

WORLDVU TANZANIA LIMITED

**BUSINESS PLAN
ELABORATING STRATEGIC PLAN, TARGET AND
INVESTMENT PROGRAM FOR SETTING UP A SATELLITE
TELECOMMUNICATION SERVICES BUSINESS IN TANZANIA**

EFFECTIVE FROM: 2026/2031

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1. CHAPTER I.**EXECUTIVE SUMMARY:**

This Business Plan, is aimed at; outlining the Company's business strategy to deliver a high-speed data in Tanzania. Our goal is to leverage the current GEO-LEO satellite capabilities of Tanzania to bridge the digital divide in rural, underserved areas and supporting the country's national ICT goals.

Our core Mission in Tanzania is therefore, connecting the unconnected, offering affordable connectivity and contributing to Tanzania's digital transformation agenda, including the 2025 National ICT Policy, by increasing internet access in remote locations.

Our Vision includes, Bridging the Digital Divide, Long-term Sustainability and Expanding the Digital Access.

To accomplish all our goals the Company is intending to set up a Hub Site in Bagamoyo. A piece of Land of 30 acres has been bought, where all our machines on the ground will be placed.

The margin of market demand as well as the situation of competitors and corresponding measures are going to be analyzed.

In financial aspect, forecast is made from periodic input of investment to payoff term thereof, broadly analyzing the balance between expenses and income, distribution of profits and so on.

In terms of corporate structure analysis will be made in terms of financial situation, management system, sales channel, human resources etc.

2. CHAPTER II.**BRIEF INTRODUCTION TO THE COMPANY:**

WORLDVU TANZANIA LIMITED, is a Limited Liability Private Company, dully registered at the Business Registration and Licensing Agency (BRELA) on **4th July, 2025**; with the Registration Number **186524179**. The principal business for which the company was established is Provisional of Satellite Telecommunication Services.

Nature of the Company: Private Owned Company

Industrial Category: Telecommunication.

Classification as per Brela is precisely described as hereunder provided;

- **ISIC Section:** J – Information and Communication
- **Division:** 61 – Telecommunications
- **Class:** 6130 – **Satellite telecommunications activities**

WORLDVU TANZANIA LIMITED, is owned by two shareholders, namely; **NETWORK ACCESS ASSOCIATES LIMITED** and **ONEWEB NETWORK ACCESS HOLDINGS LIMITED**.

Registered Office is located at **8Th Floor, Amani Place, Ohio Street, Opp. Serena Hotel**, however; the Satellite Hub will be constructed at **KIROMO-CHAMBEZI, BAGAMOYO URBAN AREA, COAST REGION**.

The Company through its parent companies has a long outstanding specialization in the following areas;

- **Satellite Internet**
- **Community Wi-Fi**
- **Enterprise Connectivity**
- **Satellite TV Broadcast**
- **Fiber Optic Cable Installation**
- **Tower Construction**

3. CHAPTER III

MARKET ANALYSIS:

3.1.MARKET DEMAND

Tanzania is a prosperous country in African Continent having a fast economic and technological development. High level management personnel of our company have been to Tanzania more than once before and after incorporation of our Company. From their visits a thorough investigation was made in a number of things; market prospect being one of them.

According to National Investment Report of 2023, the market demand for Satellite Telecommunication Services in Tanzania is rapidly growing, driven by the need for high-speed nationwide internet connectivity, particularly in remote and underserved rural areas. As of 2025, Tanzania's mobile subscription growth reached 90.4 million users.

The growth of Tanzania's Satellite Telecommunication Sector is driven by the Government's 2025 Digital Transformation Agenda, aiming for 85% high-speed internet connectivity. Establishment of Regulatory Authority (TCRA), has widely made the Telecommunication sector appealing to Foreign Direct Investment (FDI), following its approval for a Converged Licensing Framework (CLF), which allows operators to offer any type of services with the technology of their choice with one single license. The licenses are technology-neutral and service-neutral. It is therefore, evident that; the tremendous growth of Mobile phone subscribers, and the government's focus on digital transformation offer significant opportunities for Satellite Telecommunication Service Providers.

It is also worth noting that, Industrialization and rapid development of Private Sector have widely encouraged big foreign investments leading to a wide range of corporate clients. This is another prospect angle of the market due to the fact that, there will be an increase of the demand of reliable fast speed internet by this sector.

