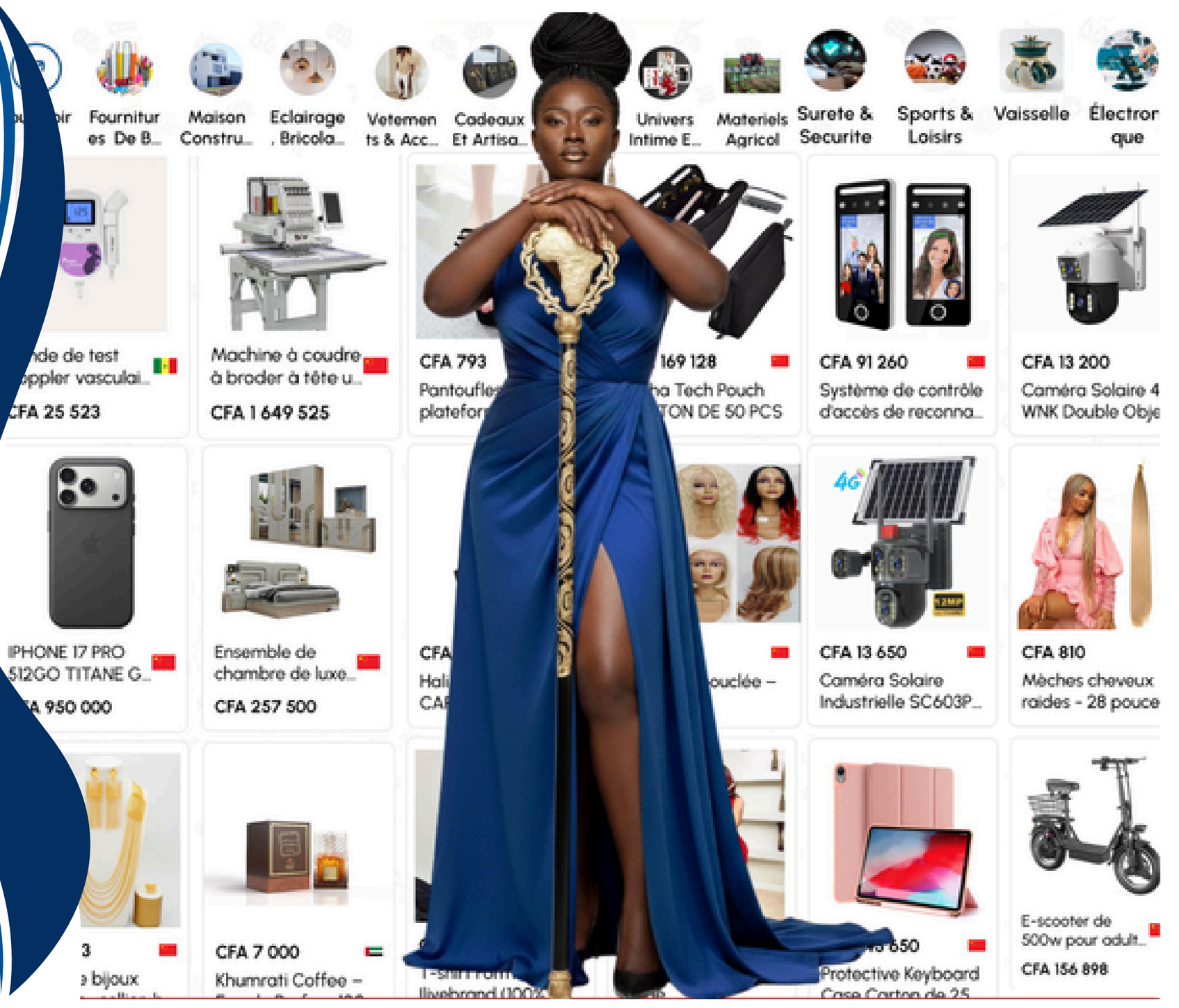
DIABA MARKET PLACE

AFRICA'S FIRST MARKETPLACE



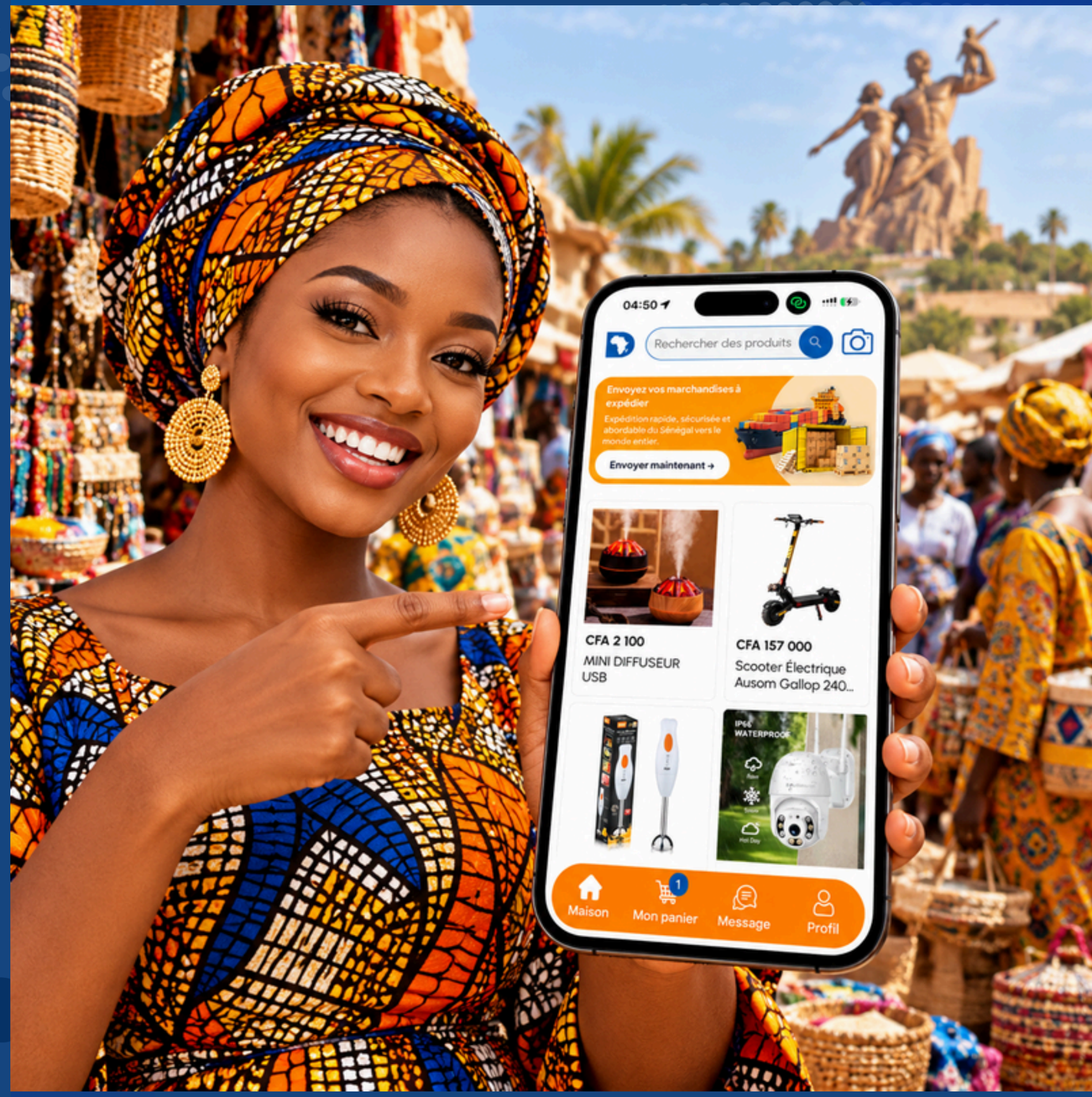

DIABA
YOUR COMPLETE LOGISTICS PARTNER
CHINA ⇔ AFRICA ⇔ THE WORLD
04:50
Rechercher des produits
Envoyez vos marchandises à expédier
Envoyer maintenant →
CFA 2 100
MINI DIFFUSEUR USB
CFA 157 600
Scooter Électrique Autem Gallop 240...
Maison
Mon panier
Message
Profil
SUPPLIER IN CHINA
WAREHOUSE IN CHINA
SEA FREIGHT (CONTAINER)
AIR FREIGHT (EXPRESS)
RAIL FREIGHT
TRUCK (LOCAL DELIVERY)
LOCAL WAREHOUSE IN AFRICA
FINAL DELIVERY TO CUSTOMER

GENERAL INTRODUCTION

Africa is experiencing rapid growth in population, urbanization, and digital technology adoption.
However, African commerce remains largely unorganized and informal, relying heavily on foreign platforms that do not fully understand local needs, including languages, payment methods, logistics, trust, and customer service.

In this context, DIABA Marketplace positions itself as Africa's first digital commerce platform:

- 100% Inspired by Alibaba's Business Model
- Designed to Meet the Needs of the African Market
- Designed, Developed, and Operated from Africa
- Empowering African Merchants, Businesses, and Consumers.



DIABA is more than just an online shopping app.
It is a digital infrastructure designed to organize and transform African commerce.



MBAYE BABACAR MBOW
CEO



Babacar Sadio
