



AFRIABROAD.COM

your presence in Africa's mobile space

Africa is on the move.

We bring your courses to their mobile.

“ IF you are interested in recruiting African students, then read on to see how we can help. Whilst we are not an agency, we connect quality prospective African students with you. We are a mobile edu-presence, the first of its kind in the continent.”

We will enhance and compliment what you already do in market. Be it direct marketing or via agents, we can play a part. We wont be bringing in all your students, but add a few more to the total. That is our goal.

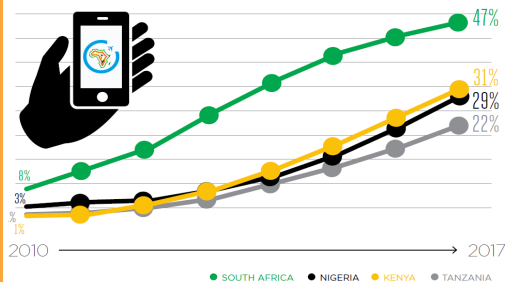
AFRIABROAD.COM

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WHY mobile? Africa? now?

SMARTPHONE PENETRATION
SELECTED COUNTRIES SSA



Source: Strategy Analytics

Number of African students currently studying abroad. Selected countries.

DESTINATION	NO
USA	36,725
UK	31,927
FRANCE	82,484
AUSTRALIA	6,033
CANADA	14,196
NZ	422

Source, UNESCO mobility data, 2014, Tertiary students only.



A PARTNERSHIP

We are not just an EduPortal. We are more than that. A partnership between you and us, working towards one goal. **Recruiting many more African students to your Institution.**

We want to work with institutions in creating a product that is beneficial to you as well as our user-base, - **Your future students.**

afriabroad.com is also an opportunity for you to do something **different** in market. However, if you are new to the market, it is a perfect **market entry strategy**.

Afriabroad.com is making the most from a change of climate in Africa. Not global warming, but internet usage.

For many years, digital-marketing has been a non-event given the limited access to desktops and PC's. But the SMART phone has changed this and we are taking full advantage.

SMART phone usage is now over 160 million and this is predicted to rise to around 540 million by 2020.

Purchasing power too is increasing and the continent also has a majority young population that is hungry for quality education. Now there is a perfect way to reach them 24/7, 365 days a year. Via their SMART phone.

The time is right for an enhancement of your mobile presence in Africa. We hope you will join us.



QUALITY

It is important to us that you receive enquiries from students that are genuine in their intentions, and meet your requirements: academic, financial and regulatory.

We have in place a mechanism that ensures quality but also one that does not deter any genuine students from expressing an interest to study with you.

THE OBJECTIVE

The objective to connect with

African students who are wanting to study abroad at UG or PG level or language studies. Importantly to identify and source applicants who meet your academic, financial and regulatory requirements.

This is where our 'qualification' process comes in. We are relevant in terms of the message we take to market and how we then manage the outcomes, to ensure quality.

HOW DOES IT BENEFIT YOU?

Established?

If your institution has an established presence in Africa, then we can enhance what you already do in market, be it direct marketing or via agents.

Perhaps there are markets that you deem are in the periphery and would like to explore. We can work on these with you.

Just getting started in Africa?

Perhaps you are just getting started or have been wanting to recruit students from

Africa. If that is the case, then this is a perfect market entry strategy for you. To get your feet wet if you like, before you invest time and monies for travel into the market.

If need be, we would be happy to sit down and devise a plan that meets your objectives.

TARGET MARKET

Our reach extends to all of Africa. But the focus is African countries that have historically been good sources of students as well as those that have future potential.

However, if there is a specific market or markets you would like us to explore, we would be happy to work with you on them.





WE CONNECT YOU WITH YOUR FUTURE STUDENTS.

Whilst we are not an agency, we connect African students with you.

We can compliment what you and your agencies are currently doing in market, add value and become a net benefit to the industry.

Our users today, your students of the future.

