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**About  
Africell**



## Africell is the mobile technology platform for Africa's future.

We provide fast and reliable mobile network coverage and related technology services to over 16 million subscribers in sub-Saharan Africa. Through a mix of voice and SMS products, data services, and Afrimoney (our mobile money platform), we help customers across the African continent share in the extraordinary benefits of digital connectivity.

### Africell in numbers

4 operating markets

16m+ subscribers

150m+ population under license

10,000 direct and indirect employees

Founded in 2001

### Where we operate

Gambia

Sierra Leone

Angola

Democratic Republic of Congo

## What we do



### Data

Data is the heartbeat of Africell's network. We offer a range of internet services including ultrafast 4G and 5G connectivity defined by speed, reliability and value-for-money.



### Mobile money |

Through Afrimoney, mobile users can send money to others, pay bills, and transact with a range of other products and services – both at home and overseas.



### Voice & SMS

Africell's voice and SMS services are among the best value in the market and are relied on by millions of people. Our handsets suit every customer type and can be used for voice, data and more.

## Africell's Story



2001

launch in the Gambia



2005

launch in Sierra Leone



2012

launch in DRC



2015

investment by IFC



2019

investment by DFC



2021

launch in Angola



2024

debut corporate bond





About the  
**Africell Impact  
Foundation**

**2022** | **800+** | **40+** | **160+** | **12** | **2,000+**  
Created | Employees involved | Artists promoted | Projects | Countries | Students reached



## The Africell Impact Foundation helps people contribute to their communities.

We support strong and resilient communities by bringing people together, both digitally and physically, and connecting them to opportunities and resources in the arts, education, entrepreneurship, healthcare and more.

## Optimizing our Social Impact

In addition to effective marketing and strong government relations, active engagement with communities is a condition for our business success. The Africell Impact Foundation streamlines and structures our cultural and community focused investments, connecting the work we do across our operating markets and optimising the social impact of our core telecommunications business.



## Our Approach



### Social impact is in our DNA

Community-focused work has been part of Africell since we were established in 2001.



### Creative, original content

We create and promote content which celebrates the energy, dynamism, heritage and people of the countries in which we operate.



### Connecting people to opportunities

Our core telecommunications business gives people access to products and services needed for happier and more prosperous lives.



### Technology, data and skills

We embrace and promote creative applications of data and digital technology – i.e. our core business – to transform lives and widen social inclusion.



### Roots in local communities

We target our efforts towards the actual priorities, needs and capabilities of our local communities.



### Thinking globally, acting locally

As the only US-owned telecommunications operator in Africa, we have a unique perspective and act as a bridge between Africa and the wider world.





*Message from*  
**the President**





**In 2025, Africell will celebrate its 25th anniversary.**

Since we first launched services in 2001, we have witnessed a huge amount of change. Most obviously, levels of digital development in Africa have soared. In the early 2000s, Africa was significantly behind the rest of the world in the uptake of mobile technology. But that gap has shrunk. Indeed, in some areas (such as mobile money), Africa is now a restless crucible of innovation. Africell is proud to have played a part in this progress.

This has been part of a broader evolution. A quarter of a century ago, many international businesses viewed Africa warily. They understood that it was a region with enormous potential but were deterred by negative news stories and apparently high barriers to entry. This view has since been corrected. Africa is now a magnet for international investors. Businesses in many sectors rightly see Africa's population of almost two billion people as an essential audience to tap into.

These changes have been accompanied by another, subtler shift. In the past, the concept of "social impact" in the African context was linked to ideas of humanitarian assistance and disaster relief. The phrase would have conjured images of well-meaning foreigners coming to Africa on flying visits to work on specific projects, and then leaving again. Social impact was not viewed as an integral part of the economic development process: that is, as a vital consideration in and a valuable result of ordinary growth and investment.

