



PRESS RELEASE

“Ideas require energy to thrive!”

100 African “Startupper” to be recognized and rewarded in the fourth “Startupper of the Year by TotalEnergies” Challenge for TotalEnergies’ 100th anniversary

Kampala, May 13th, 2024 – Following the success of the first three editions, TotalEnergies is now holding another Startupper of the Year Challenge, in 32 African countries. For this special edition, organized against the backdrop of the Company’s centennial year, 100 entrepreneurs from across the continent will be recognized and rewarded via three prize categories.

During the 2021/2022 Startupper of the Year Challenge, three young entrepreneurs whose projects emerged the best were recognized by TotalEnergies Marketing Uganda. These were Comfort Ayikoru (Kanga-Care), Hamidu Biha Ssonko (Biha Eco Venture) and Cerinah Nalwoga (Trillion Looks Store).

This new edition kicking off today reaffirms TotalEnergies’ commitment to promoting innovation, entrepreneurship and supporting the socio-economic development of African countries in which the Company is present. The Challenge strengthens the social fabric in local communities by helping the continent’s most innovative entrepreneurs carry out their projects. In all, 365 winners – selected from among some 40,000 applications received – have been rewarded and supported worldwide since 2015.

For this 2024/2025 edition of the Challenge, TotalEnergies will support and reward young entrepreneurs aged 18 to 35 living in Uganda who have a business creation project or a startup under three years old in any business sector. A local jury comprised of experts, business leaders, startup ecosystem participants, local sustainability stakeholders and representatives from TotalEnergies Uganda will select three winners:

- Innov’Up winner, for the best entrepreneur.
- Cycle’Up winner, for the best project relating to the circular economy.
- Power’Up winner, for the best project relating to sustainable and affordable energy.

Four additional projects in the Power’Up category will be selected by an international jury.

All project entries will be assessed against four criteria:

- Relevance to sustainable development challenges

- Innovation
- Feasibility and development potential
- Respect for gender equality and inclusion of women in the project

Each winner will become a “Startupper of the Year by TotalEnergies” and will benefit from a monetary award of 8,000 euros, personalized support and a communication campaign to enhance their project’s visibility. Winners will also have the opportunity to promote their project during a celebratory event, the details of which will be released at a later date.

Registration opens on **April 30, 2024** directly online at <http://startupper.totalenergies.com>. Applicants will then have until **June 18, 2024** to complete their applications.

Startupper of the Year by TotalEnergies Challenge – Recap of Previous Editions

1st edition in 2016

- **34 participating countries across Africa.**
- **24,000 applicants** registered and **11,000 completed applications** received.
- **102 winners**, of which 52 in the “Ideas” category and 50 in the “Business Created” category.
- Four Pan-African Grand Prize winners invited to Paris for a week to receive personalized support for their project.

2nd edition in 2019

- **55 participating countries worldwide.**
- **50,000 applicants** registered and **15,400 completed applications** received, of which 65% from African countries.
- **165 winners.**
 - Six Grand Prize winners selected, including three from Africa.
 - Six Grand Prize winners invited to Paris mid-March 2019 for a week of personalized support.
- Selection in each participating country of a **Top Female Entrepreneur** to promote and support women entrepreneurs, with the 55 winners invited to Paris for a week in April 2019.

3rd edition in 2022

- **33 participating countries across Africa.**
- **34,000 applicants** registered and **13,800 completed applications** received.
- **98 winners**, including:
 - 32 winners in the “Best business creation project” category
 - 33 winners in the “Best startup under 3 years old” category
 - 32 winners in the “Best female entrepreneur” category
 - And 1 applicant who won 2 prizes!
- **4 Grand Prize winners** invited to Paris **for a week in June 2022.**

About TotalEnergies in Uganda

TotalEnergies Marketing Uganda Limited has been present in Uganda since 1955 through its marketing operations and has more than 200 stations countrywide. The company offers a wide range of sustainable energy solutions to meet its consumers’ needs including petrol, diesel, Jet A1, lubricants for industrial and automobile needs, LPG, solar lighting, insecticides, and car care accessories. TotalEnergies EP Uganda is an upstream affiliate which is leading the development activities towards production in the Tilenga project area - License Area 1 (LA-1) and Contract Area 2 North (CA-2N) within the Albertine Region.

About the Marketing & Services division of TotalEnergies

TotalEnergies’ Marketing & Services business segment offers its professional and private customers a wide range of broad energy products and services—petroleum products, biofuels, charging and related services for electric vehicles, gas for road and maritime transportation—to support them in their mobility and help them reduce their carbon footprint. Every day, over 8 million customers visit our 15,000 service-stations all over the world. As the world’s number four in lubricants, we design and sell high-performance products for the automotive, industrial and maritime sectors. And to provide the best response to the needs of our B2B customers, we deploy our sales forces, our international logistics network and our diverse offering. We operate in more than 100 countries, where our nearly 30,000 employees stand close to all of our customers.

About TotalEnergies

TotalEnergies is a global multi-energy company that produces and markets energies: oil and biofuels, natural gas and green gases, renewables and electricity. Our 105,000 employees are committed to energy that is ever more affordable, cleaner, more reliable and accessible to as many people as possible. Active in more than 130 countries, TotalEnergies puts sustainable development in all its dimensions at the heart of its projects and operations to contribute to the well-being of people.

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