



SouthWest Holdings Investing in Ethiopia

APRIL 2016

FOUNDER & CEO

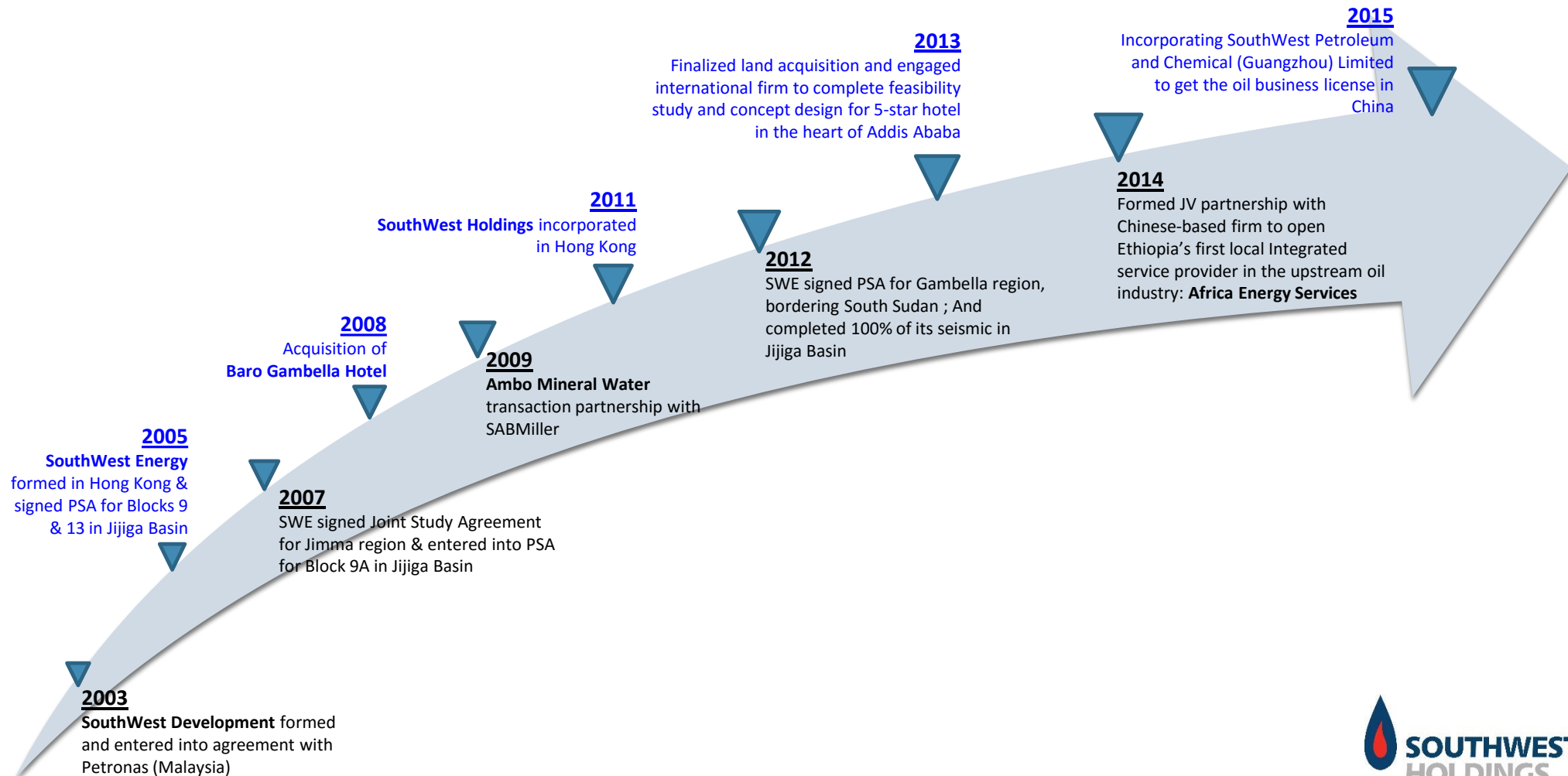


Tewodros Ashenafi, *Chairman & CEO of SouthWest*

- Ethiopian-born, educated in USA
- BA Economics from Columbia University
- Executive MBA from Harvard Business School
- Chairman & CEO of SouthWest Energy
- Chairman of Ambo Mineral water
- Member of International Advisory Board, Atlantic Council
- Young Global Leader, World Economic Forum (2009)
- Member of the Board, EastWest Institute
- Young President's Organization (YPO)
- Honorary Consul General of Guatemala to Ethiopia

- Moved back to Ethiopia in 2000 to start business
- More than 1,000 employees
- Very good reputation among the local business community and high-level government officials
- Extensive network among international business community and government leaders
- Regular speaker at World Economic Forum events, including Annual Meeting in Davos, Switzerland

