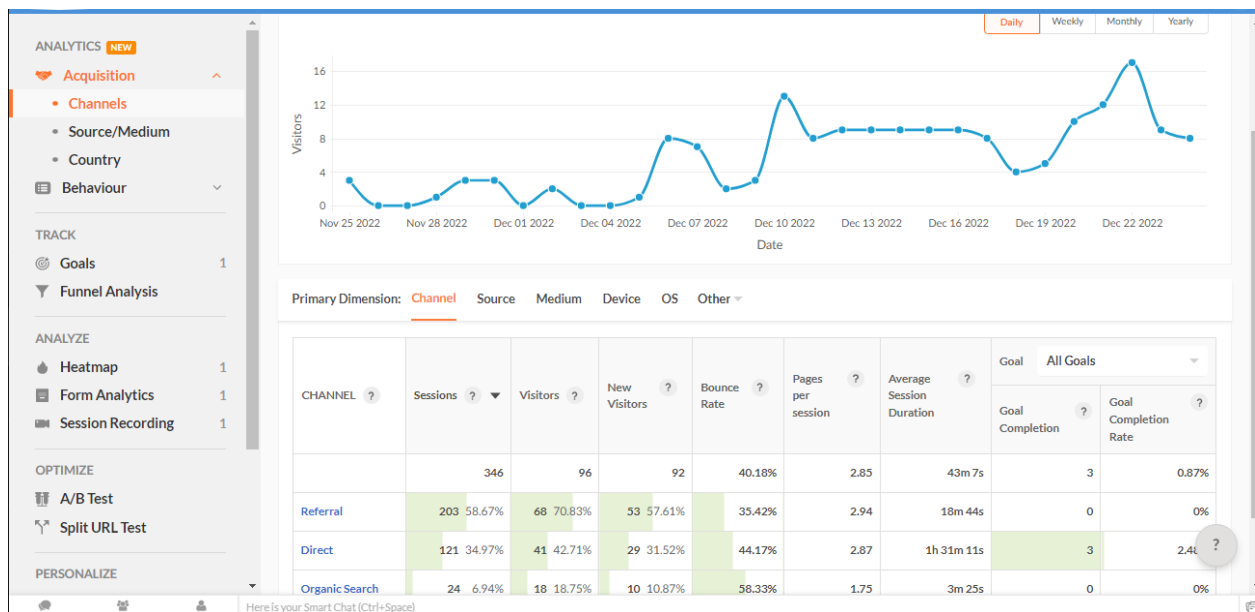
products; we make it possible for clients to use our software to recharge their mobile top ups, pay for utility and get loans and financial information from one software without any need to access offices or do paperwork.

AppNomu started in 2021 to provide fintech services that includes, remittance, utility payments, micro lending and domestic money transfer to more than 15 African countries from our software or web application and mobile applications to mobile money and banks, paypal wallets and all digital tokens.

## Coverage

With the possibility of technology and our wide spectrum of marketing, we have reached more than 75% of Uganda’s areas and reached more than 80 countries with our digital services that include digital cards, gift cards and prepaid cards, airtime .

