

The background is a dark blue color with a complex, abstract pattern of light blue lines. The pattern consists of several overlapping, concentric circular or semi-circular structures. Each structure is composed of a grid of lines that form a mesh-like appearance. The lines are thin and light blue, creating a subtle, technical aesthetic. The overall effect is that of a stylized, futuristic grid or network structure.

**SOUTHBRIDGE**



*“It Always  
Seems  
Impossible  
Until It  
Is Done”*

NELSON MANDELA



**We Are  
SouthBridge.**  
Our Roots Are In  
Africa, Our Vision  
Is Pan-African  
And Our Reach Is  
Global.

We are a full-service Pan-African financial advisory services provider for public and private clients.

We are a team dedicated to accompany Africa's new dawn ushered in at the turn of the new millennium.

Our extensive knowledge of Africa is the bridge that links local knowledge and global excellence.

We aim to turn and translate our countries' bold vision into execution and delivery at country, regional and continental level.

We provide a platform for Africa's young professional minds to bring their skills, talents and enthusiasm to bear on Africa's future.



# We Are The Bridge To Success

With our highly experienced pools located in Abidjan, Kigali, London and Paris, we are convinced that the key to achieving our vision is establishing bridges to support ground-breaking deals that allow companies to scale.

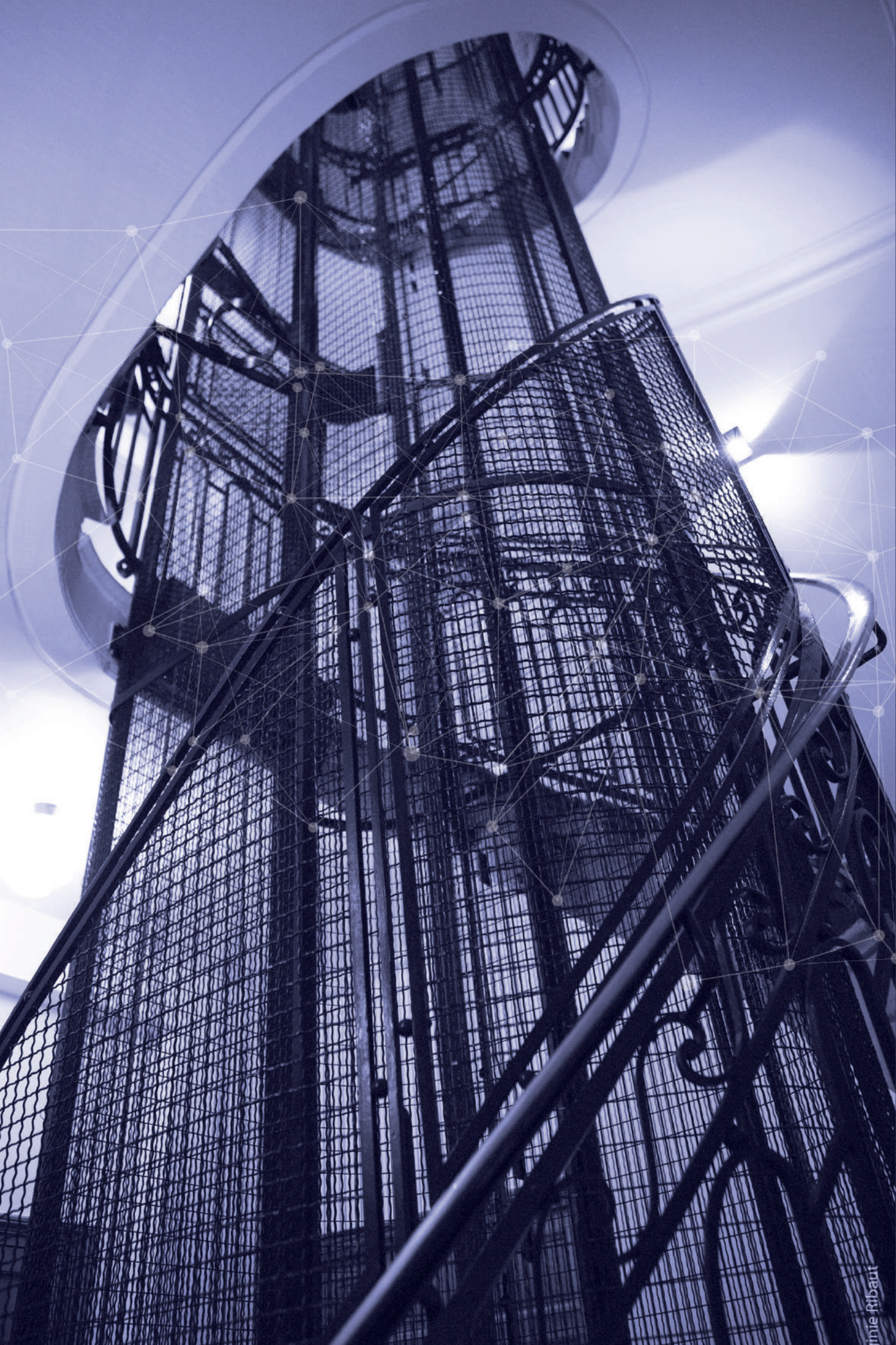
**BRIDGES** between global excellence and local knowledge.

