Welcome to BLUETOWN's achievements in 2018
New global partnerships with major corporations and international organizations

I am proud to say that BLUETOWN is continuing to advance our technical solutions and excel at building value-creating partnerships globally—an impressive development that is only made possible by the dedication shown by our employees and key stakeholders. I want to express my sincere thanks to everyone involved in strengthening our business; you enable us to attain our goal of delivering connectivity services to unconnected people and communities in the outermost areas of the world.

As a company, we have now reached a stage where we can carry our innovative approaches to solving global challenges into mutually beneficial partnerships with leading international players. This is a giant step for us—and it is a path of growth that we will continue to explore in 2019 and onwards.

Among our new global collaboration partners are:

- **Microsoft**—one of the world’s largest technology companies will be a strategic partner for us in the years to come, within both technical collaboration and connectivity projects.

- **USAID**—the US government’s international development agency has funded its first BLUETOWN project, and we are expecting more to follow.

In addition to establishing new partnerships, we have in 2018 launched a variety of new projects and sites, enhanced our technical offers, discussed our solutions at events all over the world, and received several awards for our work. All of this and more is covered on the following pages.

Enjoy the journey through our latest achievements!

Peter Ib
CEO, BLUETOWN

Describing the progress of BLUETOWN in 2016 can be boiled down to one word: Breathtaking! We have continued implementing our strategy, anchored in a strong business case in system sales, while in parallel establishing and boosting our Internet Service Provider (ISP) business. All the key elements are now in place. 2017 will be the year where we see the first strong commercial results of the hard work that has been done to bring us in this favorable position.

As you can read in this book, we have made significant achievements on all fronts during 2016. Just to highlight a few:

- Continued growing our team—from 35 to 65 on a global level
- Strong progress on our product development, latest with the launch of Blue One, which is already now becoming a cornerstone in our product range
- Applied for and received national ISP license in Ghana and a regional license in Tanzania, creating the foundation for an ambitious ISP business ramp up in 2017
- Strengthened cooperation with our global tech partner with a strong potential for large-scale, joint projects in 2017
- Won open tender bid in India—giving us exclusive rights to deploy up to 12,500 installations in 4 states of India
- Won open tender bid in Rwanda—in a tender handled by ITU under UN, and via this we were vetted and accepted into the UN procurement process
- Continued strong cooperation with Danish embassies on a global level—India, Ghana, Mozambique and Tanzania in key roles

The sum of the achievements is amazing in my view, but even more encouraging is the pattern behind the results. On a weekly basis, we experience how well the vision and strategy of BLUE TOWN matches the market’s needs. On top of this, the timing of our market entry also seems to be excellent—there is a rapidly growing awareness of the life-improving effects of bringing communication to rural parts of the world.

We, as a company, have a very favorable starting point for 2017: contracts and partnerships are in place and the timing for our business could not be better.

I encourage you to read more about BLUETOWN’s exploits in 2016—and see for yourself what awaits BLUETOWN in 2017.

Peter Ib
CEO, BLUETOWN
TABLE OF CONTENTS

06  BLUETOWN: Facts and people
16  SDG Accelerator:  Accelerating sustainable and innovative business models
22  Partnerships: Our partners are invaluable for our business
32  Projects: New projects in progress and sites launched
42  Products: Advancing our portfolio
52  Events: Showcasing and discussing our solutions
62  Awards: BLUETOWN continues to receive recognition
BLUETOWN: FACTS AND PEOPLE

About BLUETOWN
People of BLUETOWN: Who are we?
BLUETOWN’s presence and activities worldwide
About BLUETOWN

BLUETOWN is a global internet and content service provider, specialized in providing last-mile connectivity to unserved and underserved rural communities across the world.

Our vision is to make modern connectivity accessible and affordable for everyone.

Worldwide, we are now more than 90 BLUETOWN employees, representing 13 different nationalities.

We have seven global offices:
• Copenhagen, Denmark
• New Delhi and Ranchi, India
• Accra, Ghana
• Dar es Salaam, Tanzania
• San Francisco, United States
• São Paulo, Brazil

Moreover, we have colleagues in Canada.

People of BLUETOWN: Who are we?