While analyzing the market of Tanzania, we also put our attention to neighboring countries which also presents increasing market demand. Our Company owns very strong market Development Strategy which sees these countries as potential future markets of our services. This makes investment to Tanzania a very strategic move by our Company.

3.2.AVAILABLE OPPORTUNITIES

Our study of the market made us identified quite a number of opportunities in Telecom business, as hereunder listed;

- Provision and operation of Private Network Links employing cables, radio communications, or satellite, within Tanzania.
- Provision and operation of Public Mobile Communications (Cellular Mobile telephony, Paging, and Trunked Radio)
- Provision and operation of Community Telecommunication (Rural and Urban)
- Provision and operation of Value-Added Network/Data Services (Internet, Voice Mail, Electronic Mail services)
- Sales and installation of Terminal Equipment.
- Repair and maintenance of telecommunications facilities, and
- Cabling (e.g. Telephone-external and internal wiring for residential, office etc.)

Following registration of **WORLDVU TANZANIA LIMITED** in Tanzania, we believe that when our service will enter the market, we will gradually satisfy the gap demand so far exists. We intend to make use of very modern machines and technology to ensure obtaining of high-speed internet connectivity across Tanzania.

4. CHAPTER IV. SERVICES TO BE OFFERED:

- Our Satellite Hub Site shall operate as a node in a worldwide low-earth-orbit (LEO) satellites network to provide internet-protocol communications directly to subscribed users.

5. CHAPTER V. BUSINESS DEVELOPMENT PLAN

5.1.INVESTMENT ENVIRONMENT OF TANZANIA

WORLDVU TANZANIA LIMITED is going to invest and set up a Satellite Hub Site in United Republic of Tanzania, particularly; in Bagamoyo District. Bagamoyo is a historic Coastal Town, with rapid development following, it being selected as one of the major Investment areas in Tanzania.

Bagamoyo has convenient transportation, rich human resources, outstanding infrastructure, preferential investment policies and stable social order which forge sound investment environment. It is for above mentioned factors, that Bagamoyo was selected to set up our Hub Site.

We do believe that what makes investors more confident is that Government of Tanzania has done a lot to ensure social-economic growth and political stability in the country. Of more, establishment of regulatory and facilitation bodies like TISEZA and TCRA have strengthened legal framework which attracts foreign investors. Foreign enterprises may enjoy tax exemption subsidies and have a lot to gain by registering themselves with TISEZA.

5.2. INVESTMENT PROGRAM

Upon sufficient investigation to Tanzanian market, we made the decision to invest in Telecommunication Industry in Bagamoyo and establish a well modernized Satellite Hub Site.

i. THE TOTAL AMOUNT OF INVESTMENT

The total amount of investment is **USD 15,000,000** which comes from foreign equity.

ii. LAND PURCHASE

Contract of Sale of Land was signed in February, 2026, and all taxes relevant to the transaction will be paid on submission of the Agreement to Bagamoyo District Council for ownership application. As a requirement, the Ownership application requires the project to be registered in the Certificate of Incentive issued by TISEZA, the process which has already been initiated. **USD 750,000** has been allocated for Land purchase,

iii. SATELLITE HUB SITE

Once we complete the ownership application and obtain the Derivative Rights, we will right away start the construction of our Hub; after obtaining the relevant permits. During the period of construction, we will ship some of construction equipment from abroad. **USD 6,360,000 has been allocated to be utilized to cover for Machinery and Plant and USD 3,500,000 will be allocated Construction Equipment and Tools.**



6. CHAPTER VI.**6.1. MARKETTING AND SALES STRATEGY:**

Our key Sales Strategy will be to let the general public understand stand that, we are going to offer affordable fast speed internet services. Reliable Internet should be for everyone. Our approach towards the market entails the following;

i. PARTNERSHIP:

The focus of the Company is to formulate Partnerships with Local Partners including NGO's and Government Stakeholders to ensure facilitation of rollout digital services.

ii. GOVERNMENT AND COMMERCIAL CONTRACTS:

As we aim to reach the so called "unreachable" getting Government Contracts will be of utmost important business strategy. Servicing Government entities under Contracts shall afford us enough penetration of the Market.

Another angle is that of getting Commercial Contracts from the Private Sector, which is rapidly developing. Market penetration in Banks, Mining Companies, Hotels, Airline Companies, Foreign Investment Entities is one of our key marketing targets.

