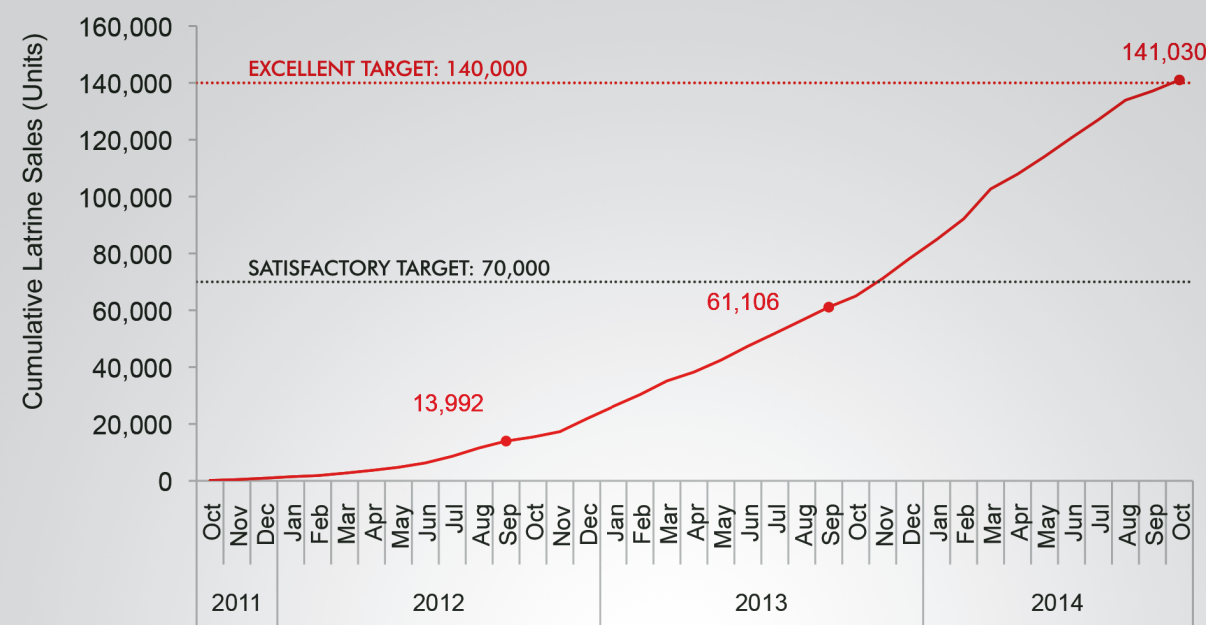


PROGRAM HIGHLIGHTS

KEY ACHIEVEMENTS: SMSU 1.0

Latrine Sales
141,030

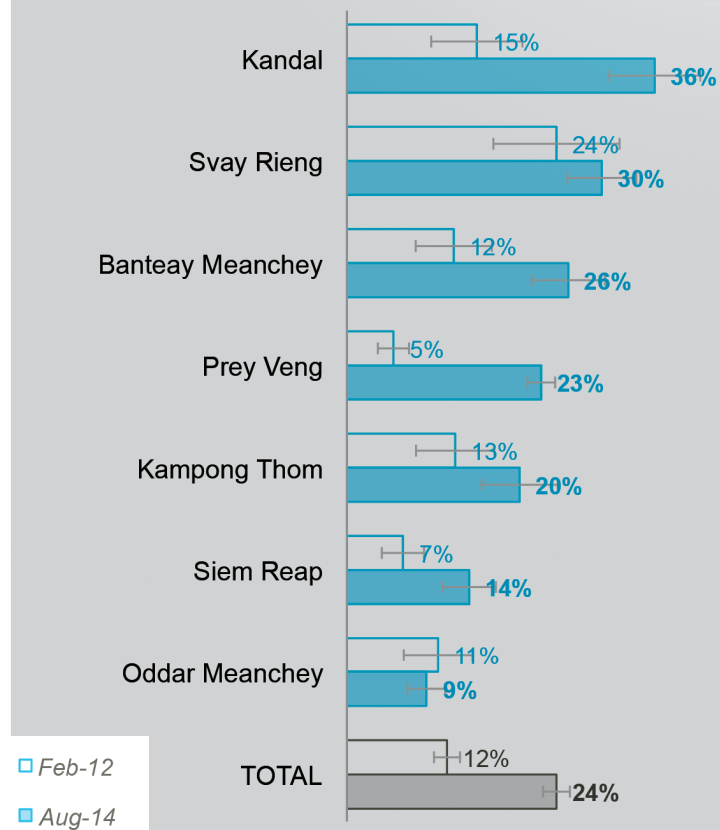


Coverage Among Poor

2012: **12%**
2014: **24%**

Poor households defined as Cambodian government classifications IDPoor 1 and 2

