

2026 PRESENTATION

Potential partnership

ABOUT US

Founded in 2024 by Ali Kettani and Marcel Yondo, AFFINEO ADVISORS is an independent financial advisory firm specializing in M&A and financing solutions, serving both entrepreneurs and investors.

With offices in Casablanca, Abidjan, and Paris, we operate across the MENA region, Sub-Saharan Africa, and Europe, with a sector-agnostic approach, excluding non-ESG-compliant activities.

We offer end-to-end support across the entire transaction lifecycle, from upstream strategic reflection (market analysis, opportunity identification, etc.) to full execution (financial structuring, partner sourcing, negotiations, and deal closing).

AFFINEO ADVISORS is also the exclusive representative for the Maghreb and Francophone Africa within the global network CDI Global (www.cdiglobal.com), an international M&A firm founded in 1973, specialized in cross-border mid-cap transactions and capital raising, with 46 offices across 30+ countries.



M&A ADVISORY

Sector Agnostic approach
& ESG Compliant



OFFICES

Casablanca, Abidjan and Paris



OPERATIONS

MENA region, Sub-Saharan Africa
and Europe

OUR APPROACH

Affineo advisors provides **financial engineering**, as well as strategic and **transactional advisory services**.

This includes:

1

Identifying opportunities and financing needs, aligned with stakeholders' interests

2

Building strong strategic and cultural alignment between investors and entrepreneurs, based on their respective objectives and execution capabilities

3

Designing tailored solutions for growth, structuring, financing, and governance



OUR STRATEGY

We serve Entrepreneurs seeking to define strategic growth initiatives beyond their core markets and to finance expansion through structured and alternative solutions (debt and/or equity) and Investors (Financial & Strategic) looking for new investment opportunities, value creation, or exit strategies (divestments, disposals, succession).

We deliver value across two core pillars:



STRATEGY & ORIGATION:

High-quality deal flow generation



ADVISORY & EXECUTION:

Rigorous, efficient, and seamless transaction delivery

OUR EXPERTISE

*To date, our transactions have been fully sector-agnostic. We support clients across a wide range of industries, including **Green Energy, FMCG, Healthcare, Logistics, Financial Services, Mining, Technology, Industrials, and Construction.***

We typically advise on transactions ranging from €1 million to €1 billion.

OUR FOCUS



CLIENTS

SMEs | Mid-Caps | Corporates | Startups
VC, PE Funds & DFIs



TRANSACTION TYPES

Buy-side | Sell-side | Equity & Debt



LOCATIONS

MENA | Sub-Saharan Africa | Europe

STRATEGIC ADVISORY

- Corporate strategy definition
- Growth opportunity analysis
- Performance improvement action plans
- Implementation monitoring

