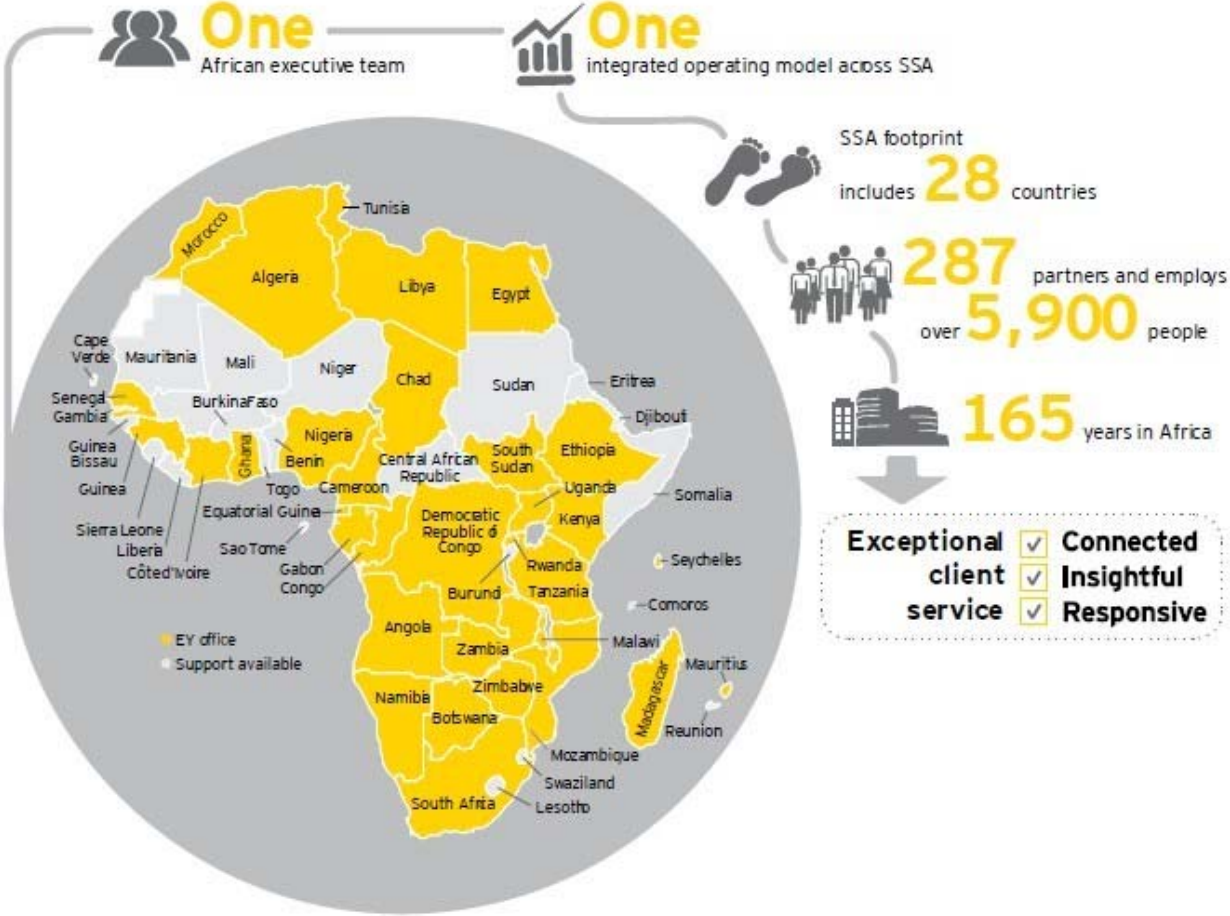


A photograph of a bicycle leaning against a blue wall. The wall has a textured, slightly peeling blue paint. To the left, there is a window with a light green wooden shutter. The bicycle is black with a large front wheel and a smaller rear wheel. A yellow banner is overlaid on the right side of the image, containing text.