Percentage of poor households with an installed latrine by province



Overall Coverage

Target: **41%**
Actual: **45%**

Improved latrines in 7 provinces

Inclusivity of Poor

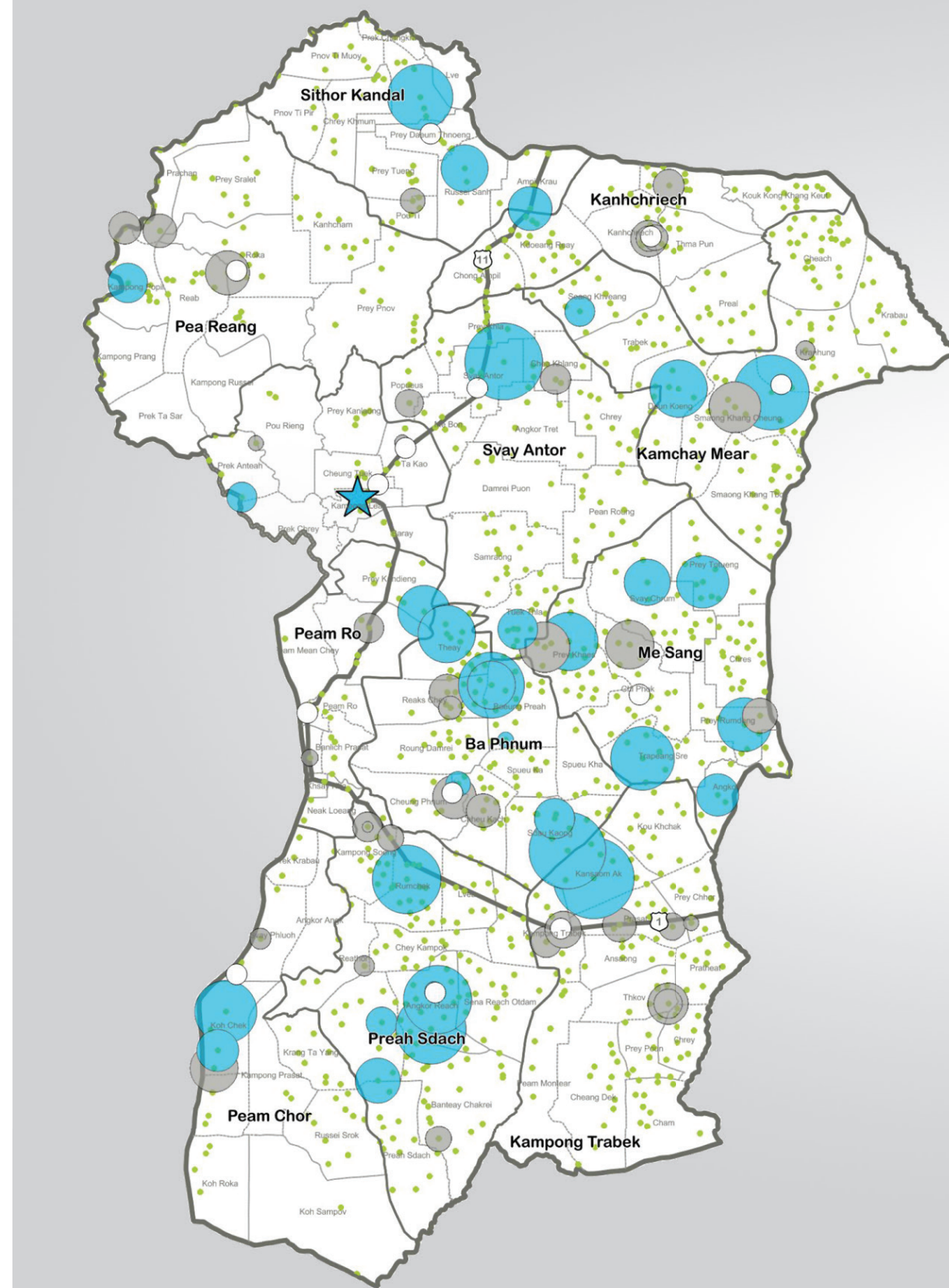
Poor households make up:
26% of the population
22% of SMSU 1.0 sales

