

SAUTI USER INSIGHTS QUARTERLY REPORT

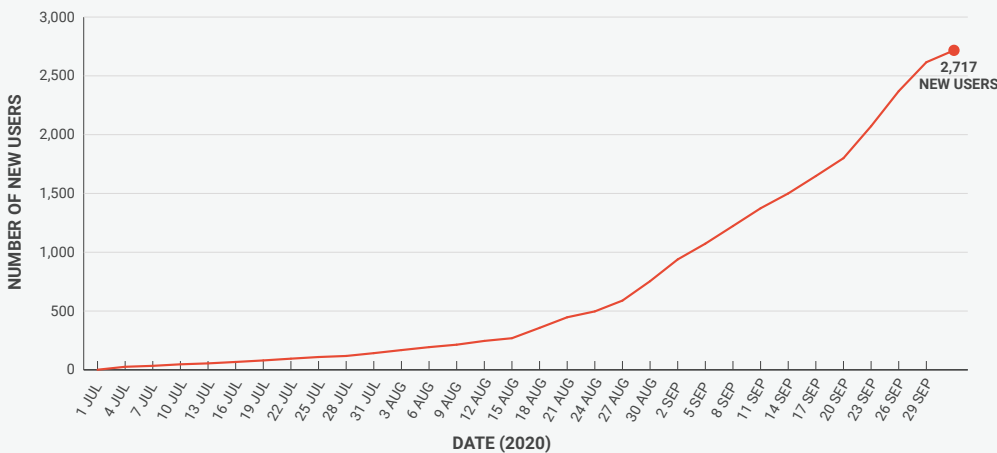
July - September 2020

Sauti's trade and market information platform for businesses in the Kenyan, Ugandan, Rwandan and Tanzanian cross-border region has been operating since 2017. This report shows user behaviour insights from Sauti's mobile information platform based on usage between Jul 1 to Sep 30, 2020.

This quarter saw 2,717 new users access the platform, mostly driven by the expansion of the Sauti's information platform in Tanzania. Additional planned outreach activities for the quarter were put on hold due to COVID-19. Sauti added two new information features to its platforms. Weather forecast information was added to the Kenya and Tanzania platforms, and is proving to be one of the most popular information requests for those platforms. Responding to the COVID-19 pandemic, Sauti also added COVID-19 information to the Kenya platform. Likely related to the pandemic, Sauti has also observed an increase in market price requests for domestic markets, in line with a reduction in requests for exchange rates. For any questions on our data please contact info@sautiafrica.org

Total New Users Over Time

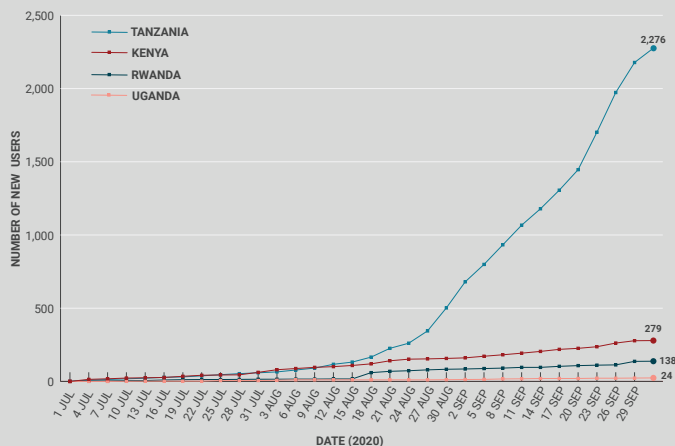
Between the 1st of July and the 30th of September 2020, 2,717 new users have accessed Sauti's information platform, with the total number of users at 15,940.