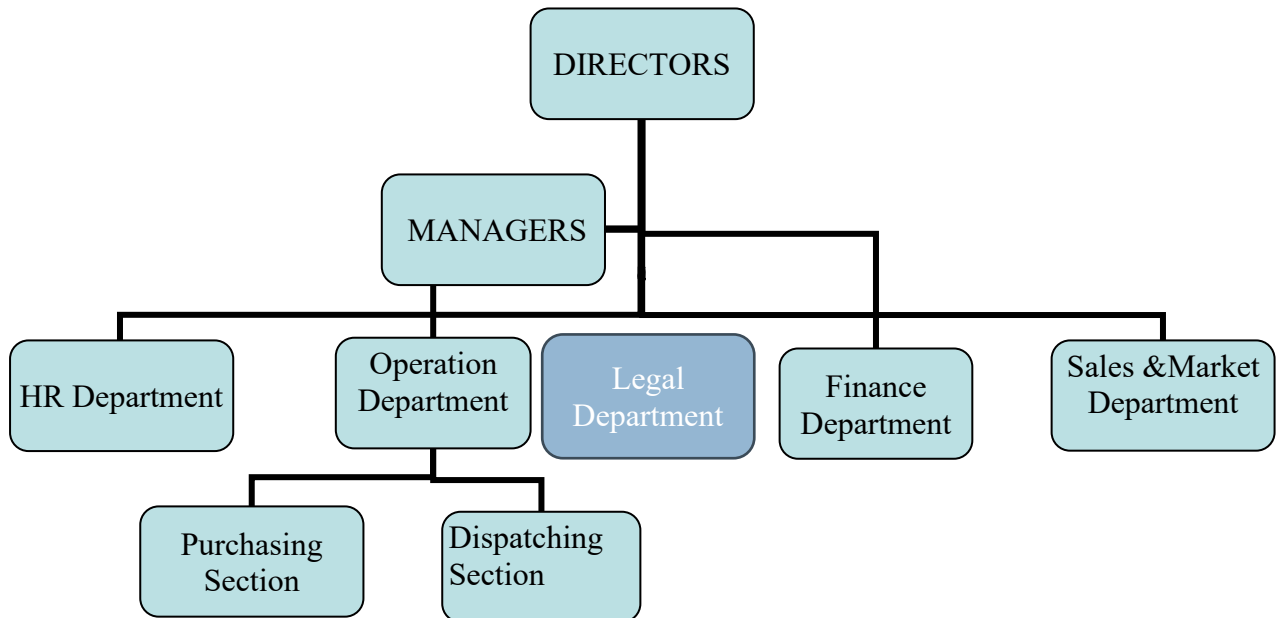
iii. PARTNERSHIP WITH THE EXISTING SERVICE PROVIDERS IN TELECOM.

Provision of Connectivity in Rural areas make it necessary to enter into Partnerships with the existing Service Providers. Therefore, approaches will be made to strong entities and see how best the two of us can serve the community.

7. CHAPTER VII.

MANAGEMENT AND STAFFING:

7.1.CHART OF MANAGEMENT STRUCTURE



7.2.HUMAN RESOURCES

WORLDVU TANZANIA LIMITED be operating from its Hub Site in Bagamoyo. We will employ people from all walk of life in various positions while engaging some experts in various technical positions in order to impart skills and train local to work with the newly established machines and technology.

The following is their brief introduction of the first Directors of the Company;

a. FABIO MANDO – DIRECTOR

Fabio Mando is an Italian National and holds a Master’s Degree in Physics from the University of Padova, Italy.

Mr. Mando is a seasoned Telecoms Executive with over 25 years’ experience, spanning diverse geographies and market segments.

Mr. Mando’s career has included leadership roles in various telecommunication companies and has widely managed to demonstrate his expertise in technology strategy, network deployment, business transformation, and operational optimization in developed and emerging markets.

WORLDVU TANZANIA LIMITED

b. JOSEPH PETER CERILLOYD - DIRECTOR

Joseph Peter Ceri Lloyd, is a qualified Solicitor, registered to practice in England and Wales since 2009.

Over the years since his admission, Mr. Lloyd, has worked in the Legal Departments of various sectors, and has been in Telecom business since 2021.

c. OTHER STAFF

To start with, the Company intends to employ 12 permanent employees, involving a Manager, Operational Staff and Security.

