



PROUD HOLDINGS RWANDA LTD

Pioneering Sustainable Developments

“Innovate, Adapt, Deliver; for a Greener Tomorrow”



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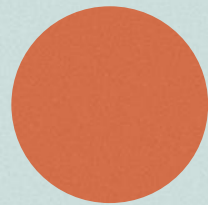
Unveiling strategic development plans that pave the way for innovation and growth

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OUR IMPACT GOALS

A roadmap to positive change, an outline of our commitment to sustainability, social responsibility, and meaningful contributions to a better future for Rwanda.





INTRODUCTION

Proud Holdings Rwanda LTD stands at the forefront of sustainable development, aligning its mission with the foundational principles of meeting present needs while safeguarding the future, as articulated in the Brutland report of 1972 by the United Nations Commission (UNC). The company's commitment spans across the triad of sustainability: Environment, Economic, Social and Cultural awareness.

Environmental Sustainability:

At the heart of Proud Holdings Rwanda's environmentally conscious construction is **Expanded Polystyrene (EPS)**. With a stellar A+ rating from the BRE Green guide, EPS emerges as a low-impact material, fully recyclable and versatile.

Estimates indicate a remarkable **36% reduction** in primary energy consumption when using EPS compared to conventional builds. In an industry where cement contributes 8% of annual CO2 emissions, EPS proves its environmental mettle, boasting an **11% lower carbon footprint** over traditional construction methods.

Economic Sustainability:

Economic sustainability, is delivered through prudent resource management and cost containment across the building lifecycle.

A comprehensive study, focusing on a two-storey single-family house, revealed staggering **savings of up to 34%** compared to traditional construction, particularly benefiting the low-cost and affordable housing sector.



Cultural Awareness

Proud Holdings Rwanda take immense pride in acknowledging that one-size-fits-all solutions are not applicable.

Our Company committed its initial years to an in-depth exploration of the local market, demand dynamics and industry counterparts. Recognizing the inherent diversity across cultures.

Consequently, we invested time comprehending the cultural norms and expectations associated with homes in Rwanda. This understanding is seamlessly woven into our construction material choices, architectural designs and spatial allocations.

We aspire to contribute to the lasting development of the country, creating homes that stand the test of time and can be valued by generations to come.

Social Sustainability:

Embracing the importance of social sustainability, Proud Holdings Rwanda champions diversity, inclusion, and community empowerment.

With training provided by skilled technicians and engineers, a remarkable **80%** of construction operators can be unskilled workers, offering economic opportunities for the local population.

This approach not only ensures a culturally sensitive solution but also promotes educational and economic growth, particularly in developing and population-intensive countries. The result is improved access to high-quality, affordable housing, ultimately elevating the overall community environment.



COMPETITIVE MARKET ADVANTAGE



THEM

Prioritising profits over fostering a sustainable approach, limiting innovation and strategic positioning in the market.



PHR

Proud Holdings Rwanda excels with an innovative approach, prioritising green construction methods and an impact-driven mission, bridging profitability with purpose.



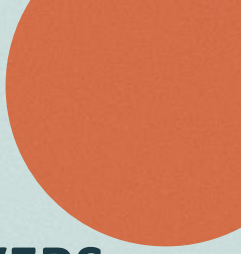
OUR WHYS = IMPACT DRIVERS

Our impact drivers propel innovation, foster sustainable growth and cultivate a resilient organisational culture.

Our Impact Drivers:

- **Housing**
- **Employment**
- **Training**
- **Sustainability**

We are firmly dedicated to making a positive impact, measuring our success by the number of lives transformed