Developing Other WASH Markets

NEPAL: Scaling by iDE
BANGLADESH: Scaling by iDE
VIETNAM: Scaling by government, supported by iDE
ETHIOPIA: Pilot ongoing, scaling planned for 2016
ZAMBIA: Research & design phase completed
LAO PDR: Piloting by PSI, supported by iDE
TIMOR LESTE: Piloting by BESIK

OUTSTANDING PROVINCE: PREY VENG

Latrine Sales

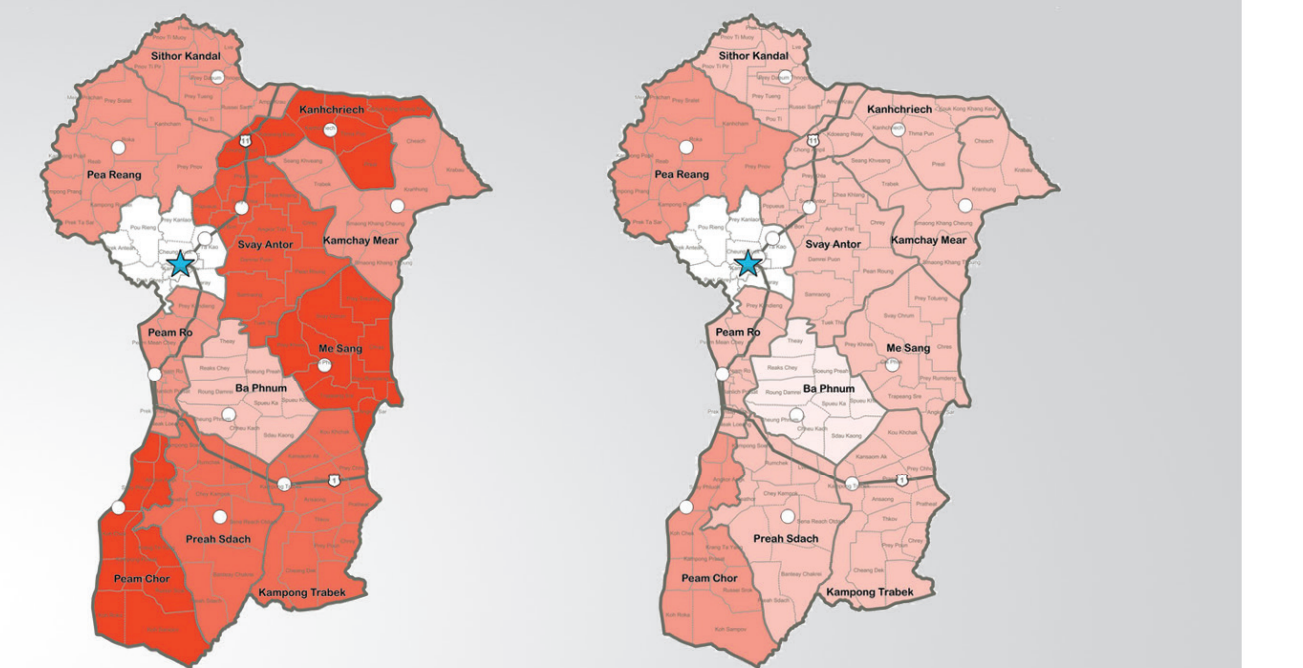


Sales:
● Latrine Business Operators – active at end of project
● Latrine Business Operators – inactive at end of project
● Customer Location

