




# Connecting Africa





**When there is a big tree,  
small ones climb on its  
back to reach the sun.**

African proverb

**Like the tree that inspires us,  
we see ourselves as part of  
a harmonious ecosystem.  
We are firmly rooted in  
partnerships, working together  
to bring the benefits of digital  
connectivity to the people  
of Africa.**

# Digital

## Digital connectivity enriches the human experience – but only for those who are connected

Digital connectivity is impacting everyone and everything – except close to one billion Africans missing out on the life-transforming benefits of digital connectivity. At the same time, some countries cannot harness the power of technologies for economic growth and innovation, the delivery of digital services in education, healthcare, commerce, finance, governance, and agriculture. This is where Bayobab finds its purpose – bringing the benefits of digital connectivity to all the people of Africa.

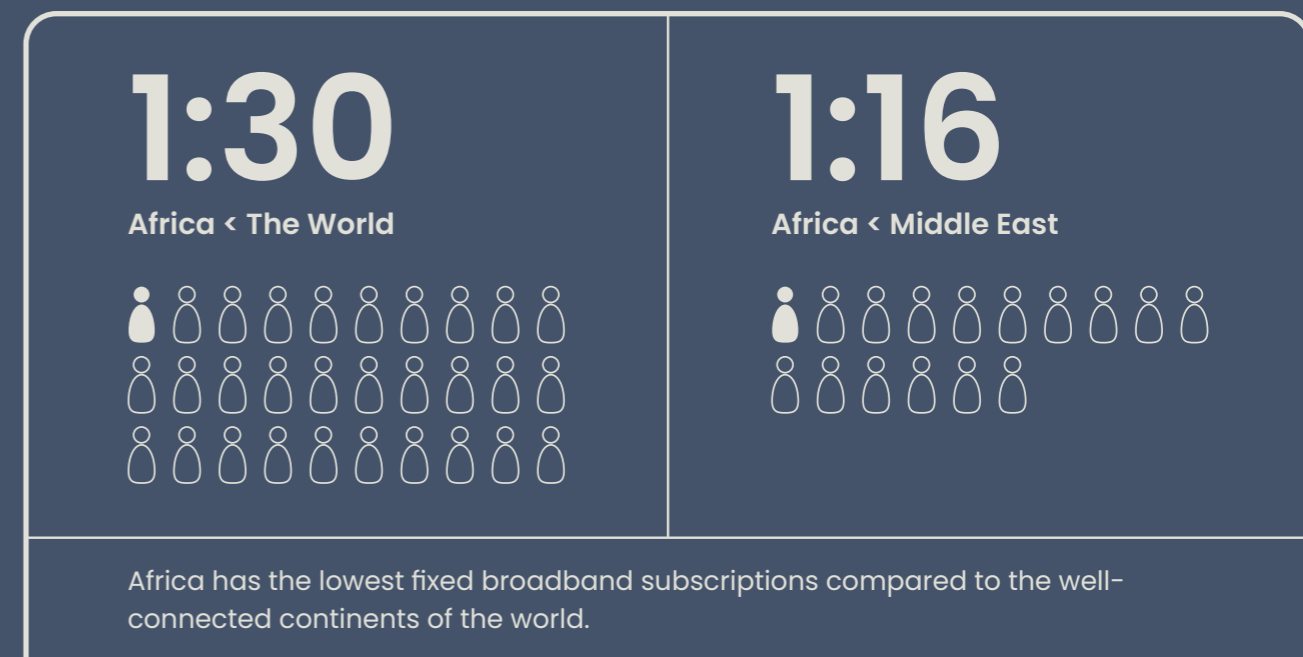
### The world's fastest growing economies

Despite Africa's digital divide, Africa has the world's fastest growing economies and consumer markets. Increasing affluence, urbanisation rates, and the largely untapped potential of Africa's mobile-first orientation is creating dynamic marketing opportunities.

Bayobab is perfectly positioned to close the digital divide while opening a digital doorway into Africa.

### Make our strengths your advantage

Our expertise and extensive infrastructure enable us to deliver an increasingly wide range of end-to-end Fixed Connectivity services and Wholesale Mobility solutions. By leveraging our strategic partnerships and African heritage, we can reduce the sometimes challenging complexities of doing business on the continent. Complimented by our unwavering commitment to excellence and the convenience of our zero-touch network, delivering seamless, uninterrupted connectivity to your customers in Africa has never been easier.



\*The Mobile Economy 2022 GSMA Report

# digital divide

# Bayobab Fibre

The backbone of our  
Network-as-a-Service  
infrastructure

The Bayobab fibre network has 20 substantial subsea fibre cables that wind their way ashore at landing stations connecting to key national points to promote local content within countries.

From there, Bayobab's terrestrial network branches out over 121,000 km, linking 70 international points of presence across Africa. Bayobab fibre forms Africa's most significant fixed connectivity infrastructure and is expanding to reach 135,000 km of proprietary fibre by 2025. The network incorporates Data Centres for Cloud Computing and other ICT services, delivering Metro Fibre to businesses and feeding tens of thousands of terabytes of data into our central Bayobab Communication services platforms.

