

West Africa Advisory Services

*Helping you take that
leap*



pwc



*Fulfilling our
promise*

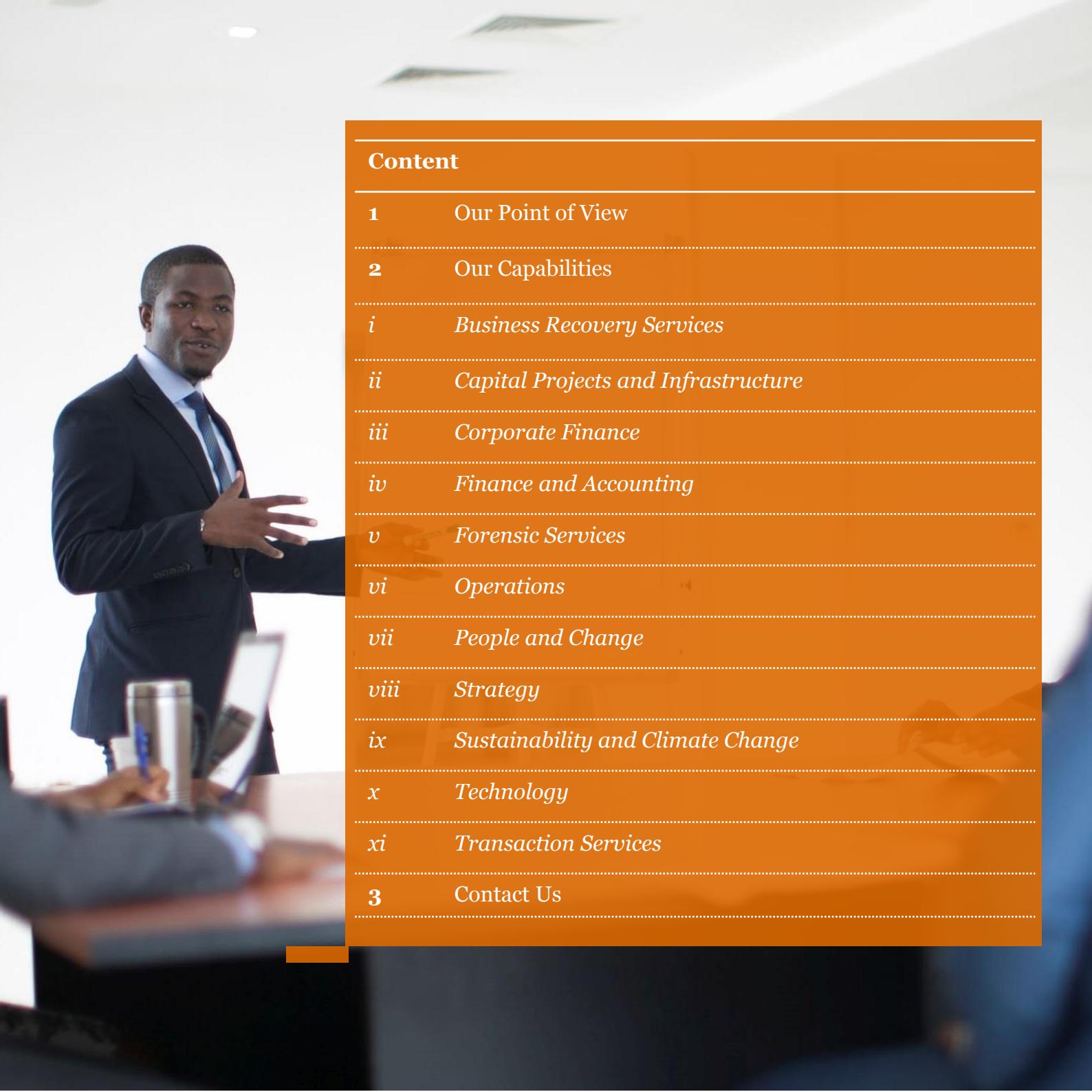
Global network of firms with local presence



 **Advisory Services**

 **Assurance Services**

 **Tax Services**

A professional man in a dark suit and tie is standing on the left side of the frame, gesturing with his hands as if speaking. He is positioned next to a table that holds a laptop and a silver tumbler with a blue pen. The background is a bright, modern office environment.

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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!

