PLACEMAKERS MLOLONGO

Seeking $6.3m for 383 affordable housing units in the Nairobi-Mombasa corridor

Phase 1 + 2 | 3-year programme | Ring-fenced SPV per phase

Capital status

- Senior debt: term sheet under discussion with Shelter Afrique (credit approval in principle)
- Shareholder loan: committed by InfraCo (Kenya-exclusive allocation)
- Equity: soft-circled interest, capacity remaining

This is not a cold raise. Capital is already partially aligned.

Most affordable housing pitches start with land and hope demand follows. This one starts with corridor-specific demand, a phased execution structure, and capital already moving.

SENIOR DEBT	$3.15m	50%
SHAREHOLDER LOAN	$1.44m	23%
EQUITY	$1.71m	27%

DEMAND

Organised demand (starting point)

366,000 households in National Housing Cooperative Union network

Corridor-specific demand (this project)

Workforce: logistics, airport, industrial belt

(JKIA–Mombasa Road axis)

Severe undersupply of affordable units in this zone

Pre-marketing status

Early-stage waiting list formed through cooperative engagement and corridor outreach

Exit model

Each phase in its own SPV.

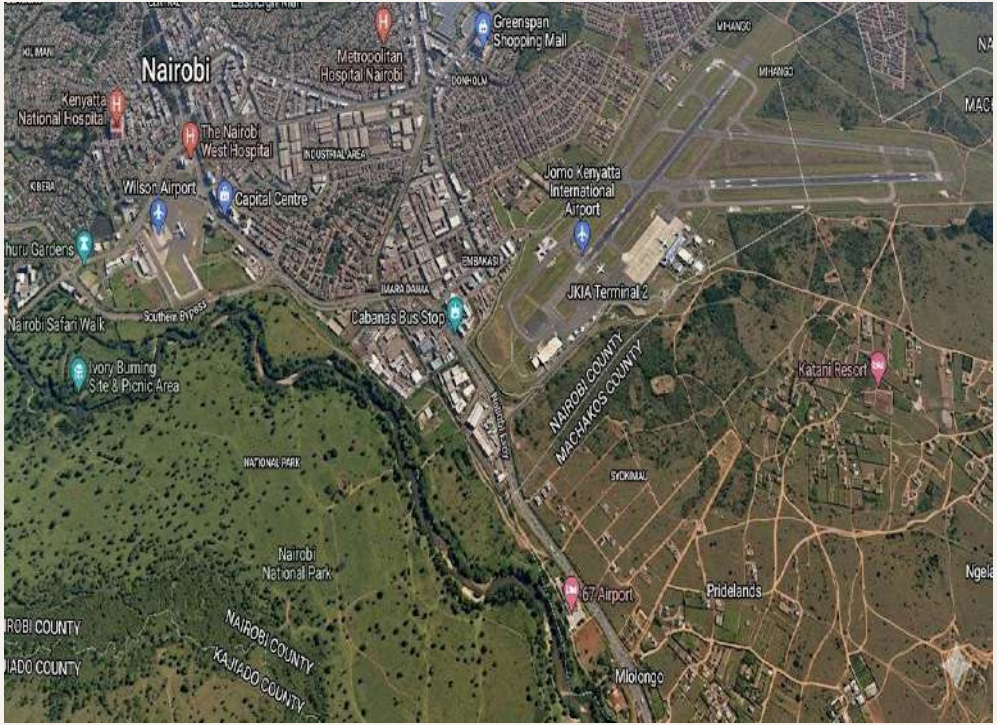
Primary: SPV sale as going concern.

Fallback: direct unit sales.

Two routes out, not one.

This is not speculative demand. It is organised, location-matched demand before launch.

GEOGRAPHY



LOCATION

Nairobi-Mombasa corridor. 12 km from JKIA inside daily commute range.

ACCESS

New culvert to Mombasa Road. Hard-topped throughout. Scale attracts transport providers.

DEMAND DRIVERS

Cement factories, logistics, airport services.

Very little affordable housing for this workforce.

STATUS

Land owned. Approvals secured. EDGE certified.

SCOPE AND STAGE

1,148
Units in full masterplan

383
Units in Phase 1+2 pitch

6
Phases total

UNIT MIX

50% one-bed, 30% two-bed, 5% studio, remainder three and four-bed. Modular — mix adjusts to market. Each phase ring-fenced in its own SPV.

CURRENT STAGE

Site controlled, approvals secured, phasing defined, capital structure mapped. Completed phases barriered from active construction with separate access.

No planning or land risk remaining.

WHY THIS TEAM EXECUTES

100,000+ units delivered
End-to-end lifecycle: conception through construction through tenancy management

Proprietary Seremala build system
Cost and execution control. Three years in development for the Kenyan market

First-principles costing
KES 65–75k/m². Reduces overrun risk versus benchmark-led statistical pricing

Live project: Mvuli Place
120 units, 10 storeys, on site now. Proof of delivery, not pipeline

WHY THIS DOES NOT BLOW UP

1 Site risk removed

Land owned.
Approvals secured.
EDGE certified.

2 Build risk controlled

Proprietary system + first-principles costing.

3 Demand risk reduced

Cooperative channel + pre-marketing demand.

4 Exit risk mitigated

SPV sale (primary) + unit sales (fallback).

5 Phase isolation

Each phase ring-fenced.
No cross-contamination.

Stress-tested against recent flood event — design reviewed by UK and local specialists.

Capital status

- Senior debt: Shelter Afrique (credit approval subject to final DD)
- Shareholder loan: InfraCo (committed, Kenya-exclusive)
- Equity: Finalising offer from an Australian Investor, capacity remaining

DEVELOPMENT IMPACT

Phase 1 + 2: 383 units | Estimated 1,500+ households housed

1,900+
Direct construction jobs created

3,800+
Indirect and induced jobs supported

383
Affordable units for working households

Employment

100%
Piped water and sanitation connections

EDGE
Certified green building standard achieved

30%+
Estimated energy and water efficiency gains

Environment

50+
Local SME contractors and suppliers engaged

200+
Artisan and construction skills trainees

Pop-up
On-site manufacturing facilities for local content

Local economy

Economic stimulus through direct spend in the Mlolongo corridor: construction materials, services, retail and transport.

ECONOMICS

Transaction summary

Capital required: $6.3m

Programme: 3 years

Units: 383

Unit economics (midpoint)

	Build	Exit
1-bed (30m²)	KES 2.1m	KES 3.1m
2-bed (38m²)	KES 2.7m	KES 3.9m

Capital stack

50% senior debt ($3.15m)

23% shareholder loan ($1.44m)

27% equity ($1.71m)

Returns

Gross IRR: ~27%

Net IRR: ~21–22%

(tax + FX adjusted)

Key assumptions

FX: 130 KES/USD

No VAT concession

(5% upside if granted)

Returns driven by cost discipline and demand alignment — not speculative pricing.

Wider platform: $16.8m full budget | $22.9m GDV | 27%+ gross margin | 1,900+ direct construction jobs

THE ASK

$6.3m | 383 units | 3-year programme | SPV per phase

We are seeking aligned capital for the remaining capacity, with flexibility on instrument fit.

What investors get: a defined Kenya affordable housing transaction with organised demand, pre-marketing demand evidence, phased execution, resilience-aware design and a dual exit pathway.

We are looking for investors who can move now into:

- **Instrument matching**
- **Focused diligence**
- **Term sheet progression**

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This is a defined, executable transaction — not a concept.

Returns subject to investor-specific tax treatment and currency structuring.