DGA



Ndiakhate Séne
Responsable Commande



Abdou khadre Ndiaye
Responsable Logistique



Stella Mbengue
Responsable Transfert



Deguene Lo
Reponsable RH



Abdoul Niang
Responsable Achat



Mame Anta Mbacké
Responsable SAV



Mamadou Mbaye
Directeur Filiale Touba



Mariama Ngom
Comptable



Abdou Rahmane Barry
Responsable Qualité



Habib Cissé
Responsable Express Dakar



Aissatou Wade Diallo
Responsable Commerciale



Mbaye Sene
Responsable Fournisseur



El Hadji Mbaye Sadio
Agent Commerciale



Aida Ndao
Reponsable Produit



Sokhna Mbow
Responsable Voyage



Fatou sene Mbaye
Agent Centre d'appel



Mamadou Ndangane Gaye
Responsable transaction inter bancaire



Ibrahima Bah
agent logistique



Hawa Sall
Responsable Clientièle Chine



Khady Faye
Responsable Comptabilité



Amdy Mbaye
Responsable Logement Chine



Babacar Tomas
Informaticien



Fatoumata M Camara
Agent Commerciale

POSITIONNEMENT STRATÉGIQUE UNIQUE

Une inspiration assumée : Alibaba

DIABA Marketplace s'inspire du modèle Alibaba sur plusieurs aspects clés :

- **MARKETPLACE B2B ET B2C**
- **CENTRALISATION DE LA LOGISTIQUE**
- **ÉCOSYSTÈME ÉVOLUTIF (VENDEURS, AGENTS, PARTENAIRES)**
- **MISE EN RELATION DIRECTE ACHETEURS FOURNISSEURS**
- **SERVICES À VALEUR AJOUTÉE (PAIEMENT, SUIVI, SUPPORT)**

Différence majeure :

Alibaba est mondial et asiatique.
DIABA est africain, localisé et humain.

