## CASSAVA TECHNOLOGIES

# Empowering Digital Transformation Across Africa and Beyond

A company profile by Private Markets Group Ltd

### Global Technology Leader

Cassava Technologies stands as a global technology leader of African heritage, delivering comprehensive digital transformation solutions worldwide.

## Integrated Digital Ecosystem

A vertically integrated ecosystem of digital services and infrastructure that enables complete digital transformation across industries.

### Strategic Global Presence

Headquartered in the United Kingdom with strategic operations across Africa, the Middle East, Latin America, and the United States of America.



## Cassava Technologies at a glance

Cassava Technologies stands as a global technology leader of African heritage, delivering a vertically integrated ecosystem of digital services and infrastructure that enables comprehensive digital transformation. Headquartered in the United Kingdom, the company maintains a strategic presence across Africa, the Middle East, Latin America, and the United States of America.

The company operates through five distinct business units: Cassava AI, Liquid Intelligent Technologies, Liquid Cloud and Cyber Security, Africa Data Centres, and Sasai Fintech. This diversified portfolio positions Cassava Technologies as a comprehensive technology partner for businesses seeking digital transformation solutions.

### **Key Facts**

- Industry: Digital infrastructure and technology services
- Geographic Reach: Operations in 94 countries
- Headquarters: United Kingdom
- Regional Presence: Africa, Middle East,
   Latin America, USA
- Business Model: Vertically integrated digital solutions provider

### Purpose

Empowering business to thrive through digital solutions

#### Mission

To provide world-class digital solutions that enable enterprises to transform their customers' lives

#### Vision

To be the leading digital solutions provider in chosen markets

#### Core Values

- Faithful Stewardship
- Creativity and Innovation
- Reliable and Dependable
- Trust and Respect

### THE CASSAVA STORY

Cassava Technologies emerged from the entrepreneurial vision of Strive Masiyiwa, a telecommunications and technology entrepreneur with nearly four decades of experience building and investing in businesses globally. The company represents the evolution of Masiyiwa's extensive portfolio of technology investments spanning Africa, Europe, India, Latin America, the Middle East, New Zealand, and the USA.

The foundation of Cassava Technologies was built upon successful ventures including Mascom Wireless Botswana, Econet Wireless Zimbabwe, Econet Wireless Nigeria (now Airtel Nigeria), and Liquid Intelligent Technologies Group. This rich heritage of telecommunications and technology innovation provided the strategic foundation for creating a vertically integrated technology ecosystem.

The company's evolution reflects a strategic transformation from traditional telecommunications services to comprehensive digital infrastructure solutions. This progression demonstrates Cassava's commitment to staying at the forefront of technological advancement while maintaining its African heritage and global ambitions.

Today, Cassava Technologies represents the culmination of decades of strategic investment and operational excellence in the technology sector, positioning the company to drive digital transformation across emerging markets while competing on a global scale.

### MARKET POSITION

Cassava Technologies has established itself as a dominant force in Africa's digital infrastructure landscape while maintaining global competitiveness. The company's market position is characterized by several key competitive advantages:



### Infrastructure Leadership

The company operates
Africa's largest crossborder fiber optic
network and the
continent's largest
network of carrierneutral data centres,
creating significant
barriers to entry and
establishing market
dominance in critical
infrastructure
segments.



### Vertical Integration Advantage

Unlike competitors
who focus on individual
technology segments,
Cassava's vertically
integrated approach
provides
comprehensive
solutions from
connectivity and data
centres to AI and
financial services. This
integration enables
superior customer
experience and
operational efficiency.



### Strategic Partnerships and Backing

Cassava Technologies is backed by significant investment and extensive collaboration with some of the world's largest technology businesses and institutional investors interested in Africa's digital transformation. The company maintains strategic partnerships that enhance its technological capabilities and market reach.

### **Geographic Diversification**

With operations in 94 countries, Cassava has achieved geographic diversification that reduces market risk while capturing growth opportunities across multiple emerging markets.

### First-Mover Advantage

The company's announcement of Africa's first AI factory demonstrates its commitment to pioneering advanced technology solutions in emerging markets, establishing first-mover advantages in critical growth segments.