**Bayobab fibre is an unrivalled digital doorway into Sub-Saharan Africa.**

## Bayobab Footprint

**Bayobab operates fibre Across Africa. The Bayobab footprint was established to reinforce our local presence. Rooted in partnerships, the Bayobab footprint continues to strategically expand to other African regions where connectivity is needed the most.**

Bayobab owns the infrastructure and operates as a local carrier, providing highspeed connectivity services to anyone who needs them. Users include telecom operators, MNOs, content aggregators, digital service providers, global enterprises, OTTs, the government sector, and other industry participants.

# Bayobab Fibre

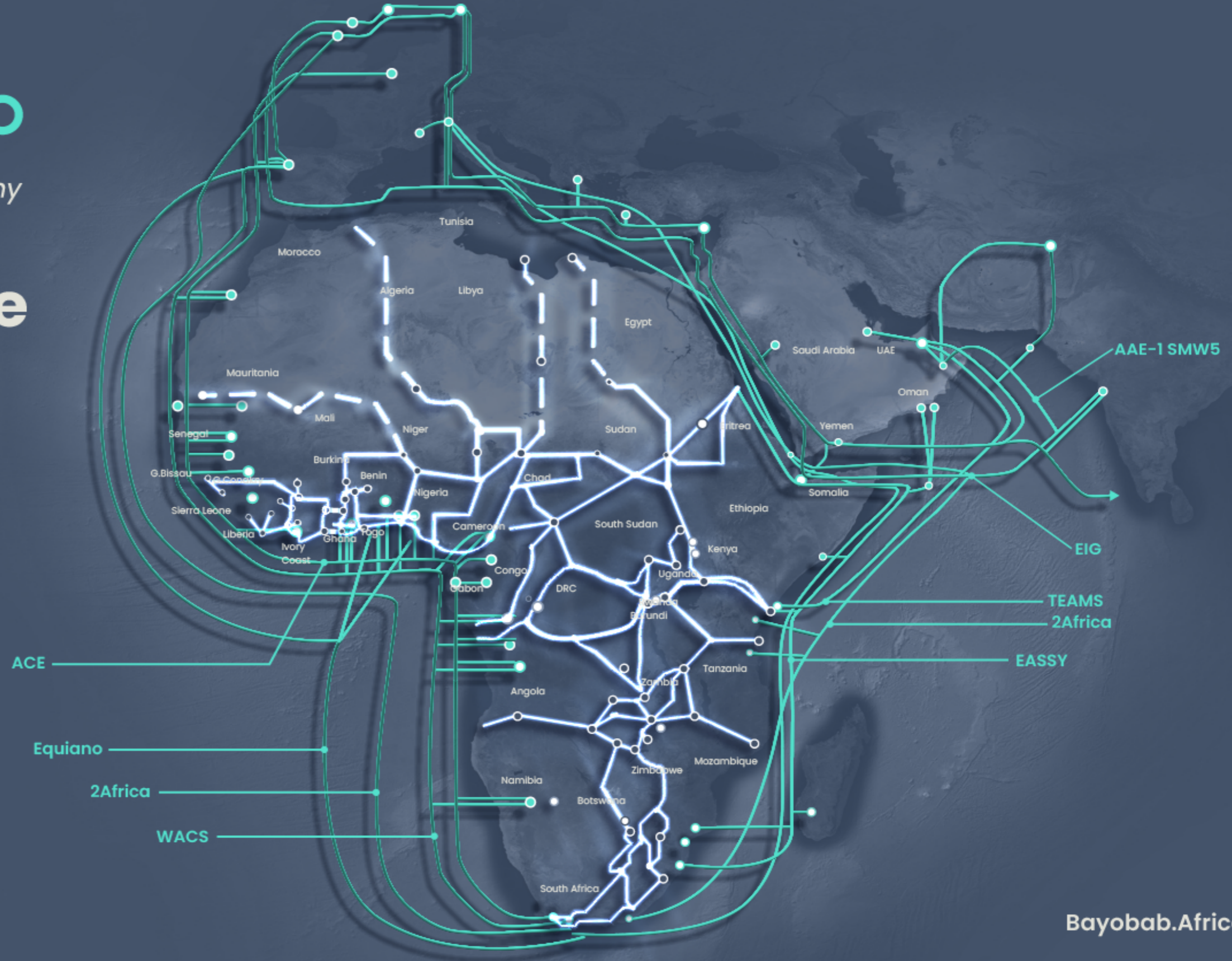
Expanding to 135,000km

## Terrestrial Fibre Routes & Plans

- Currently 121,000 km
- Significant East to West Route
- Ongoing intercountry plans

## Subsea Cables

- 20 Subsea Cables with direct investment in 6 major cables
- Over 70 PoPs across Africa, Europe and Asia
- 2Africa landings in CIV, Ghana, Nigeria and SA