POSITIONNEMENT STRATÉGIQUE UNIQUE

Une première africaine

DIABA Marketplace est la première plateforme africaine structurée à :

- **INTÉGRER COMMERCE + LOGISTIQUE + SERVICE CLIENT LOCAL**
- **EMPLOYER MASSIVEMENT DES AGENTS AFRICAINS**
- **S'APPUYER SUR DES ZONES D'APPROVISIONNEMENT INTERNATIONALES CONTRÔLÉES**
- **FONCTIONNER AVEC DES PAIEMENTS AFRICAINS**



CURRENT COUNTRIES OF OPERATION (9 COUNTRIES)

DIABA Marketplace is already designed to operate across 9 African countries, with gradual adaptation to local market needs:

Sénégal	01	Mali	04	Bénin	07
Guinée	02	Burkina Faso	05	Cameroun	08
Côte d’Ivoire	03	Togo	06	Gabon	09

Senegal has been selected to host the main warehouse, subject to the granting of necessary support and incentives by public authorities.

DIABA Marketplace’s Pan-African Vision and Growth Prospects

China has big companies like Alibaba, JD.com, Pinduoduo and Cainiao.

These companies have changed online shopping.

Today, we have DIABA Marketplace, an African app.

With DIABA, people in Senegal can buy products directly from China, pay in CFA, and get their products in Senegal.

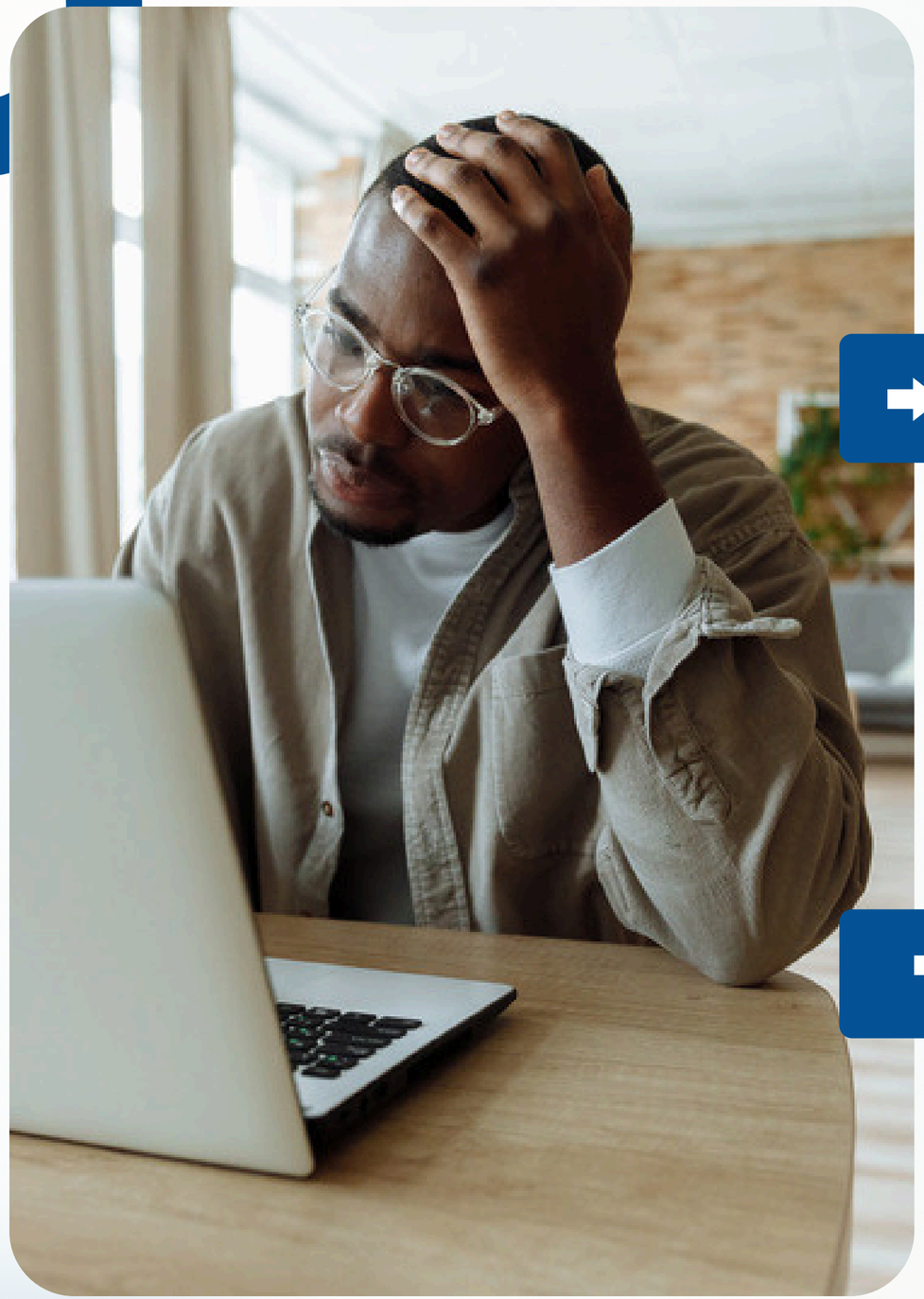
But we have a bigger dream.

We want people in China to buy products from Senegal too.

We want to connect China and Africa.

We want Africa to buy, but also to sell.

This is our dream. This is DIABA.



