

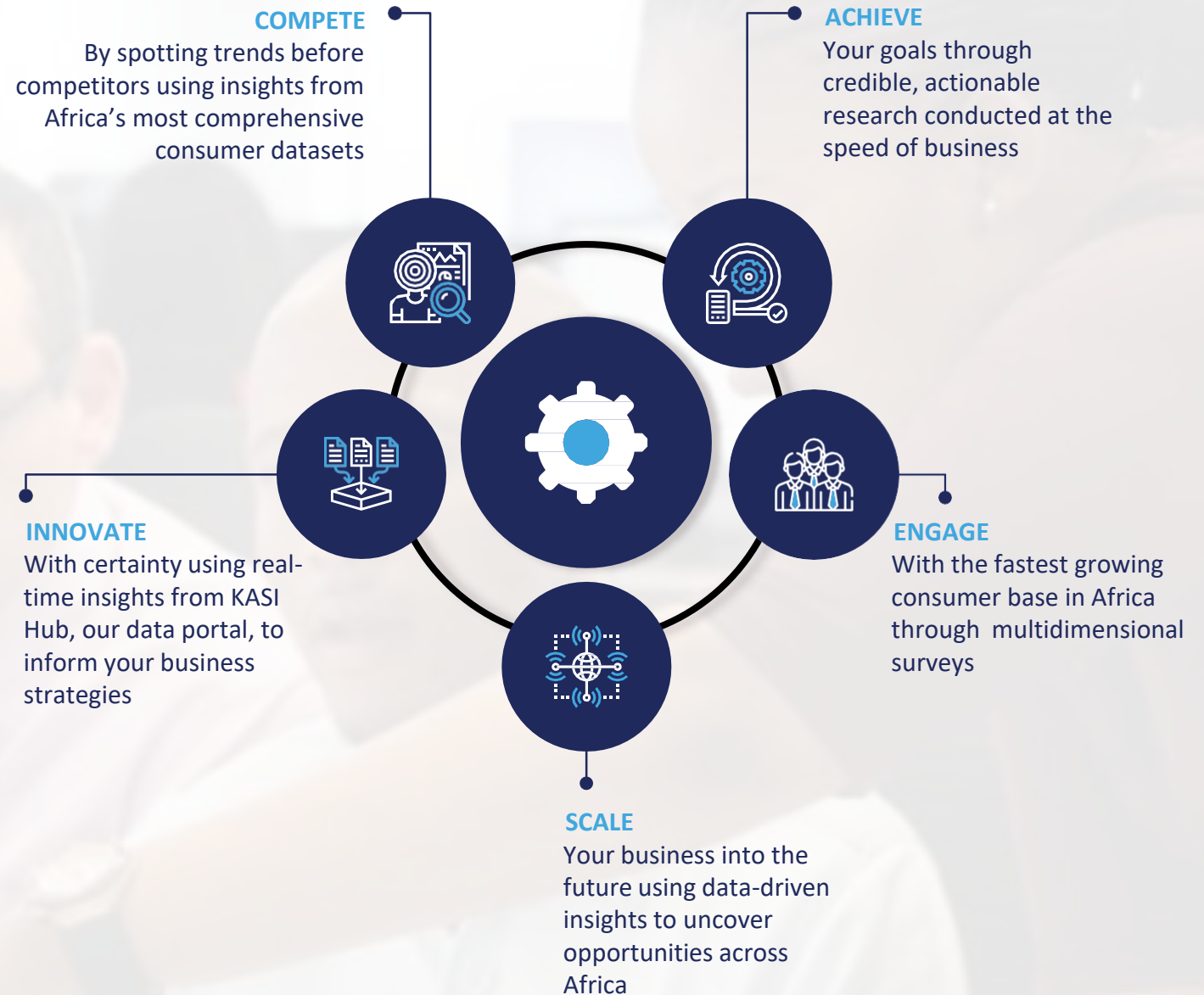


KASI Insight Research Solutions

African Insights at the Click of a Button

The KASI Framework

*You know your Business.
We understand Africans.*



Our Research Solutions



Our approach goes beyond traditional market research providing you tools to identify early signs of market shifts and opportunities.



CONSUMER INTELLIGENCE

Leverage innovative research solutions designed to meet Africa's unique challenges



ECONOMIC INTELLIGENCE

Access the most credible and predictive economic indicators in Africa



RETAIL INTELLIGENCE

Comprehensive retail & shopper insights informed by consumer behavior changes and trends



BRAND INTELLIGENCE

Innovative brand tracking solution to strengthen brand performance and support brand growth

Africa's first data intelligence platform

Consumer data at scale for agile businesses

250+

Weekly surveys
since 2016

100+

Consumer datasets

20+

Million data points

7+

Largest markets
in Africa

EXPLORE

Kasi's consumer-led platform

KASI Hub allows brands and organizations to get insights at the click of a button. The platform is a collection of datasets built from weekly surveys of thousands of consumers in the largest markets in Africa. The tool comes with data exploration and visualization capabilities that allow you to chart, graph and unlock insights instantly.

You can access the platform online and anytime. Best your entire company can leverage the power of this tool.

