



— emerge —  
GROUP




TURNING  
YOUR PROJECTS  
INTO REALITY




# WHO ARE WE?

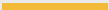
**Emerge Group** specializes in assisting investors wishing to enter, invest or strengthen their positions in Africa. Born in December 2018, EmERGE Group supports its clients through its 4 specialized subsidiaries:




**Emerge Invest,**  
Mergers and acquisitions advisory



**Emerge Management,**  
Strategy and management advisory



**Emerge Trading,**  
Sales and export strategy advisory



**Emerge Financing,**  
Financing advisory



# OUR BUSINESS LINES

**Emerge Group** operates primarily in **four business lines** through its dedicated subsidiaries:

Mergers & acquisitions advisory,  
Strategy and management advisory,  
Sales and export strategy advisory,  
and finally financing advisory.

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FINANCING

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MANAGEMENT

With its strong African expertise, **Emerge Group** serves company managers and shareholders by providing them with personalized advice in their development and transmission projects.

## **Emerge Invest**

### **MERGERS & ACQUISITIONS ADVISORY**

- Identification of targets and/or potential investors
- Merger strategy
- Valuation
- Support in legal documentation
- Negotiations
- Support in the due diligence process
- Optimization of financial structures
- Partnerships

## **Emerge Management**

### **STRATEGY & MANAGEMENT ADVISORY**

- Post-transaction integration
- Financial structuring
- Financial advisory
- Operational and capital partnership strategy
- Organizational strategy
- Expansion and growth strategy.

## **Emerge Trading**

### **SALES AND EXPORT STRATEGY ADVISORY**

- Identification of market opportunities in Africa
- Connecting with key distributors in African markets
- Adaptation of products and local marketing and communication materials
- Realization of sales with the different local actors
- Follow-up of orders until the receipt of payments.

## **Emerge Financing**

### **FINANCE ADVISORY**

- Assistance in raising financing
- Bond financing
- Private debt
- Mezzanine debt

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# OUR APPROACH

**Emerge Group's** ambition is to position itself as a true partner in your strategic decisions related to your African operations.

Thanks to dedicated contacts and a group on a human scale, **Emerge Group** will be able to be agile for an efficient and optimized execution of your operations and projects on the continent.

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# SCOPE OF CARRIED OUT TRANSACTIONS



## A PAN-AFRICAN AMBITION

To support our expertise, we serve our clients on the ground, being as close as possible to their African operations and projects. In order to meet this requirement in terms of proximity with our clients,

**Emerge Group** has undertaken its international expansion by opening a first subsidiary in Angola in 2020. The Group plans to develop other locations in the coming years in Africa and the Middle East.

In addition, **Emerge Group** operates in many countries in the Middle East Africa region through partnerships in the following countries: Lebanon, Ethiopia, South Africa...





# OUR TEAM

The team is made up of qualified professionals mastering all aspects of M&A.

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**Raymond FARHAT**  
Founder

Raymond FARHAT has 35 years of financial industry experience in Africa and the Middle-East. As CEO of Saham Finances and then Advisor to Saham Group Chairman from 2017 to 2019, he played an essential part in the expansion and development of Saham Group. Thanks to his African expertise, he helped Saham Finances build a unique network in 27 countries across Africa. Raymond FARHAT further directed the sale of Saham Group's shares in Saham Finances to Sanlam.



**Ghalia BENABDELJELIL**  
Founder

After graduating from HEC and École Polytechnique, Ghalia BENABDELJELIL started her career at the Boston Consulting Group in Paris and Tokyo. She then joined the Kering Group, supporting the CEO in the strategic management of its Couture & Leather Goods division. Ghalia later joined Saham with 3 mandates: Director of Strategic Projects, Chairman Chief of Staff and General Manager of the Saham Foundation. Her track-record includes participation in numerous large scale capital operations. Ghalia BENABDELJELIL has a strong strategic and financial expertise.



**Hajar BENAMAR**  
Partner

Hajar BENAMAR joined Emerge in 2021 after a 15 years' experience in finance and management. She has developed expertise in corporate finance, financial structuring, performance monitoring, and post-transaction integration. After starting her career at Grant Thornton in audit and financial advisory, Hajar joined the Saham Group in 2011. Hajar was CFO of Sanlam Pan Africa General Insurance in charge of Finance, Actuarial, Legal, and Regulatory. She has also been a member of the board of directors of many of the Group subsidiaries. Hajar is a Chartered Accountant.



**Rémy CAZAVET**  
Commercial Director



**Charbel MATAR**  
Angola Correspondent



**Omayma BAYRI**  
M&A Project Manager



**Amadou BARRY**  
M&A Project Manager



**Fatima Azzahra AIT ALLAL**  
Commercial coordinator



**Chaymae LABYAD**  
Financial Analyst



**Ismail LAKHNIGUE**  
M&A Analyst



**Faustino KOUDOYOR**  
M&A Analyst



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