

*West Africa Advisory Services*

*Helping you take that leap*



**pwc**

A portrait of a Black woman with short, dark, braided hair, smiling at the camera. She is wearing a grey textured blazer over a dark top, a pearl necklace, and a small earring. Her arms are crossed, and her red-painted fingernails are visible. The background is a plain, light-colored wall. Overlaid on the right side of the image is an orange rectangular box containing the text "Fulfilling our promise" in a white, italicized serif font. Below this box are several smaller, semi-transparent rectangular shapes in shades of yellow, orange, and grey.

*Fulfilling our  
promise*

# *Global network of firms with local presence*



***Advisory  
Services***



***Assurance  
Services***



***Tax  
Services***



A woman in a business suit is standing on the left, holding a small white card and pointing towards a large screen. In the foreground, the back of a person's head is visible, looking towards the presenter. On the right, another person is seated at a table, partially visible. The background shows a window with horizontal blinds.

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## Our Point of View



### **Africa is booming!**

Africa is one of the fastest growth regions on the planet.

“Africa Rising” presents unparalleled opportunities for both local and international players. Substantial in-country and transnational opportunities exist for innovation, expansions and value creating transactions. Businesses are growing at unprecedented rates in the African environment. However, the environment is not without risks and challenges.

### **Credible advice is at the heart of informed growth / investment decision making.**

In today’s market, it is important to ensure decisions are based on objective and stress-tested analysis, coupled with local knowledge and deep industry insights. It is imperative that organisations with West Africa operations have an advisory partner who understands their unique geography, industry and business challenges.

*PwC is focused on helping our clients innovate, grow, improve quality, minimise costs and leverage talent.*

*We do this with global expertise, delivered locally, working in partnership with you. You win...we win!*

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***Uyi Akpata***

*West Market and Nigeria Leader*

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## *Tailoring unique industry and client specific solutions*

Financial  
services

Power and  
utilities

Consumer and  
retail

Information and  
communication  
technology

Energy and  
mining

Hospitality and  
leisure



Healthcare



## Chemicals



Industrial  
manufacturing



Public sector



## Infrastructure

Media and  
entertainment

## Private equity



## Transportation and logistics



## Mining and metals





*Building the #1  
West African  
professional  
services firm*



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## Our Point of View



### **West Africa is THE destination!**

West Africa is increasingly identified as the destination of choice for growth-oriented investors across all economic sectors. Its growing population of over 300 million and abundant natural resources continue to drive steady economic growth. Improving governance and political stability, institutional reforms, declining trade barriers, technology, as well as an increasingly empowered and mobile workforce are amongst variables that continue to contribute to the pace of development.

### **PwC West Africa Advisory is your preferred partner for growth!**

PwC is well established in the West African region, rendering professional services for over 60 years. We have over 200 Advisory professionals in the region and operate primarily out of 4 Anglophone countries: Nigeria, Ghana, Sierra Leone and Liberia. Our broad experience, in-depth industry knowledge and specialist capabilities ensure we deliver tailored ingenious solutions to address our clients' needs.

*West Africa's current level of investment opportunity fueled by abundant natural resources, enabling institutional reform and inflow of talent, is unprecedented.*

*PwC Advisory is poised to help you navigate through this highly-charged landscape.*

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**Paul Cleal**

West Market Advisory Leader

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*Helping you work smarter and grow faster*



A portrait of a smiling woman with dark skin and long, thin braids. She is wearing a black blazer over a white top with a pink floral pattern. She is also wearing a pearl necklace, pearl earrings, and multiple pearl bracelets. Her arms are crossed. The background is a solid teal color. There are several semi-transparent colored rectangles (orange, yellow, red, grey) overlaid on the image, primarily on the right side where the text is located.

*Tailoring our  
capabilities to  
your needs*

# *Business Recovery Services*

*Several internal and external factors can plunge a company into financial distress. These include rapid market changes, new competition, disruptive technologies and strategic errors. If left unaddressed, they adversely affect performance (declining earnings, liquidity and cash-flow blockages etc.) and ultimately threaten corporate survival.*

*Our team specialises in providing services to troubled and under-performing businesses, stakeholders and lenders.*



## *...finding, restoring and preserving value in challenged situations*

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*Providing corporate analysis and independent business reviews*

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*Helping with insolvency - administrations, liquidations and receiverships*

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*Aligning corporate structures and business objectives*

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*Delivering financial and operational restructuring solutions*

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*Identifying and divesting non-core operations*

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*Designing and executing controlled exits - country or industry withdrawals*

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*Maximising value through working capital benchmarking*

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*Managing debt advisory and creditor negotiations*

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# Capital Projects and Infrastructure