BOOK DEMO



Our Offerings

An exclusive collection of datasets with data visualization capability



	ECONOMIC INTELLIGENCE	CONSUMER INTELLIGENCE	RETAIL INTELLIGENCE	
Datasets	Consumer Confidence Index	COVID-19 Pulse Tracker	Categories Momentum/Demand	Holiday Shopping Tracker
Description	Track consumer sentiment in Africa (Current conditions, Expectations, Job prospects, Purchase Intent)	Holistic view of COVID-19's impact on African consumers (Health, Socio-Economic, Shopper behavior, Media & Messaging, etc.)	Track purchase momentum for retail categories including: Food, Beverage, Alcoholic Beverages, Personal Care, Home Care, Financial Products	Explore consumer needs and shifts in shopping habits and trends around Christmas
Data type	Index	Survey-based, 40+ questions	Index	Survey-based, 20+ questions
Frequency	Monthly	Monthly	Monthly	Annually
Inception	June 2016	February 2020	April 2020	2017
Example of Sample Questions	<ul style="list-style-type: none"> How do you expect your household income to change over the next 6 months? 	<ul style="list-style-type: none"> In what ways has your lifestyle changed because of COVID? What type of message do you prefer brands to communicate to you during this pandemic? 	<ul style="list-style-type: none"> Compared to before the pandemic started, which of the following categories are you purchasing more of, purchasing the same or purchasing less of? 	<ul style="list-style-type: none"> How much are you looking to spend on gifts this Christmas? What items will you be purchasing as gifts for each family member? When will you be conducting your holiday shopping?

SURVEY DETAILS:

- **COVERAGE** - Solutions available across 8 markets: Cameroon, Ethiopia, Ghana, Ivory Coast, Kenya, Nigeria, South Africa, Tanzania
- **DEMOGRAPHICS** - All datasets include key demographics, such as Age, Gender, Occupation, Marital Status and Income
- **SAMPLE** - Each monthly data set has an Average Sample Size of 500 respondents per country

Annual subscription

Our team

Africa insights at a click of a button



Yannick Lefang
Founder & CEO



Patience Muyambo
Research Director



Martin Onzere
Operations Director



Bertrand Tchuenkam
BI/Cloud Director



Joy Muindi
Data Supply &
Quality Control Lead



Davies Nyachienga
Economic Intelligence



Our Packages



Simple and affordable subscriptions to get access to actionable insights anywhere, anytime

Our data is
trusted by the
two largest
financial data
companies in
the world
Bloomberg & Refinitiv

	LITE	PRO	VIP
ECONOMIC INTELLIGENCE			
Consumer Confidence Index	●	●	●
CONSUMER INTELLIGENCE			
COVID-19 Pulse Tracker		●	●
RETAIL INTELLIGENCE			
Holiday Shopping		●	●
Category Momentum/Demand		●	●
BRAND INTELLIGENCE			
Brand tracking, Concept testing			●
ADDITIONAL FEATURES			
Whitepapers	●	●	●
Webinars		●	●
Daily insights		●	●
Monthly brief		●	●
Custom research/insights			●
Expert advice & support			●
ANNUAL SUBSCRIPTION	Contact our Sales team	Contact our Sales team	Contact our Sales team

- **Introductory 2-day Access Pass to explore the various datasets and visualization options KASI Hub has to offer*
- *This is a once-off offer only available to the first 500 subscribers to the Hub in November 2020*

Our clients and partners

Africa insights at a click of a button

EyeSee



Bloomberg

REFINITIV




VITREOUS
WORLD

 **Kimberly-Clark**

FIDELITY  **BANK**



ISI Emerging
Markets Group

EMIS 



MARRAKECH COP22|CMP12
UN CLIMATE CHANGE CONFERENCE 2016



 **uniBank**

BitPesa

 **JPS**
GLOBAL INVESTMENTS

 **appsAfrica**



International
Finance Corporation
WORLD BANK GROUP



consensus
point + **Cipher**

1st Annual
**Pan-African Bancassurance
& Alternative Distribution
Conference**
Ghana 2018



Business for Africa
and the World

SHARM EL-SHEIKH, EGYPT, 8 - 9 December 2018

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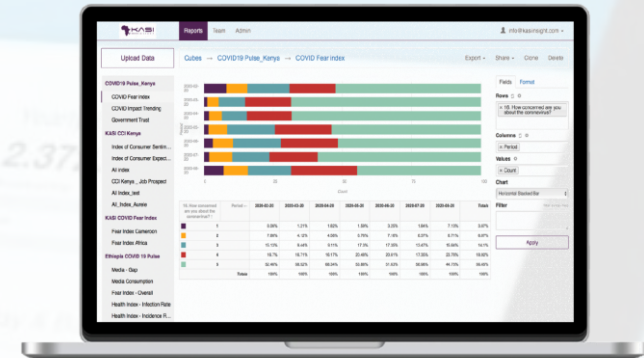
About KASI

We speak to thousands of African consumers each month and turn survey-based data into actionable insights.

Our data driven approach empowers businesses with first-hand feedback from their most valuable asset, their future customers.

Through our self-service platform, KASI Hub, our clients:

- leverage consumer insights at scale,
- identify early signs of market shifts, and
- unlock market creating opportunities for their businesses



**For A Free One On One Demo
Contact Us:**

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www.kasiinsight.com