

THE IMPACT OF FACEBOOK'S CONNECTIVITY INITIATIVES IN SUB-SAHARAN AFRICA

800 million people across sub-Saharan Africa are not Internet users due to various barriers to connectivity



Availability

Broadband networks (e.g. 3G) are only available to 71% of the population



Relevance

All but five countries in sub-Saharan Africa rank in the lowest quartile on local and relevant content



Affordability

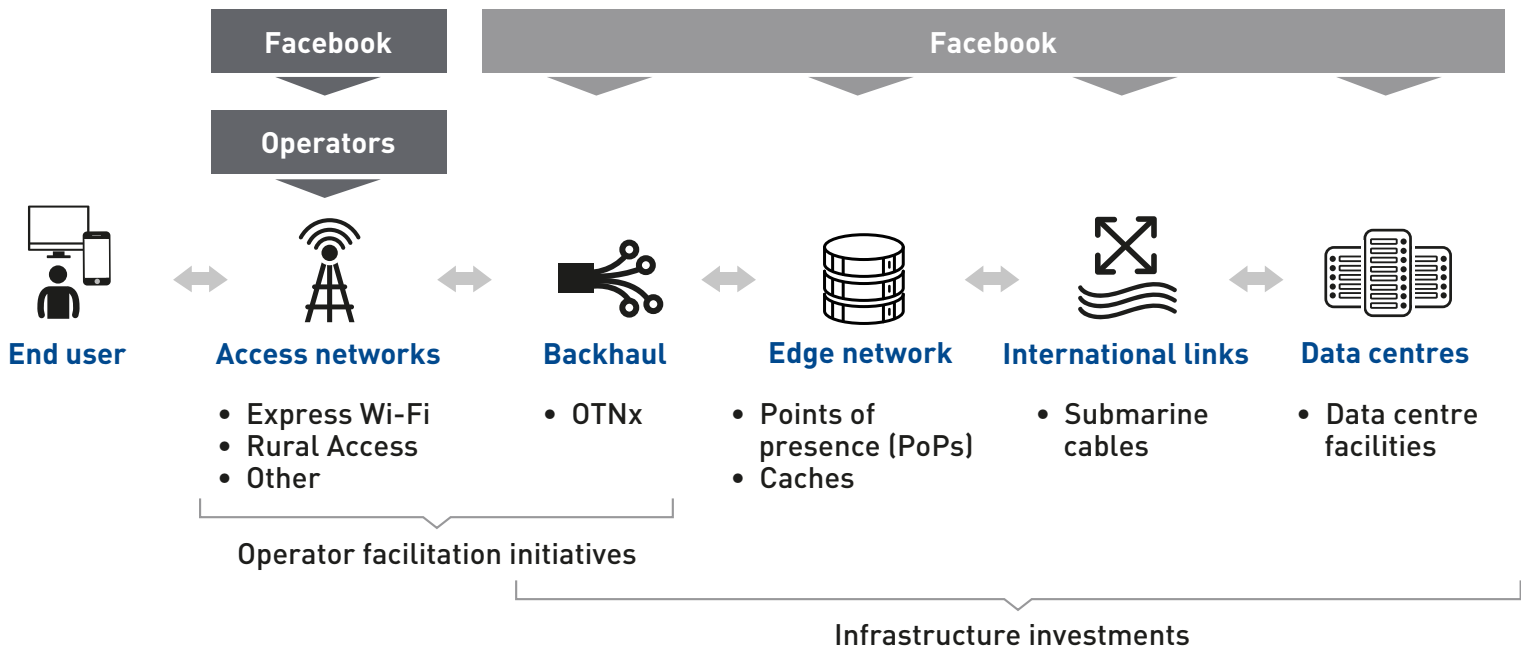
1GB of monthly data accounts for ~8% of average income (vs 2% UN target)



Readiness

38% of adults lack literacy skills and many are not familiar with digital technologies

To address these barriers, Facebook is investing in initiatives across the entire connectivity value chain



These initiatives generate economic impact in sub-Saharan Africa through improving connectivity outcomes in the region

Initiative	Express Wi-Fi ²	Fibre backhaul	Edge networks and submarine cables
Connectivity impact	Launched in 7 countries in sub-Saharan Africa	4 million people covered with 3G+ service in Uganda and Nigeria	Facebook apps are estimated to account for ~20% of total Internet traffic in the region, and 70% of Facebook traffic is served from within the region
Economic impact, 2020-2024¹	USD0.3 billion	USD3.9 billion	USD53.4 billion
Total 2020-2024 economic impact: USD57.6 billion			

¹ Economic impact denotes cumulative nominal GDP impact of Facebook's initiatives over 2020-2024; we note that this includes only the effects that could be quantified

² Express Wi-Fi is an operator facilitation initiative, i.e. infrastructure deployment is carried out by local partners; Facebook does not deploy or operate access networks