



2024 INVESTORS' ROADSHOW KICKS OFF IN KINSHASA, TO LEVERAGE OPPORTUNITIES IN DRC AND EAC REGION

- *This marks the fourth installment of a series of roadshows and investment forums organized by Equity Group in the DRC.*
- *About 500 investors hailing from 20 countries worldwide are expected to participate in the DRC investors' roadshow, scheduled to run from March 3rd to March 8th, 2024.*

Nairobi, Kenya – 5th March 2024: Equity Group is spearheading an Investors' Roadshow to the Democratic Republic of Congo (DRC), aimed at paving the way for investors to capitalize on the abundant trade and commerce opportunities within the region. This initiative also aims to position the DRC and the East African Region as a prominent trade and investment hub on the global stage. Notably, this event marks the fourth installment of a series of roadshows and investment forums organized by Equity Group in the DRC.

- About 500 investors hailing from 20 countries worldwide are expected to participate in the DRC investors' roadshow, scheduled to run from March 3rd to March 8th, 2024. During this roadshow, investors will have the opportunity to explore potential investment avenues in the DRC's capital, Kinshasa, as well as in the city of Lubumbashi in central DRC.
- Equity Group has been at the forefront of driving socio-economic prosperity across the six African economies where it operates banking subsidiaries. This commitment is evidenced through various initiatives, including investment roadshows, all aligned with the implementation of its Africa Recovery and Resilience Plan. The 2024 DRC investors roadshow builds upon the successes of previous trade missions, such as the Kenya-DRC, US-Tanzania, Belgium-DRC-Rwanda, Singapore-Kenya, India-Kenya, South Africa-Kenya and US-Tanzania-Kenya in 2021, 2022, and 2023 respectively.
- During a business session held in Kinshasa, the Minister of Industry in DRC, Julien Paluku, said "I extend my sincere gratitude to Equity Group for their invaluable support in orchestrating this pivotal Investors' Road Show to the Democratic Republic of Congo (DRC). Despite the challenges we face, DRC now stands as one of the most stable nations in the region, having demonstrated steady growth and development over time. DRC boasts an array of investment opportunities, underpinned by our vast population and abundant arable land. Our government continues to implement measures to foster a conducive environment for investment. Key sectors ripe for investment include Agriculture, Energy, Mining, Infrastructure, and the establishment of a railway network to enhance connectivity across the nation. It's important to dispel misconceptions – DRC is not defined by conflict; rather, it's a land brimming with potential and opportunity. I invite you to join us in discovering and capitalizing on the wealth of opportunities that await in the DRC."
- The Country Director of the World Bank in DRC, Dr. Albert Zeufack, said, "As we delve into the economic landscape of the DRC, it's evident that we are witnessing one of the most remarkable growth stories in sub-Saharan Africa. DRC, characterized by its vast expanse and rapid economic expansion, stands as a beacon of opportunity in the region. The key to unlocking the full potential of this growing economy lies in diversification. Whether it's through the development of its rich mining resources, the harnessing of its fertile agricultural lands, or the creation of high-value value chains, diversification will undoubtedly chart the path forward



for DRC's economic prosperity. The World Bank, in response to the Government of DRC's call for assistance, is committed to supporting the structural development of the economy through strategic investment planning. Our focus areas include ensuring access to electricity for all citizens, bolstering infrastructure development, fostering growth in the mining sector, and catalyzing regional value chains through the establishment of special economic zones. DRC not only represents an attractive investment destination today but also holds immense promise for the future. It's a place where opportunity abounds, and we invite investors to seize the moment and participate in shaping the trajectory of this vibrant economy."

- While addressing the delegates, Equity Group Managing Director and CEO, Dr. James Mwangi, said ""Over the past three years, Equity Group has led the way in organizing Trade Missions and Investors' Roadshows aimed at promoting investment opportunities in Kenya, the Democratic Republic of Congo (DRC), and the wider East African region. This initiative perfectly aligns with our vision of driving socio-economic prosperity across Africa. The March 2024 Investors' Roadshow holds significant importance as it provides foreign investors with an invaluable platform to explore the opportunities present in the DRC. Both Kenya and the DRC exhibit vibrant economies and diverse sectors, offering compelling investment prospects in the East and Central Africa region. This roadshow offers a unique chance for direct engagement with these markets and the forging of relationships with key stakeholders. With Equity Group's extensive network and deep understanding of the local business landscape, we are fully committed to providing you with valuable insights and guidance throughout this journey." He emphasized the vibrant economies and diverse sectors of both Kenya and the DRC, encouraging participants to engage directly with these markets and forge crucial relationships with key stakeholders.
- EquityBCDC Managing Director, Celestin Mukeba, said "Having worked in DRC for many years, I have witnessed immense transformation in the Banking industry and the support that the industry is giving in driving investment and economic growth in the DRC. Building upon the momentum generated by initiatives such as the Africa Recovery and Resilience Plan, we are dedicated to showcasing the vast potential of the DRC to global investors. Equity, through this investors' roadshow is connecting you to the right people. We stand ready to provide the necessary financial support and expertise to empower entrepreneurs and investors seeking to capitalize on the boundless opportunities present in the DRC. Together, let us embark on a journey of growth, prosperity, and shared success in the Democratic Republic of Congo."
- The Democratic Republic of Congo, as the largest country in Sub-Saharan Africa, boasts exceptional natural resources, including cobalt, copper, hydropower potential, arable land, and rich biodiversity.
- Equity Group is working with DRC authorities, including the government and trade organizations, to facilitate investors in harnessing opportunities across various sectors. With the DRC's recent accession as a full member of the East African Community, the elimination of certain trade barriers facilitates easier penetration into the DRC market, potentially accessing up to 300 million customers.
- The investors' roadshow will feature exhibitions in the targeted cities, high-level meetings with government officials, business associations, industry leaders, and Equity Group management.



Additionally, stakeholders and dignitaries will have the opportunity for site visits to witness firsthand the potential investment opportunities in the DRC.