**BRIDGES** between pools of capital and overestimated risks, underestimated needs.

**BRIDGES** between vision and execution.

**BRIDGES** between generations.

In 2017, Donald Kaberuka, Lionel Zinsou and the involved teams launched SouthBridge, an innovative, tailored financial advisory solutions firm.



# Our Principles



# Turning A Vision Into Action

## OUR MISSION

Our mission is to unlock Africa's promise.

To be a committed and trusted partner for Africa's governments, corporates and global investors, providing innovative, tailored and customized financial advisory solutions.

## OUR VALUES

- Highest ethical standards.
- Excellence and adherence to the highest corporate governance standards.
- Rigour and discipline for delivery of world class products.
- Commitment to our partners and clients.
- In reflection of our full confidence in Africa's bright future, we are in for the long term.



# Our Services



# Africa Faces New Challenges That Require New Solutions

## FINANCIAL SERVICES

### FUND STRUCTURING

We specialize in fund structuring and financing options and execute a variety of structuring transactions (including but not limited to, equity, quasi equity, debt issuances and mezzanine).

### MIDDLE MARKET ADVISORY

Our Middle Market Financial Advisory Solutions are tailored & adjusted to the needs of mid-sized companies and firms, while delivering high value transactions. Our expertise and solutions include: private capital investing, lender finance, alternative energy and real estate and infrastructure.

### DEBT ADVISORY AND RESTRUCTURING

We specialize in debt advisory & restructuring, specifically in the African context. A highly seasoned team of professionals with global perspective and local expertise provides solutions to all types of complex & debt restructuring problems. Our expertise includes restructuring, recapitalization, asset sales, capital raising and divestitures.

### SHAREHOLDER ADVISORY

Our team provides corporate leaders and directors with valuable insights on shareholders. We help our clients in defenses against activists and unsolicited takeover attempts, build agreements and shareholder supports on strategic transactions, develop corporate preparedness and effective engagement strategies.

### M&A

We provide mergers and acquisitions advice and services to our clients on some of their most important strategic decisions and industry defining transactions. We distinguish ourselves by having a highly experienced team, deep industry sector expertise, on ground assessment and global reach.

### SOVEREIGN ADVISORY

We are a trusted and experienced financial advisor to governments, multilaterals and other sovereign entities. We provide customized and innovative guidance on major aspects of public sector operations, including policy and financial issues.

### EQUITY ADVISORY

Having an exceptional insight on African equity market and sector-specific intelligence from our network and partnerships, we provide an unrivalled and independent perspective on investors, market transactions and transactions requiring capital raising.

### FUNDRAISING

With a strong expertise in raising capital, we advise and raise region-specific funds, sector-specific funds and JVS through our Fund Services Division.

