

SAUTI USER INSIGHTS QUARTERLY REPORT

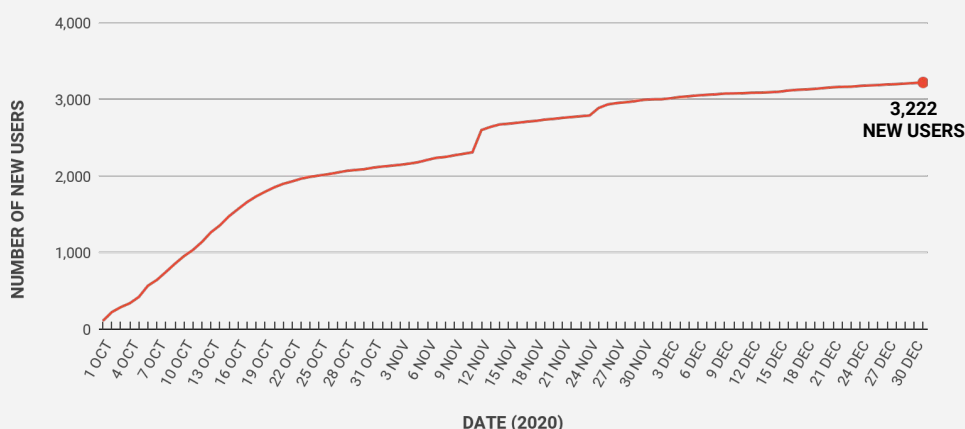
October - December (Q4) 2020

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 1 Oct to 31 Dec, 2020.

The Q4 2020 quarter saw 3,222 new users access the platform, mostly driven by the expansion of the Sauti's information platform in Tanzania. In comparison to our [Q3 2020 report](#), there has been an increase in requests for exchange rates in Kenya, Uganda, and Rwanda. In all four countries, the majority of price requests remain within domestic markets. For any questions on our data please contact info@sautiafrica.org.

Total New Users Over Time

Between the 1st of October and the 31st of December 2020, 3,222 new users have accessed Sauti's information platform, with the total number of users at 19,158.