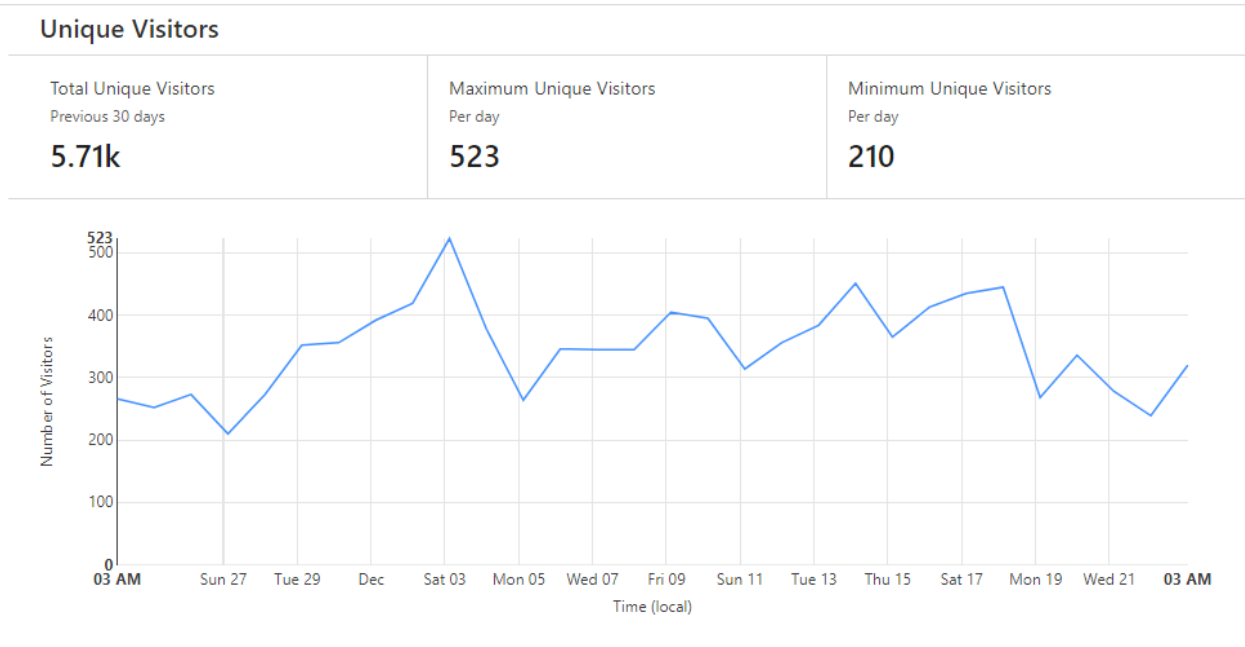
More than 75% of users are youths who have evolved in technology. Our website has been the biggest reach and market exchange where all our clients register and create accounts that they use to use our services and products.



## Our website traffic

According to Cloudflare, AppNomu website have collected the biggest percentage of traffic ever since our launch and we have more than 5,720 website unique people

interacting with our website content per month, and between 210 to 523 people using our services and products per day.



We have identified a larger number of traffic coming from Uganda which contributes more than 65% of our clients, followed by Kenya which makes about 23% of clients and traffic because of the newly launched product of airtime and data that we launched to our clients in Kenya.

COUNTRY ?	Sessions ? ▼	Visitors ?	New Visitors ?	Bounce Rate ?	Pages per session ?	Average Session Duration ?	Goal All Goals ▼	
							Goal Completion ?	Goal Completion Rate ?
	347	97	93	40.06%	2.84	43m 0s	3	0.86%
Uganda	273 78.67%	81 83.51%	77 82.80%	42.8%	2.76	46m 10s	2	0.73%
Kenya	34 9.80%	4 4.12%	4 4.30%	24.24%	3.21	1h 3m 6s	0	0%
India	20 5.76%	5 5.15%	5 5.38%	40%	3.9	6m 6s	1	5%
United Kingdom	6 1.73%	3 3.09%	2 2.15%	33.33%	2.83	1m 43s	0	0%
United States	5 1.44%	3 3.09%	2 2.15%	20%	2.2	6m 42s	0	0%
Netherlands	3 0.86%	2 2.06%	1 1.08%	66.67%	1.33	27s	0	0%
Brazil	2 0.58%	1 1.03%	0 0%	0%	2.5	56s	0	0%
Germany	2 0.58%	2 2.06%	1 1.08%	50%	2.5	1m 53s	0	0%
Spain	2 0.58%	2 2.06%	1 1.08%	0%	2	8s	0	0%

## Products

Since the beginning, we have made our products and services that we launched to help our clients and give them the best value of life. We use the feedback to improve our services and product each passing day. Our products include;

1. Loans; Loans include business loans, personal loans which we made to enable our clients to acquire loans at any time without coming to our office and with no paperwork and ever since the start, we have loaned more than 50,000,000 to our clients under different loan categories.
2. Utility payment. This includes payments to data, airtime, water bills, electricity and television subscriptions. This is the most selling product amongst the services we offer with a large volume of sales because of large attracting discounts that we give to clients, we make sure the service is provided in real-time to provide the most reliable services
3. Remittance; We introduced this service which includes sending money from AppNomu wallet to any mobile number in Uganda, and banks, or from wallet to wallet to enable our clients have total freedom to cash flow and we give the best sending rates within Uganda. However, send have been extended to more than 10 countries of Africa where our clients are not able to send money from their system to their beloved one free of charge from loan account and at 50% reduced