OUR MESSAGE

We take to market the right message which enables us to filter students so that you are working with enquirers that are genuinely interested in studying abroad and importantly have the academic and financial means to do so.

This unfortunately is not an exact science but we will work with you to keep fine tuning this further.

FURTHER SCREENING

Upon request, we can further engage with our users and determine their needs, motivations and their suitability to study with you.

Interested in this? Then speak to your Afriabroad.com Account Manager.

realise



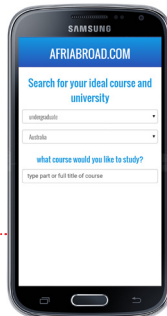
my AMBITION

the USER

EXPERIENCE

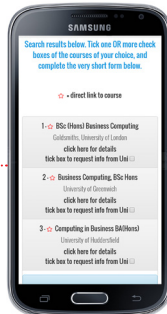


USER SEARCHES BY
DESTINATION AND
COURSE



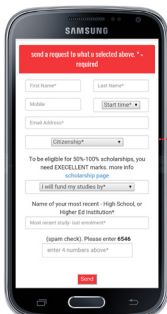
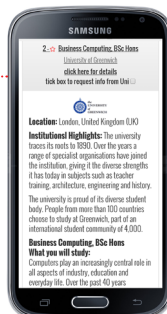
A SHORT DESCRIPTION
OF COURSE, DIRECT LINK
TO COURSE PLUS LINK
TO YOUR
INTERNATIONAL
HOME PAGE

A LIST OF COURSES
MATCHING THE SEARCH
QUERY IS PRESENTED



ACCESS TO RELEVANT
COURSE PAGE ON YOUR
INSTITUTIONAL SITE

USER SELECTS YOUR
INSTITUTION AND
COURSE



USER SUBMITS AN
EXPRESSION OF
INTEREST TO YOU*

* Upon request,
we can further
qualify/screen
these prior to
them reaching you

RATE CARD 2017/18

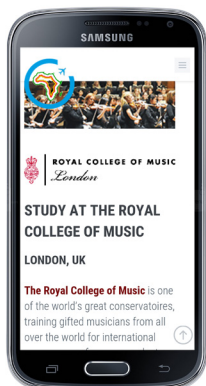
Annual and per institution US\$

The Net Benefit	Standard	Premier	Enterprise
Users see your institutional profile (300 words + 4 pics) on our site	✓	✓	✓
Place posts on our facebook™ page as well as your profile, live 24/7.	✗	✓	✓
Users able to find your courses via a search of our database	✓	✓	✓
Users able to see details of each course via a specific link	✗	✓	✓
You receive expressions of interest as they are submitted * (see below)	✓	✓	✓
Your content stays up-to-date 24/7 on our site	✓	✓	✓
Receive an end of year report with market trends, recommendations etc	✗	✗	✓
1 x 'Featured Unis' spot on home page (1 wk)	✗	✗	✓
1 x 'Popular Courses' spot on home page (1 wk)	✗	✗	✓
Reach prospective students via a news item on our newsletter (1 month)	✗	✓	✓
An Account Manager will work with you on specific initiatives throughout the subscription period.	✗	✗	✓
	\$290	\$625	\$1470

* A further 'qualifying/screening' of leads prior to being sent to you, is available on request. Please note, this is only available via the Enterprise Tier.

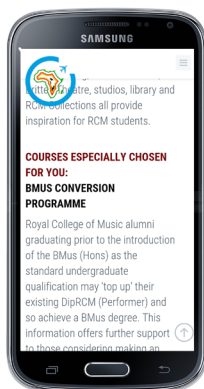
Your presence enhanced

3 ways to further enhance your presence



1 Create your own page on our site. You can house an intro to your institution, or perhaps a page that provides info relevant to African students.

2 Place info about a specific programme, a scholarship or new development. Perfect for faculty launches, updates, and changes to semester start dates.



3 Make use of our ever growing Facebook™ reach. Place engaging posts to an audience hungry for info. A perfect way to extend your foot-print in Africa