

BUSINESS DEVELOPMENT TEAM UPDATE

November 18, 2022

Allen,

If you look further down the thread, I brought ABC Churches to your attention. They have 915 churches (below I only mentioned 96). They have 60 secondary schools. They also operate three universities. Their reach is significant.

A large part of the education they provide in the schools, the work they do with their congregations, and the work with all farmers in the communities where they have a presence is food security. That is why I mentioned that, not only would they be a huge conduit for sales, but we should also consider offering training in local languages as part of our rollout. This means literally 100's of 1000's potential customers with the head of the church there kicking it off.

Your multi-level marketing plan, while new to most in Kenya, would need to be part of the presentation and eventual training. The church could see advantages in this plan both for them and their members.

In Kenya, churches have great political power -- especially one of this size. They would immediately bring in the governments of three counties referred to as Ukambani and SEKEB (the Southeastern Kenya Economic Bloc). The African market is not an easy one to penetrate, but with organizations including the ABC Churches and SEKEB on our side, it gives us an advantage.

What was meant by "stating our ask" is, would an Expression of Interest in working with us on the sales and training side be helpful? While the ABC churches are very much credit worthy and have great resources, they would not be who we want as a master license holder, nor would that be part of their mission. Our products & training program is something of great interest to them.

Kenya National Farmers Federation (KENAFF)

KENAFF was approached with three options for the goal. The immediate goal, that of getting an LOI from someone or an entity that is credit worthy and has the depth and sway to jump start us into the African market.

Representing over 1.6 million farmers across all counties of Kenya, they immediately open the door to sales. As of today, November 18th, they have agreed to have an LOI to us Monday, November 21st.

The goal is to identify who would be the appropriate partner for a master license, gives us three options with KENAFF. The organization might be the choice, a small group from the executive level of the organization may form an entity for this, or there could be an individual that would be right. At the executive level of the organization there are many

people that have the agricultural background, business experience, and the credit/worth to be able to do this.

The organization's mission is to "To influence transformation and growth in the agricultural sector for enhanced food & nutrition security, improved incomes and better livelihoods for farmers." Endo fits perfectly into their mission, vision and goals.

They are also behind the push for the country to go organic and move away from chemical fertilizers. During his campaign, the new President, H.E. Ruto, announced he was going to build a fertilizer manufacturing plant. It is because of the organic push that this will not happen. We need this type of strength in the African market.

Ministry of Agriculture/President's Office

Wasim has met with both offices. He has been given verbal support for this endeavor. It is important to be on their radar in a favorable way as they can be helpful in approving import licenses, etc. They will not issue an LOI for something that resides in the private sector. In Kenya, this is very much a private sector endeavor.

The best thing we can get from the government is legislation to phase out chemical fertilizers and go completely organic. Through the efforts of KENAFF and others, this has already begun in Kenya with laws being passed.

In Conclusion

Being strategic going into the African market is key. How this is being structured literally opens the market while positioning us for maximum success in the most expedient time frame. We are also shielding us from the circling sharks and backing things up with the right expertise & legal protection to guard the product.

None of this happens immediately, but it has happened. Doing things right takes time – especially when dealing with Africa.

It is not about kissing anyone's behind, it is about doing business in a way that leads to success.