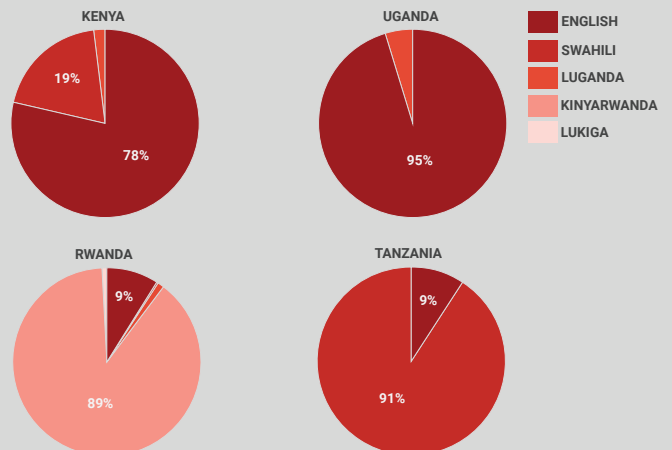
2,717
New Users

15,940
Total Users-to-Date

New Users

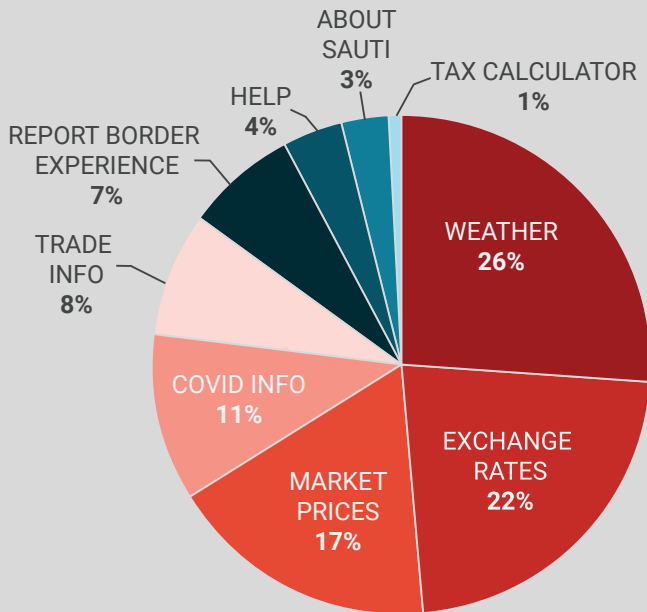


Breakdown of Language Selection

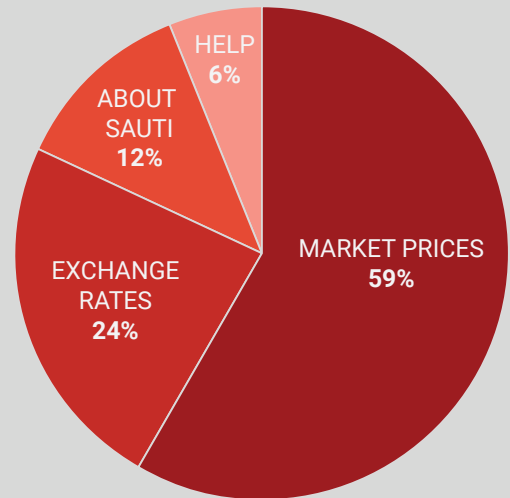


Most Popular Information Features

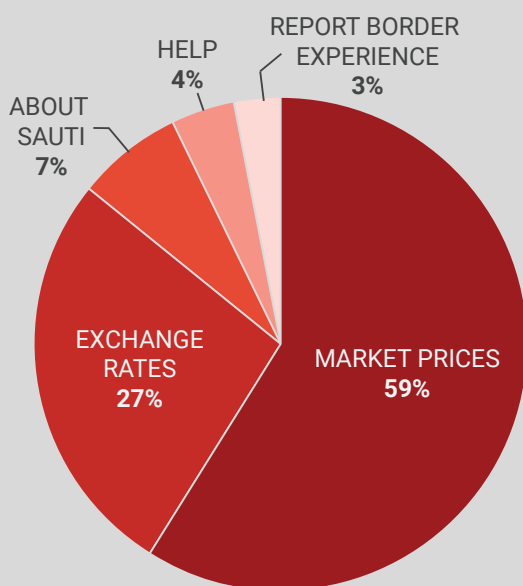
Kenya



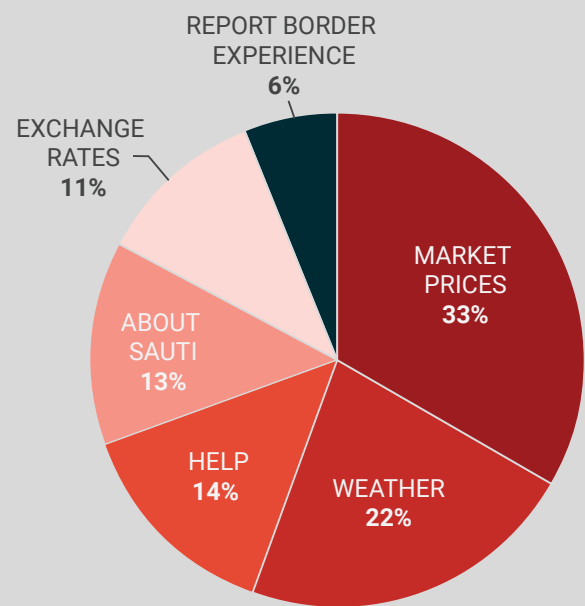
Uganda



Rwanda