Navigating Africa's current uncertainties

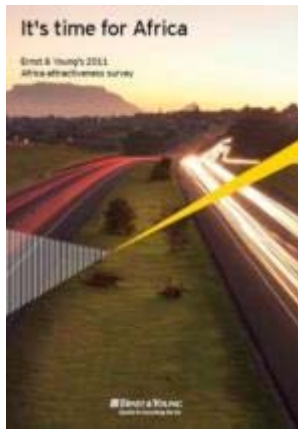
EY's attractiveness program: Africa 2016:
Extract

EY in Africa



Africa attractiveness program

2011



It's time for Africa

2012



Building bridges

2013



Getting down to business

2014



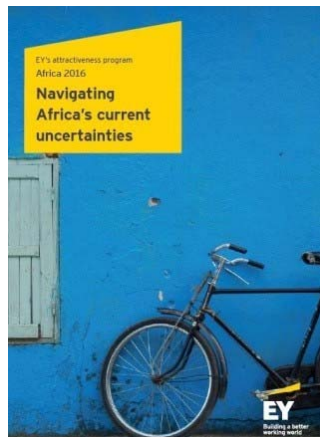
Executing growth

2015



Making choices

2016



Since 2010 the EY Africa attractiveness surveys have been widely recognized by our clients, the media and major public stakeholders as a key source of insight on foreign direct investment (FDI).

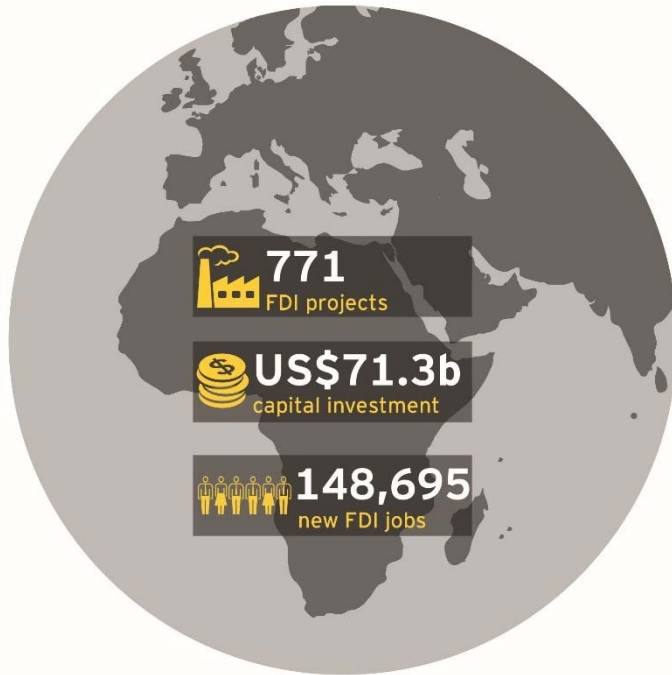
The 2016 program seeks to develop the reports from annually to ongoing updates and views.

- ***This report provides an update of the key FDI projects in Africa, and launches a resilience index to navigate through these uncertain times.***

FDI flows to Africa remained robust in 2015

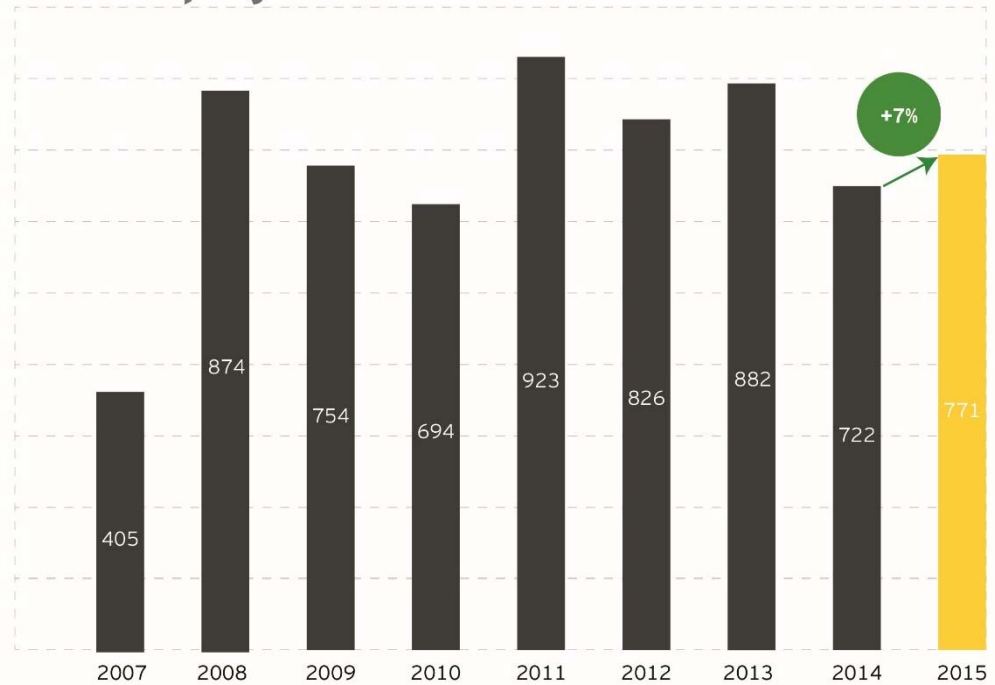
Despite subdued economic conditions, FDI project numbers increased y-o-y

