COMPANY PROFILE

A Ugandan publishing company reaching readers in Africa and beyond

WILLIBOOKS LIMITED

Changing Lives. A Brighter Tomorrow.

AUTHOR: ANDREW WILLIAMS

KAMPALA, UGANDA | 2026

01 / ABOUT US

Publishing knowledge. Transforming lives. A brighter tomorrow.

Willibooks Limited is a Ugandan publishing company dedicated to publishing, promoting, and distributing quality books that educate, inspire, and preserve knowledge. The company makes books accessible in hard-copy, e-book PDF, and audiobook formats for readers in Uganda, across Africa, and worldwide.

Willibooks Limited was incorporated in Uganda in 2020 with a vision to use books to change lives. We believe knowledge can help people grow, strengthen families, build successful businesses, and contribute to brighter societies. Our publishing programme spans Christian faith, personal development, business, leadership, family life, relationships, society, and human responsibility.

OUR MISSION	OUR VISION
To publish and distribute valuable books with excellence, integrity, and long-term impact through accessible print, digital, and audio publishing solutions.	To become a trusted African publishing company with international reach, preserving knowledge, developing authors, and making meaningful books available to every generation.
OUR VALUES	**OUR READERS**
Integrity, excellence, impact, faith, service, quality, and the preservation of knowledge guide our work.	Individuals, families, businesses, and communities in Uganda, across Africa, and around the world.

AUTHOR & PUBLISHING

Andrew Williams is the author whose books are published by Willibooks Limited. The company also supports future Willibooks authors and builds its catalogue across print and digital formats.

Our purpose
Books build people, and people build a brighter tomorrow. Willibooks works to make useful, engaging knowledge easier to access and apply in everyday life.

02 / BUSINESS MODEL

From publishing to people.

Willibooks develops and publishes quality content, prepares titles in formats suited to different readers, and makes them available through digital platforms and distribution channels. The model connects publishing, sales, delivery, and reader access.

1. CREATE Develop, edit, and prepare quality content.	2. PRODUCE Make approved titles in print, PDF e-book, and audiobook formats.	3. OFFER Present books through the website and mobile application.
4. PURCHASE Let customers select a format and pay using available options.	5. DELIVER Coordinate physical delivery or provide digital access.	6. REACH Serve readers, families, businesses, and communities.

How the business earns and grows

Book sales are the core revenue stream across hard-copy books, e-books, and audiobooks. Digital distribution helps Willibooks reach readers beyond Uganda, while physical fulfilment serves customers who choose print. Revenue supports publishing, technology, distribution, marketing, and the development of new titles.

PRINT	DIGITAL	REACH
Hard-copy books are prepared for fulfilment and delivery to customers.	E-books and audiobooks are provided through digital access and the reader’s account.	The website and mobile application support discovery, ordering, and access.

Delivery & payment partners

DHL Express supports international book deliveries. Local delivery within Uganda is arranged separately. Flutterwave is Willibooks’ online payment partner, making it easier and safer for customers to transact online. Google Pay and Apple Pay are included among the digital payment options where available at checkout.

03 / DIGITAL ACCESS & CONNECTION

Books and service across digital channels.

The Willibooks website and mobile app help readers discover titles, place orders, and access digital editions.

WILLIBOOKS MOBILE APP	APP DISTRIBUTION
The Willibooks mobile application extends the company’s digital reading and listening experience, including access to e-books and audiobooks.	The website identifies the Google Play Store and Apple App Store as the app download channels.

Follow and contact Willibooks online

Willibooks Limited is reachable through its official social media accounts. The profile below uses the same account names and destinations shown on the company website.

Facebook	facebook.com/share/1dtFAa6q4e
Instagram	instagram.com/willibookslimited
X (Twitter)	x.com/willibooksUG
TikTok	vm.tiktok.com/ZS9fu9YXEMDjx-wHzqK
YouTube	youtube.com/@willibookslimited2354

ONLINE PAYMENTS

Flutterwave supports the online checkout experience. Google Pay and Apple Pay are convenient digital wallet options where presented and enabled for the customer’s transaction.

04 / OWNERSHIP & EXECUTIVE STRUCTURE

Clear ownership. Accountable leadership.

This governance summary follows the ownership and leadership structure displayed on the Willibooks website.

Shareholders

SHAREHOLDER	SHAREHOLDING
Andrew Williams	70%
Nsengiyunva King Isaac	10%
Parental Africa Limited	20%

Executive & governance roles

BOARD OF DIRECTORS	Andrew Williams - Chairman Nsengiyunva King Isaac - Director
MANAGING DIRECTOR	Andrew Williams - leads company operations, strategy execution, departmental coordination, partnerships, and performance.
COMPANY SECRETARY	Gladys Nakakawa - supports corporate governance, statutory administration, company records, and official meetings.

The Board provides corporate oversight and supervises executive management. The Managing Director is responsible for day-to-day leadership and implementing Board-approved strategy.

05 / DEPARTMENTS

Focused functions. One shared purpose.

Six specialized departments support the full publishing and customer journey, from financial stewardship and editorial production to fulfilment, technology, legal support, and people operations.

Accounting Department	Maintains financial records, budgets, accounts, reporting, reconciliations, financial controls, tax-record preparation, and statutory reporting.
Publishing Department	Develops manuscripts and coordinates editing, proofreading, design, ISBN and metadata, production, publication schedules, and quality across print and digital formats.
Logistics and Supplies Department	Coordinates procurement, inventory, warehousing, order fulfilment, local delivery, international shipments, and printing and packaging supplies. DHL Express supports international book delivery.
IT Department	Supports the website and mobile application, databases, hosting, cybersecurity, backups, integrations, digital-content systems, and technical support.
Legal Department	Supports contracts, copyright and intellectual property, publishing and licensing, company policies, compliance, correspondence, and dispute management.
Human Resources Department	Supports recruitment, onboarding, staff records, performance, training, attendance, employee welfare, and workplace procedures.

Every department works toward one shared purpose: making useful knowledge accessible, strengthening operations, and serving authors, readers, and customers in Uganda and worldwide.

06 / BOOK CATEGORIES

Books for life, work, and faith.

The catalogue is organised into five collections. These descriptions follow the themes and language presented on the Willibooks website.

01

Family

Stronger families. Happier homes. Family books include practical, biblical, and life-changing guidance on marriage, relationships, parenting, love, character, prayer, and the responsibilities that build stronger families and healthier homes.

02

Business

Practical ideas for successful businesses. Business books cover entrepreneurship, enterprise, planning, investment, money, growth, purpose, vision, employment, and sustainable business decisions.

03

Leadership

Building better leaders. Leadership books address character, courage, discipline, responsibility, influence, people management, and personal development for current and future leaders.

04

Salvation

Faith, hope, and eternal life. Salvation books explore Christian faith, salvation, grace, Jesus Christ, the Cross, the Holy Spirit, spiritual growth, prayer, and living responsibly by faith.

05

Wisdom

Knowledge for a brighter tomorrow. Wisdom books cover understanding, discernment, judgment, spiritual insight, prayer, worship, purpose, faith, character, and practical wisdom for daily life.

Each collection is intended to educate, encourage reflection, and help readers apply what they learn.

07 / CONTACT US

We would be glad to hear from you.

Contact Willibooks Limited for book enquiries, customer support, orders, partnerships, or general information.

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