

Little Sun partners with Strategic Energy to launch in Tanzania, backed by SunFunder



Berlin, June 9, 2015 – Berlin-based social business **Little Sun** is happy to announce a partnership with Tanzanian renewable energy supplier **Strategic Energy** to distribute Little Sun solar lamps throughout Tanzania, starting in May 2015. Strategic Energy’s efforts in the region will be financially supported by a loan from **SunFunder**, a solar finance business dedicated to unlocking capital for solar energy in emerging markets.

The SunFunder loan will enable Strategic Energy invest in large orders of lamps.

Corresponding with Little Sun’s mission to bring sustainable light – and livelihoods – to off-grid areas of the world, Strategic Energy and **SNV-Netherlands Development Organisation** will train local Tanzanian entrepreneurs to market and sell Little Sun lamps in off-grid communities. Little Sun sales agents will make income via commission on every lamp sold, in addition to bonuses honouring successful sales.

Says Mason Huffine, Little Sun Africa Business and Sales Manager, “Little Sun is excited to be working with Strategic Energy to bring Little Sun solar light to Tanzania and honoured that SunFunder has chosen to invest in us. Tanzania is a largely untapped market in which there is significant potential to successfully deliver Little Sun solar lamps. I am looking forward to being on the ground in Tanzania working with local entrepreneurs to distribute clean, reliable, affordable Little Sun light.”

With an electrification rate of only 21% in Tanzania, there is great demand for clean and affordable sources of light. Many rural and peri-urban Tanzanians use fuel-based lighting like kerosene lanterns for light and must purchase fuel daily, which is a costly expense. After food, lighting and water expenses rank the second highest in the average Tanzanian household budget. Additionally the smoke emitted by burning kerosene for light is toxic and can cause breathing and eye problems. Fuel-based lighting also carries the risk of burns and house fires. Using Little Sun solar lamps eliminates all of these issues.

“We at Strategic Energy understand the social impact of selling Little Sun solar lamps and see this in terms of a high-growth business investment,” says Strategic Energy CEO Mohamed Said Nachiwa. “About 2.5 billion people around the world lack access to reliable electricity and rely on costly



and polluting kerosene to light their homes. With this mass potential we decided to step in to meet market demand. Due to a distinct lack of access to finance, we were introduced to SunFunder who are 100% dedicated to short-term working capital and project finance loans.”

SunFunder Founder and CEO Ryan Levinson knows what a difference these types of loans can make to companies launching new solar distribution ventures. Says Levinson: “Over a third of the world lacks access to reliable energy, and solar energy is leapfrogging the grid in these parts of the world. But access to reliable finance is the main barrier preventing solar energy providers from reaching scale. We are excited to work with Strategic Energy and help them grow and scale their solar distribution in Tanzania, starting with an inventory loan for Little Sun solar lamps. We look forward to many years of fruitful collaboration with Strategic Energy and Little Sun.”

To download this press release, accompanying images and Little Sun info material, visit the Little Sun press page: www.littlesun.com/press

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About Little Sun

Little Sun is a social business and global project founded by artist Olafur Eliasson and engineer Frederik Ottesen to get clean, reliable, affordable light to the 1.2 billion people in the world living in off-grid areas without electricity. The project’s first product, the Little Sun solar LED lamp, is sold all over the world. Purchasing Little Suns in areas of the world with electricity makes the lamps available in off-grid areas at reduced, locally affordable prices, where they provide a clean alternative to toxic and expensive fuel-based lighting such as kerosene lanterns.

Little Sun addresses the need for light in a sustainable way that benefits off-grid communities by working with local entrepreneurs, creating local jobs, and generating local profits. The Little Sun project was officially launched in July 2012 at London’s Tate Modern. Since then, more than 250,000 Little Sun lamps have been distributed worldwide, with almost half going to off-grid areas. In April 2014, Little Sun received a ground-breaking \$5 million impact investment from Bloomberg Philanthropies, making it possible to scale Little Sun’s operations across the African continent.

For more information about Little Sun, visit: www.littlesun.com

About Strategic Energy

Strategic Energy is a clean and renewable energy products and services provider operating in Tanzania since 2014. The company is structured in national, regional and district market hubs. Distribution of solar products is realized by rural market hubs, which are operated by sales agents. Strategic Energy is a subsidiary of Strategic Group of Companies Ltd, a limited company incorporated in Tanzania.

About SunFunder

SunFunder is a solar finance business based in San Francisco and Tanzania with a mission to unlock capital for solar energy in emerging markets. SunFunder aggregates capital through the Solar Empowerment Fund, a private debt offering that gives Accredited Investors an opportunity to invest in a diversified, vetted and high-impact portfolio of off-grid and grid deficit solar projects. With this capital, SunFunder provides short-term inventory and project finance loans to leading solar energy companies to help them scale deployments of solar energy systems and catalyze growth in the sector.

For more information on SunFunder, visit: <http://sunfunder.com>