CORPORATE HISTORY & ACTIVITIES



ETHIOPIA OVERVIEW

GDP

- US\$118 billion

Annual Growth

- 7 %

Population

- 96.6 million

Government

- Federal Republic
- Stable environment

Inflation

- 8.4%

Major Industries

- Coffee and agricultural exports, textile, leather and cattle, gold

Major Trading Partners

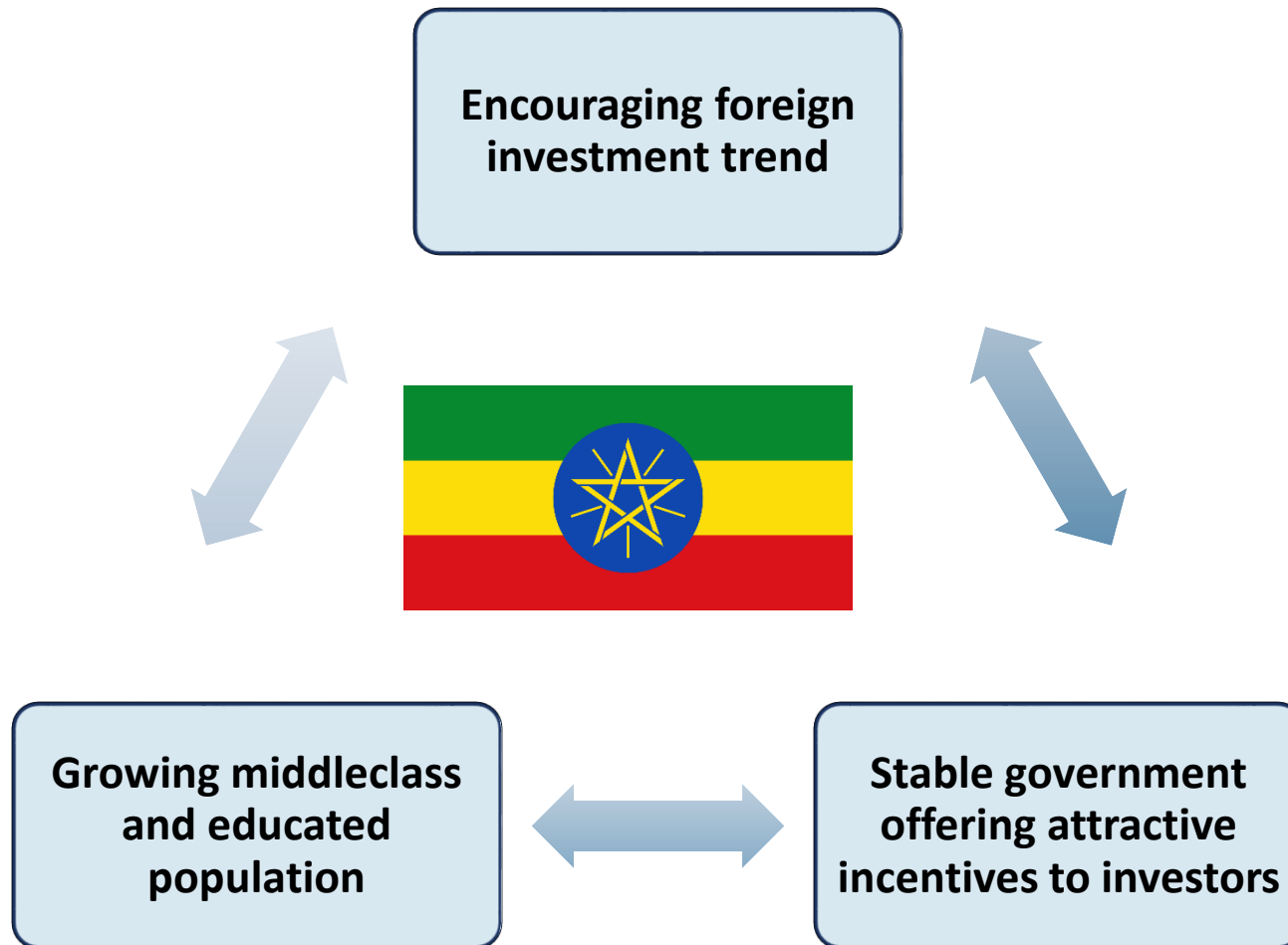
- China
- USA
- Saudi Arabia
- Italy
- Germany
- Belgium

Existing Presence

- Tullow Oil
- Africa Oil
- SABMiller
- P&G
- Samsung



ETHIOPIA OVERVIEW



SOUTHWEST HOLDINGS

PRIORITY SECTORS & ACTIVITIES

Energy, Mining & Infrastructure

Top 10 oil & gas exploration company-over a billion barrel oil potential in East Africa

Engaged in discussion for major energy related infrastructure projects

Beverage & Liquor

Expansion plans for Ambo Mineral Water (#1 brand in Ethiopia)

Hotel & Tourism

Completed feasibility study and concept design for 5 star hotel in Addis Ababa

Own and operate Baro Gambella Hotel (Gambella State in western Ethiopia)

O&G Services

SouthWest Development expanding from exclusive focus on O&G to mining

Recently won several large contracts from O&G operators in the country

Africa Energy Services has secured two major contracts in Ethiopia

Oil Trading

Developing Oil trading activities in Africa and China

SOUTHWEST DEVELOPMENT



- Established in 2003
- Privately owned innovative investment facilitator company for Ethiopia's growing economy.
- Providing logistics, manpower, catering, camp construction and equipment rental services particularly to Oil & Gas, Mining, Construction and Agricultural sectors.