Uyi Akpata

.....
West Market and Nigeria Leader

Tailoring unique industry and client specific solutions



Financial services



Power and utilities



Consumer and retail



Information and communication technology



Energy and mining



Healthcare



Hospitality and leisure



Chemicals



Industrial manufacturing



Mining and metals



Public sector



Infrastructure



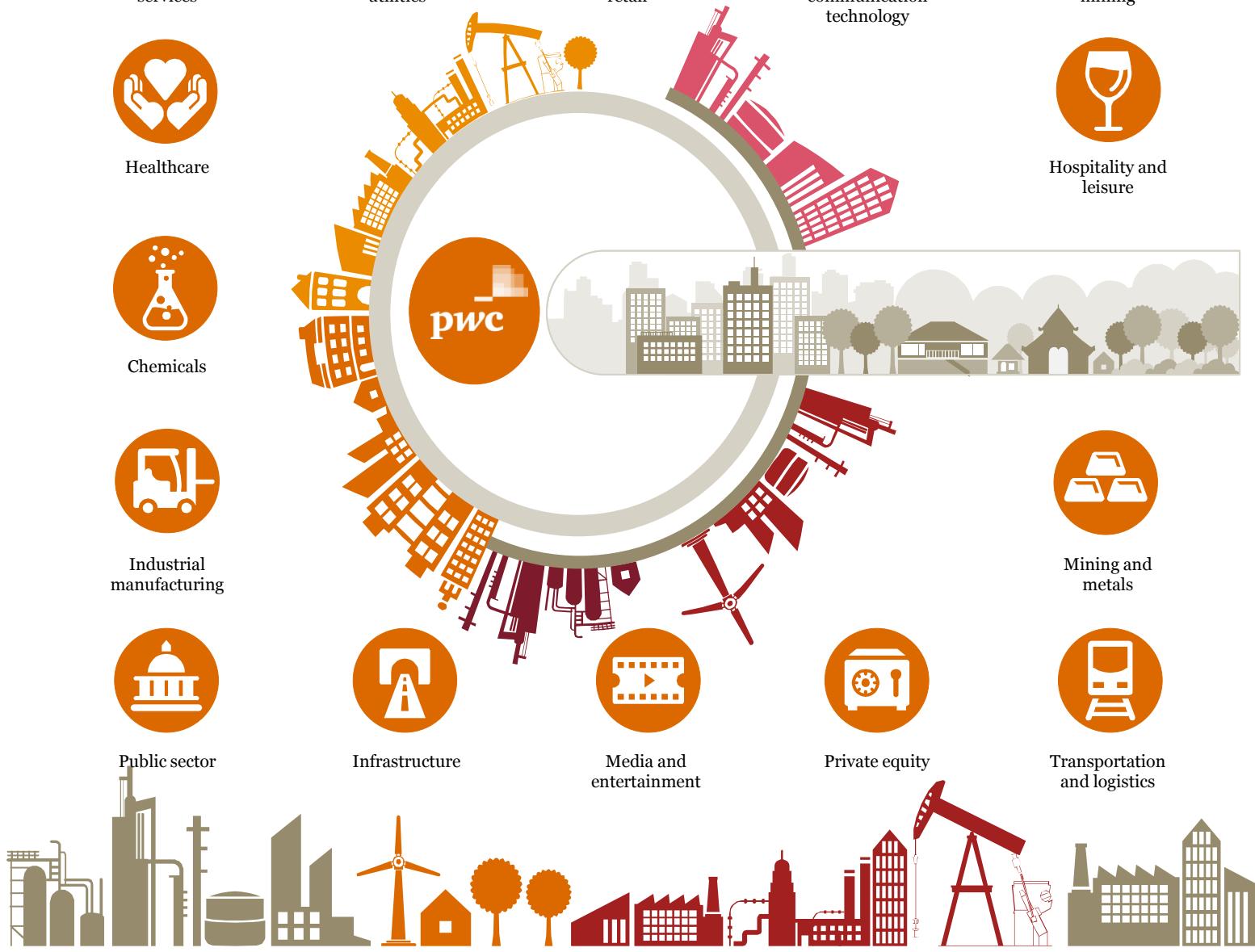
Media and entertainment



Private equity



Transportation and logistics





*Building the #1
West African
professional
services firm*

The image features a portrait of a Black man with short, dark hair, smiling warmly at the camera. He is dressed in a dark suit jacket, a light blue dress shirt, and a patterned tie with a yellow and brown grid design. The background is a dark, textured blue. On the left side of the image, there is a graphic overlay consisting of a large orange rectangle containing the text, and three smaller colored squares (brown, red, and yellow) positioned below and to the right of the orange rectangle.

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.