MAJOR CHALLENGES FACING AFRICAN COMMERCE

Challenges Faced

- Too Many Intermediaries
- High Import Costs
- Lack of Traceability
- Logistics Delays
- Fraud and Lack of Trust
- Lack of Local Customer Support
- Poor Organization of Sellers



Consequences

- High Product Prices
- Loss of Foreign Currency
- Dependence on Foreign Markets
- Widespread Informal Trade
- Low Competitiveness of Local Businesses

DETAILED PLATFORM OVERVIEW

DIABA

- Mobile Application
- Centralized Back-Office System
- Logistics Management Module (CBM, kg)
- Local Payment Integration
- Invoicing Module
- Order Tracking Module
- Business Intelligence Dashboard

- End Consumers
- Retailers
- Wholesalers
- Distributors
- Businesses
- DIABA Agents
- Logistics Partners

SOURCING REGIONS

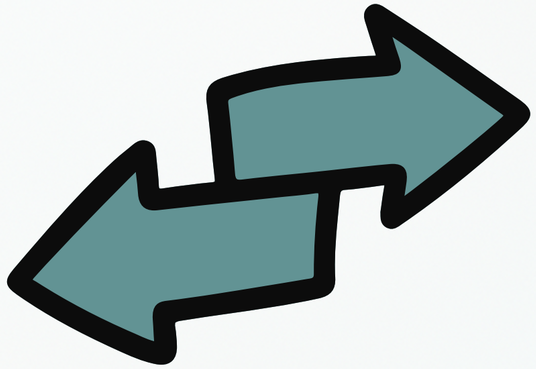


Products

- Processed Agricultural and Food Products
- Natural Cosmetics (Shea Butter, Oils, Soaps)
- Handicrafts & Locally Made Textiles
- Certified Local Products

Benefits for DIABA

- Strong Local Market Presence
- Cost Reduction





Products

- Mass-Market Products
- Textiles & Clothing
- Consumer Electronics
- Cosmetics
- Accessories & Gadgets

Advantages

- Highly Competitive Prices
- High Sales Volumes
- DIABA’s Scalability Potential

CALL CENTER: A KEY PILLAR OF THE PROJECT SOCIAL IMPACT

Vision

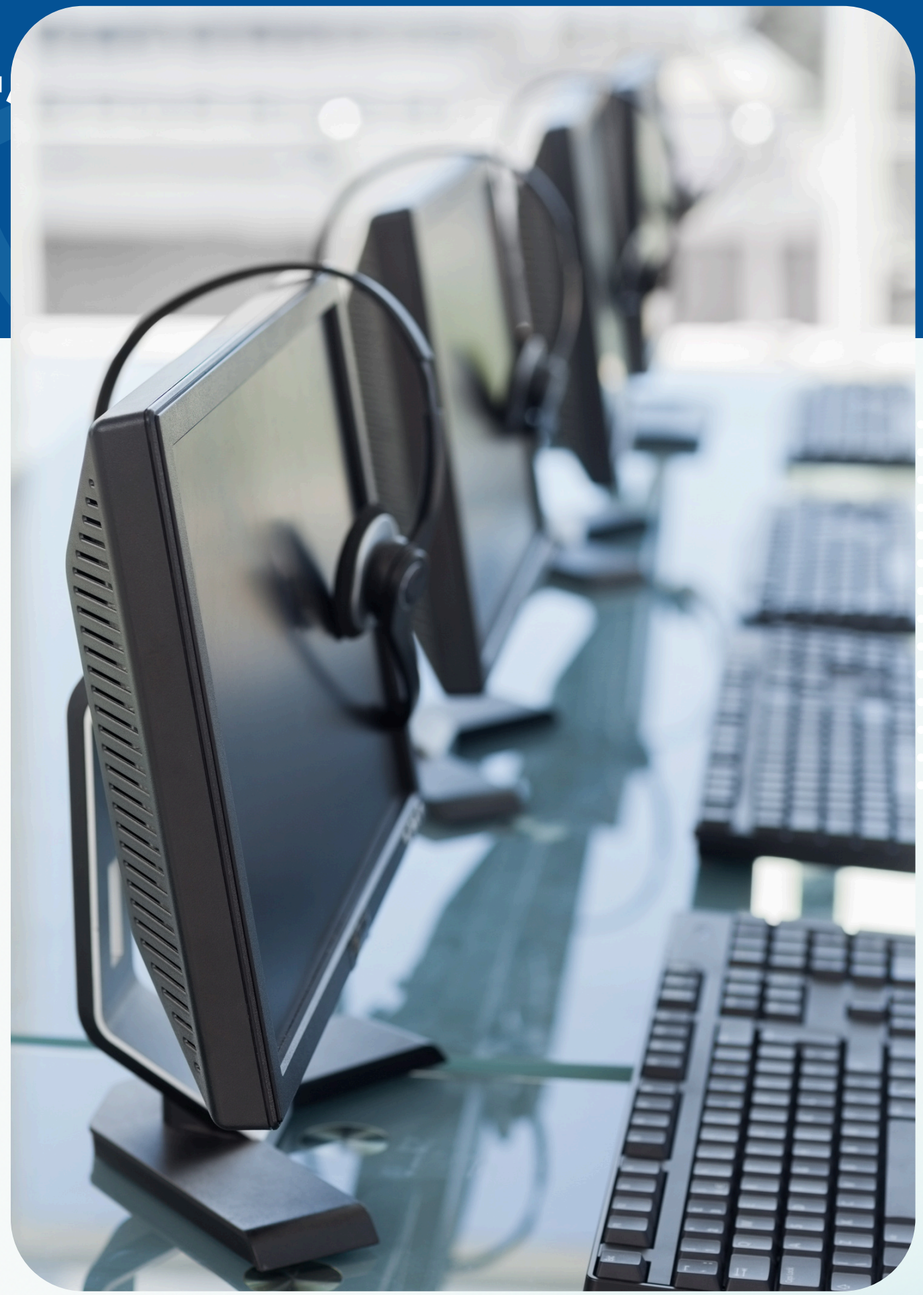
Establish a modern, well-structured, multilingual call center in Senegal to support African commerce.