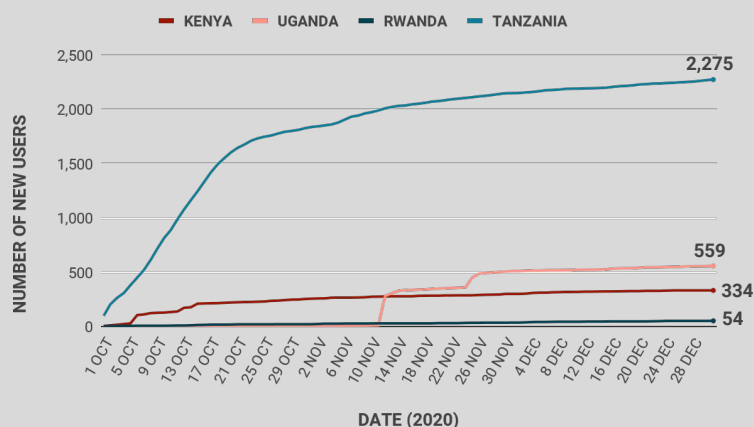
3,222

New Users

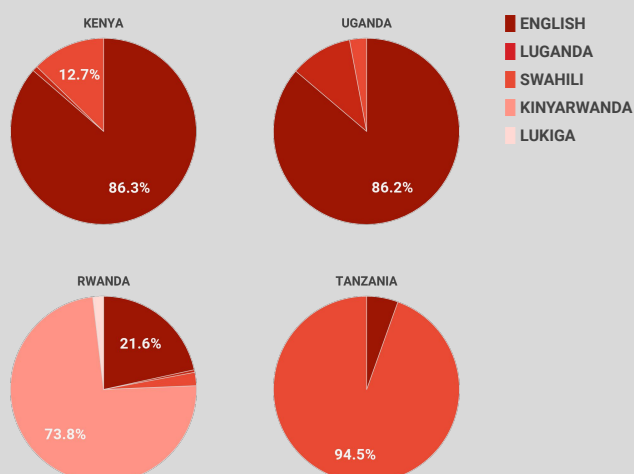
19,158

Total Users-to-Date

New Users

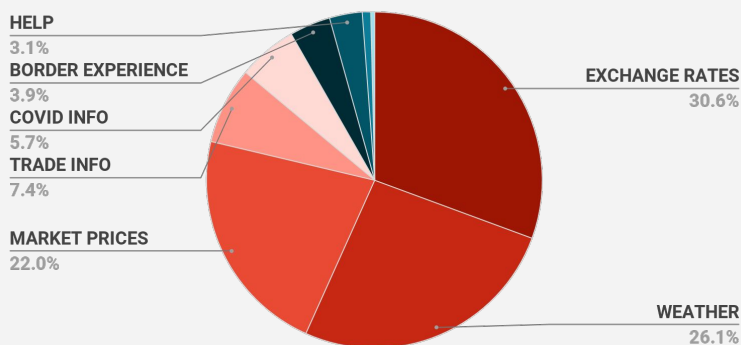


Breakdown of Language Selection

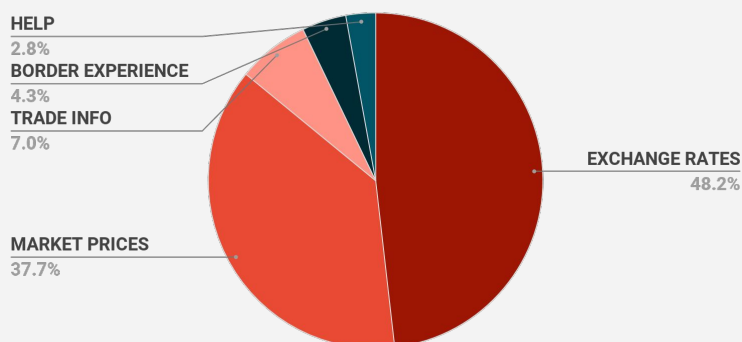


Most Popular Information Features

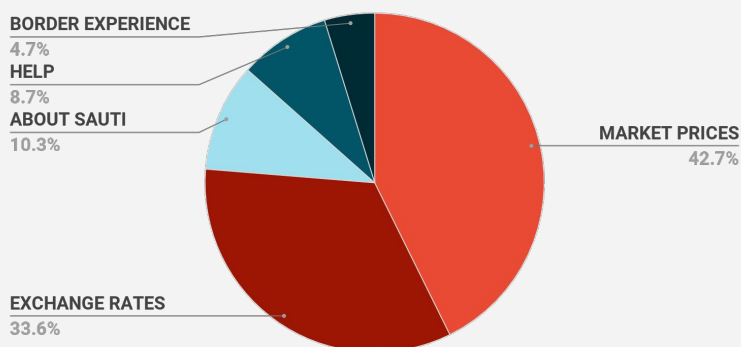
Kenya



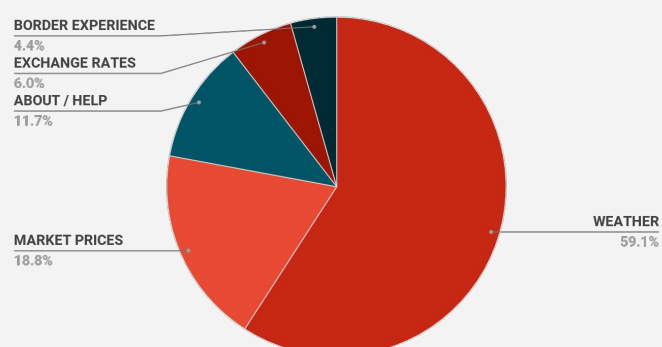