Lene, Head of US Business Development
Location: San Francisco, United States

Lene represents BLUETOWN in Silicon Valley among tech giants and startups. She is well tapped into the invaluable network of this global center for innovation and technology. Lene has started several organizations and held positions as Head of Deloitte Nordic Labs and Deputy Director of Innovation Centre Denmark.
Luqman, Network Engineer  
Location: Accra, Ghana  
Luqman is one of BLUETOWN’s technical experts who deploy our Wi-Fi solutions in rural areas in Ghana and around the world. With a background from Ghana’s National Information Technology Agency (NITA), he has a strong professional network within the telecom industry in addition to his second-to-none skills in network technology.

Marie, Partnership Manager  
Location: Copenhagen, Denmark  
Marie started her BLUETOWN journey as a Master’s student writing her thesis with us about our activities in Ghana. This led to an internship at our office in Accra and ultimately to a job at the Copenhagen office, working with our NGO partnerships. Previously, Marie was Student Assistant at the Danish Ministry of Foreign Affairs.
Monisha, Accountant
Location: New Delhi, India
Monisha was one of our first employees at the office in New Delhi. She began her BLUETOWN career as an intern and has grown through the ranks to her current position. Monisha handles all accounting responsibilities for both of our India offices and manages our financial accounting partners.

Tasmim, Head of Country Entry Roadmap, Asia
Location: Copenhagen, Denmark
Tasmim recently moved from his home country Bangladesh to Denmark. It was in his previous role as Trade Advisor at the Danish Embassy in Dhaka that he first established relations with the BLUETOWN people who are now his colleagues. Tasmim is in charge of our market entry strategies in Asia.
In 2018, BLUETOWN expanded its presence through partnerships, projects, and agents, and with more interesting leads to follow in 2019. The map marks our current activities and offices worldwide.

- Pilot project
- ISP country
- Sales agent
- Qualified lead
- BLUETOWN office
Thank you BLUETOWN for being a 2018 SDG Innovation Pioneer

In 2018, BLUETOWN completed SDG Accelerator for SMEs — a programme aiming to accelerate business innovation towards achieving the Sustainable Development Goals (SDG). It is our hope that BLUETOWN will continue to be at the forefront of benefitting people, profit and planet.

Our SDG Accelerator process from launch event to celebration ceremony

People’s Political Festival on the Danish island of Bornholm

UNDP Workshop on Private Sector Engagement in Istanbul
Our SDG Accelerator process from launch event to celebration ceremony

From the launch in January to the last session near the end of the year, BLUETOWN and the 12 other companies that participated in the SDG Accelerator in 2018 were highly engaged in building new sustainable business models. The events throughout the year included workshops on innovation, sustainable business, and development impact as well as regular sparring with global UN experts. The process resulted in heightened awareness of the development potential of our solutions in general and the LOCAL CLOUD in particular. Moreover, it introduced us to new contacts in the UN system, which has already led to concrete project proposals.
People's Political Festival on the Danish island of Bornholm

As part of the SDG Accelerator group, BLUETOWN was invited by UNDP to the People's Political Festival (Folkemødet) on the Danish island of Bornholm. This annual event brings together people — politicians, companies, NGOs, and citizens — for debates on current political issues. It was a perfect chance to network and discuss our development impact, as we were invited to a panel discussion on how to integrate the SDGs and business opportunities.

UNDP Workshop on Private Sector Engagement in Istanbul

Two of the 13 SDG Accelerator companies were invited to Istanbul by the UNDP Business Call to Action team. We were one of them. At a Private Sector Engagement Workshop, we presented BLUETOWN's approach to solving global challenges through impactful business as well as our suggestions on how development donors can enable the private sector to deliver on the SDGs.
PARTNERSHIPS: OUR PARTNERS ARE INVALUABLE FOR OUR BUSINESS

Microsoft: New global technical collaboration partner
CARE Danmark: Part of our Danida Market Development Partnership
University of California: Bringing innovation to the United States
SES: New global distribution agreement
Indigenomics Institute: Providing connectivity to First Nations people in Canada
BRACNet: Our local ISP partner in Bangladesh
Gapi: The Mozambican partner in our first USAID project
Microsoft as global technical collaboration partner will advance BLUETOWN’s technology

Our new strategic partnership with Microsoft involves technical collaboration and knowledge sharing. Combining BLUETOWN’s core capabilities in last-mile connectivity with Microsoft’s global expertise in artificial intelligence, machine learning, cloud computing, and the Internet of Things enables us to develop new innovative and cost-efficient solutions. Ultimately, this enhances our offer to unconnected communities and people worldwide.