Workforce

- 18 agents
- 4 supervisors
- 1 manager

Rule

- Customer Support
- Seller Assistance
- Order Tracking
- Dispute Resolution
- Digital Awareness
- User Training





Warehousing & Logistics

WareHouse in china

- Goods Receiving
- Visual Quality Inspection
- Repackaging
- International Distribution

INVESTMENTS ALREADY MADE

Human Resources and Expertise Mobilized

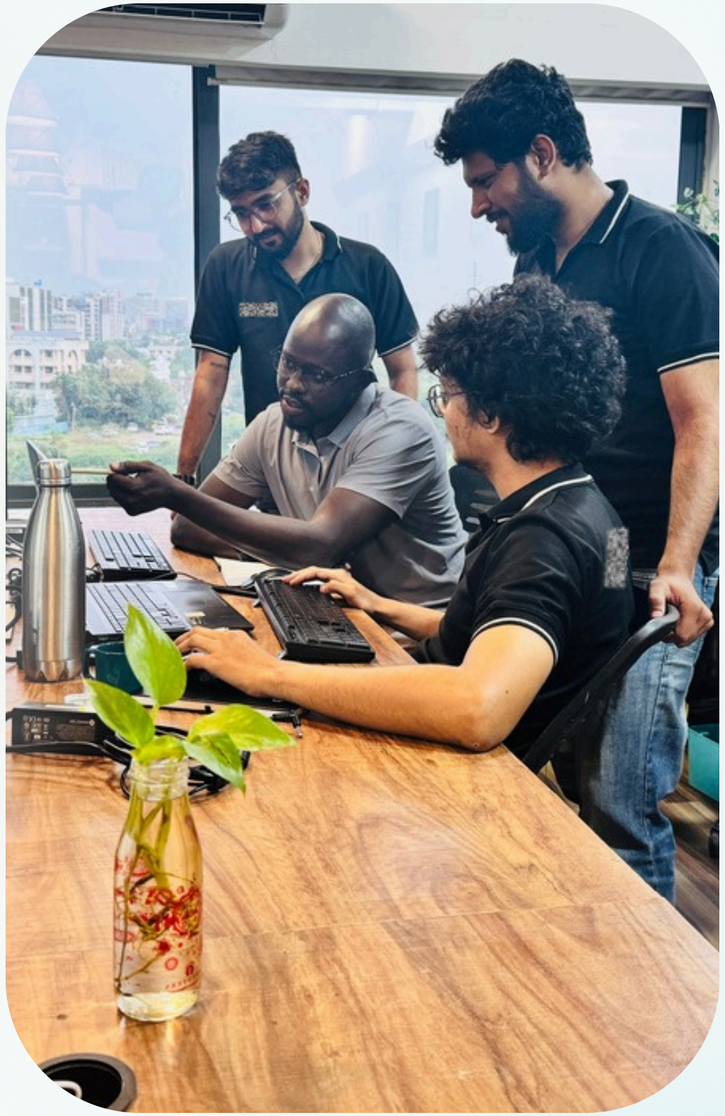
Over the past three years, DIABA Marketplace has brought together:

- Highly skilled international developers with advanced expertise in:

- Application Architecture
- Complex Marketplace Systems
- Cybersecurity
- Performance and Scalability

- A team of local developers actively involved in:

- Adapting the Platform to African Market Realities
- Integrating Local Payment Methods
- Understanding Local Consumer Behavior and Market Needs



INVESTMENTS ALREADY MADE

Over the past three years, DIABA Marketplace has brought together international experts and local developers to build a secure, scalable platform tailored to African market needs.

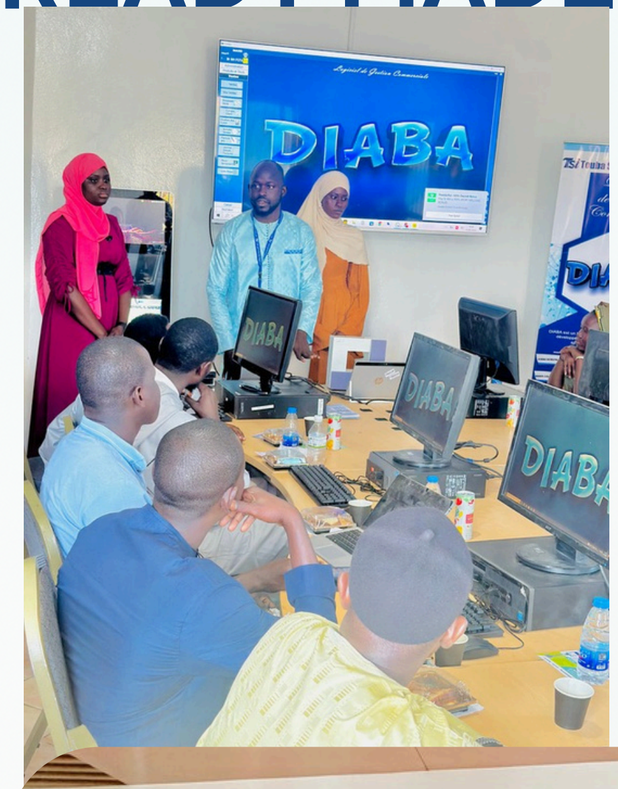
Already launched and operational in Senegal, DIABA has successfully tested its solution in the market.

The next phase focuses on strengthening infrastructure, attracting more users, and expanding across Africa.