**THE PROBLEM
VS.
OUR SOLUTION**



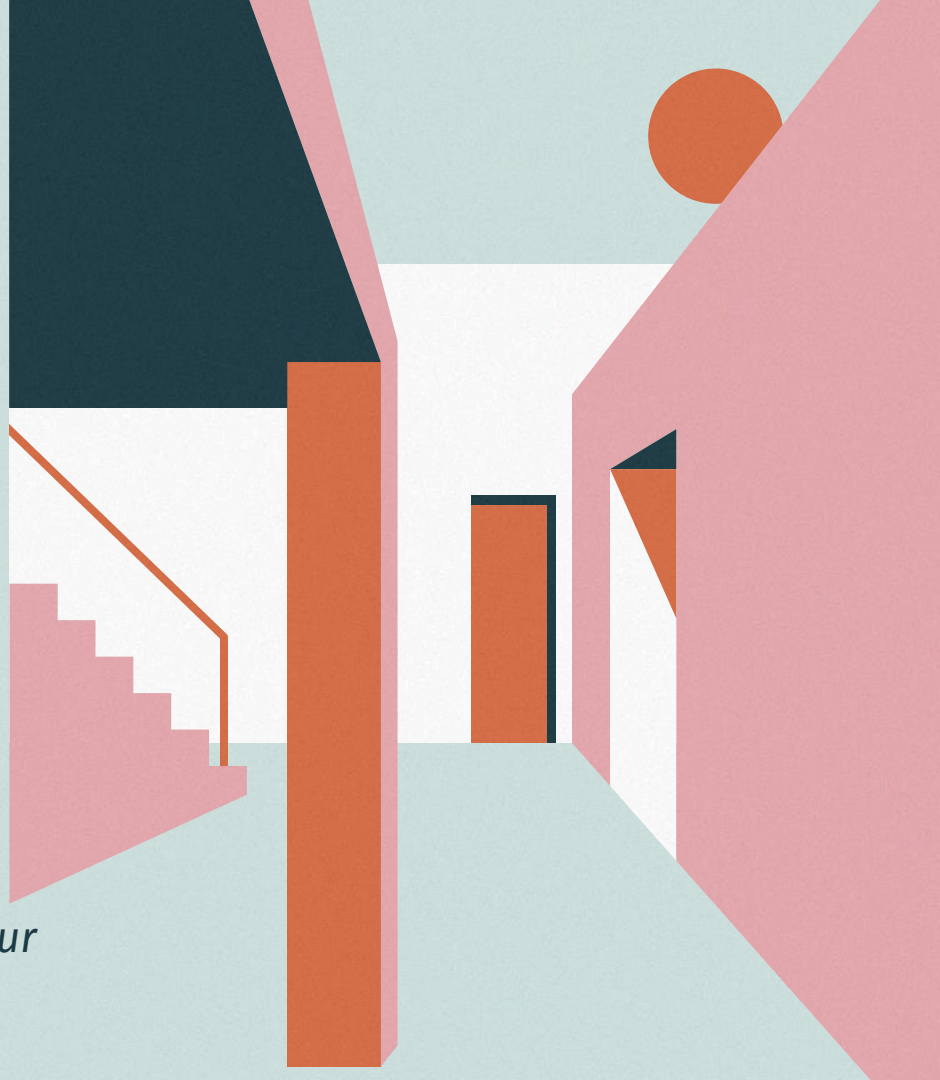
Housing

According to the Rwanda Housing Authority *“Rwanda needs 5.5 million housing units up from 2.5 million housing units in 2019 to accommodate an estimated 22 million people in 2050”*.

The Ministry of Infrastructure says that *“More real estate firms ought to invest in affordable housing to meet the demand for dwelling units that is projected at 310,000 housing units per year by 2032.”*

Currently 217,000 units are needed in the country considering the current population. In Kigali city alone, there is a shortage of over 30,000 dwelling units out of 31,279 units needed every year, according to studies.”

By addressing this pivotal demand in Rwanda, our intention is to accomplish all our impact objectives.





OUR SOLUTION

**Our Company's raison d'être is to
innovate solutions that enhance lives
and redefines industry standards**

EXPANDED POLYSTYRENE BOARDS (EPS)



BUILDING TOMORROW: Our
Lightweight, Eco-Friendly, Quick
& Tested Solution for Impactful
Green Construction

Our research and self-funded proof-of-concept housing project have revealed that EPS stands out as an innovative construction material. Its utilisation has demonstrated the potential to significantly reduce costs and expedite project timelines. The adaptability and efficiency of EPS make it a compelling choice for construction of homes in Rwanda, offering both economic, sustainable and long-term advantages.

An abstract graphic on the left side of the slide. It features a staircase with alternating pink and dark blue steps, ascending from the bottom left towards the center. To the right of the staircase is a large orange triangle pointing upwards. In the top left corner, there is a dark blue silhouette of a bush. In the top right corner, there is a large orange circle. The background is a light teal color.