### **WHAT CASSAVA DOES**

Cassava Technologies operates as a vertically integrated digital solutions provider, delivering comprehensive technology services through five specialized business units:

1

## Connectivity Solutions

Through Liquid Intelligent
Technologies, the
company owns and
operates Africa's largest
cross-border fiber optic
network, delivering reliable
connectivity and digital
solutions across the
continent. This
infrastructure foundation
enables businesses to
access high-speed, lowlatency connectivity
essential for digital
operations.

2

### Data Centre and Colocation Services

Africa Data Centres, in partnership with Distributed Power Africa (DPA), operates Africa's largest network of carrierneutral, state-of-the-art interconnected data centres. These facilities support Africa's participation in the global digital economy by providing secure, scalable infrastructure for data storage and processing.

3

### Cloud and Cybersecurity Solutions

Liquid Cloud & Cyber
Security offers leading
cloud security solutions
alongside comprehensive
advisory and managed
security services. This
division addresses the
growing need for secure
digital infrastructure as
businesses migrate to
cloud-based operations.

1

### **Artificial Intelligence Solutions**

Cassava AI serves as a global artificial intelligence solutions provider, transforming businesses through contextually relevant enterprise AI strategy development, deployments, and governance. The division leverages global strategic partnerships, systems integration expertise, and proprietary developments to deliver cutting-edge AI solutions.

2

### Financial Technology Services

Through VAYA Technologies and Sasai Fintech, the company is developing and deploying Africa's largest Wi-Fi network designed to bring internet access to 100 million Africans by 2025. Sasai represents Africa's first truly global Super App, offering financial services including simple, secure and reliable payments, cross-border payments, micro insurance, and mobile wallets.

### **LEADERSHIP TEAM**

# Strive Masiyiwa - Founder & Executive Chairman



Strive Masiyiwa brings nearly four decades of entrepreneurial experience as a telecommunications and technology entrepreneur, investor, and philanthropist. His extensive portfolio includes founding and investing in businesses across multiple continents, with notable ventures including Mascom Wireless Botswana, Econet Wireless Zimbabwe, Liquid Intelligent Technologies Group, and Cassava Technologies.

A graduate in Electrical and Electronic
Engineering from Cardiff University, Masiyiwa
holds honorary doctorates from prestigious
institutions including Stellenbosch University,
Yale University, Morehouse College, Nelson
Mandela University, and Cardiff University.

Recognition of his contributions includes the World Food Prize Borlaug Medallion (2019), induction as an International Honorary Member of the American Academy of Arts and Sciences (2023), and the W.E.B. Du Bois Medal from Harvard University (2024). In 2025, he and his wife received the David Rockefeller Bridging Leadership Award and were recognized as Time100 Philanthropy honorees.

# Hardy Pemhiwa - President & Group Chief Executive Officer

Hardy Pemhiwa serves as President and Chief Executive Officer of Cassava Technologies, bringing extensive experience from his previous role as Group Chief Executive & Managing Director of Econet for six years. His leadership spans the mobile telecommunications industry in Africa, positioning him as one of the pioneers in the continent's digital transformation.

Under his leadership, Cassava Technologies has expanded its strategic partnerships and accelerated its growth across multiple business units, demonstrating his capability to execute complex technology strategies across diverse markets.

### **GROWTH OPPORTUNITIES**

Cassava Technologies has identified multiple growth vectors that support its expansion strategy:

#### AI Services Market

The rapidly growing demand for AI computing capabilities presents significant opportunities for Cassava's GPU-as-a-Service offerings. The company's planned AI factory positions it to capture substantial market share in this emerging segment.

### Cloud Services Growth

Increasing enterprise
adoption of cloud computing
solutions creates
opportunities for Cassava's
cloud and cybersecurity
services division to expand
its customer base and
service offerings.



# Financial Services Expansion

The Sasai Super App represents a significant opportunity to capture market share in Africa's growing digital financial services market, particularly in mobile payments and micro-insurance segments.

### **Data Centre Scaling**

Growing demand for data storage and processing capabilities across Africa and emerging markets provides opportunities for continued expansion of the company's data centre network.

### Strategic Acquisitions

The company's strong financial position and established infrastructure provide opportunities for strategic acquisitions that could accelerate growth in key markets or technology segments.

### **Government Partnerships**

Increasing government focus on digital transformation initiatives across Africa creates opportunities for large-scale infrastructure projects and long-term service agreements.