Uganda*



Rwanda*



Tanzania

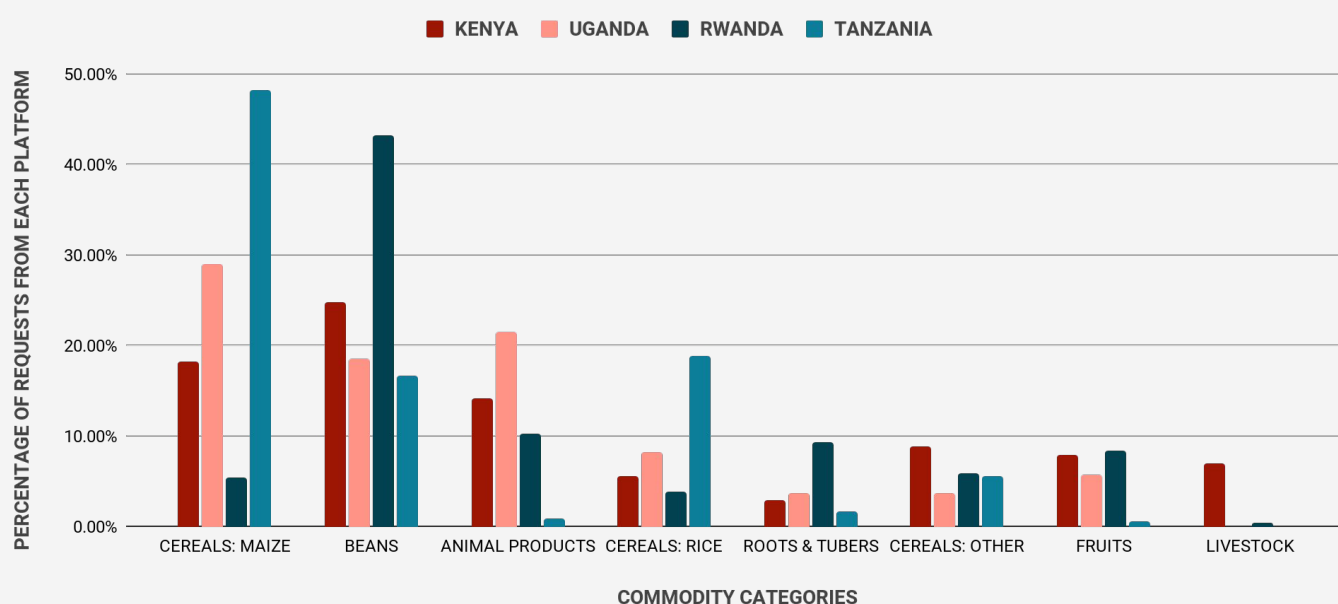


*The Weather feature was not available on the Uganda and Rwanda platforms in Q4 2020.

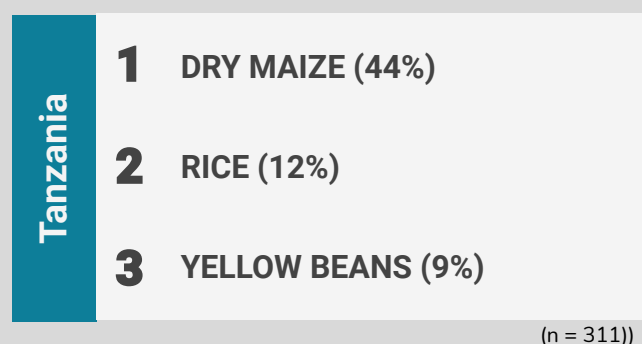
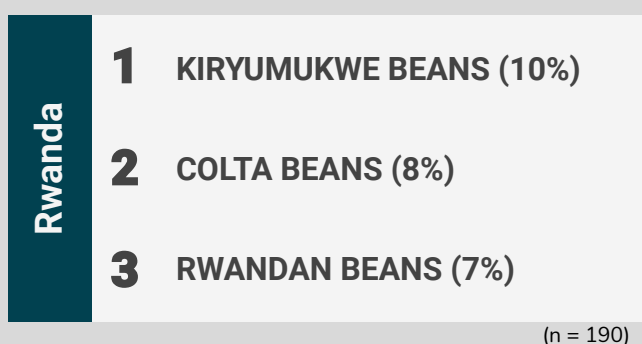
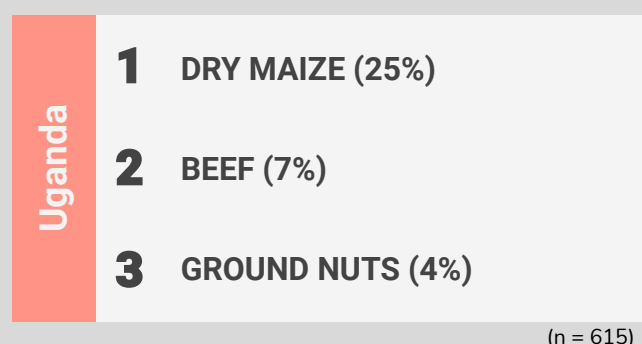
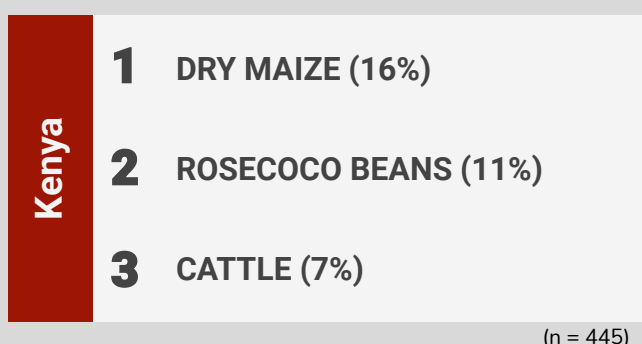
Market Data Insights