*The complex nature of capital intensive and infrastructure projects present unique risks due to their size considerations, multiple stakeholder involvement, financing requirements and diverse expertise required for a successful execution. It is critical to partner with a credible professional services firm that provides the right mix of skills and expertise to your project.*

*We partner with our public and private sector clients across the entire project lifecycle.*



*...helping you successfully deliver capital intensive projects*

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*Developing institutional policy frameworks*

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*Providing options analyses, feasibility / viability assessments and business cases*

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*Advising on buy- or sell-side transactions to project companies and public institutions*

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*Managing projects or programmes to ensure quality is delivered on time and on budget*

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*Facilitating public private partnerships*

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*Sourcing the right partners and aligning overall interests*

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*Financing equity and debt tax-efficiently*

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*Optimising project / asset performance to deliver required returns*

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# Corporate Finance

*In today's high growth market, corporates, institutional / financial investors and governments who are seeking to buy or sell businesses, raise funding or restructure their balance sheets require credible independent financial advice.*

*Our award winning corporate finance platform provides leading independent deal advice, independent of the source of finance. We differentiate ourselves through our global network and intellectual support. These factors, together with our deep sector knowledge, combine to make deals great.*



***...helping you do the right deal...right!***

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*Providing sell-side advisory and divestiture support to corporates*

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*Advising private equity firms on portfolio investment exit options*

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*Providing buy-side acquisition support to corporates*

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*Raising equity capital for growth, recapitalisations and expansions*

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*Providing debt advisory services for refinancing and new capital raises*

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*Preparing and listing Initial Public Offerings (IPOs)*

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*Valuing companies for regulatory reporting and deal-related purposes*

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*Financially modeling businesses to enable strategic and investment decision making*

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# Finance and Accounting

*CFOs require help in identifying, designing and implementing programmes that transform their finance function to meet today's demanding requirements.*

*We help companies develop high performing finance functions by streamlining and standardising processes. We focus on adding insight to the business, continually increasing control and efficiency while minimising costs. We broadly cover three service areas: Finance Strategy, Finance and Accounting Operations and Enterprise Performance Management.*



## *...providing insight into financial performance to drive improved decision making*

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*Creating standardised, streamlined financial processes*

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*Benchmarking financial performance metrics and processes*

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*Optimising and improving visibility into critical cost drivers*

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*Consolidating low-value finance and commercial processes*

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*Establishing integrated and automated internal control environment*

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*Enhancing cash flow / liquidity via improved working capital processes*

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*Consolidating financial results for external reporting*

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*Delivering cost and profitability analysis*

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A portrait of a woman with short, dark, wavy hair, wearing a dark blazer over a white blouse with a large bow, and a pearl necklace. She is smiling slightly. The background is a dark, textured blue. Overlaid on the image are several semi-transparent colored squares in shades of orange, red, and yellow. A white text box is positioned on the left side of the image.

*Anticipating  
challenges,  
finding solutions*

# Forensic Services

*Every organisation is vulnerable! Organisations are increasingly exposed to risks that they are not prepared to deal with, as a result of fraud, abuse and errors / differences in understanding. These challenges are more complex with dealing across borders e.g. customers, joint venture partners and foreign governments. When localised, different business cultures / legal systems and unfamiliar regulatory / accounting requirements may prove challenging.*

*We help clients prevent, confront and remediate regulatory, legal and commercial challenges as a result of unplanned events.*



## *...identifying and fighting significant threats to your brand and bottom line*

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*Performing investigations and dispute analysis*

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*Conducting forensic accounting reviews*

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*Mitigating corruption risk*

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*Managing information risk*

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*Managing money laundering and terrorism financing (ML / TF) risk*

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*Responding to fraud*

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*Responding to cybercrime and data breach*

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*Managing third party risk*

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# Operations

*As market conditions change and competitive pressures intensify, organisations strive to adopt new strategies to remain relevant. With the increasing influence of customers, organisations need to be innovative in the reaction and delivery of value to stakeholders.*

*We recognise that each organisation will travel the path of change differently, and as such, we tailor our solutions to support you in bridging the gap between your strategic goals and actions required to actualise your vision.*

*We enable you to achieve your operational efficiency and effectiveness goals, manage cost, and enhance customer experience to ensure that you stay ahead of the change curve.*



## *...supporting the journey to actualise your vision*

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*Developing customer-centric operating models and processes*

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*Transforming sourcing and procurement functions*

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*Unlocking value in the supply chain*

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*Reviewing costing models and methodologies*

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*Assessing and optimising shared and out sourced services*

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*Optimising return on fixed asset investment*

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*Evaluating performance with a view to challenging the status quo and anticipating disruptive events*

