



# COMPANY **PROFILE**

---

*We are laying the foundations of a new path to prosperity for all Africans. We are uniting the hearts, minds and spirit of the best of the continent, to create a better future and building Africa together.*



TOGETHER WE  
**TRANSCEND**



# OUR APPROACH TO VALUE-ADDED **STRATEGIC PARTNERSHIP**

## We welcome your interest in partnering with TRT Industries.

We have an audacious dream and a bold vision into building Africa together: to catalyse, industrialise and commercialise her entrepreneurial potential. To beneficiate her wealth and essentialise her worth.

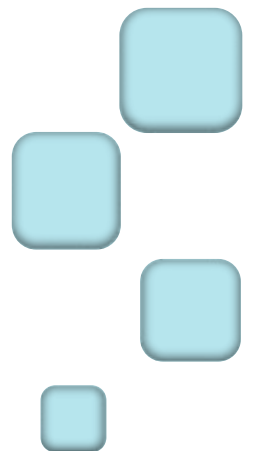
To touch 1.6 billion African lives, in the space of a decade.

We are at home in Africa, we were made here. We know her character, her people and her potential. Matched to her attributes and expectations, we believe our ambition is achievable. Only so with trusted partnerships.

In this publication, we describe the principles on which our credibility as an African partner, operator and investor stands. We sketch the dimensions of our ambition and the platform to realise it.

We are the custodians of an idea, a movement, a mark of trust in our continent. Alongside those who seek to be part of Africa's long-term future, we are called to move this idea to action.

Africa as master of her own destiny, in the foreground of global progress.



## Responsibility

### Trust



We are laying the foundations of a new path to prosperity for all Africans. We believe in Africa's creative ingenuity, industrial potential and entrepreneurial advantage.

We build enduring relationships based on trust and anchored in shared principles. We bring proven industrial expertise and entrepreneurial experience, and powerful networks across the continent to our strategic partnerships.

We have the appetite, alliances, resources and systems to accept and manage the opportunities and risks of African industrialisation, on behalf of our strategic partners, and our communities.

We relish the potential of disruptive solutions to solve Africa's needs. Never will we lose faith in Africa's ability to invent, commercialise and own innovative applications that disrupt the status quo.



We guard the credentials of our businesses and the reputations of our partners through indelible standards of governance, rooted in a culture of authenticity, integrity and accountability.

We give agency to African aspirations. We serve Africa's needs, preferences and ambitions. We align our commitments, culture and conduct to what Africa expects and deserves.

We take responsibility for the just development, social good and natural wealth of the continent, not as a burden of compliance but a duty of care to the generations to come.

We are designing, investing and building a sustainable African future of economic liberation, personal dignity and collective well being.

### Transcendence



As producer, as consumer, as provider and inventor, Africa is our springboard from where we synthesise new and better ways to drive human progress.

We invest in purposeful and profitable African solutions by reconjuring the wisdom of her ways, the knowhow of her people, and the benefit of her resources.

We shift the Africa stereotype from poverty to abundance, from dependence to interdependence, from extraction to beneficiation.

We inspire Africa's future. Uniting the imagination, ingenuity and agency of the continent's best minds and bravest hearts behind a vision of transcendence - self-actualisation for Africans today, and Africa's children tomorrow.

# WHAT TRT STANDS FOR

*We invest and operate in Africa, and we do so on her terms. Africa and her self-actualisation is our inspiration, our ambition and our agency. In this pursuit we are motivated by three foundational principles, which give meaning to our name.*



# Our ambition

**We will enhance 1.6 billion African lives by 2031, by unlocking and harnessing Africa's industrialisation potential.**

Propelled by our ambition to make a tangible difference, we will expand economic ease through accelerated, innovative and inclusive industrialisation.

We develop, acquire and grow businesses in three core value pools that make a tangible difference in Africans meeting their needs and resourcing their ambitions.

Enabled by technology and innovation, we industrialise, optimise, and integrate our value chains, to commercialise our models at scale.

We share aggregated data insights with business and social partners to inform relevant product and service solutions, and shape socioeconomic upliftment strategies.

We believe in the transformative power of embracing Africa's intersectional identities and harnessing the talent density and lived experience of her diverse people.

We configure our value chains to first do no harm, and to generate enduring social good and advance a sustainable future for Africa.

