Helping you take that leap

West Africa Advisory Services
Fulfilling our promise
Global network of firms with local presence

223,000 people

157 countries, 743 locations

Advisory Services

Assurance Services

Tax Services

PwC
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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
Building the #1 West African professional services firm
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

Advisory Services

Viability Assessments  Expansion Strategy
Market Penetration  Vertical Integration
M&A / Disposals  Business Reviews / Restructuring
Tax Efficient Capitalisation  Investment / Fund Raising
Risk Management / Controls  Regulatory Compliance
Organisation Structuring  Technology Enhancement
Change Management  Profitability Enhancement
Human Capital Development  Process Optimisation
Tailoring our capabilities to your needs
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
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
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

Providing debt advisory services for refinancing and new capital raises

Advising private equity firms on portfolio investment exit options

Preparing and listing Initial Public Offerings (IPOs)

Providing buy-side acquisition support to corporates

Valuing companies for regulatory reporting and deal-related purposes

Raising equity capital for growth, recapitalisations and expansions

Financially modeling businesses to enable strategic and investment decision making
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
- Mitigating corruption risk
- Managing money laundering and terrorism financing (ML / TF) risk
- Responding to cybercrime and data breach
- Conducting forensic accounting reviews
- Managing information risk
- Responding to fraud
- Managing third party risk
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 outsourced 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
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
- Deploying workforce planning and performance management frameworks
- Evaluating existing and designing HR strategies, policies and functions
- Structuring and managing compensation including rewards and benefits
- Creating the ideal culture, communicating and managing change
- Evaluating staff performance capacity / needs (skills and competencies) and optimising job fit / matching
- Acquiring and implementing a management framework for talent
- 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
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.

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**... 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
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”

Analysing commercial and market issues underpinning the deal

Identifying and understanding upside potential and risks

Ensuring seamless transition post transaction

Protecting potential buyers against value erosion

Assessing the impact of stand-alone issues, post deal

Assisting part or full disposal of businesses

Achieving financial and strategic deal objectives
Do you want to know more?
Our Leadership

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