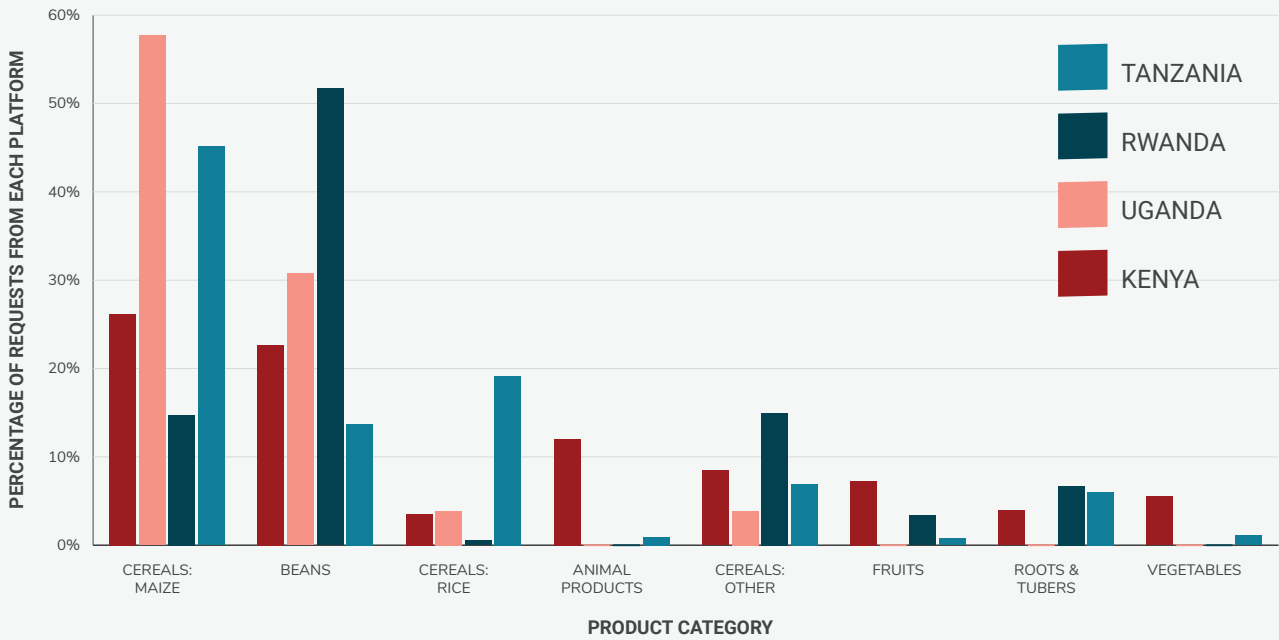
Tanzania



Market Data Insights

Most Requested Product Categories

The categories below show the top 90 percent of commodity categories requested for each country. The commodity categories with fewer requests and not shown on the graph are peas, seeds and nuts, livestock, other animal products, fuel and condiments.