Summary of key 2015 FDI numbers in Africa



Source: fDi Markets

FDI project trends in Africa 2007-2015

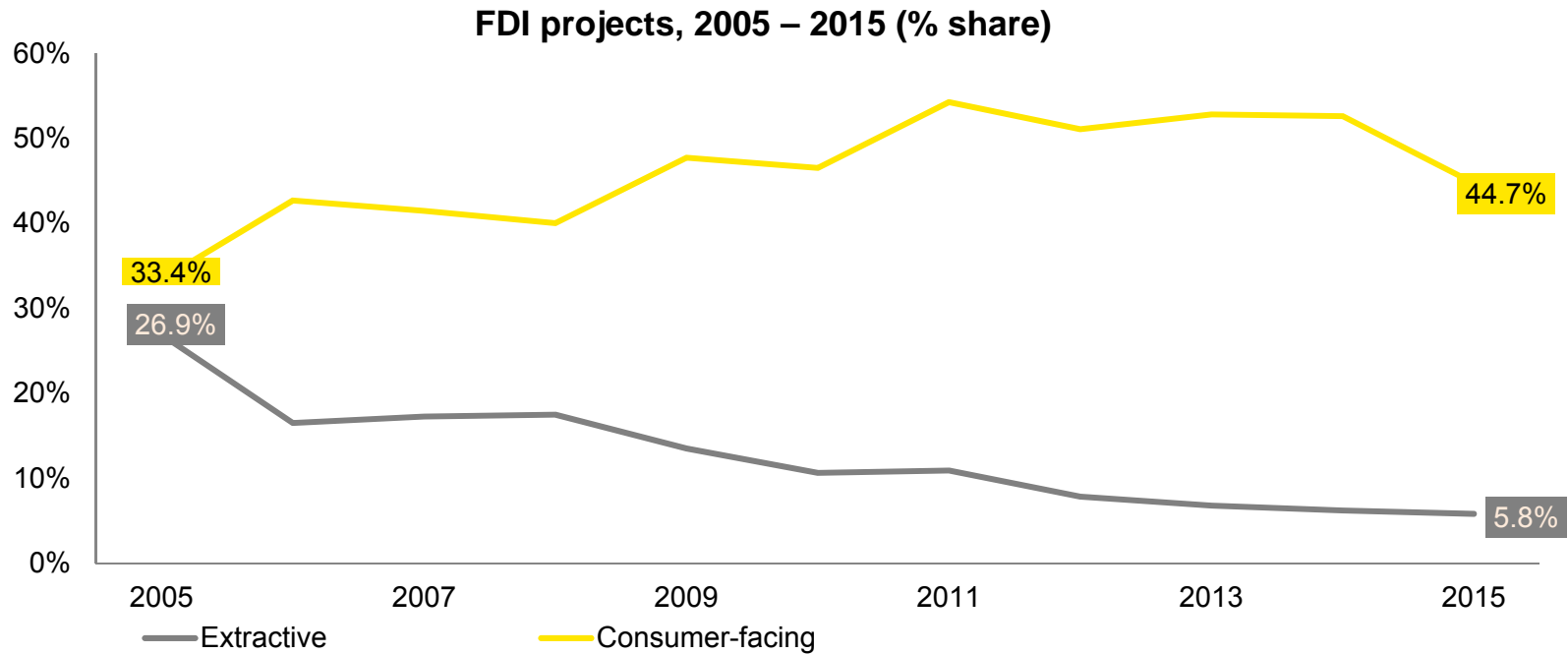


Source: fDi Markets

FDI sectors

Investors diversify focus across sectors

Proportion of investment in extractive sectors* steadily declined





















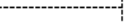
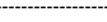




















Technology, media and telecom (TMT), financial services (FS) and consumer products and retail (CPR) are the primary beneficiaries of FDI projects in Africa.
These three industries have led investment into Africa almost every year since 2009.