Farmers in Ghana are beneficiaries of our Danida Market Development Partnership with CARE

BLUETOWN and CARE Danmark are joining efforts to strengthen the livelihood of farmers in Ghana. For rural communities working in agriculture, getting access to the Internet and up-to-date weather data based on satellite imagery and local weather stations will allow for digital inclusion and job creation while averting food crises.

The aim of the 5-year Danida-supported program is to explore and develop new business models for sustainable development. Our project is a great example of how new technology and innovative partnerships can help the most vulnerable people in the world, while access to new markets is gained.
Our partnership with University of California is an example of global innovation

Our first project in the United States was deployed in 2018. As the first stage of our partnership with University of California, we installed a Wi-Fi system that covers 330 acres of farmland used for research on Food and AgTech. The system was set up by our Ghanaian and Tanzanian technical experts among others, which is a great example of how innovation, knowledge, and skills can be exchanged between different parts of the world. The partnership will continue to explore opportunities for connecting rural communities and supporting research in the United States and beyond.

Global distribution agreement with SES will enrich the lives of people worldwide

We have signed a global distribution agreement with SES, a leading satellite operator and the first to deliver a differentiated and scalable GEO-MEO offering worldwide. SES will deploy BLUETOWN’s solutions to extend their satellite connectivity into peoples’ devices via Wi-Fi and other access technologies. In addition, the video solutions of SES complement the BLUETOWN LOCAL CLOUD. Through the partnership, we will be able to provide popular global and regional leisure content to the most remote communities in the world.
Indigenomics Institute and BLUETOWN want to connect First Nations people in Canada

In September 2018, we signed a Letter of Intent with the Indigenomics Institute, a Canadian indigenous economic advisory for public governments, Indigenous communities, and the private sector. The aim is for our organizations to jointly develop a large-scale connectivity project targeting First Nations people in rural areas of Canada.

Partnership with BRACNet opens up new business opportunities in Bangladesh

In December 2018, BLUETOWN and BRACNet, one of the largest internet service providers in Bangladesh and a sister company of the world’s largest NGO, BRAC, signed an MoU. The objective is to explore collaboration opportunities within connectivity using radio and Wi-Fi technologies. A joint business model could lead to millions of unconnected people in Bangladesh being connected.
Teaming up for gender equality in Mozambique as part of USAID’s WomenConnect Challenge

When USAID made a global call for solutions for women and girls to access technology for health, educational, and financial purposes, BLUETOWN and our Mozambican partner Gapi, a local development bank, responded and won the WomenConnect Challenge as one of 10 proposals among more than 500 applicants. Our joint project “Women in the Network” (WIN) will bridge the digital gender divide by integrating BLUETOWN’s unique know-how on last-mile connectivity with Gapi’s extensive experience with promoting financial participation and entrepreneurial skills for rural women in Mozambique. The long-term vision of this pilot project is clear: to expand to a large-scale project across the entire country.
India: Several projects with the Government of Jharkhand and BSNL

Ghana: Projects with Microsoft, the Local Government Service, and GIFEC
Our largest project ever deployed in the Indian state of Jharkhand

In 2018, we deployed a total of 742 sites in Jharkhand, India. This project is made in collaboration with the publicly owned Indian mobile network operator BSNL and the Government of Jharkhand. Every day, end-users receive 30 minutes of free internet access for exploring the World Wide Web.

New pilot project in the Koderma district

In addition to our existing large-scale project in Jharkhand, we deployed a pilot project using our BLUETOWN UMBRELLA solution in the district of Koderma in Jharkhand. This pilot project has already led to a second phase that will connect towns across Koderma.
Jharkhand district headquarters to be connected

A contract has been signed for BLUETOWN to connect the district headquarters of Jharkhand. Along with equipping these office buildings with internet access, the project will provide public Wi-Fi hotspots in the surrounding areas for local citizens to benefit from the opportunities of the internet.
First project with Microsoft combines TV White Space and Wi-Fi

As a first step toward closing the digital divide, BLUETOWN and Microsoft will provide broadband internet access to 800,000 underserved people in Eastern Ghana. A mix of Wi-Fi and TV White Space technologies will be applied, making it possible to extend the connection even further. The project will bring affordable internet to rural communities through public Wi-Fi zones as well as to local institutions and businesses. In addition, there will be free-of-charge access to a wide range of digital services on LOCAL CLOUD. The Ghana project is just the beginning of a long-standing partnership to expand global internet access in underserved regions around the world.