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*Implementing strategic initiatives to realise cost saving goals*

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# People and Organisation

*Accessing talent, developing the right organisational architecture and gauging employees readiness / ability to change are crucial in driving competitive advantage and long term sustainability.*

*We support clients by aligning their HR strategy to their key business drivers. Our services address the needs of companies right across the life cycle; from start ups seeking support for best practice HR platforms to mature organisations requiring rejuvenation.*



## *...creating substantial value for your business through people*

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*Designing and restructuring organisations*

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*Evaluating existing and designing HR strategies, policies and functions*

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*Creating the ideal culture, communicating and managing change*

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*Acquiring and implementing a management framework for talent*

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*Deploying workforce planning and performance management frameworks*

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*Structuring and managing compensation including rewards and benefits*

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*Evaluating staff performance capacity / needs (skills and competencies) and optimising job fit / matching*

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*Building staff capacity and trainings*

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# Strategy

*The dynamic and competitive nature of the business environment presents challenges in terms of articulating and achieving business goals.*

*We take great care to understand your issues, challenges and the industry forces affecting you in order to create the value you desire. We appreciate each peculiar circumstance and partner with you to find the right path for the organisation's journey and provide support in bridging the gap between where you are and where you want to be.*



## *...enabling you realise your potential by translating business strategy into reality*

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*Assessing and identifying potential business and market opportunities*

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*Providing market, competitive and customer insights through market studies*

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*Defining corporate and business unit strategies*

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*Defining and adopting operating models for breakthrough innovation and growth*

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*Articulating practical market entry strategies*

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*Developing business plans and financial models*

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*Providing execution and implementation support*

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*Developing actionable strategic planning capabilities*

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*Creating value  
that matters*



# Sustainability and Climate Change

*As sustainability moves up the boardroom agenda, it is increasingly being integrated into corporate level strategic planning. Management now need to balance increased regulation, protecting the brand and ensuring stable supply chains with seeking opportunity for enhanced performance and using the sustainability agenda for strategic advantage.*

*Developing and integrating a detailed sustainability vision into your long-term strategic plan in a way that creates lasting value whilst also building public trust is a common challenge for all types of organisations.*



## *...helping businesses create the right impact and value*

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*Integrating sustainability into corporate level strategic planning*

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*Advising businesses, policy makers and multilateral organisations*

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*Ensuring accurate assurance and reporting*

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*Identifying and assessing the relevant requirements for all stakeholders*

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*Helping you clearly understand the impact of environmental taxes and regulations*

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*Establishing governance around sustainability to manage risk and ensure compliance*

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*Ensuring your supply chain is responsible while achieving financial and sustainability metrics*

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*Redesigning global supply chain to be cost efficient*

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# Technology

*Technology is a key lever of success in today's business world. Companies that effectively use technology differentiate themselves in the increasingly competitive marketplace. Companies which ignore technology tend to fall behind competition, then wither and die.*

*We offer a wide range of services to make your organisation more efficient and effective. Our services cut across technology advisory, information management, sourcing, security and enterprise applications.*



## *...utilising technology as a driver of business transformation*

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*Improving IT efficiency, effectiveness and alignment*

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*Designing fit-for-purpose technology solutions*

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*Sourcing and implementing the right technology platform and / or vendors*

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*Enabling technology to deliver your strategic projects on-time, on budget and to established standards*

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*Developing analytical and technical tools to unlock the value of information*

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*Deploying business intelligence solutions to drive real-time decision making*

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*Enabling secure management of information access*

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*Facilitating 'cloud' adoption strategies safely, securely and cost effectively*

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# Transaction Services

*Doing deals is challenging. The large majority of deals fail to achieve their original financial or strategic objectives. Many companies are ill-prepared for the speed and intensity of the deal process. This challenging deal landscape makes the experience and expertise we can offer through all stages of the deal continuity all the more critical.*

*We help companies make acquisitions, divestitures and strategic alliances. We help our clients maximise the return on their deals and manage associated risks. We bring a unique combination of financial, commercial and operational insight to every deal.*



## *...identifying, quantifying and delivering value in your transactions*

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*Understanding target businesses to ensure “no surprises”*

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*Identifying and understanding upside potential and risks*

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*Protecting potential buyers against value erosion*

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*Assisting part or full disposal of businesses*

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*Analysing commercial and market issues underpinning the deal*

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*Ensuring seamless transition post transaction*

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*Assessing the impact of stand-alone issues, post deal*

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*Achieving financial and strategic deal objectives*

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*Do you want to  
know more?*



## Our Leadership



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*PwC West Africa Advisory Services*

# *Helping you take that leap*



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