Source: fDi Markets; *Extractive sectors include coal, oil and natural gas as well as mining and metals; Consumer-facing sectors include TMT, CPR and FS

FDI sectors

TMT, FS and CPR together hold 44.7% of FDI projects

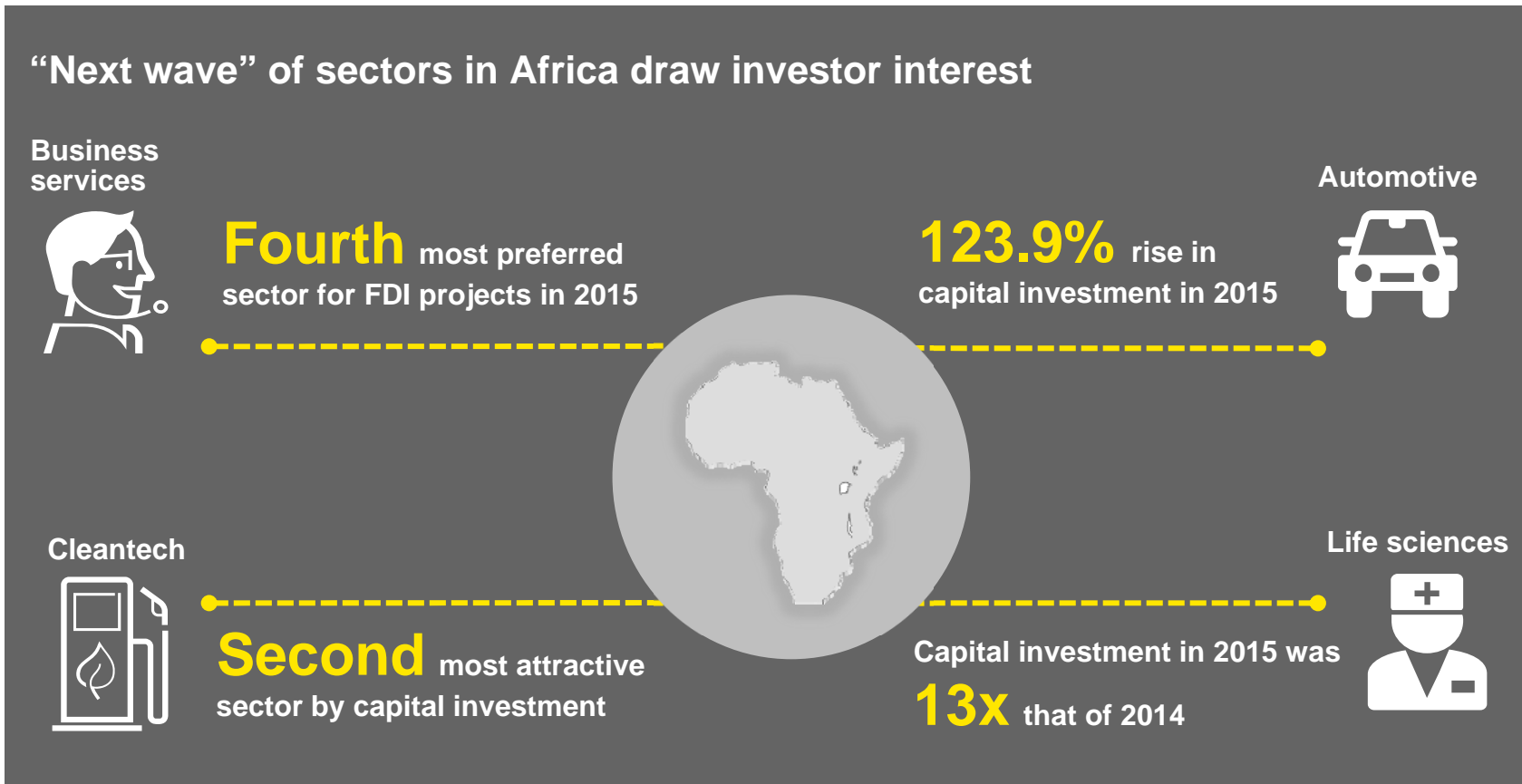
Diversification continues beyond consumer interest