Most Requested Commodity Price Information, by Category

The categories below show the top 85% of commodity price categories requested for each country. The commodity categories with fewer requests, and not shown on the graph, are vegetables, seeds and nuts, peas, other animal products, farm inputs, fuel, and condiments.



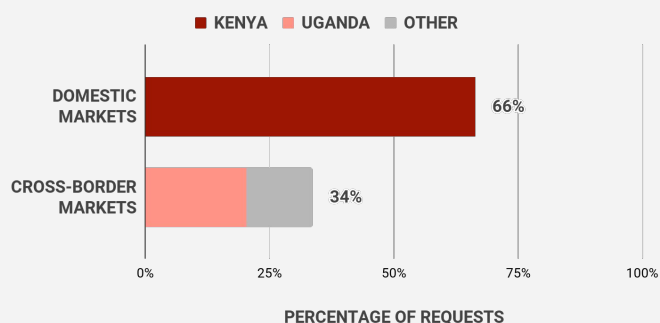
Top Three Requested Commodity Prices by Country*



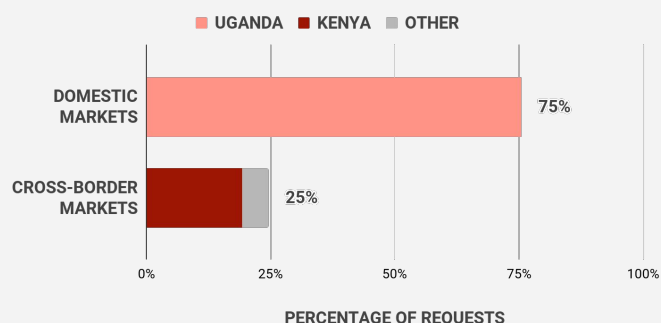
*Percentages reflect the proportion of all user requests in the respective country.

