

Catholic Project Fund and Attractive Agency SARL Sign Landmark Agreement to Bring AI, Drones, and Farmer Training to Eight African Countries

The partnership agreement clears the way for a \$8.125 billion push to reach 5,000,000 smallholder farmers — and puts the African Agricultural AI & Drone Initiative (AAADI) one fundraising campaign away from launch

LACEY, Washington / KINSHASA, Democratic Republic of the Congo — The Catholic Project Fund (CPF) today announced the signing of a landmark Partnership and Training Services Agreement with Attractive Agency SARL, owner of the Africa Economic Forum (AEF) — the pan-African and global platform that convenes heads of state, investors, and institutions to shape Africa's role in the world economy — to deliver farmer training and program management for the African Agricultural AI & Drone Initiative (AAADI). It is one of the most ambitious agricultural development efforts ever undertaken on the continent, and with the partner now in place, AAADI has cleared its final structural milestone before turning to the public fundraising campaign that will put it into motion.

AAADI will equip 5,000,000 smallholder farmers across eight African countries with a complete precision-agriculture toolkit — AI-powered crop advisory, drone services, satellite and mobile connectivity, digital payments, farm-management software, and hands-on training — in a single, twenty-four-month rollout. It is a bet on a simple idea with an outsized payoff: the roughly 33 million smallholder farms across Africa already grow 70–80% of the continent's food and employ 60–70% of its workforce. Give even a fraction of those farmers modern tools and rigorous training, and the ripple effects reach food security, household income, and rural economies at a scale few single programs ever touch.

Under the new Agreement, Attractive Agency SARL and Africa Economic Forum will design and deliver AAADI's four-module curriculum — carrying farmers from digital and AI literacy through precision agriculture, farm planning, and active use of AAADI's marketplace tools. As part of the partnership, Attractive Agency SARL will build out AEF University as a dedicated hub for agricultural training and education: a lasting institution, not a one-off program, anchoring this work in Africa long after AAADI's first cohort

graduates. The Agreement commits up to \$150,000,000 to Attractive Agency SARL over the program's term, paid as farmers hit training milestones — meaning every dollar donors give is tied directly to farmers actually trained, not just enrolled.

“This is the moment AAADI stops being a plan on paper and becomes a program with a partner ready to deliver it,” said **Thien Pham, Chairman and CEO of the Catholic Project Fund**. “Attractive Agency SARL and Africa Economic Forum bring exactly the in-country reach and training capacity this program needs, and AEF University gives that work a permanent home. There is one thing standing between five million farmers and this program reaching them: funding. We are asking donors, corporations, and partners who believe in what Africa's farmers can do with the right tools to help us close that gap now.”

“We are honored to be entrusted with the training and program-management role for a program of this scale,” said **Dr. Billy Issa, Founder and Chairman of the Africa Economic Forum** and principal of Attractive Agency SARL. “AEF was built to be the table where Africa's economic future gets designed — deal by deal, sector by sector. Agriculture has always been central to that architecture, and AAADI is our chance to turn that vision into training reaching real farmers, in real fields, backed by a permanent institution in AEF University. We are ready to move the moment funding is in place — and we invite donors to help us get there.”

Why This Matters Now

Every element of AAADI beyond this Agreement is already lined up. The technology stack is contracted: Jozie AI for crop advisory, Aero Ghost for drone services, SCM Financials for payments and financing, Beezifi Inc. for farm-management and marketplace software, and YouLabs for visualization intelligence. The delivery partner is signed, backed by AEF's own Africa Agriculture & Food Forum (AAFF) — its sector platform dedicated to transforming African agriculture from subsistence farming into a modern, productive, and sustainable system. The country sequence is set, starting with a 50,000-farmer Pilot Phase in Kenya, validated over sixty days, before Wave 1 (Kenya, Ghana, Rwanda, and Uganda) and Wave 2 (Nigeria, Ethiopia, Tanzania, and Zambia) bring the program to its full eight-country footprint. What AAADI needs next is the fundraising to activate all of it — and every gift, at every level, moves that date closer.

How to Help

CPF is now moving into the next stage of its country-launch playbook: vendor procurement carrying matching philanthropic commitments, corporate and major-donor solicitation, and a public fundraising campaign toward AAADI's \$8,125,000,000 program budget. Donors and corporate partners can join at any of AAADI's five sponsorship tiers,

from Individual to Global Partner, with every gift bringing the Kenya Pilot Phase — and the \$15,000,000 Mobilization Advance that puts Attractive Agency SARL's teams to work — closer to reality. Progress will be shared with donors through CPF's monthly newsletter as fundraising and mobilization accelerate.

About AAADI

The African Agricultural AI & Drone Initiative is a twenty-four-month, two-wave program sponsored by the Catholic Project Fund to equip 5,000,000 smallholder farmers across eight priority African countries with a complete precision-agriculture package: rugged tablets, satellite and mobile connectivity, AI crop advisory, drone services, digital payments and financing, farm-management and marketplace software, visualization intelligence, and structured training. In designing AAADI, CPF reviewed the public program models of comparable organizations, including One Acre Fund and Farm Africa, that have demonstrated the impact of pairing training with direct farmer support at scale.

About the Catholic Project Fund

The Catholic Project Fund is a Washington-based 501(c)(3) nonprofit organization that sponsors large-scale development initiatives in partnership with technology providers, in-country delivery organizations, and donors. CPF is the sponsoring organization of the African Agricultural AI & Drone Initiative.

About Attractive Agency SARL and the Africa Economic Forum

Attractive Agency SARL is a private limited liability company (société à responsabilité limitée) organized under the OHADA Uniform Act on Commercial Companies and Economic Interest Groups as adopted in the Democratic Republic of the Congo, registered with the Registre du Commerce et du Crédit Mobilier under RCCM No. 25-B-03227 (Kinshasa). Attractive Agency SARL owns the Africa Economic Forum (AEF, africaef.com), a pan-African and global platform for strategic dialogue, sovereign cooperation, and long-term economic transformation. Built as a permanent, year-round architecture rather than a one-off event, AEF convenes African governments, global investors, institutions, and thought leaders across sector-specific forums — including the Africa Agriculture & Food Forum, Africa Energy & Infrastructure Forum, Africa Digital Economy & Tech Forum, and Africa Wealth Forum, among others — and is guided by a Strategic Advisory Board of distinguished global leaders, including former Heads of State H.E. John Agyekum Kufuor (Ghana), H.E. Ameenah Gurib-Fakim (Mauritius), H.E. Rosalia Arteaga (Ecuador), and H.E. Ana Helena Chacón (Costa Rica). AEF is led by Founder and Chairman Dr. Billy Issa. Through AAADI, Attractive Agency SARL and AEF

extend this convening power into direct, on-the-ground farmer training, anchored by AEF University, the dedicated training and education hub Attractive Agency SARL plans to build beginning with its role in this program.

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This is a draft press release prepared for internal review. Details about the Africa Economic Forum, its leadership, and its Strategic Advisory Board reflect information provided from africaef.com at the time of drafting; confirm current details, and obtain Dr. Billy Issa's and any Advisory Board members' approval for the specific language used, before release. Media contact details should be confirmed with each organization's communications team, and this release should not be distributed publicly until the Board Ratification Notice described in the Partnership and Training Services Agreement has been delivered.