INVESTMENTS ALREADY MADE









INVESTMENTS ALREADY MADE IN BUILDING AND STRENGTHENING INTERNATIONAL PARTNERSHIPS









BUILDING STRONG AND LASTING PARTNERSHIPS

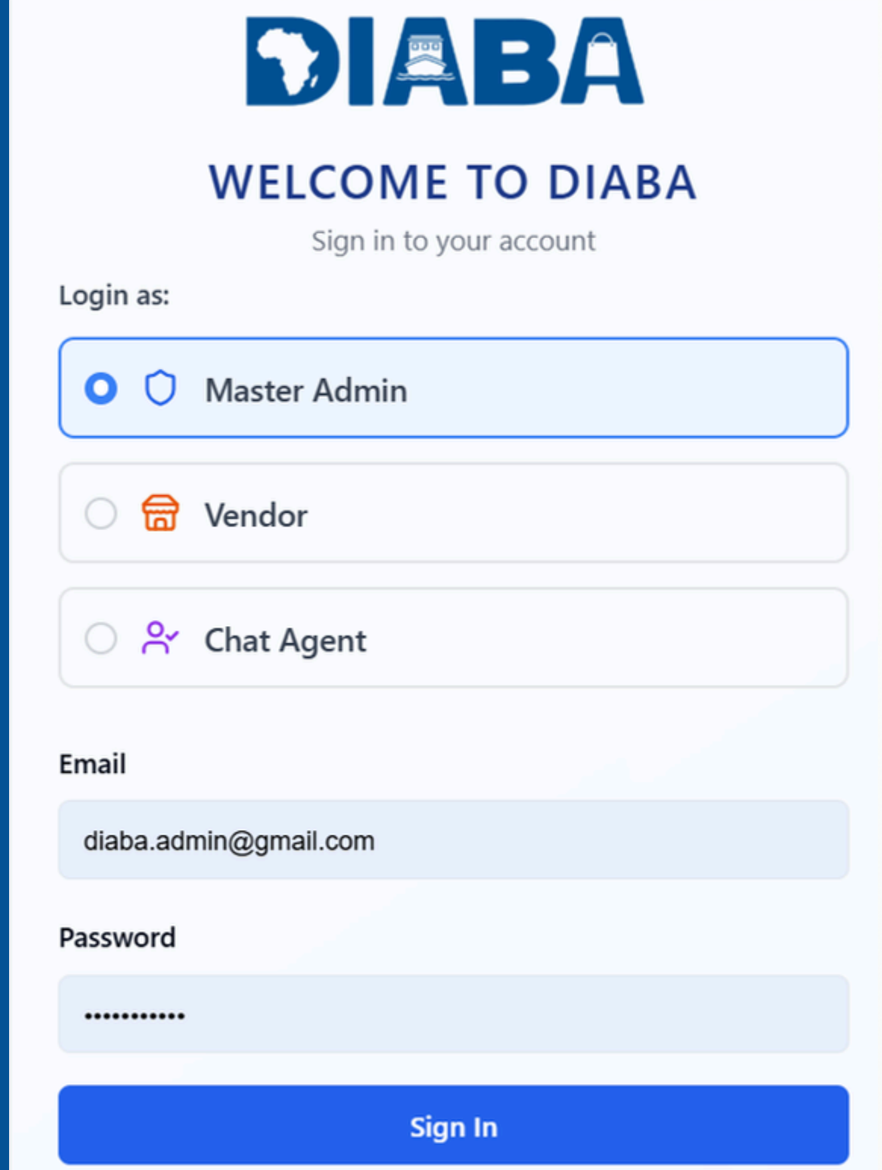
DIABA

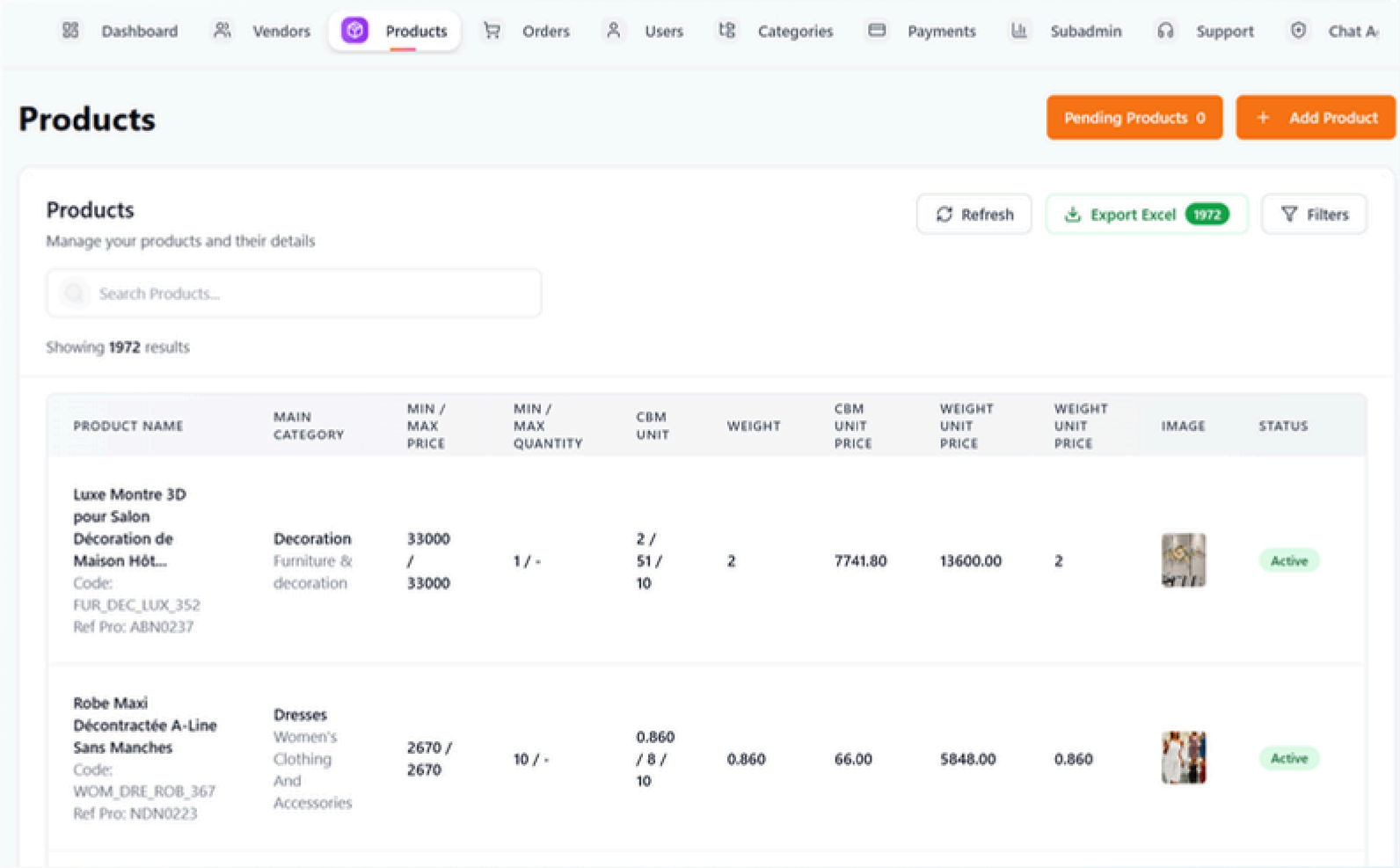




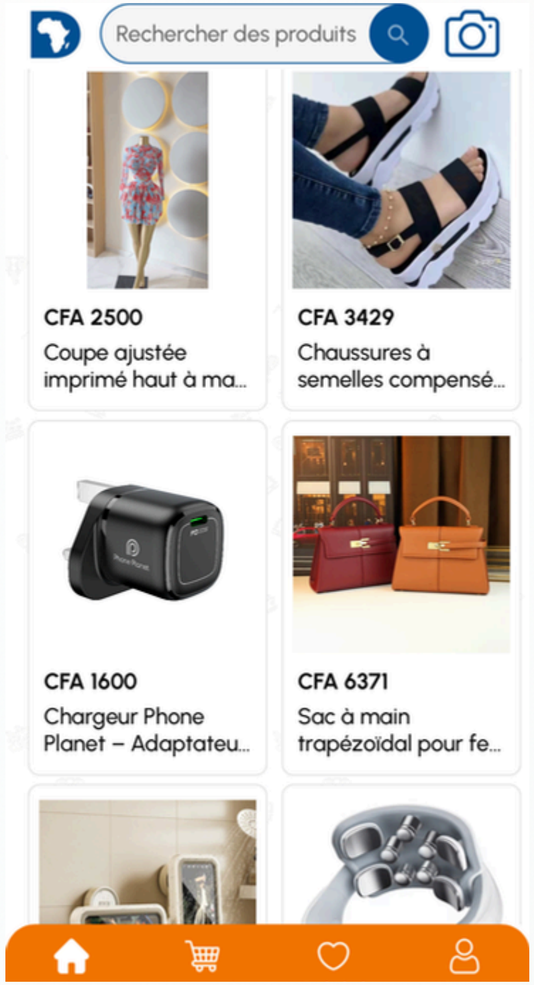


COMPOSANTES TECHNIQUES

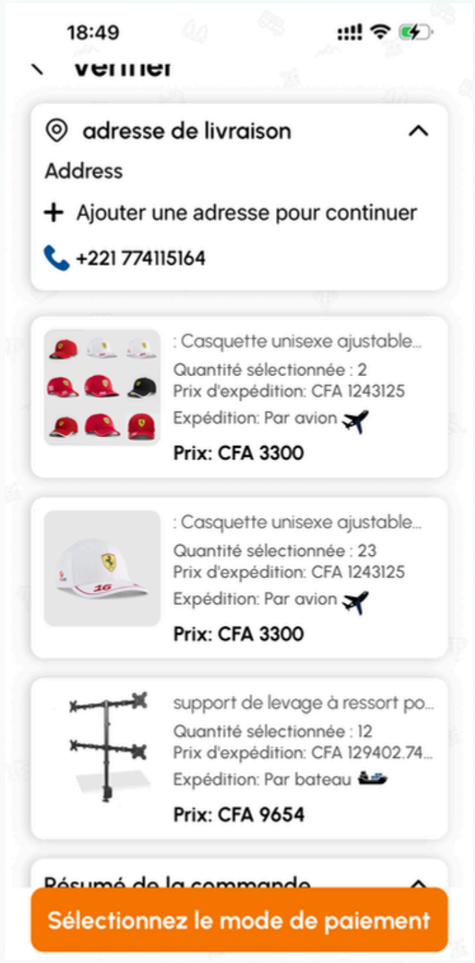


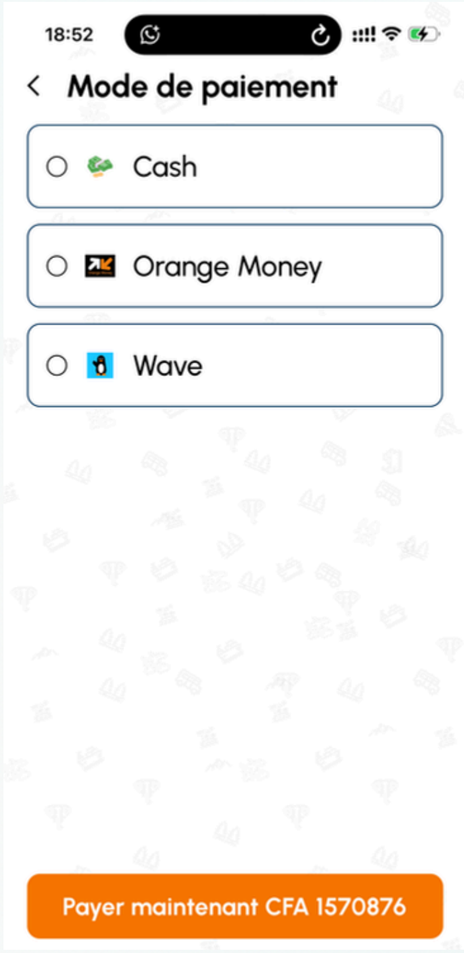


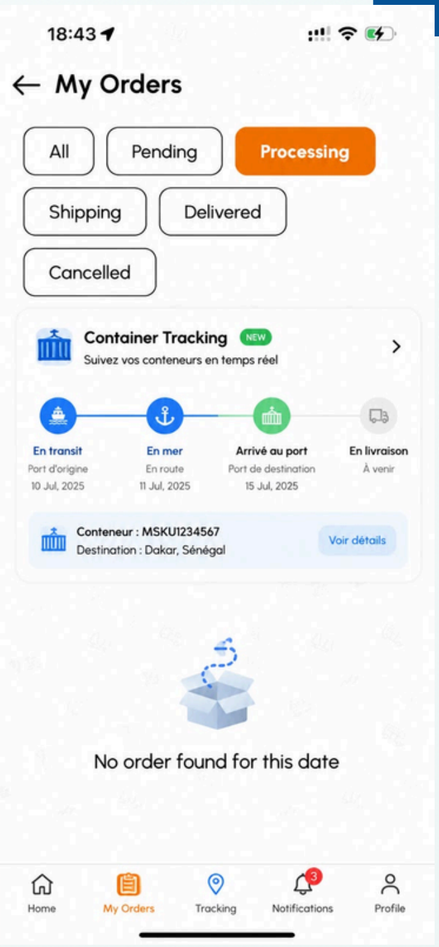
COMPOSANTES TECHNIQUES













MODULES UNDER DEVELOPMENT OR PLANNED (SIGNIFICANT FUNDING REQUIREMENTS)



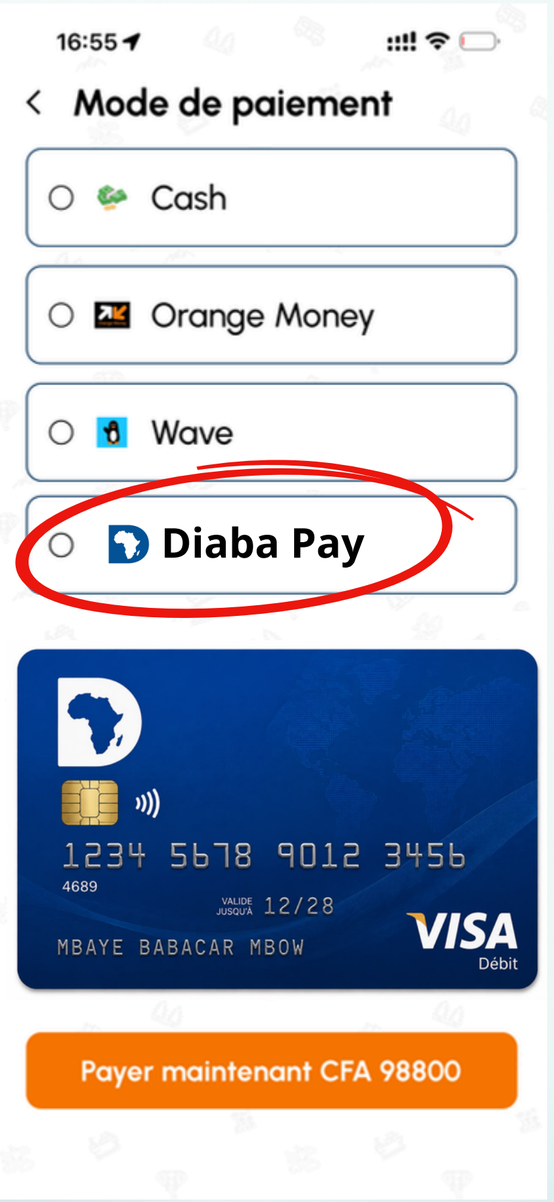
We want to launch DIABA Pay, an African payment platform inspired by Alipay and XTransfer in China.

Our goal is to make payments and money transfers between Africa and China simple, fast, secure, and affordable.

DIABA Pay will connect African payment methods, such as Orange Money and Wave, with Chinese financial services.

We are looking for Chinese banks, investors, and technology partners to help us develop and launch this project.

Our vision is to make business between Africa and China easier for everyone.



A STRATEGIC VISION: SCALING DIABA ACROSS AFRICA – SIGNIFICANT INVESTMENT REQUIRED

Our ambition is to make DIABA Marketplace a leading e-commerce platform across Africa, connecting millions of consumers, businesses, and suppliers to global markets.

To achieve this vision, we need significant investment to expand into new African countries, establish local offices and logistics centers, develop delivery networks, integrate local payment systems, and strengthen our technology and marketing.

Our goal is to build a powerful African e-commerce ecosystem, making international trade easier, faster, and more affordable while creating jobs and supporting African entrepreneurs.

We are seeking strategic investors and financial partners to accelerate our expansion and build a strong African digital commerce leader.

DIABA Marketplace: One platform, one continent, unlimited opportunities.