Today, that has flipped. Many people recognise that the same forces which create jobs, support livelihoods, delight customers and drive innovation can improve the lives of people in other ways: by helping to sustain culture, by promoting creativity, by improving mental and physical wellbeing, by stabilising and protecting the environment, and by spreading the advantages of education. Selling products and making profits is entirely compatible with creating wider benefits for communities and the places in which they live. Africell sees these goals as complementary part of the same mission.

In Africell's 25th year, we are focusing on integrating social impact into our work. Our core telecommunications operations have a direct impact on the millions of our customers who get to us the extraordinary tools that their mobile phones provide. Meanwhile, the Africell Impact Foundation is using the framework of its core 'impact areas' to ensure that all our strategic decision-making includes broader social considerations, so that – in addition to being a successful business on its own terms – Africell can truthfully and proudly say that it is helping to create more joyful, creative and connected societies.

To us, social impact is about creating beautiful content that shines a unique light on our amazing operating markets. It is about bringing the best international institutions to Africa and the best African institutions to the world. It is about drawing global attention to Africa's artistic talent and giving African artists an opportunity to explore new places. It is about giving disadvantaged young people a platform to learn, earn, and transform their lives.

Although the Africell Impact Foundation itself was only launched in 2022, its spirit and values are consistent with what came before. The Foundation represents the development of Africell's approach, not a change in approach. 2024 was a highly successful year, but I'm thrilled to say that 2025 – Africell's twenty-fifth anniversary – is shaping up to be the best and most impactful yet.

I hope you enjoy this report.

**Ziad Dalloul**  
*CEO, President and Founder*





# Impact Areas

## 1 | Arts, Culture & Heritage

Giving a platform to arts, culture, heritage and content which celebrate the energy and creativity of contemporary Africa.

## 2 | Education & Entrepreneurship

Supporting education and entrepreneurship by equipping people with digital and physical technologies for learning and innovation.

## 3 | Health, Sports & Wellbeing

Promoting active lifestyles, providing health-related information and resources, and helping talented athletes fulfil their potential.



## 1 | Arts, Culture & Heritage

Africell operates in four distinctive and dynamic countries. Each has a unique history and its own traditions of artistic expression - including in visual arts, music, literature, film, and more.

We work with local artists, creatives and cultural institutions to generate more visibility and better resources. We focus on helping to create or upgrade digital platforms; facilitating research and exchange; producing original and illuminating content; and broadening access to culture for those from marginalised communities.

### Africell Luanda Art Fair

We launched the inaugural edition of Angola's first ever art fair, with five exhibitors, a solo show, live art and a talks programme.

### Sotheby's partnership

We partnered with Sotheby's to host an event in London focused on the African creative industries, as well as to bring top Sotheby's African art experts to Angola and DRC to conduct workshops and curate exhibitions of contemporary African art.

### Lobito Bound

We commissioned and filmed Lobito Bound, an original feature-length documentary about the Lobito Corridor which features BAFTA-nominated British explorer Dwayne Fields on a 4,000km road and rail journey from Tanzania to Angola, through Zambia and DRC.



### One week in... with Pelumi Nubi

We teamed up with British-Nigerian explorer and travel personality Pelumi Nubi to create an original mini documentary series about life and culture in The Gambia and Sierra Leone.



### Galeria 10A

We have maintained a busy and diverse programme of events and exhibition in Galeria 10A, our flagship contemporary arts and performance space on the tenth floor of our head office in Luanda.



### Africell x Angola AIR artist residencies

We hosted Yola Balanga, an Angolan artist, as the third participant in the Africell x Angola AIR artist residency programme, a scheme through which emerging artists from across Africell's operating markets travel to Angola for research, networking and exhibitions.



### Liyolo Foundation

We sponsored the open day near Kinshasa of the estate of Alfred Liyolo, an acclaimed Congolese sculptor.