## STRATEGIC CONSULTING

### **BUSINESS UNIT STRATEGY**

We support businesses and SMEs in strategic problems concerning different business lines and units to increase profitability and maximize their economic potential.

### **TRANSACTION**

Focused on sustainability & growth, we advise clients on complex transactions. Constant interaction with our Financial Advisory division and local partners help us deliver robust industry expertise and insight.

### **PORTFOLIO STRATEGY**

We support our clients to leverage their portfolio and foster sustained growth, aligned with their overall business objectives and strategy. We also advise on efficient portfolio strategies to be responsive to market dynamics and changes.

### **SHAREHOLDER ADVISORY**

Through our industry specific expertise, insight and foresight, we advise our clients to identify clearly their fundamental sources and drivers of value.

### **CORPORATE STRATEGY**

We help in better resource allocation, integrated business strategies and planning processes. We identify corporate profitability centers and differentiating capabilities of business units to position them in alignment with the overall objectives of the firm to create value for a sustainable growth.

### **SUSTAINABILITY**

Focused on SDGs and long term growth, we help companies to develop renewable energy policies, recycling processes, identify new partnerships and understand the impact of trends and government regulations on their business.

### **FAMILY BUSINESS**

We help family businesses to identify their growth potential and scaling opportunities. With deep operational insights of SMEs, we help our clients to maximize the profitability of their supply chain and help in wealth planning, family governance, legislation and international investments.

### **PROJECT FINANCE AND PPP**

We consult our clients on various ways of financing and partnering for projects and transactions, including but not limited to secondary transactions, equity and quasi-equity options.

### **SOVEREIGN ADVISORY**

We consult governments and sovereign funds on strategic sector implementation, investment & diversification.



# Our Leadership



## Donald Kaberuka

*Managing Partner*

**Dr. Donald Kaberuka, 7th President of the African Development Bank Group and Chairman of the Board of Directors, served for two successive five-year terms (2005-2015) with a strong focus on developing infrastructure and policies to strengthen African institutions.**

The African Development Bank is Africa's premier development finance institution. During his tenure as President, Kaberuka significantly bolstered the franchise value of the Bank. Under his leadership the Bank tripled its capital from USD 30 billion to USD 100 billion and doubled the portfolio to USD 12 billion per annum. Kaberuka's leadership was characterised by a "big push" on infrastructure which accounted for 60% of Bank's activities, with total commitments of over USD 25 billion, in transport, energy, water, urban development and IT.

Under his leadership the Bank was on the forefront of private sector and business development, with a focus on improving the investment climate and extending tailored support to businesses through a wide range of

instruments. In ten years the Bank's support to the private sector grew from USD 500 million to USD 2.8 billion per annum.

He championed an inclusive growth agenda; promoting a strong link between security, development and environment, establishing a ring-fenced facility for conflict-affected countries.

The African Development Bank played a major countercyclical role during the global financial crisis where the Bank, for the first time, became the largest lender to Africa providing up to USD 12 billion in liquidity, balance of payments, budget and other forms of support to help African countries weather the crisis.

Kaberuka also put in place Africa Natural Resource Center and the African Legal Support Facility to enable African countries manage natural resource wealth effectively. Prior to joining the African Development Bank, Kaberuka was Minister of Finance and Economic Planning for eight years (1997-2005) leading the economic team within the Government of Rwanda. In that capacity, he served as Governor for Rwanda for the International Monetary Fund and the World Bank.

He was the Hauser Leader in Residence within the Center for Public Leadership at the John F. Kennedy School of Government at Harvard University (2015 - 2017).

He currently serves on the Board of the Rockefeller Foundation, the Mo Ibrahim Foundation, the Centre for Global Development and is a Senior Adviser to the global private equity firm, TPG-Satya, promoting investment on the African continent. He received his PhD in economics from the University of Glasgow.