# Our portfolio of businesses



Value Pool 1

## TRT Manufacturing

(Finished products)

Focus areas

- Existing assets
- Industrialisation & raw materials
- Vertical integration

Abilities

- Manufacturing management
- Manufacturing engineering
- Manufacturing operations



Value Pool 2

## TRT Technology Business Solutions

(Business insight)

- Real time business insight (Profiling and prediction)
- Points of purchase (Collect DATA for TRT use)
- Value chain aggregation

- Information communication technology
- Business technology
- Operational technology



Value Pool 3

## TRT Property, ESG Infrastructure and Development

(Quality of life)

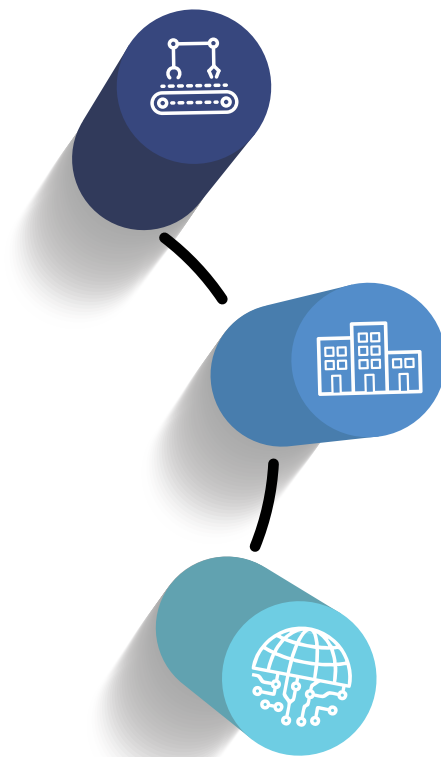
- Affordable housing
- Quality living, innovative, modern environmentally friendly designs
- Green living lifestyle spaces

- Land pipeline
- Project Construction
- Management/Development competence



# TRT INDUSTRIES ECO- SYSTEM

## Business lines



### TRT MANUFACTURING

Locally relevant manufacturing models, research and development capabilities and value-add product solutions, designed and made in Africa, by Africans. We operate and innovate agile and efficient models of manufacturing for Africa (operational excellence), creating relevant product solutions (**flawless execution**) centered on data-driven insight into the modern African consumer (**expansion**).

### TRT PROPERTY, ESG INFRASTRUCTURE AND DEVELOPMENT

Human-centred design and innovative methodologies for connected spaces that confer dignity to urban African living. We espouse the values of modernity and humanity with sustainable and societal impact (ESG): Socioeconomic (job creation and promoting local economic development) and environmental (green energy and low carbon emissions) consciousness in the communities we build and the quality of life we enable.

### TRT TECHNOLOGY BUSINESS SOLUTIONS

We apply the power of digital connections and data insights to humanise and scale our solutions, to integrate and innovate our industrial models, and enable inclusive and empowering value exchange for our stakeholders. We have the capabilities to leverage Africa's data assets to amplify the value creation potential and positive impact of our business lines, other key sectors and our stakeholders.

## Strategic enablers

### PARTNERSHIP SOLUTIONING

We build meaningful partnerships with clients, customers, employees and investors who see a viable future in Africa; not as a land of opportunity for value extraction, but as open space for new and better ways to create and share value.

### HUMAN SOLUTIONING

We empower Africa's workforce and enable its creative potential, creating workplaces where ingenuity, integrity and innovation flourish, where diverse talent is recognised and developed, performance is equally regarded, and reward is equitably shared.