Top Three Requested Products by Country

Kenya

- 1 DRY MAIZE (25%)
- 2 EGGS (5%)
- 3 GROUNDNUTS (4%)

Uganda

- 1 DRY MAIZE (58%)
- 2 BEANS (13%)
- 3 RICE (4%)

Rwanda

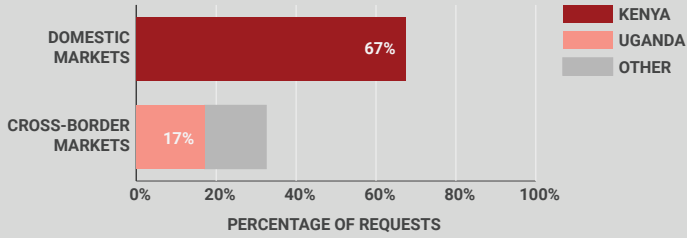
- 1 BLACK BEANS (17%)
- 2 COLTA BEANS (9%)
- 3 DRY MAIZE (6%)

Tanzania

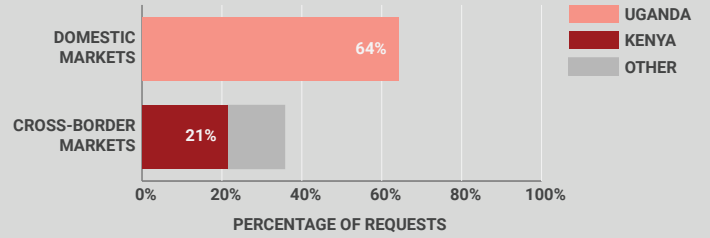
- 1 DRY MAIZE (45%)
- 2 RICE (12%)
- 3 YELLOW BEANS (6%)