MERGERS & ACQUISITIONS

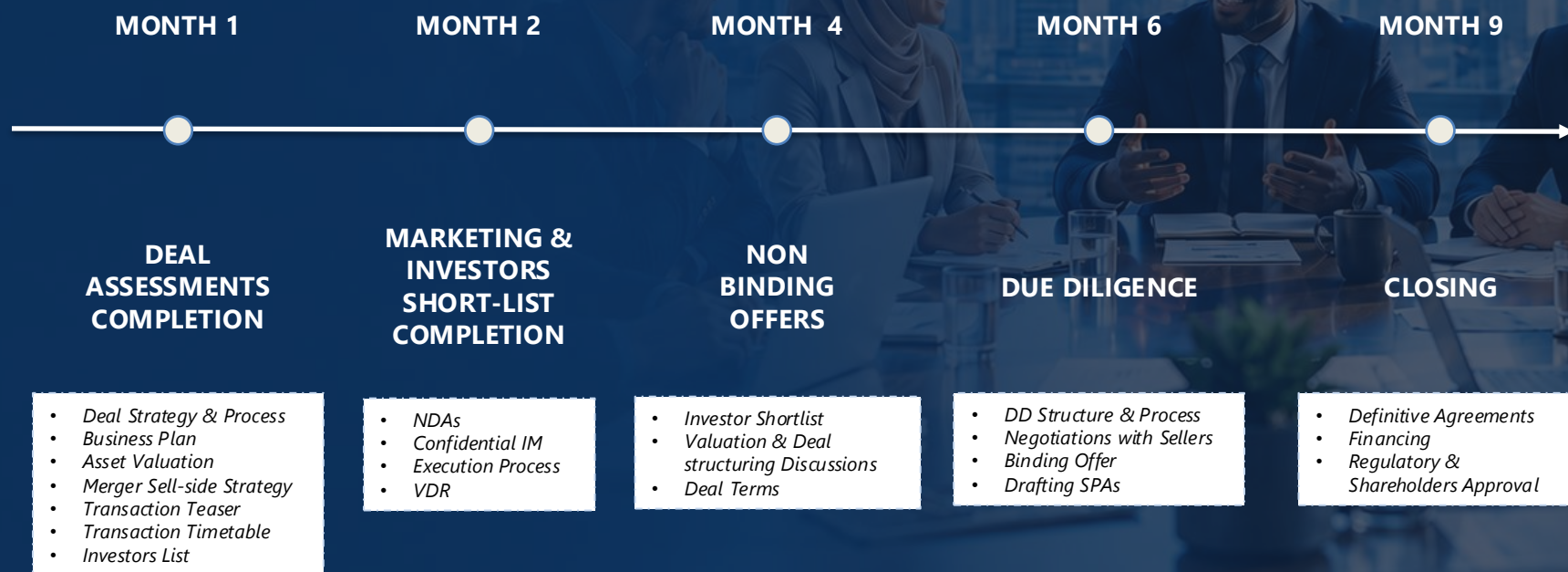
- Opportunity screening and evaluation
- Transaction structuring and negotiation
- Deal execution
- Post-transaction monitoring
- Operational integration

CAPITAL RAISING

- Assessment of financing needs
- Identification of appropriate funding sources
- Support in investor negotiations
- Financing structuring
- Project Finance

TRANSACTION PROCESS

At AFFINEO, we aim to deliver a 6 to 9-month transaction timeline, during which we structure and manage each phase with discipline and efficiency, ensure competitive tension among investors, anticipate execution risks, and drive the process to a successful closing under optimal terms for our clients.



OUR TEAM



Marcel YONDO
Managing Partner



Ali Kettani
Managing Partner

David SIGUERO
Partner – Spain

Yacine ACHRAF
Partner

Janelle YONDO
Senior Associate

Mona BENSIAID
Senior Associate

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Analyst

Suzy KILANI
Global Investor Relations

Warren NADJAR
Compliance

Astrid GUETTEY
Analyst

Kelly KUE
Analyst

OUR REFERENCES

 BANK OF AFRICA BMCE GROUP	 oasis capital INVESTMENT ADVISORY	 OMIFA	 AMETHIS	 PETROM	 BIO Investing in a Sustainable Future
 AFRICINVEST	 TECHNOFOUNDERS	 mundi ventures	 FIRST THERM	 TAQA We do green energy	 FMO Entrepreneurial Development Bank
 AL MADA	 NBK CAPITAL PARTNERS	 TOPCARGO	 Pharmalinks	 TUROPLAST	 VC VANTAGE CAPITAL
 SPE CAPITAL	 Ecobank La Banque Panafricaine	 menoitech Technology for better health	 UVBOOSTING	 CORIS BANK INTERNATIONAL	 MaxiCloud
 Fuveman	 BRIDGE BANK GROUP CÔTE D'IVOIRE	 ZALAR	 GRIN SIPROMAD	 CDI GLOBAL wealth management	 DUVAL
 GOZEM	 KFW DEG	 MOHAMMED VI POLYTECHNIC UNIVERSITY	 AfricSearch l'actu africaine à 360°	 RAWBANK is my bank.	 K KONFIDENS PRIVATE EQUITY

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The purpose of this document is to enable investors to obtain the main information in the context of the transaction in which AFAD acts as financial advisor.



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