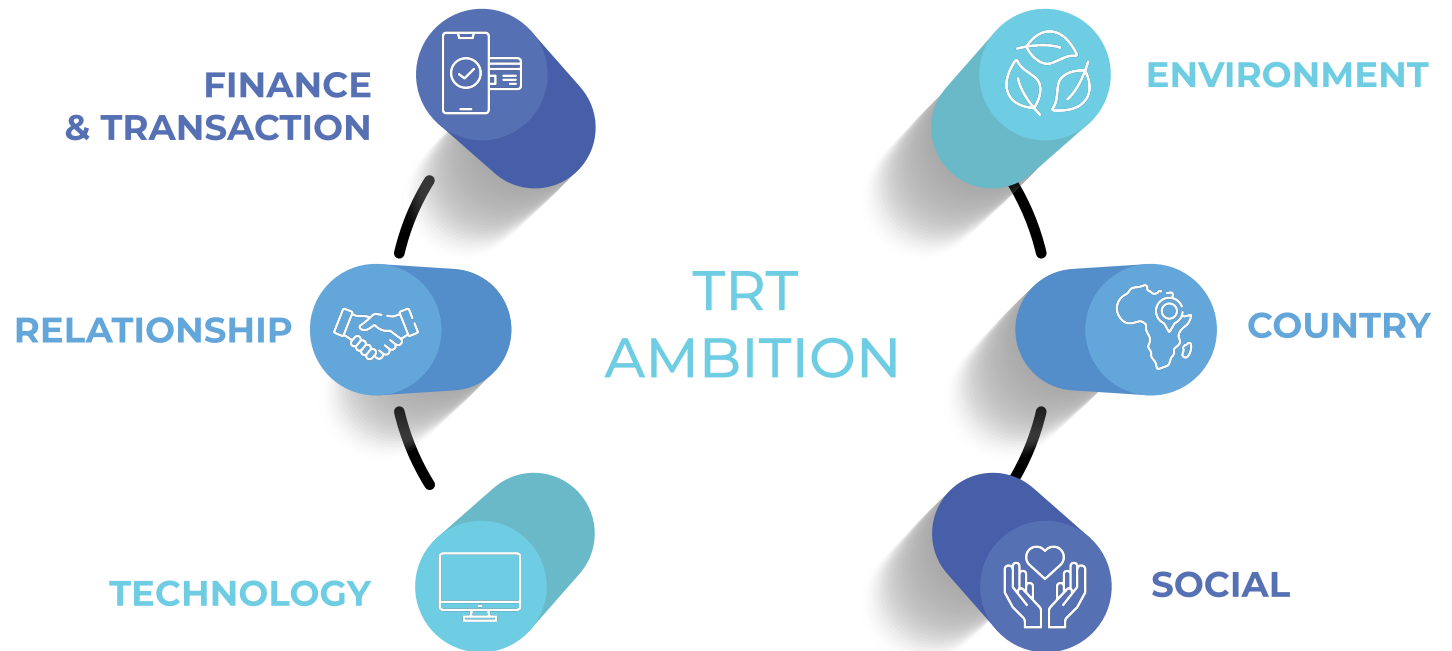
### FINANCIAL SOLUTIONING

We create new models of capital formation to leverage Africa's entitlements, to pool, invest and grow Africa's wealth in new ways that accelerate industrialisation and beneficitation.



# OUR INVESTMENT PHILOSOPHY

*We invest in high potential, environmentally conscious businesses in stable locations, who share our core values and strengthen our connected ecosystem to enhance African lives.*



The TRT Industries investment philosophy governs resource allocation in the TRT portfolio of businesses.



The **Finance and Transaction** pillar defines financial and risk appetite principles and standards for all entities in the TRT value chain, related to portfolio optimisation, regional, sector and capital structure exposure and target ratios.



The **Relationship** pillar emphasises our commitment to living 'The TRT Way', guided by a code of conduct as we pursue our business goals, and create partnerships where principles align and a common value system can be created.



The **Environment** pillar emphasises a socially and environmentally conscious lens when evaluating investment opportunities or capital investment priorities, to outlaw exploitation and ensure fair benefits to communities.



The **Technology** pillar outlines the principles that safeguard and enable the TRT portfolio through efficiency and innovation. TRT will invest in and apply the latest advances in global technology appropriate to Africa's development needs.



The **Country** pillar lists key principles advocating investment growth within stable geographies, to safeguard TRT and limit risk, as we expand our portfolio across the African continent.



The **Social** pillar highlights key principles to be adopted internally, within the TRT portfolio and externally, to realise our ambition of enhancing lives. We will be an agent for meaningful change, disciplined in accounting for the social impact of our business decisions.

---

THANK  
YOU

**Mauritius**

t: +230 454 1133

a: 53 Avenue Duperre,  
Quatre Bornes  
72350, Mauritius

[www.trtafrica.ltd](http://www.trtafrica.ltd)

**South Africa**

t: +27 10 006 2057

a: 179 Broadwalk Street,  
Halfway House Estate,  
Midrand, 1685, South Africa

[info@trtafrica.ltd](mailto:info@trtafrica.ltd)