Dr Bert Odiaka

.....
West Market Advisory Leader

Helping you work smarter and grow faster



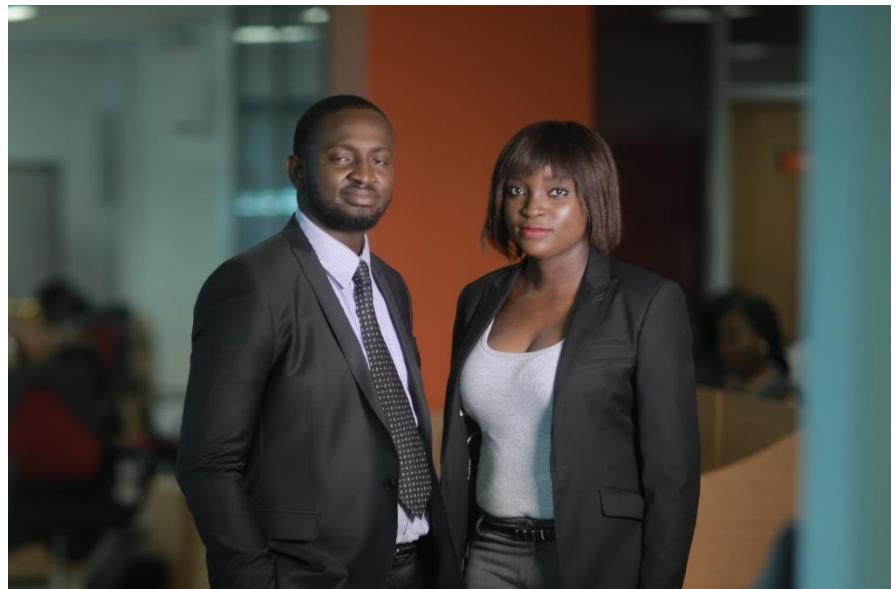


*Tailoring our
capabilities to
your needs*

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

Providing corporate analysis and independent business reviews

Helping with insolvency - administrations, liquidations and receiverships

Aligning corporate structures and business objectives

Delivering financial and operational restructuring solutions

Identifying and divesting non-core operations

Designing and executing controlled exits - country or industry withdrawals

Maximising value through working capital benchmarking

Managing debt advisory and creditor negotiations

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

Developing institutional policy frameworks

Providing options analyses, feasibility / viability assessments and business cases

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

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

Facilitating public private partnerships

Sourcing the right partners and aligning overall interests

Financing equity and debt tax-efficiently

Optimising project / asset performance to deliver required returns

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!

Providing sell-side advisory and divestiture support to corporates

Advising private equity firms on portfolio investment exit options

Providing buy-side acquisition support to corporates

Raising equity capital for growth, recapitalisations and expansions

Providing debt advisory services for refinancing and new capital raises

Preparing and listing Initial Public Offerings (IPOs)

Valuing companies for regulatory reporting and deal-related purposes

Financially modeling businesses to enable strategic and investment decision making

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

Creating standardised, streamlined financial processes

Benchmarking financial performance metrics and processes

Optimising and improving visibility into critical cost drivers

Consolidating low-value finance and commercial processes

Establishing integrated and automated internal control environment

Enhancing cash flow / liquidity via improved working capital processes

Consolidating financial results for external reporting

Delivering cost and profitability analysis



*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

Performing investigations and dispute analysis

Conducting forensic accounting reviews

Mitigating corruption risk

Managing information risk

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

Responding to fraud

Responding to cybercrime and data breach

Managing third party risk

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 creation 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.



...driving the operational excellence and agility required to stay ahead

Developing customer-centric operating models and processes

Transforming sourcing and procurement functions

Unlocking value in the supply chain

Reviewing costing models and methodologies

Assessing and optimising shared and out sourced services

Optimising return on asset investment

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

Implementing strategic initiatives to realise cost saving goals

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

Designing and restructuring organisations

Evaluating existing and designing HR strategies, policies and functions

Creating the ideal culture, communicating and managing change

Acquiring and implementing a management framework for talent

Deploying workforce planning and performance management frameworks

Structuring and managing compensation including rewards and benefits

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

Building staff capacity and trainings

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

Assessing and identifying potential business and market opportunities

Providing market, competitive and customer insights through market studies

Defining corporate and business unit strategies

Defining and adopting operating models for breakthrough innovation and growth

Articulating practical market entry strategies

Developing business plans and financial models

Providing execution and implementation support

Developing actionable strategic planning capabilities



*Creating value
that matters to
you*

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

Integrating sustainability into corporate level strategic planning

Advising businesses, policy makers and multilateral organisations

Ensuring accurate assurance and reporting

Identifying and assessing the relevant requirements for all stakeholders

Helping you clearly understand the impact of environmental taxes and regulations

Establishing governance around sustainability to manage risk and ensure compliance

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

Redesigning global supply chain to be cost efficient

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

Improving IT efficiency, effectiveness and alignment

Designing fit-for-purpose technology solutions

Sourcing and implementing the right technology platform and / or vendors

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

Developing analytical and technical tools to unlock the value of information

Deploying business intelligence solutions to drive real-time decision making

Enabling secure management of information access

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

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

Understanding target businesses to ensure “no surprises”

Identifying and understanding upside potential and risks

Protecting potential buyers against value erosion

Assisting part or full disposal of businesses

Analysing commercial and market issues underpinning the deal

Ensuring seamless transition post transaction

Assessing the impact of stand-alone issues, post deal

Achieving financial and strategic deal objectives



*Do you want to
know more?*

Our Leadership



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PwC West Africa Advisory Services

Helping you take that leap



At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 223,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more by visiting us at www.pwc.com

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