



2016: Finding Opportunities in a Year of Challenges

2016 has come rapidly to an end. It has been a challenging and busy year across the globe. For us it has also opened up opportunities for growth in both the region and the skills and expertise that we offer our clients.

WE EXPANDED

1

We added a **Health** practice to our areas of expertise



2

We extended our competition and regulation work into Kenya, Tanzania, Namibia, Zimbabwe and Lesotho




3

We opened an office in **Nairobi** to strengthen our work in East Africa




WE WON AND DID SIGNIFICANT WORK


Genesis in prestigious \$74-million Southern Africa trade and investment project




Genesis to evaluate Digital Jobs Africa initiative for the Rockefeller Foundation

Genesis studies why 30% of SA births go unregistered

World Bank appoints Genesis as PPP adviser on Zambia

Genesis is lead economics adviser in multi-billion rand plan to transform Joburg CBD

Developed a plan to unlock competition in digital finance in Africa and Asia

ICASA employs Genesis to sharpen competition in SA telecoms

Expert advice on dumping of poultry in SA

WE ALSO...

- Used behavioural economics to nudge **South Africans to save for their retirement**
- Worked out a **cost-allocation model** for a major Pan-African bank
- Devised a hostel plan to **house 35,000 Kenyan students**
- Gave expert advice in **Africa's largest bottling merger**
- Facilitated a satellite session at the **21st International AIDS conference** on HIV prevention
- Measured the impact of Emirates airline on **SA's tourism**
- Opened a new area of work to face the challenges of widespread **youth unemployment in Africa**
- Delivered a course on creating Shared Value at The Gordon Institute of Business Studies
- Authored the prevention strategy for SA's National Strategic Plan (NSP) for HIV and AIDS, TB and STIs (2017 - 2021)

FOR MORE PROJECTS WHERE WE UNLOCKED VALUE FOR OUR CLIENTS



WE ARE EXCITED BY THE OPPORTUNITIES WE SEE IN 2017.

We wish all our clients, colleagues and friends well over the holidays and all the best for 2017.

Stephan Malherbe
Chair, Genesis Analytics