## 2 | Education & Entrepreneurship

Education creates opportunities and entrepreneurship drives economic growth. Africell supports education and entrepreneurship in our operating markets by helping institutions acquire or develop better digital capabilities; partnering with organisations dedicated to widening access to learning and information, especially among young people, women and other under-privileged groups; and offering targeted support to innovative entrepreneurs and businesses which put sustainability, technology and social impact at the heart of their approach.



### Digitruck Salone

We sponsored the Digitruck Salone, a venture run by media Matters for Women that provides digital literacy training to women and girls in rural parts of Sierra Leone.



### Partnership with London School of Economics (LSE)

Building on a collaboration that started last year in London and continued in The Gambia and Sierra Leone, we worked with the LSE to provide training courses in Angola focused on leadership, entrepreneurship, and innovation, teaming up with the British Embassy and the Governor of Luanda Province to do so.



### Partnership with Casa do Impacto in Angola

As part of our partnership with LSE, we brought experts from Casa do Impacto - Portugal's top startup accelerator and innovation hub - to Angola for exclusive training with Africell staff, plus local students and entrepreneurs.



### Camino do Bem

In partnership with the Fundação Arte e Cultura, we established an innovative internship programme for orphans and other young people from disadvantaged parts of Luanda.

### Learning centres

We offered a programme of engaging, informative and interactive training, workshops and seminars in state-of-the-art, Africell-branded learning centres in DRC, The Gambia, and Sierra Leone.

### Afriradio DRC

We opened a new Afriradio studio in Kinshasa to serve as the base for both cultural and commercial radio programming in DRC.



### 'Outstanding Women Innovators'

We ran a competition in Angola to identify and celebrate women entrepreneurs and innovators with outstanding, socially impactful business ideas.

### USAID partnership for mobile money development

We hosted the USAID administrator in Angola for a visit to advance 'Dinheiro Digital é Melhor', a joint Afrimoney-USAID programme designed to improve digital and financial literacy in rural and agricultural communities.

### Malaika

We provided internet connection and school supplies to schools operated in DRC through the Malaika Foundation.





## One young person, One job

We ran workshops and training for young people seeking employment in DRC.

## Future Leaders Programme

The Africell Impact Foundation supported a wide-ranging initiative, run right across Africell Group, which involves the company partnering with local universities to identify and recruit ambitious university graduates into key positions within Africell.



## 3 | Health, Sports & Wellbeing

Individuals contribute more to their communities when they live balanced and healthy lives. The Africell Impact Foundation promotes active lifestyles, gives people access to better health-related information, and backs talented athletes with to-class facilities and equipment. We make sports participation easier and safer for more segments of the community, and we use our platform and network to promote a wide range of health awareness campaigns and initiatives.



### NBA partnership • africell

We continued our exclusive partnership in Angola with NBA Africa by opening a cutting-edge indoor basketball court in Luanda and organising a series of competitions, training and outreach sessions designed to increase basketball participation among Angola's urban youth.



### Africell marathons

We hosted fun and inclusive marathon competitions in Sierra Leone and The Gambia.

### Luanda 224th anniversary

We organised a major public celebration for the founding of the city of Luanda, drawing thousands of city residents for a multi-day festival of sports, games and competitions.

### Public sports facilities

We opened several new public sports facilities (such as beach gyms and sports courts) designed to provide safe and inclusive spaces for community engagement and to promote fitness and wellbeing.



### Martin Bakole

We partnered with champion UK-based Congolese boxer Martin Bakole, sponsoring a return visit to Kinshasa for engagement and outreach with Congolese youth.



# Meet the Team

The Africell Impact Foundation is connected directly to Africell's core telecommunications business. Taking advantage of ideas emerging from our operating markets and opportunities available in Africa and global hubs such as New York and London, a central committee sets the Foundation's priorities and ensures that it aligns with the Group's strategy. The planning and execution of Africell Impact Foundation projects involves employees from across the business, enriching their careers and building valuable capabilities in our local workforces.



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