Requests for Cross-Border Markets

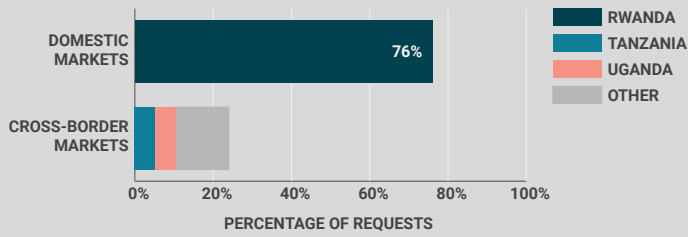
Kenya



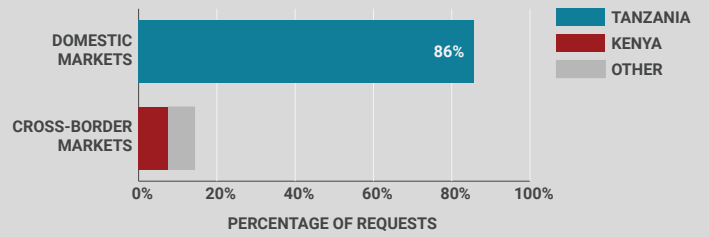
Uganda



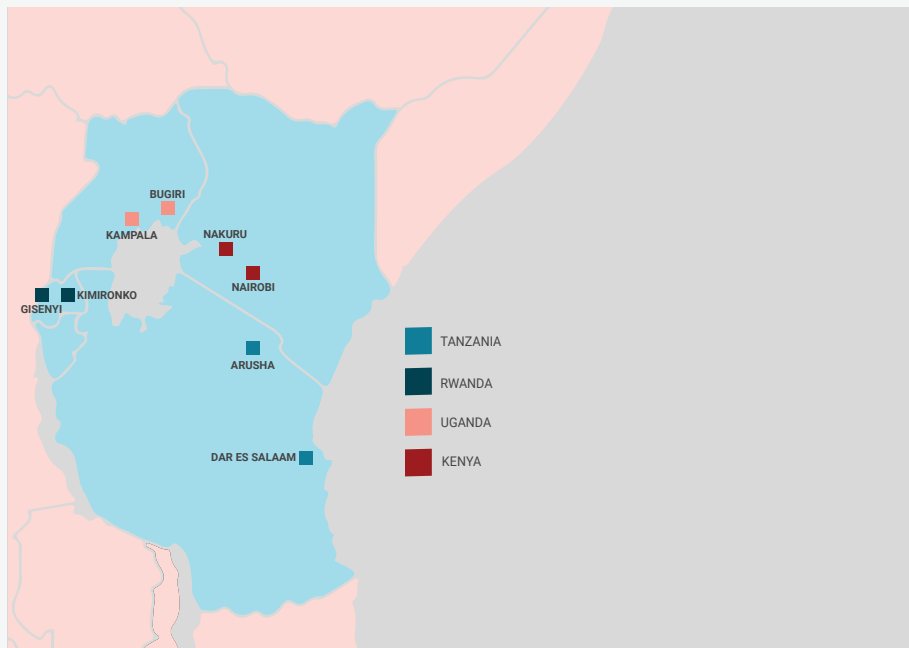
Rwanda



Tanzania



Top Two Requested Markets For Each Platform



Top Exchange Directions by Country

Kenya

- 1 KES ⇒ UGX (41%)
- 2 KES ⇒ TZS (22%)
- 3 UGX ⇒ KES (14%)

Uganda

- 1 KES ⇒ UGX (57%)
- 2 UGX ⇒ RWF (14%)
- 2 UGX ⇒ KES (14%)
- 2 RWF ⇒ UGX (14%)

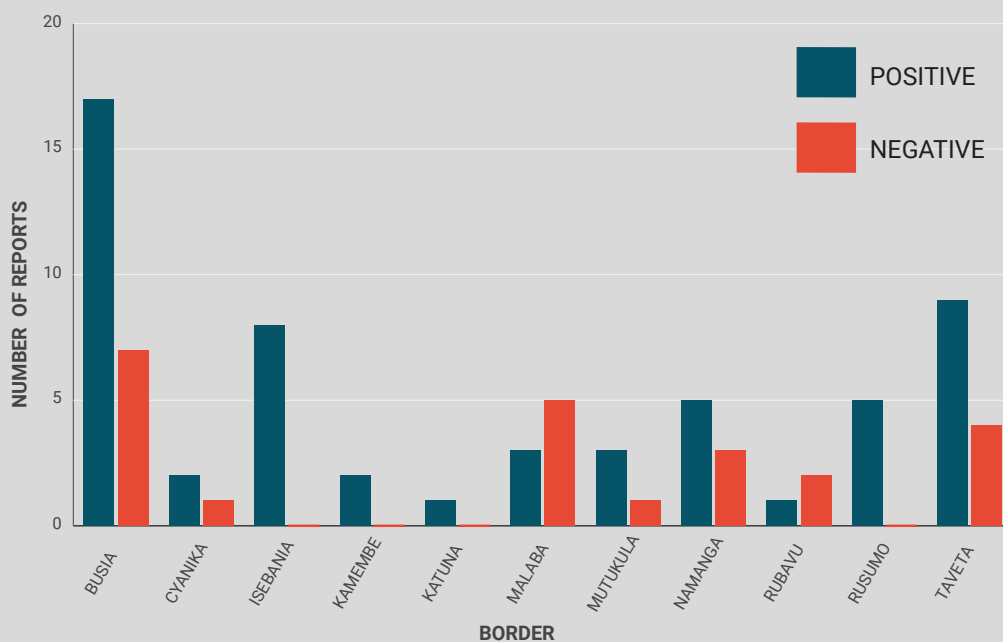
Rwanda

- 1 USD ⇒ RWF (29%)
- 2 RWF ⇒ UGX (12%)
- 3 RWF ⇒ TZS (10%)

Tanzania

- 1 TZS ⇒ KES (26%)
- 2 USD ⇒ TZS (23%)
- 3 KES ⇒ TZS (21%)

Border Experience Reports from All Platforms



Sauti.

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ABOUT SAUTI

Sauti East Africa provides trade and market information services that empower cross-border traders in East Africa to trade legally, profitably, and safely.