First eGovernance project in Ghana will connect regional offices of the Local Government Service

Supporting Ghana’s efforts to enhance the decentralized local government system, BLUETOWN will connect the Local Government Service in several regions of Ghana. Internet connectivity in these offices will enable a more efficient public administration and improve the possibilities for eGovernance services offered to the population.
The BLUETOWN LAMPPOST will illuminate Ghana with street light and Wi-Fi

After having conducted a successful test of our LAMPPOST in collaboration with the Ghana Investment Fund for Electronic Communications (GIFEC), our first project using this solution is ready for launch. LAMPPOSTs will be rolled out in Western Ghana to provide solar-powered internet and light to people through public hotspots, e.g. at bus stations and marketplaces.
PRODUCTS: ADVANCING OUR PORTFOLIO

REACH: Quick Wi-Fi everywhere
UMBRELLA: Connecting communities
DISCOVER: Integrated Wi-Fi and digital content
LAMPPOST: Providing light and Wi-Fi
LOCAL CLOUD: Digital content for everyone
The first version of the BLUETOWN REACH solution was finalized in 2018. REACH is designed to deploy internet connectivity via Wi-Fi in almost any area of the world. Connectivity is backhauled by satellite and the solution can be powered by solar panels, batteries, or existing grid power.

A complete system fits into three cardboard boxes and can be deployed in one day. The first batch is produced and ready to be shipped. This means that e.g. NGOs operating in disaster areas or satellite operators in the most remote areas can have functioning long-range Wi-Fi in no time.

In 2018, we improved the customer experience of the BLUETOWN REACH solution, through extensive testing on the deployment process in collaboration with a customer. This provided us with extremely valuable insights that were used to improve the solution to ensure that it is fast and easy for our customers to deploy the system. The REACH used for the test was since donated to Team Rubicon, a US-based NGO that specializes in disaster response. This is expected to lead to additional user feedback and more collaboration with Team Rubicon.

Improved customer experience of deploying BLUETOWN REACH

The first version of the BLUETOWN REACH solution was finalized in 2018. REACH is designed to deploy internet connectivity via Wi-Fi in almost any area of the world. Connectivity is backhauled by satellite and the solution can be powered by solar panels, batteries, or existing grid power.
New user manual for BLUETOWN REACH

We have finalized a brand-new user manual for the BLUETOWN REACH. Similar to our user experience test, this manual is made for the purpose of making it as easy and fast as possible for our customers to deploy the REACH solution. This enables all types of organizations, from NGOs to satellite operators, to benefit from quickly available Wi-Fi.
BLUETOWN UMBRELLA — Connecting communities

The BLUETOWN UMBRELLA solution is a point-to-multipoint system, typically used in semi-urban and rural areas. One UMBRELLA tower can connect up to 200 Wi-Fi hotspots, indoor and outdoor, within a range of up to 15 km. Connectivity is backhauled from either optical fiber, satellite, or microwave. In 2018, UMBRELLA was deployed in India, as part of our project in Koderma, Jharkhand. We expect several new projects with the UMBRELLA solution in 2019.

BLUETOWN DISCOVER — Integrated Wi-Fi and digital content

In 2018, we developed DISCOVER—a new family of solutions that combine a Wi-Fi access point with a LOCAL CLOUD content server built into a single system. This allows organizations to make preloaded digital content like eLearning, eHealth, and videos available to users while minimizing the need for high-bandwidth backhaul. A DISCOVER solution has already been proposed to a South American government for a project targeting 500 schools.
BLUETOWN LAMPPOST — Providing light and Wi-Fi

Our new product BLUETOWN LAMPPOST was launched in 2018. LAMPPOST uses solar power and batteries to provide light and Wi-Fi in public spaces, even after sunset. This enables school children to do homework at night, business opportunities to arise, and social life to flourish. In 2018, we piloted our first LAMPPOST at a local bus station in Western Ghana, which led to a sizable order for LAMPPOSTs to be deployed.