## STRATEGIC FOCUS

Cassava Technologies has identified several strategic priorities that guide its operational and investment decisions:



### AI Infrastructure Development

The company is prioritizing the development of AI computing capabilities across Africa, with plans to deploy NVIDIA accelerated computing and AI software at data centres in South Africa by June 2025, followed by expansion to facilities in Egypt, Kenya, Morocco, and Nigeria.

## Digital Inclusion Initiative

Through VAYA Technologies, the company is executing an ambitious plan to bring internet access to 100 million Africans by 2025, addressing the digital divide while creating new market opportunities.

# Ecosystem Development

Strategic partnerships with organizations like the South African AI Association (SAAIA), Sand Technologies, and Zindi demonstrate the company's commitment to building comprehensive technology ecosystems that support innovation and entrepreneurship.

### **Responsible AI Adoption**

The company emphasises responsible AI development and deployment, ensuring that technology solutions align with global standards and local regulations while promoting sustainable growth.

### **Regional Expansion**

Continued expansion of data centre capabilities and connectivity infrastructure across key African markets, with particular focus on high-growth economies.

## **LOOKING FORWARD**

Cassava Technologies is positioned to capitalise on the convergence of several transformative trends shaping the global technology landscape. The company's vision extends beyond traditional infrastructure provision to encompass comprehensive digital transformation enablement.

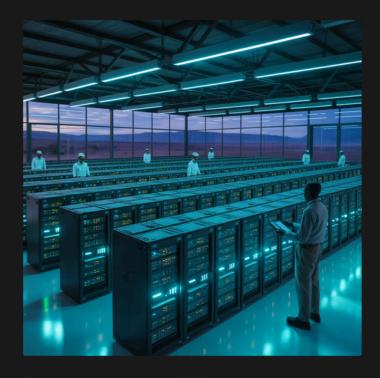
	1	Technological Leadership
	2	Ecosystem Expansion
	3	Sustainable Development
	4	Digital Sovereignty
	5	Global Competitiveness

Cassava Technologies represents a compelling investment opportunity in the digital transformation of emerging markets, combining proven leadership, comprehensive infrastructure, and strategic vision to drive sustainable growth and market leadership in the evolving global technology landscape.

## **Technological Leadership**

The company's commitment to deploying cutting-edge technology solutions, exemplified by its AI factory initiative, positions it to lead the next wave of digital innovation in emerging markets. By maintaining technological leadership, Cassava can continue to differentiate itself from competitors and capture premium market segments.

Cassava's AI factory initiative demonstrates its commitment to pioneering advanced technology solutions in emerging markets.



The deployment of NVIDIA accelerated computing and AI software at data centres across Africa represents a significant investment in next-generation technology infrastructure that will enable businesses across the continent to leverage advanced AI capabilities.

## Sustainable Development

The company's focus on energy-efficient data centres and sustainable technology solutions aligns with global trends toward environmental responsibility while reducing operational costs and regulatory risks.

### Renewable Energy Integration

Through partnership with Distributed Power Africa (DPA), Cassava Technologies is implementing renewable energy solutions for its data centres, reducing carbon footprint while ensuring reliable power supply in regions with unstable grid infrastructure.

### Energy-Efficient Infrastructure

The company's state-of-the-art data centres incorporate advanced cooling technologies and energy management systems that significantly reduce power consumption compared to traditional facilities.

### Environmental Impact

By prioritizing sustainable technology solutions, Cassava Technologies not only reduces its environmental impact but also creates long-term operational cost advantages while meeting the growing demand for environmentally responsible digital infrastructure.



## **Ecosystem Expansion**

Future growth will be driven by expanding the company's ecosystem of partnerships and collaborations. The strategic relationships with AI development organizations, technology providers, and financial institutions create multiplicative effects that extend beyond individual business units.

### **Technology Partners**

Strategic relationships with global technology leaders like NVIDIA enhance Cassava's capabilities and market reach.



## Government Entities

**Academic Institutions** 

Collaborations with universities

and research organizations

drive innovation and talent

Partnerships with public sector organizations enable large-scale infrastructure projects and policy alignment.

### Startup Ecosystem

Engagement with emerging technology companies creates innovation pathways and potential acquisition targets.

### **Financial Institutions**

Relationships with banks and investment firms facilitate financial service integration and capital access.

