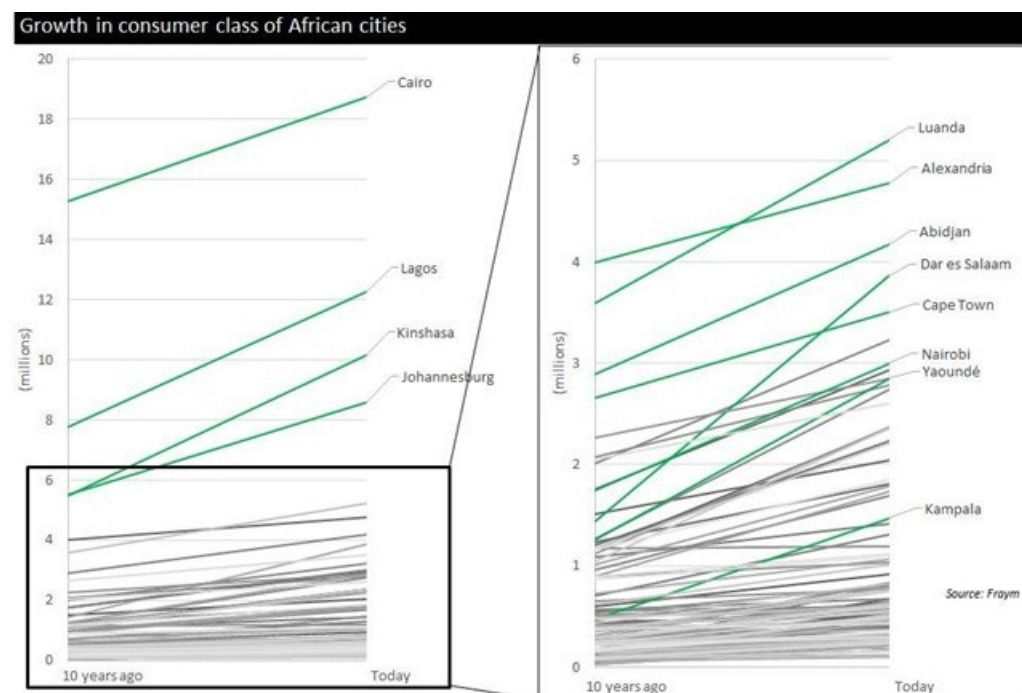


# Dramatic rise of African consumer power driving development

Infrastructure investments are transforming and accelerating economic and social opportunities for millions of people across Africa, driven by the dramatic rise in African consumer power, especially within the continent's largest and most networked cities. Infrastructure lights up homes, spreads information, speeds up travel, and facilitates trade.



Last week, Fraym CEO Ben Leo discussed the transformative power of these investments at the [Harith Business Day African Infrastructure Dialogue](#) in Cape Town, South Africa. In his remarks, Leo highlighted how the dramatic rise of African consumer power – especially within the continent's largest and most networked cities – is the heart of the infrastructure investment opportunity.

For example, Lagos and Kinshasa each added more than 4 million to their '[consumer classes](#)' in the last decade. Cairo added another 3.5 million. Fourteen other African cities added at least a million consumers each—including Abidjan, Nairobi, and Yaoundé.

These new consumers are the people who increasingly demand reliable and affordable electricity and internet. They require world-class intermodal transport networks like ports, roads, and railways to move the goods they purchase. Meeting these rapidly growing demands will require a great deal of new infrastructure investments across the continent. Moreover, the scale of the opportunity—and its challenges—clearly calls for a significant increase in private investment alongside enabling public sector policies.

To illustrate this opportunity, Fraym partnered with the continent's premier infrastructure investment fund manager, [Harith General Partners](#), to demonstrate how strategic infrastructure investments transform the economic and social trajectory of entire cities, countries, and regions. The flagship report – entitled *Infrastructure as a Disruptor: Leveraging Private Capital for Growth* – is the first to provide city and neighbourhood level data focused specifically on the telecommunications, power and transport sectors in Africa.

The report looks at investments like the Lake Turkana Wind Power Project, the largest wind farm project in Africa to date. When construction began in 2014, 85% of people living around Lake Turkana lacked electricity. The project will provide

Kenya's national grid with reliable, low-cost energy and has the capacity to power one million homes.

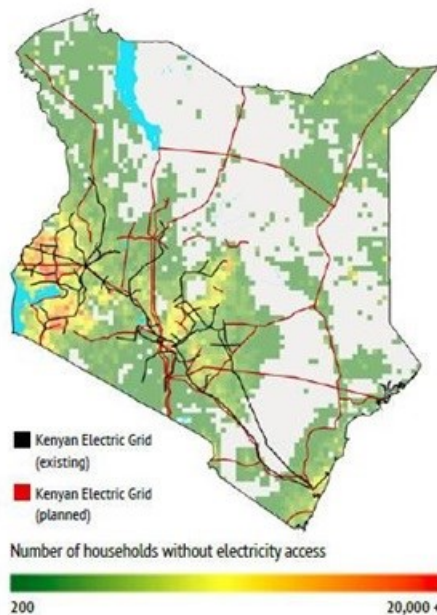
### Transformative possibilities of the Lake Turkana Wind Power Project



#### Project Details:

With 365 wind turbines and a high voltage substation, the Lake Turkana Wind Power project will feed Kenya's national grid with 310MW of reliable, low-cost energy, representing roughly 15 percent of installed generation capacity.

The project is the largest private investment in Kenya and the largest wind farm project in Africa to date.



#### Baseline conditions when construction began in 2014:



31,900,000

Kenyans lacked electricity



2,500,000

grid-connected Kenyans said access is unreliable



25% +

of Kenyans were employed in agriculture

#### National Transformation Possibility



The project will add 310MW to Kenya's generation capacity, which was approx. 2,300 MW in 2015



This represents enough capacity to power one million homes



With a load capacity factor above 65%, the project will be the most efficient wind power farm on the planet, feeding the grid with reliable, low-cost energy

Source: Fraym

## Economic disruption

History demonstrates that major infrastructure investments like these have the potential to disrupt entire economies and produce step-change societal improvements. *Infrastructure as a Disruptor: Leveraging Private Capital for Growth* showcases projects across the continent that have – or will – deliver just this.

By using hyperlocal data to identify and project demand, investors can find similar opportunities on the horizon.

Fraym is a venture-backed geospatial data analytics company focused exclusively on the African continent. Their platform is the only source of hyper-local, population-centred data in Africa. Powered by the best collection of African consumers' economic and social indicators, Fraym is revolutionising decision-making across the continent.

Fraym's proprietary platform produces over 2000 unique indicators across nearly 200 African cities, to provide customers with unparalleled insight into some of the world's fastest-growing markets.



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\*Download *Infrastructure as a Disruptor: Leveraging Private Capital for Growth* [here](#). For an overview of the report, see our [Executive Summary](#).

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