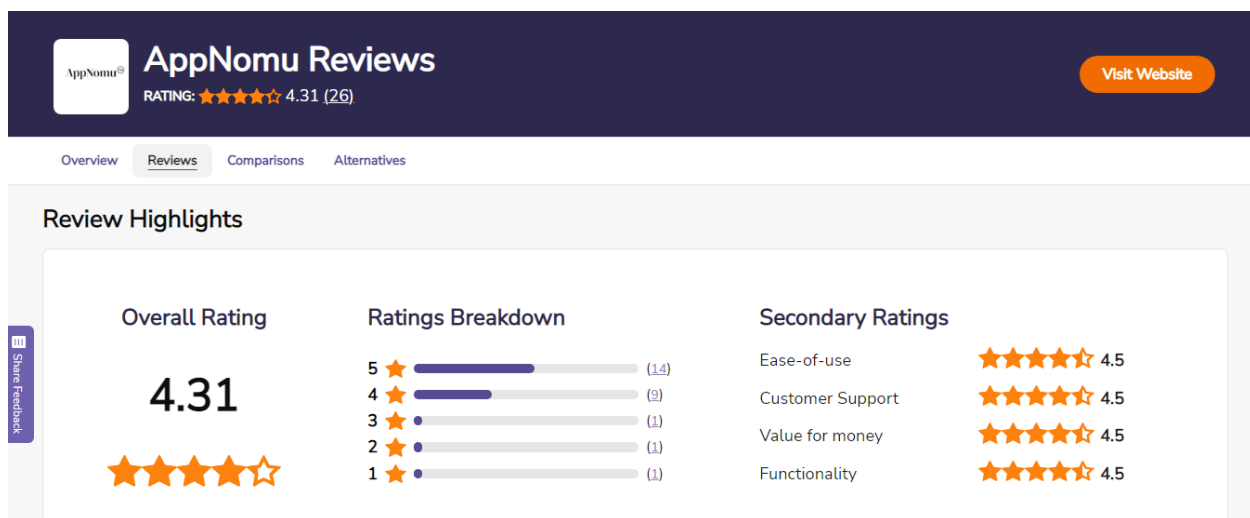
rate from their saving accounts or top-wallet account

## DATA

Product	Sales in figures UGSHS	Sales in %
Utility payments	15,560,890	25%
Loans	65,678,000	65%
Remittance and gift cards	23,560,00	10%

## Customer feedback

In October, we launched our review campaign on Gartner Insights to understand how clients feel about our services, we invite users to review us and in exchanges, our review partner which makes up capterra.com, getapp.com and softwareadvice.com goes ahead and send them an incentive of \$20 for every published review as a thank you for leaving an honest review. Ever since the campaign, we have heard from more than more users who have used our services and products. Our review partner is trusted ever since 1999 with more than 1.5M verified reviews published from different software vendors.



## Customer and partners

We have registered more than **20,567** clients in one year, where 57% are males between the ages of 19 to 35 years who have the ability to use smartphones and other internet enabled devices. 43% make up ladies. Since the beginning, we have partnered with several service providers to make sure that we provide the best services and products using API and individual clients and amongst our partners.

## Our Impact



Our culture is to see that we make a good impact in the society and communities of Uganda, we have made several impacts to make sure that we give back to the community.

We started to support young women in the coding and tech industry under #shecode challenges, we donated more than **Ugshs3.5M** to the youths who participated. We started the campaign of planting 10,000 trees across Uganda, and we have so far planted more than 1000 trees, in western Nile.

We launched Soma Loans to help students who qualify for the school fees loan to apply for this scheme.

## Our Staff

AppNomu has more than 15 working staff working remotely and onsite to provide better services and products, our employees are trained to be adapted to modernity and technology that we use to serve thousands of clients each day.

## Our Software improvement



Our software engineers have made our software to meet the client's expectations. We improved our software to meet global test standards, our software performs thousands of requests in a single second like transactions, data exchange and transmissions, and to aggregate services and products.

## How do we create value?

AppNomu supports its customers by realizing the benefits of a modern connected life through our sustainability framework. Sustainability is at the core of our business strategy as we strive to create shared value for our stakeholders. We realize the importance of driving economic value sharing through responsible environmental, social and governance practices as outlined within our sustainability framework. As the impacts of climate change become increasingly visible around the world, we believe in the benefits of a healthy planet and have pledged our Group-wide commitment to achieve net zero emissions by 2040. With global warming on the rise and impacting countries, communities and people everywhere, we have set science-based targets to achieve a 47% average reduction in absolute emissions by 2030. As we build and operate the technology infrastructure to drive greater digital and financial inclusion, we believe that our growth and success should not come at the expense of the future of our planet.