These strategic relationships with organizations like the South African AI Association (SAAIA), Sand Technologies, and Zindi demonstrate the company's commitment to building comprehensive technology ecosystems that support innovation and entrepreneurship across Africa and beyond.

## Digital Sovereignty

By providing local AI computing capabilities and data processing solutions, Cassava supports the growing demand for digital sovereignty in emerging markets, positioning the company as a strategic partner for governments and enterprises seeking to maintain control over their digital infrastructure.

### Local Data Processing

Cassava's network of data centres across Africa enables businesses and governments to store and process data within their own countries, addressing regulatory requirements and sovereignty concerns.

### Indigenous Technology Development

The company's investments in local AI capabilities and technology development support the growth of indigenous technology ecosystems and reduce dependence on external providers.

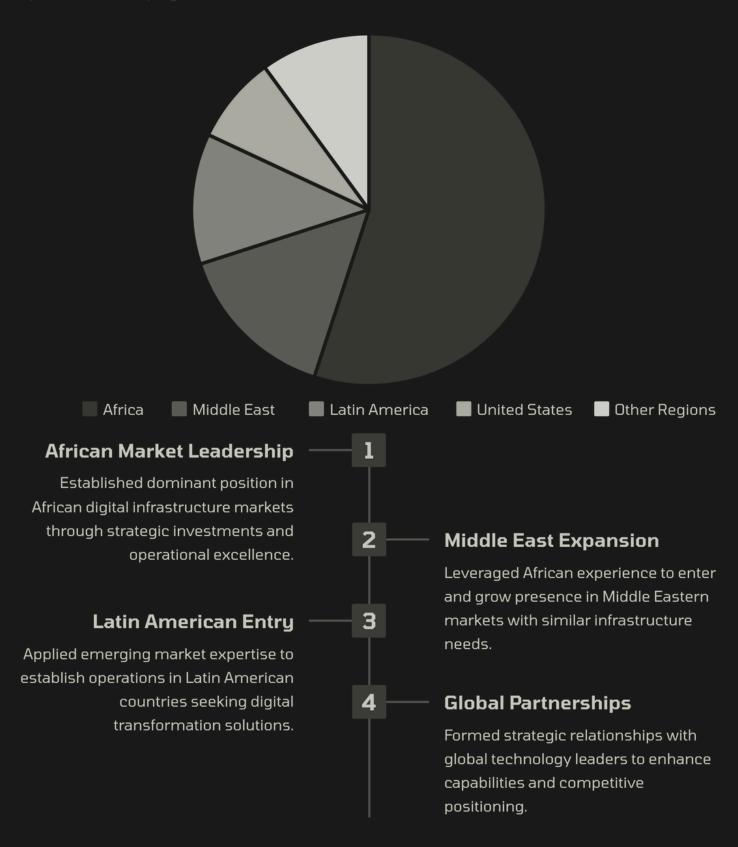
### Regulatory Compliance

Cassava's understanding of local regulatory environments enables it to develop compliant solutions that meet the specific needs of African governments and businesses.

This focus on digital sovereignty represents a significant competitive advantage as governments across Africa and other emerging markets increasingly prioritize control over their digital infrastructure and data resources.

## **Global Competitiveness**

The company's expansion beyond Africa into the Middle East, Latin America, and other emerging markets demonstrates its capability to compete globally while leveraging its African heritage and expertise in developing market solutions.



## **Future Potential**

Cassava Technologies represents a compelling case in the digital transformation of emerging markets, combining proven leadership, comprehensive infrastructure, and strategic vision to drive sustainable growth and market leadership in the evolving global technology landscape.

94

5

100M

#### Countries

Global operational presence spanning Africa, Middle East, Latin America, and the United

States

#### **Business Units**

Diversified portfolio covering
AI, connectivity, cloud, data
centres, and fintech

#### **Digital Access Target**

Ambitious goal to bring internet access to 100 million
Africans by 2025

Cassava Technologies represents the culmination of decades of strategic investment and operational excellence in the technology sector, positioning the company to drive digital transformation across emerging markets while competing on a global scale.

### Investment Highlights

- · Market leadership in critical digital infrastructure segments
- Vertically integrated business model creating operational synergies
- Strategic positioning in high-growth emerging markets
- Proven leadership team with extensive industry experience
- Clear strategic vision aligned with global technology trends

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