Requests for Commodity Prices in Cross-Border Markets

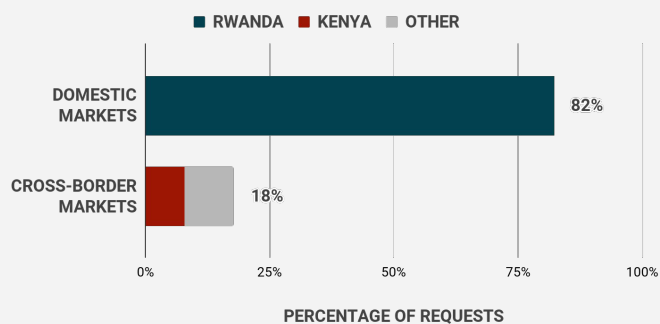
Kenya



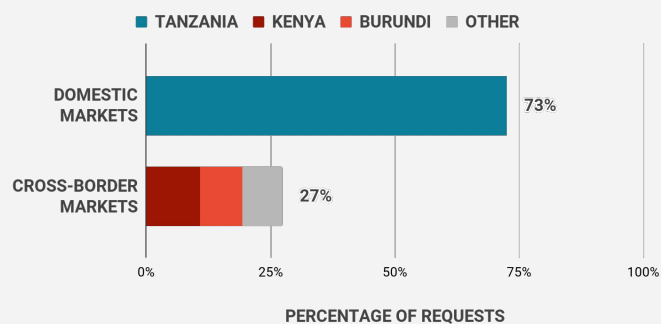
Uganda



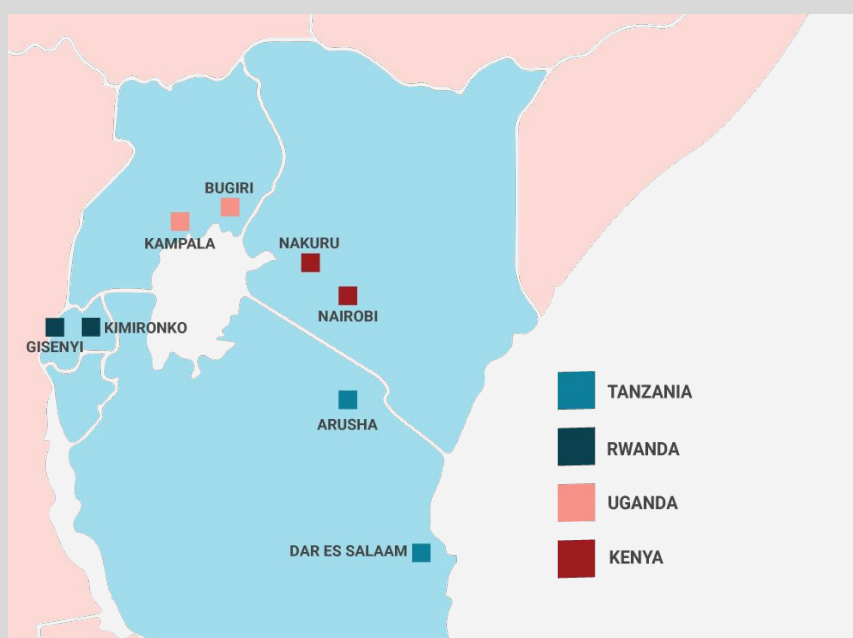
Rwanda



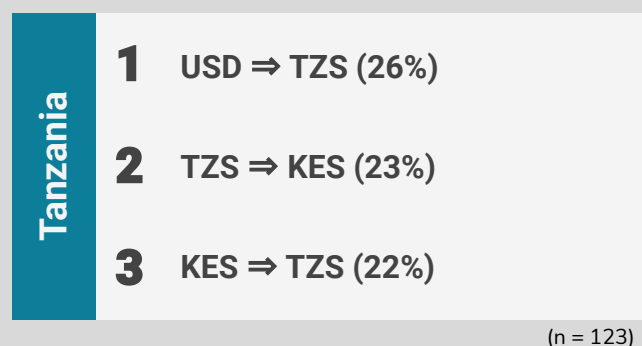
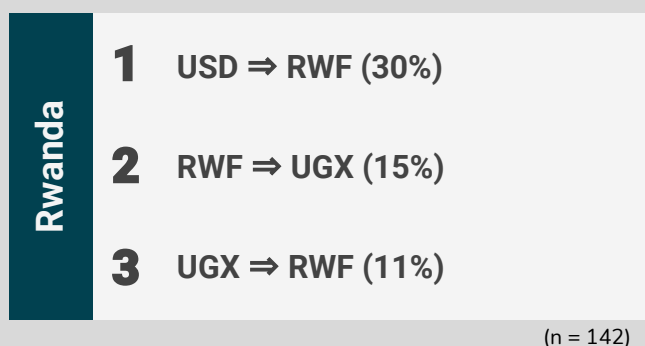
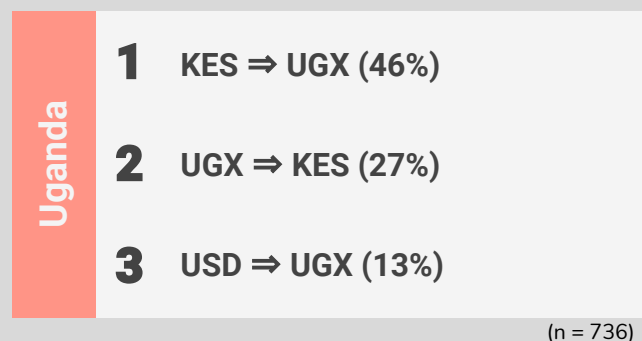
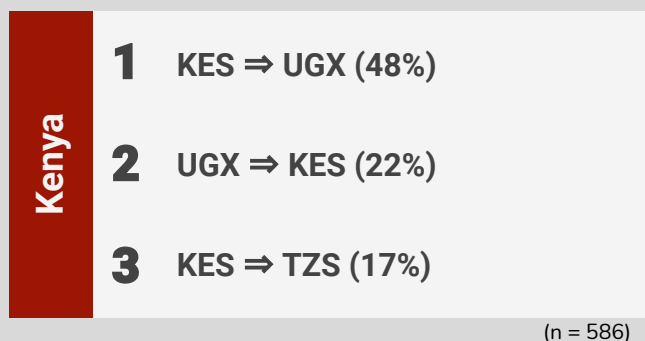