Vision

- To be the leading solution provider of choice

Mission

- Our business is to provide non-core solution to the industries, particularly energy players
- Our responsibility is to provide excellent value innovation to our clients

Value

- Professionalism
- Integrity
- Resourcefulness

SOUTHWEST ENERGY



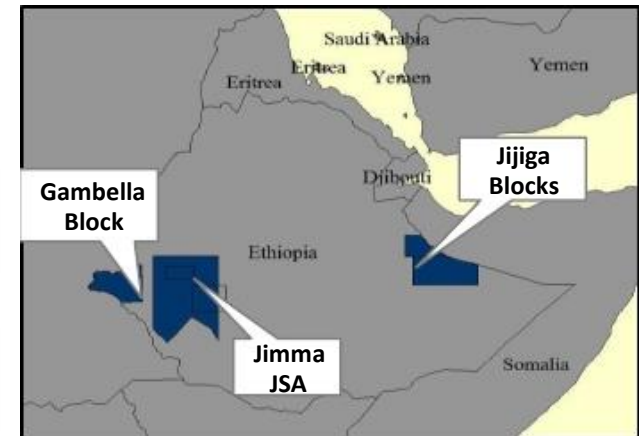
Founded in 2005 as the first Ethiopian-owned oil and gas exploration company

Operator and 100% holder of rights in three adjacent blocks in the Jijiga Basin (subset of Ogaden Basin) and one block in the Gambella region

Assets cover 46,000 km² -Top 5 Acreage Holder in East Africa

Independent third party study (by Senergy) shows more than a billion barrels of oil potential

Plans to complete 4-well drilling program in 2016



BARO GAMBELLA HOTEL

BARO GAMBELLA **H O T E L**

- Acquired in 2008 from Government Privatization Agency
- Currently a non-star rated 48-room hotel
- Strategic plan: Continued to build and provide world-class service in the region to the increasing number of travelers
- Forecast aggressive growth due to:
 - Increase in price & revenues as building projects make the hotel larger and more upscale
 - Increase in the number of international travelers to the region for business (oil & gas, agriculture, mining)



Address
Gambella Hotel

Telephone
+251-114-75510044

Website
<http://www.barogambellahotel.com>

REAL ESTATE

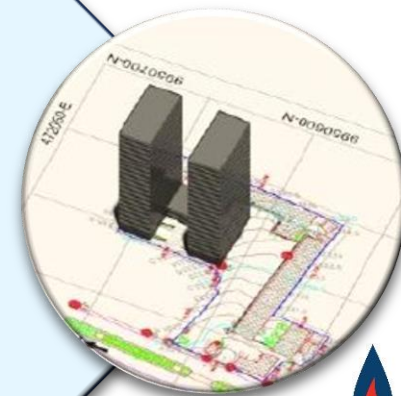
5-Star Hotel



- Secured approx. 4,500 m² of prime real estate property in the heart of Addis Ababa
- Selecting world-renowned hotel management company with strong brand recognition
- Plan for 250 hotel room keys and 46 serviced apartments
- Target completion date in 2018

Mixed Use Development

- Secured 8,000 m² property next in central location and next to African Union Conference Center in Addis Ababa
- Plan to build world-class mixed use development including twin towers for upscale office space, retail and serviced apartments
- Target completion date in 2019



AFRICA ENERGY SERVICES

- AES is an integrated service provider in the upstream oil industry
- AES is comprised of three divisions:

AES Well Services

Operates jointly with Haixin Oil and Gas Service Corporation to provide drilling, cementing, wire logging, mud logging and other related services



AES Geophysical Services

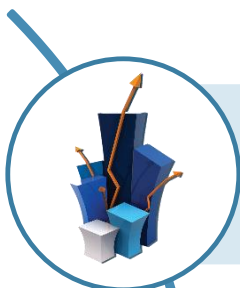
Operates jointly with Challenger Geoinstruments Ltd (CGL) to provide comprehensive geophysical services

AES Support Services

Operates jointly with SouthWest Development (SWD) to provide logistics, camp construction, catering, security, civil works, and other essential services.



SUMMARY



With average GDP growth of between 7-10% per annum, a growing middle class and stable political regime, we believe the opportunities to invest in Ethiopia are unlimited.



Ethiopia to create a **world-class holding company** invested in diversified businesses in strategic growth industries.



We are looking for strong partner(s) who want to take advantage for this opportunity of Ethiopia's growth.

CONTACT US



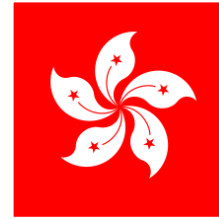
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