In January 2016, Kaberuka was appointed Special Envoy of the African Union on sustainable financing for the Union and funding for Peace in Africa. He is a member of the Pan-African Advisory Team on African Union Reforms. Kaberuka also co-chairs the London School of Economics, Oxford Commission on State Fragility, Growth and Development with David Cameron, chairs the High-Level Panel for The External Evaluation of the Independent Evaluation Office of the IMF and is a Member of the Global Leadership Foundation.

Kaberuka has been the Chairman and Managing Partner of SouthBridge since October 2017.



**Lionel Zinsou**  
*Managing Partner*

**As Managing Partner of SouthBridge, Lionel Zinsou relies on a wealth of experience accumulated over the course of an international career, both in the public and private sector.**

Lionel Zinsou is an economist and former Prime Minister of the Republic of Benin (2015-2016). Born in 1954, he holds dual citizenship, Beninese and French.

From 2008 to 2015, he served successively as Chief Executive Officer and Chairman of PAI Partners, a French private equity firm with more than € 11 billion in assets under management. His work as head of PAI brought to the fore not only his cross-cultural strategic vision and overall understanding of financial markets, especially in Europe and the MENA (Middle East and North Africa) region, but also his extensive transactional and advisory experience in Mergers &

Acquisitions and Private Equity. Prior to joining PAI, Mr Zinsou worked for over 10 years at Rothschild & Cie, where he was Managing Partner from 1997 onwards. In this capacity he served as Head of Global Consumer Goods and Head of Africa and Middle East until 2008.

Previously Mr. Zinsou worked at world leading food company, Danone, which he joined in 1986 as Financial Controller. He then went on to serve as its Corporate Development Director, Head of UK-USA operations, CEO of the overall Grocery Division and Executive Committee member.

His professional career began in public service as an academic. As a graduate from the Ecole Normale Supérieure (Agrégation in Social Sciences and Economic History - 1978), the premier French institute for higher education and research, as well as of the Institut d'Etudes Politiques (Sciences -Po) and the Paris IV and VII Universities.

He also worked as a Research Student at the London School of Economics. In 1978, he went on to work, first as a Lecturer and then as an Associate Professor in Economics and Social Sciences at the University of Paris XIII. He remained Director of the Centre for Social Sciences at the Ecole Normale Supérieure from 1983 to 1986.

During that time, he also worked as a consultant to the United Nations Development Programme and the United Nations Industrial Development Organization.

In addition, he was involved in two long-term missions for the French Government, first as a researcher in the "Research and Prospective" division within the Ministry of Industry (1980-1984) and then as a member of the office of Prime Minister Laurent Fabius (1983-1986).

Mr. Zinsou is currently on the board of several companies including the PAI supervisory Board (Vice-chair), the Danone group Board of Directors and the Americana Board (UAE).

He is also actively involved in community work, serving as the President of the Fondation de l'École Normale Supérieure, of the Fondations Terra Nova and Africa France, and of the Société des Amis du Musée Branly-Jacques Chirac, as well as Administrator to the Ashinaga Foundation (Tokyo), the Fondation Sanofi, and the Fondation Zinsou (founded by him).

## PARTNERS

### **Hamet Aguemon** *Partner*



Hamet started his career in 2003 at Koch & Supply Trading in London. He then worked in the risk management department at EDF Trading, and later in physical and derivatives commodity trading.

In 2008, Hamet joined Goldman Sachs where he supervised their activities in Sub-Saharan Africa. Hamet has extensive experience working with most governments and financial institutions in Sub-Saharan Africa. While at Goldman Sachs, he was involved in major deals such as the Ghana Ministry of Finance oil hedging program, and other risk management and debt restructuring mandates.

From March 2012 to February 2014, he held the position of Director at VTB Capital, and started their expansion into Sub-Saharan Africa. He Led the team that closed financing deals worth over USD 3bn in Sub-Saharan Africa between 2012 and 2014.

In February 2014, Hamet founded Emerging Africa Investment Partners to support booming sectors in Sub-Saharan Africa.