The following is the Company's Plan Allocation Table of Recruited Tanzanian employees

Table 0:1 Allocation Table of the Local Employees to set up the Site Hub in Tanzania

S/N	Year	Total	Expert Female	Expert Male	Tanzania Female	Tanzania Male
1	The first year	20	4	6	3	7
2	The second Year	30	4	10	6	10
3	The Third Year	40	5	15	8	12

Development and allocation of human resources are the most fundamental work for development of an enterprise. We will mainly consider human resource market of Tanzania in developing and allocating our human resource by a combined manner of recruiting and training

to foster necessary personnel. Where the Gap is and on the top Management, we shall use foreign expatriates who have wider knowledge and experience on the industry. Their presence in the country will be a learning curve to local individuals who have the capability to match with them.

7.3.MANAGEMENT SYSTEM

The company intend to start operations with the standardized quality control system according to Director's instructions.

Guidelines will be sought in the local laws and regulations, on enforcing any Management System to avoid any conflict.

7.4.TRAINING PROGRAM

We understand the need to have an outstanding team across all departments at the time we become operational. So professional training on different levels is necessary for Management and staff.

We will adhere to the of Employment guidance, from both Local Laws and International standards set by policies, treaties and conventions; in respect of improving working skills of our employees.

i. ELEMENTARY TRAINING

All recruited staff should be trained in routine training course for the management program, which provides organizational structure and management process of the site, function of each section, where to go for different issues and how; training on work discipline and regulations, which provides detailed information on discipline and regulations, personal acts should be regulated in the factor and punishment will follow up when violation occurs; training on security and environment protection to let the staff know connotation thereof, how to protect environment of the Hub and how to work in a good manner.

ii. INTERMEDIATE TRAINING

Special training course will be offered to employees at different posts during 120 to 180 days.

iii. TRAINING ON TECHNICAL PROCESS

The Technical employees will be made to know the overall technical process and know the role of each step. Training on how to operate will be given to major operators and operator at crucial posts. The trained worker will be required to be able to grasp the technical skills of his post and should work on his own under guidance of his trainer.

iv. TRAINING ON SECURED OPERATION AND EQUIPMENT MAINTENANCE

This is aimed at making employees grasping essentials of secured operation and know performance of the equipment as well as the regular maintenance for the equipment.

v. TRAINING ON MANAGEMENT

This is aimed at training the new management staff on their responsibility, standard, Management process and policies.

vi. ADVANCED TRAINING

We shall select some crucial local staff operators who have passed the intermediate training and who to take some training overseas, where necessary; for more systematic training to become completely independent, proficient and able to work efficiently. These will function as engine to promote the quality of the whole staff. We shall also select some mid-and-high level management workers to undertake training course which will enable them to head the departments or certain sectors at the standard set by the Company.

8. CHAPTER VIII. FINANCIAL PLAN AND PROJECTIONS

8.1. Financial Management

WORLDVU TANZANIA LIMITED intends to employ experienced financial staff and adopts divided system in account and cash management. Business accounting will operate according to standard of ISO quality management system. Internal financial management system will be complete with strict work standard in terms of assets supervision, fund operation, contract fulfillment, and financial procedures etc.

In the course of setting up Satellite Hub in Tanzania, we shall further standardize our financial system in accordance with laws and administrative regulations of Tanzania, setting up and use accountant items to do business accounting. We shall compile financial report at the end of each fiscal year and extend the report to legal accountant's office to be audited for auditor's report as per the country regulations.

8.2. Source of Fund, Estimation of Use and Pay off period

All investment comes direct from the foreign equity. Our planned investment is USD 15,000,000/= of which its distribution is as follows;

Financial Distribution/Breakdown

Description	USD
Land	750,000
Plant & Machinery	6,360,000
Construction Equipment and Tools	3,500,000
Others	3,390,000
Working Capital	1,000,000
Total	15,000,000

9. CHAPTER IX. CONCLUSION

This Business Plan, objectively reflects our understanding toward investment environment of Tanzania. It objectively analyzes various advantages of our enterprise and development momentum of the market as well as prospective market development and improvement.

It is our views that it is completely viable to invest in Tanzania. We firmly believe that our investment will be a success and at the same time, will play an active role to Social-Economic Development of Tanzania and its people.