0 10 20 30 40 km
Prey Veng Province, Cambodia

Prevalence of households lacking access to improved sanitation

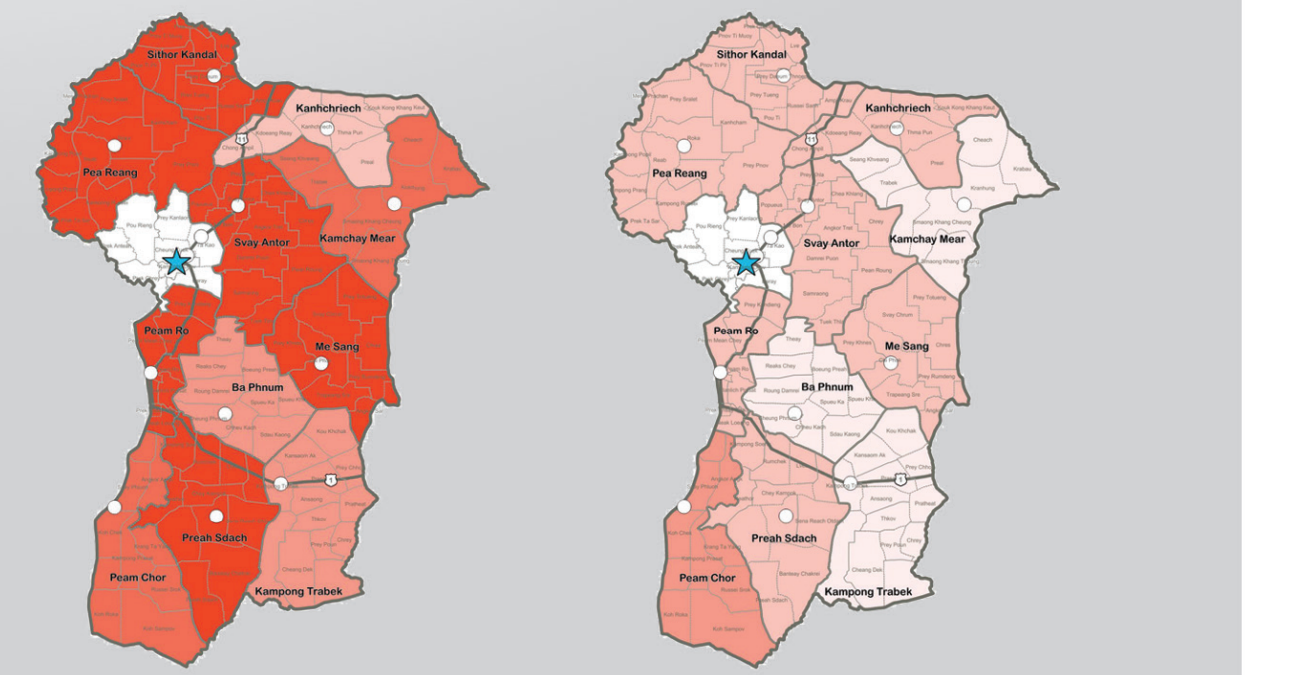
2012 2014



Lacking Latrine:
● Above 85%
● 85 - 80%
● 80 - 70%
● 70 - 50%
● Below 50%
□ Non-surveyed areas

Prevalence of poor households lacking access to improved sanitation

2012 2014



BUSINESS PERFORMANCE

Operating Profit Ratio **\$0.26**
A latrine business operator earns 26 cents of profit for every dollar of sale.
Average Selling Price of Latrine Unit **\$51**
Average Cost of Production of Latrine Unit **\$36**

Average Monthly Net Profit
Highest Tier Performers **\$1,323**
Middle Tier Performers **\$157**
Lowest Tier Performers **\$22**

LESSONS LEARNED

Direct sales are a critical strategy for reaching the rural poor.
Most businesses are reluctant to manage an active sales force.
Microfinance has the potential to increase uptake at market price by 300%.
Incentivizing staff is a powerful motivator.

REMAINING CHALLENGES

Installation Lags Behind Purchase

Financing: MFI vs. Inhouse Channel

Unblocking the Supply Chain

Challenging Environments & Waste Management

WHAT'S NEXT?

Product Development: New latrine shelter design

Product Development: New hand hygiene product for after latrine use

Testing: Bundling of latrine underground and water filters

Testing: Smart subsidy through MFI channel