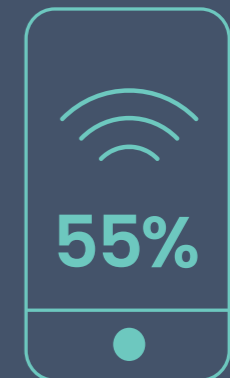


# The Future is Connected

By 2030, there will be ~ 800 million new mobile internet subscribers, and 55% smartphone penetration in sub-Saharan Africa.\*

\*The Mobile Economy 2025 GSMA Report

To keep up with this anticipated leap, we have unlocked the power of connectivity on the African continent through continuous network evolution and strategic partnerships. We have invested significantly in subsea cable systems such as 2Africa, Google Equiano, EIG, ACE, WACS and EASSy. We are launching new hubs to extend our platform to offer comprehensive IPX, IoT and RCS services.



## Partnering Bayobab

**01** Access proprietary fibre expanding to 135 000 kms

Grow, scale and manage your business using Africa's most significant network infrastructure. Access to large-scale proprietary fibre linking 54 countries and 50 international points of contact.

**03** Enjoy a zero-touch network

Enjoy a zero-touch network with almost real-time automation and end-to-end self-provisioning.

**02** Reach over 290 million subscribers

MTN Group – one of Africa's largest telecommunications providers – increased their overall number of subscribers to around 290 million as of the last quarter of 2024.

**04** Use a world-class mobility platform

Use a world-class communication platform to provide your customers with Bayobab Messaging, Voice, Signalling, Roaming, IPX and IoT services.

# Bayobab Communication Platforms



**Bayobab is perfectly positioned to close the digital divide as the communication gateway into Africa.**

Bayobab Communication Platforms are central interconnection nodes facilitating secure and scalable global communication traffic within and between Africa and the rest of the world. They support Voice, Signalling, SMS, Roaming, Cloud Numbering, and APIs.

The Bayobab digital doorway is backward integrated with Africa's most complete backbone network, Bayobab Fibre, which provides access to the most extensive mobile network infrastructure in Sub-Saharan Africa, reaching the majority of Africa's mobile subscriber base with direct connectivity.

As the preferred communication platform for platform providers, we simplify brand expansion into Africa with a single agreement, leveraging our extensive African connections to give businesses a competitive advantage.

We aim to enrich the human experience by connecting brands and communities across our footprint.



## Rich Messaging

Rich messaging is transforming customer communication, elevating it from one-way interactions to interactive experiences. Rich messaging allows businesses to connect with customers in real time, creating a seamless and impactful experience that fosters stronger relationships. Bayobab is the premier WhatsApp Business Messaging provider in Africa and is best placed to deliver the benefits of rich messaging to enterprises across the continent.



## Traditional Messaging

Our centralised SMS platform monetises and secures incoming and outgoing SMS services. These include Peer-to-Peer (P2P), Peer-to-Application (P2A), and Application-to-Peer (A2P) messaging, which remains the most reliable and ubiquitous point of reach for authenticating mobile end users. Bayobab Messaging analyses and filters unsolicited SMSs, corrects onward routing, and provides proactive insights on traffic while providing a single direct connection point to all 18 MTN mobile operators and additional direct reach to other local African operators to deliver the highest quality SMS connections in the market.



## IPX

Using the Bayobab IPX platform, mobile operators can create a secure, future-proof network to contain and reduce costs while introducing new interconnect and roaming services. These next-generation services include IoT, VoLTE, ViLTE, RCS, VoWiFi, and services that help to improve the Quality of Experience for our subscribers with intelligent policy configurations.



## Roaming

Using a central GSM and Open Connectivity compliant platform, Bayobab facilitates International Roaming between Mobile Network Operators and elected Roaming Partners. Services include GSM roaming, wholesale roaming, roaming added-value services, IoT, and M2M roaming.



## Voice

The Bayobab Voice platform carries all voice telephony to and from MTN in 18 countries across Africa. As Africa's primary voice carrier, we work with MNOs, telecom aggregators, digital service providers, global conferencing providers, and OTTs to deliver a secure and superior voice experience within and between Africa and the rest of the world. Our services include International Bi-lateral Voice, International Hubbing Voice, and Cloud Numbering Services (CNS).



# Bayobab Products & Solutions



Voice



Voice hubbing



Voice cloud numbers



Messaging



Messaging P2P



BIA



IPLC



NPLC



IPT



DDos



Messaging P2P



Messaging P2A



IPX



IPX Sigtran



IPX Diameter



L2 VPN



L3 VPN



Dark Fiber



Data Centre



VoLTE



IPX Volte 5G Roaming



IPX Transport



Digital Authentication (SIM swap)



Roaming



Rich Messaging



IoT



RCS



DIA



How can we meet your

# Connectivity Needs?

Speak to a  
Bayobab  
connectivity  
consultant

Send an email to  
[info@bayobab.africa](mailto:info@bayobab.africa)

For more info about Bayobab, our solutions  
and services, visit [Bayobab.Africa](http://Bayobab.Africa)