## Our commitment to the environment

Uganda has enormous potential for sustainable growth and environmental conservation, despite facing challenges of land degradation, deforestation, biodiversity loss and extreme vulnerability to climate change. Our use of environmental resources and our impact on the environment in Uganda is a key driver of our ESG framework. Uganda made significant amendments to its environmental law regime following the enactment of the National Environment Act 2019, and subsidiary legislation was subsequently passed to govern key conservation areas such as waste management, ozone depletion and mitigation of global warming. We work to remain compliant with the national laws and environmental regulations while maintaining AppNomu Group-wide policies guided by international standards and AppNomu Group-wide commitments. We believe that the growth and success of any business should not come at the expense of the future of our planet. As a result, we take responsibility for our environmental impacts and manage the aspects within our control.

To achieve such, we donate \$25 to every person who plants a tree to save the environment and conserve nature as we aim to plant more than 10,000 thousand trees in the next five coming years across Uganda.



## Risk Management Approach

Robust risk management remains the mainstay of Appnomu Business Services's business and underpins operational excellence. We take a holistic approach to risk management, and our ERM framework defines the processes and practices in place across the Company to proactively identify and manage risks and opportunities that may impact our ability to achieve our objectives, in line with our strategy, risk appetite and risk preferences. We view risk management as a core competence by embedding a risk culture supported by top-down and bottom-up processes, ensuring completeness, proportionality to our business and the robustness of mitigating control actions. This results in a profile of the most material risk issues based on residual risk. Residual risk considers the likelihood of events occurring, the business impact should these materialize and the effectiveness of existing mitigations and controls

ERM activities ensures that the following risk management principles are embedded in the Company's organizational culture: *f* proactive, as opposed to responsive risk management; *f* combined risk management across all layers of assurance; risk ownership and accountability from executive management; timely risk escalation and reporting to appropriate levels of decision making; and risk management right from design of new products/ services, systems and processes. Our risk management process ensures the appropriate ownership of risk and accountability for risk management by all stakeholders in the value chain, while ensuring collaboration between risk management and process owners across the Company. The governance of risk management is the responsibility of the Board. However, the Company's management and staff play a critical role in supporting the Board in achieving its risk management objectives.

## Risks to Value Creation

Principal risk universe and risk appetite A key component of ERM entails the use of a focused principal risk universe. In the first instance, the risk universe provides a two-tiered risk categorization that enables uniform mapping of risk issues across the Company. From the top-down perspective, the principal risk universe guides the Company's management to achieve completeness of risk identification. The principal risk universe is dynamic and is periodically reviewed to reflect changes in strategy, organization and operations

The Company's risk appetite philosophy and statements are operationalized by applying risk preferences to each principal risk. This helps to guide the articulation of mitigation actions and resource planning. Furthermore, key risk indicators with tolerance levels are developed for principal risks to further embed and operationalize the Board's risk appetite guidance. The following table shows the current universe underpinning the Company's ERM

## Board Function

We continually aspire to achieve value creation through robust governance. The Board is committed to good governance and international standards of best practice, and to ensuring an unequivocal tone from the top that requires a commitment by all directors and employees to the values of integrity, transparency and uninhibited oversight of the Company's affairs and operations. This is to ensure that all governance issues are identified, monitored and addressed. We operate a unitary board structure where the roles and duties of the Board Chairperson and Chief Executive Officer (CEO) are separate and clearly defined so as to conform with corporate governance best practices with regard to the independence of the board from management. The CEO reports directly to the Board and his performance is reviewed on an annual basis. The Board has non-executive, executive and independent directors serving collectively on one single board, which ensures effective monitoring and oversight whilst achieving balance of power and diversity of viewpoints and perspectives. The Board establishes the strategic objectives and the corporate values of the Company. In addition, it provides oversight of the Company's business, operations, practices, performance and policies and does this by defining and ensuring delivery on the Company's purpose by management, relevance and sustainability of the business model, adequacy and optimisation of all forms of capital inputs and the meeting of stakeholder expectations. The Board has a documented charter which sets out the following key responsibilities:

- a) delegating the management of the Company to a competent executive management team;
- b) ensuring that management defines and executes a robust strategy process;
- c) ensuring AppNomu's compliance with applicable laws and rules and appropriate best practices;
- d) governing disclosures so that stakeholders can assess the performance of the

Company;

e) protecting the interests of the Company's stakeholders and ensuring fair, responsible and transparent people practices; and

f) overseeing the combined assurance and control functions. In addition to these core responsibilities, the Board has other obligations under applicable law, specifically the Companies Act which sets out the duties of directors, and has in place arrangements to ensure directors are updated on new laws and changes in legislation

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