BLUETOWN LOCAL CLOUD — Digital content for everyone

The BLUETOWN LOCAL CLOUD provides easy access to digital content and eServices at no data cost to end-users. Digital content providers get quick access to rural populations, and end-users can consume data-free content within health, education, agriculture, weather, entertainment, news, and more, directly at BLUETOWN’s Wi-Fi hotspots in their communities. In 2018, we tested the LOCAL CLOUD with local users in Ghana to improve the user experience. LOCAL CLOUD is an integrated part of our projects with CARE in Ghana as well as Gapi and USAID in Mozambique.
ICT4D Conference in Zambia

High-level roundtable discussion with EU Commissioner for Humanitarian Aid and Crisis Management

Mobile World Congress in Barcelona

TV White Space workshop in Ghana

SOCAP18 Conference in San Francisco

Visits at BLUETOWN from prominent international guests

High-level cooperation with the Danish Ministry of Foreign Affairs
BLUETOWN took part in the 10th Information Communications Technology for Development (ICT4D) Conference, held in Lusaka, Zambia, in May 2018. More than 800 people from 79 countries participated in the 3-day conference on the use of digital technologies in the development and relief sectors. During the event, we met and exchanged ideas with numerous stakeholders from the private, public, and non-profit sectors.

High-level roundtable discussion with EU Commissioner for Humanitarian Aid and Crisis Management

In October 2018, we were invited to participate in a high-level roundtable discussion on private sector cooperation and innovation in humanitarian interventions. This important discussion was hosted by EU Commissioner for Humanitarian Aid and Crisis Management Christos Stylianides and Danish Minister for Development Cooperation Ulla Tørnæs.
Mobile World Congress in Barcelona

Every year, the world’s leading technology companies come together at the Mobile World Congress (MWC) in Barcelona, Spain. In February 2018, BLUETOWN was again among the participating companies. We had an exhibition stand together with Coca-Cola and Intelsat, showcasing the Ekocenter, a small café that provides electricity, light, cold drinks, and Wi-Fi to communities in rural areas.

TV White Space workshop in Ghana

In December 2018, Dynamic Spectrum Alliance and Microsoft hosted a workshop in Accra on how TV White Space can advance digital inclusion in Ghana. BLUETOWN participated in an expert panel discussion that focused on technology, use cases, and impact in rural Ghana.
In October 2018, we were present at SOCAP, the world’s leading conference on activating capital markets to drive positive social and environmental impact, held in San Francisco, United States. We participated in a panel discussion on “Investing in the Building Blocks for Digital Inclusion” and exchanged knowledge with impact investors, social entrepreneurs, philanthropists, business leaders, and other innovators from across the world. Only by collaborating, we can catalyze world change through market-based solutions.
Visits at BLUETOWN from prominent international guests

At BLUETOWN’s headquarters in Copenhagen, we regularly have prominent international visits from Ministers of national governments and other people in high-level positions.

In March 2018, we received a visit from Hon. Ursula Owusu-Ekuful, Minister of Communications of Ghana, and Mr. Kofi Asante, CEO of Ghana Investment Fund for Electronic Communications (GIFEC).

In October 2018, we hosted a meeting with Hon. Rosine Sor-Coulibaly, then-Minister of Economy, Finance and Development of Burkina Faso.

High-level cooperation with the Danish Ministry of Foreign Affairs

In February 2018, we were fortunate to welcome Minister for Development Cooperation of Denmark Ulla Tørnæs to our office. This visit is representative of our strong ties with the Danish Ministry of Foreign Affairs and the Embassies of Denmark around the world.
AWARDS: BLUETOWN CONTINUES TO RECEIVE RECOGNITION

The 360 Degree Award by the Danish Chamber of Commerce
Red Herring Top 100 Winner of Europe, North America, and Global
We were granted the 360 Degree Award by the Danish Chamber of Commerce

Every year, the Danish Chamber of Commerce (Dansk Erhverv) acknowledges Danish companies that work in the intersection between innovation, new technology, digital solutions, sustainability, and the SDGs. In 2018, BLUETOWN was given the 360 Degree Award in the category for established companies due to our global ambitions, innovative approaches, and sustainable solutions.
BLUETOWN is a triple Red Herring Top 100 Winner of Europe, North America, and Global

Red Herring celebrates innovation and technologies of leading startups. The Top 100 lists are a mark of distinction for identifying promising companies and entrepreneurs. As BLUETOWN embodies the vision, drive, and innovation that define a successful entrepreneurial venture, we are among the 2018 Winners of the Red Herring Top 100 of Europe, North America, and Global.