In August 2015, he joined the office of Prime Minister Lionel Zinsou in Benin to lead the cabinet financing effort and foster partnerships with the private sector. He went on to coordinate Lionel Zinsou's presidential campaign.

Following the election in April 2016, Hamet left the public office to start Khulatech, a technology startup with the objective of digitizing the regional economies through innovative and disruptive contents. Hamet is currently on the board of the African School of Economics and Bullion Holdings.

Hamet has a Master in Finance from Ecole Supérieure de Gestion Paris and an MBA from the Wharton School.

### **William Ediko** *Partner*



William is a former business lawyer at the Paris bar. He is specialized in supporting investment transactions in francophone Africa, in restructuring and M&A in domestic as well as transnational deals. He works with corporate clients as well as state institutions.

Leveraging his acquired expertise in a law firm, an audit firm and an investment bank, William also developed a strong experience in the analysis of the public incentives to promote private investment in Africa.

Before joining SouthBridge, William collaborated with the Office of the Prime Minister as a technical advisor in charge of relations with private investors.

Previously, William worked at Deloitte within the team dedicated to francophone Africa before joining Dentons Paris as a senior collaborator.

William started his career as a financial jurist in investment banks such as Crédit Agricole Corporate & Investment Bank and HSBC France.

Within the SouthBridge leadership, William is in-charge of M&A operations, project finance, structuring of investment funds and the management of private and institutional investors' relationships.

William holds a PhD in Public Law from Université Paris 1 Panthéon-Sorbonne and a Master 2 in fiscal law from the same university. He also holds the Certificat d'Aptitude à la Profession d'Avocat ("CAPA") which he obtained from l'Ecole de formation professionnelle des barreaux de la cour d'appel de Paris ("EFB").

William has written several articles and studies on regulations in francophone Africa.

## BOARD OF DIRECTORS

### **Serge Thiémélé** *Partner*



Serge Thiémélé spent his whole career with Ernst & Young Côte d'Ivoire, which he joined in 1991 after a first experience in Strategic Consulting with Eurosept Associés in Paris.

He started his carrier in the financial audit department, working mainly with firms in electricity, telecommunications and banking sectors. He was appointed Associate of the office in 2002. Since 2008, Serge advises transactions, in particular financial evaluations, capital and debt fund raising, buy-side or sell-side due diligence, M&A advisory, as well as supporting governments and public firms in privatizations or restructuring.

In August 2008, Ernst & Young created the African Bureau of the Global Telecommunications Center (GTC) in Johannesburg and Serge was appointed its first Director. In July 2009, he was selected to be the Associate - Director of the Transactions Advisory Services business line in francophone Africa at

Ernst & Young. Serge left EY in September 2017 to create and launch First Capital, in Abidjan, a firm specialized in strategy consulting, M&A, capital and debt fund raising, and project development.

Serge is the Founding President of the US Chamber of Commerce in Ivory Coast (AMCHAM CI). He is the Vice-President of the African Club of France Invest, the French private equity association. He is also a member of the UIGB Foundation's Board of Directors in Atlanta, and Honorary President of Alumni Sciences Po Ivory Coast. Finally, Serge is a member of the National Network of Foreign Trade Advisors in Ivory Coast (RENACCECI).

Serge holds a degree from Université Paris 1 - Panthéon Sorbonne in Economics (mention "Analysis and Politics") and a degree from the Institut d'Etudes Politiques de Paris.

### **Donald Kaberuka** *Managing Partner*

### **Lionel Zinsou** *Managing Partner*

### **Hamet Aguemon** *Partner*

### **William Ediko** *Partner*

### **Fatoumata Ba** *Independent Director* *Founder, Janngo*

### **Nousrath Bhugeloo** *Independent Director* *Partner, Abax*

### **Venkatesen Chetty** *Independent Director* *Director, Abax*

### **Frannie Leautier** *Independent Director* *Former vice-president,* *African Development Bank*

### **Thoko Moyo** *Independent Director* *Dean of Communications, Harvard* *Kennedy School*



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