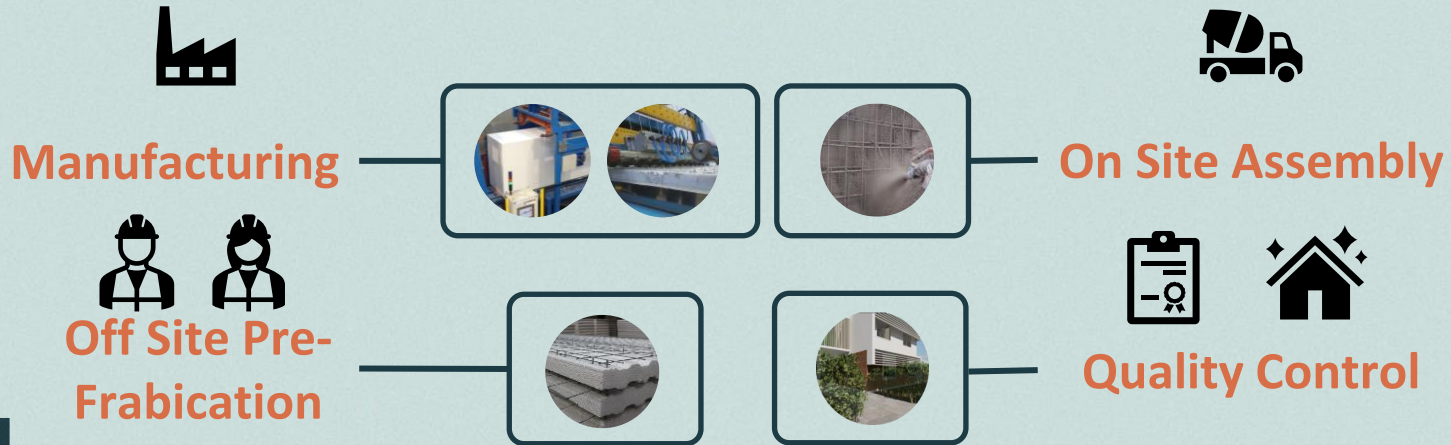
EPS Technical Advantages

- EPS load-bearing panels eliminate the need for traditional columns and beams, thereby reducing thermal bridges.
- EPS boasts a thermal conductivity (0.034-0.039E/M2K) significantly superior to traditional walls (2.0%-2.2%), ensuring substantial energy savings throughout a building's lifecycle.
- EPS Panels are fully recyclable, streamlined production during the design stage minimizes on-site adjustments and waste.
- The lightweight nature of EPS panels, weighing a mere 12kg for a 3-meter panel, facilitates easy on-site maneuvering enabling a more inclusive workforce.

LEAN 'GREEN' CONSTRUCTION

Proud Holdings Rwanda is committed to revolutionising construction practices by introducing lean methods and incorporating green technologies.

Our goal is to minimize waste, maximize value, and enhance overall efficiency in the construction process. By adopting lean principles, we aim to streamline operations, optimise resource utilisation, and implement effective planning and control measures.



MANUFACTURING LOCALLY



CHALLENGE

- Increased costs due to shipping, customs, and tariffs. Furthermore,
- Relying on international supply chains can lead to uncertainties, delays, and disruptions, impacting product availability and customer satisfaction especially for a land locked country.

The environmental impact of importing cannot be overlooked. The carbon footprint associated with long-distance transportation contributes significantly to climate change



MANUFACTURING LOCALLY



SOLUTION

Manufacturing locally in Rwanda will offers a myriad of advantages, significantly impacting economic, social and environmental issues. Some of these key advantages are;

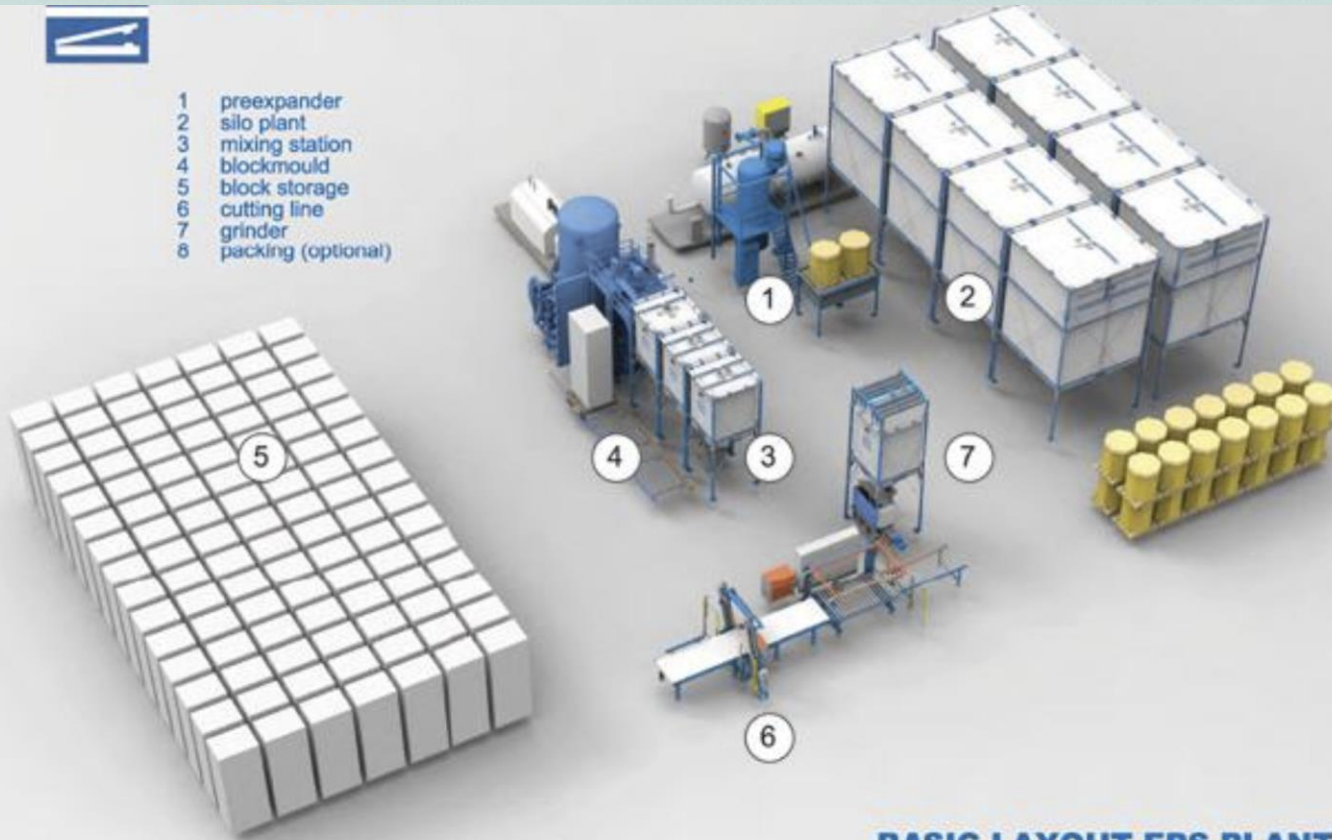
- Regional production bolsters employment opportunities
- A robust local workforce.
- Skills development.
- Reduction in overall construction costs, translating into cost savings that can be passed on to home buyers.
- Reduces the carbon footprint associated with transportation and logistics.
- Shorter supply chains result in decreased emissions, aligning with our environmental impact goals.