Top sectors	FDI projects (share in %)	FDI value (share in %)	Jobs created (share in %)
 TMT	16.6% 	8.6% 	6.2% 
 Financial services	15.3% 	2.0% 	2.1% 
 CPR	12.8% 	6.4% 	20.8% 
 Business services	12.8% 	1.7% 	7.8% 
 RHC	6.9% 	16.4% 	14.0% 
 Transport and logistics	5.6% 	4.1% 	3.1% 
 DIP	5.6% 	1.1% 	3.9% 
 Cleantech	5.4% 	17.0% 	1.9% 
 Chemicals	4.4% 	2.8% 	2.0% 
 Automotive	4.0% 	3.8% 	17.1% 

Source: fDi Markets

FDI sectors

Investors line up to service Africa's "next-generation" sectors



Source: fDi Markets

Investors focused on longer term potential

Investment decisions are not easily swayed by shorter term economic factors

Perception gap in Africa

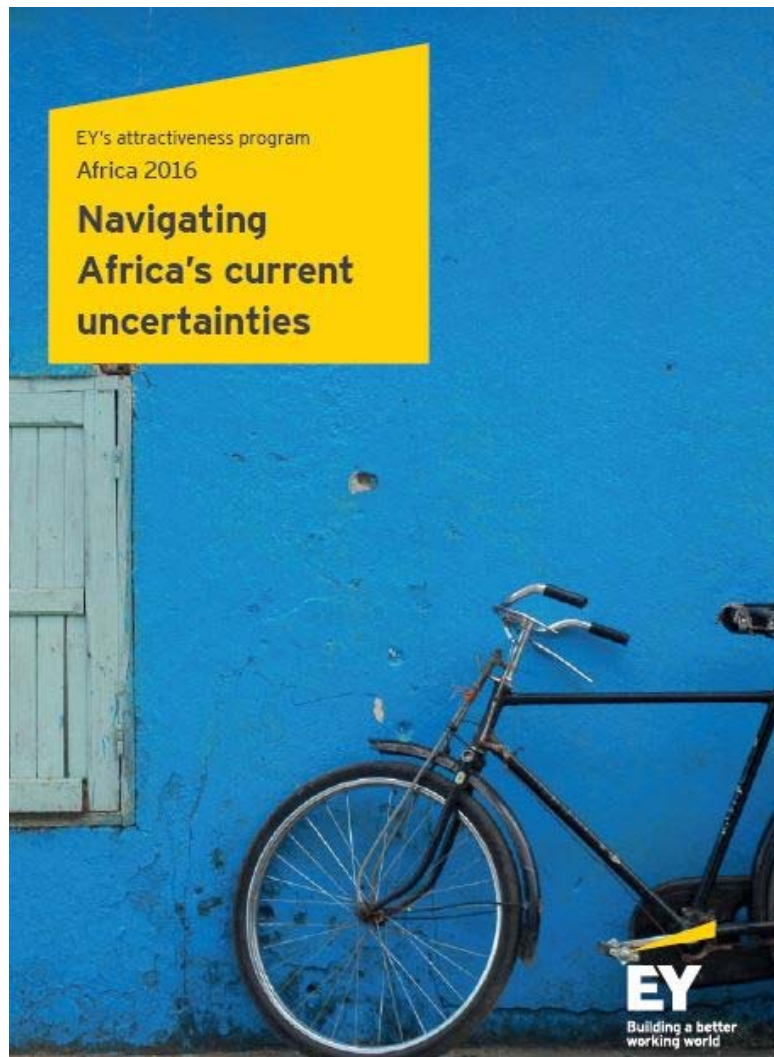


Source: EY's 2015 Africa attractiveness survey (total respondents: 501).

- ▶ The '**perception gap**' has been a consistent theme in our surveys – those already doing business in Africa remain positive.
- ▶ Most of these investors understand the business environment and are **investing in Africa's future**.

EY's 2016 Africa attractiveness program

Navigating Africa's current uncertainties



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