Tanzania



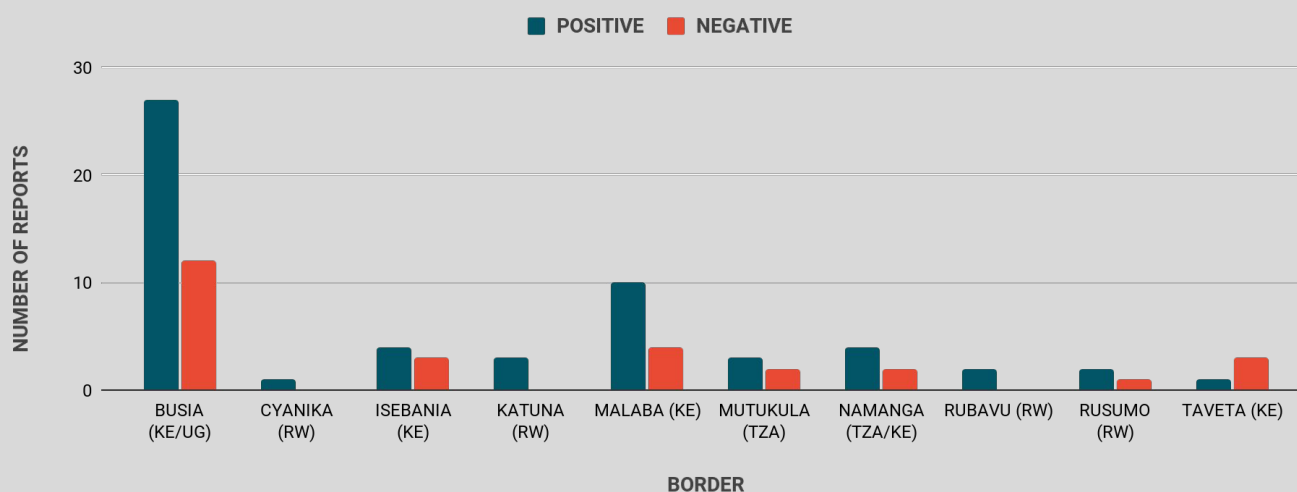
Top Two Requested Markets for Commodity Prices in Each Platform



Top Requested Exchange Directions by Country*



Border Experience Reports from All Platforms



*Percentages reflect the proportion of all user requests in the respective country.

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.