This eco-friendly approach not only meets the growing demand for sustainable practices in the construction market throughout Africa and the world but also positions businesses as responsible corporate citizens.

In summary, the advantages of manufacturing locally extend far beyond economic considerations, encompassing employment, cost reduction, carbon footprint reduction, and community development. Embracing regional production is a strategic move that aligns with contemporary values and positions businesses as conscientious contributors to both local and global well-being.



- 1 preexpander
- 2 silo plant
- 3 mixing station
- 4 blockmould
- 5 block storage
- 6 cutting line
- 7 grinder
- 8 packing (optional)



BASIC LAYOUT EPS-PLANT

OUR DEVELOPMENT PLANS

Status: **Complete**



Proof of Concept (POC)

The objective was to offer a cost-effective, environmentally sustainable solution to home construction by using EPS, showcasing the company's dedication to advancing innovative and efficient practices in the housing sector.



Status: **Finalising Costs, Design,
Raising Capital, Seeking Investment**



PHASE 2 (2024/2025)

In phase 2, our primary goal is to demonstrate the versatility of our EPS technology across diverse market sectors, moving beyond its association solely with affordable and low-cost housing. The profits and returns generated during this phase will play a crucial role in fueling the company's growth. These financial gains will be strategically reinvested, positioning the company for a substantial leap forward. This prudent reinvestment sets the stage for our upcoming significant development project, ensuring that we are well-prepared to undertake and succeed in this ambitious endeavor.

OUR DEVELOPMENT PLANS

Status: Factory Supply Contract under Negotiation



EPS Factory Development
2025/2026



Status: Land
Negotiations, Concept
Designs and Cost
analysis

500 Homes Development
2025/2026

Our development project will unfold in multiple phases, culminating in the creation of a self-sufficient community comprising of 500 homes, retail units, sport center, market and a school. This mixed-income neighborhood will cater to the diverse needs of its residents, each phase will be a carefully orchestrated step towards realising this, ensuring a seamless integration of residential, commercial, and recreational spaces. Our commitment to inclusivity and sustainability will be embedded in every aspect of this development, shaping a community that thrives on diversity and environmental responsibility.

OUR IMPACT TARGETS

Reduce Costs/Waste

Construction Costs 38% ↓

Material Wastage 80% ↓

Employment, Upskilling & Inclusivity

Employment of Women 50% ↑

EPS Training and Certification 100% ↑

Local employment 90% ↑



PHR



30+ FT/PT Employees



Kigali, Rwanda



Since 2019

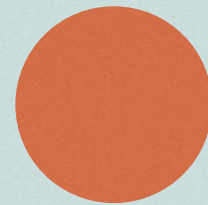
Timeline

Construction Programme 50% ↓

Homes

Affordability 30% ↑

Green & Sustainable 80% ↑



Communication & Enquiries

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