

CKG & PARTNERS

Marketing, Management and Development in Action.

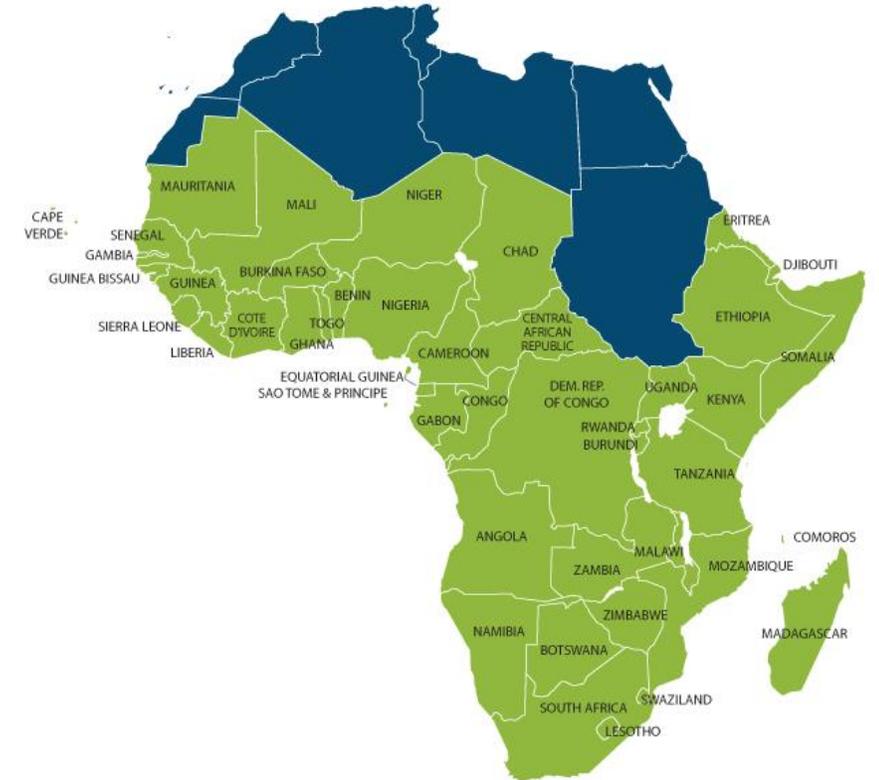
An initiative from Celestin K. GOUANOU manager@africahubgeneva.net Tel. 0041 76 773 64 00



IP@CFC*

IP@CFC Roadshow
To secure investment for:

US\$ 1'000'000



*IP@CFC = Integrated Platform at Casablanca Finance City

IP@CFC – a brief introduction

- A balanced business
- Profitable operations
- Stable core values
- Favorable fundamentals for growth

IP@CFC in brief

Flexible and effective development for African challengers, dynamic growth for international investors.

History

- Created in Geneva in 2014 after two years of planning
- Establish in Casablanca in January 2015 in the CFC Ecosystem

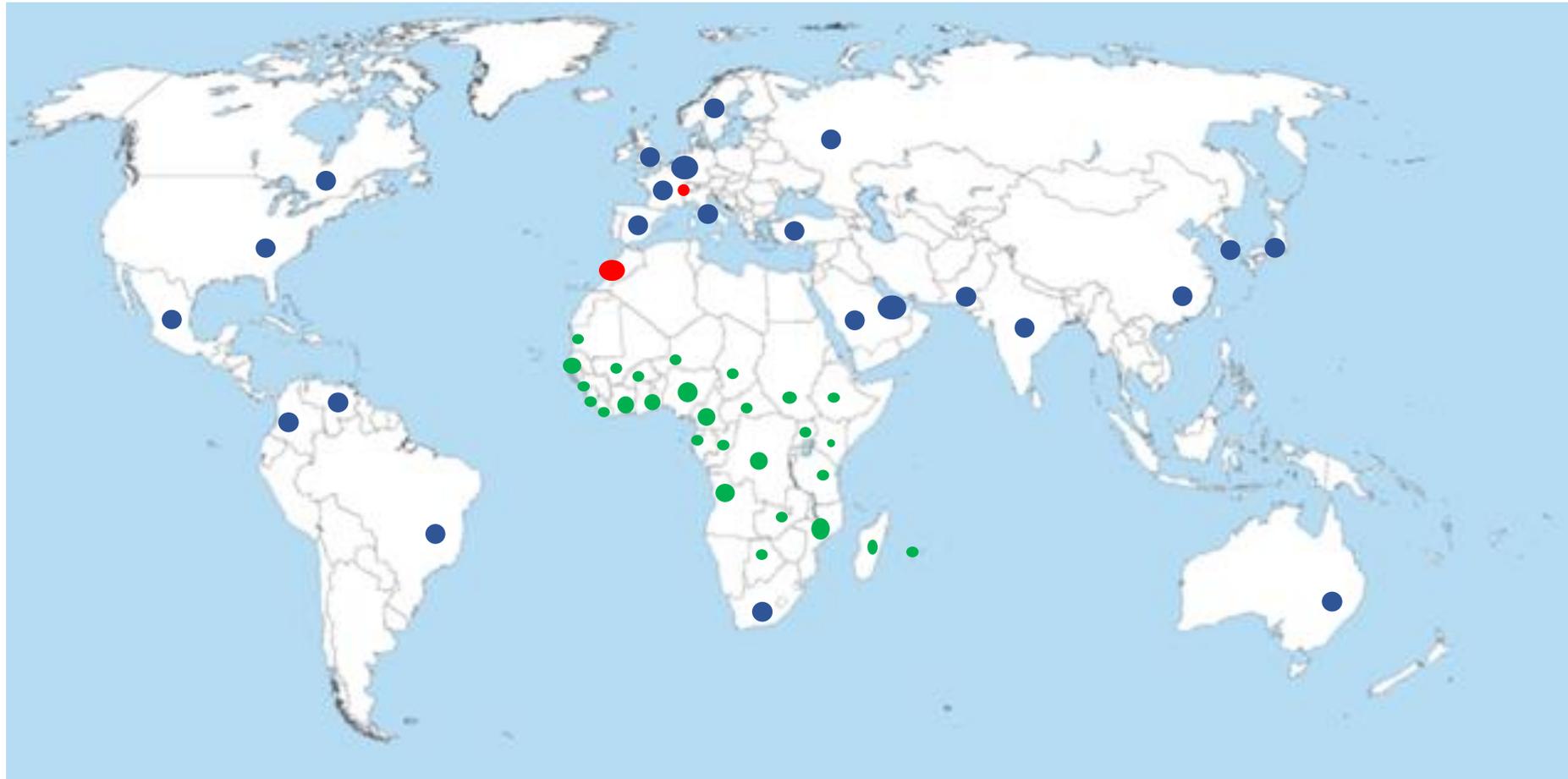
Key figures

Please contact us for details.

Business Areas

- Capacity building for African business and profile presentation – 10%
- Organizing Financing for Sub-Saharan SMEs and Challengers – 70%
- Market development, identifying local partnership with multinational corporations – 30%

IP@CFC – close to its partners



- Headquarters:
- - Operational
 - - Tactical
 - African Challengers and SMEs
 - International Investors

A value-enhancing business concept

Partners

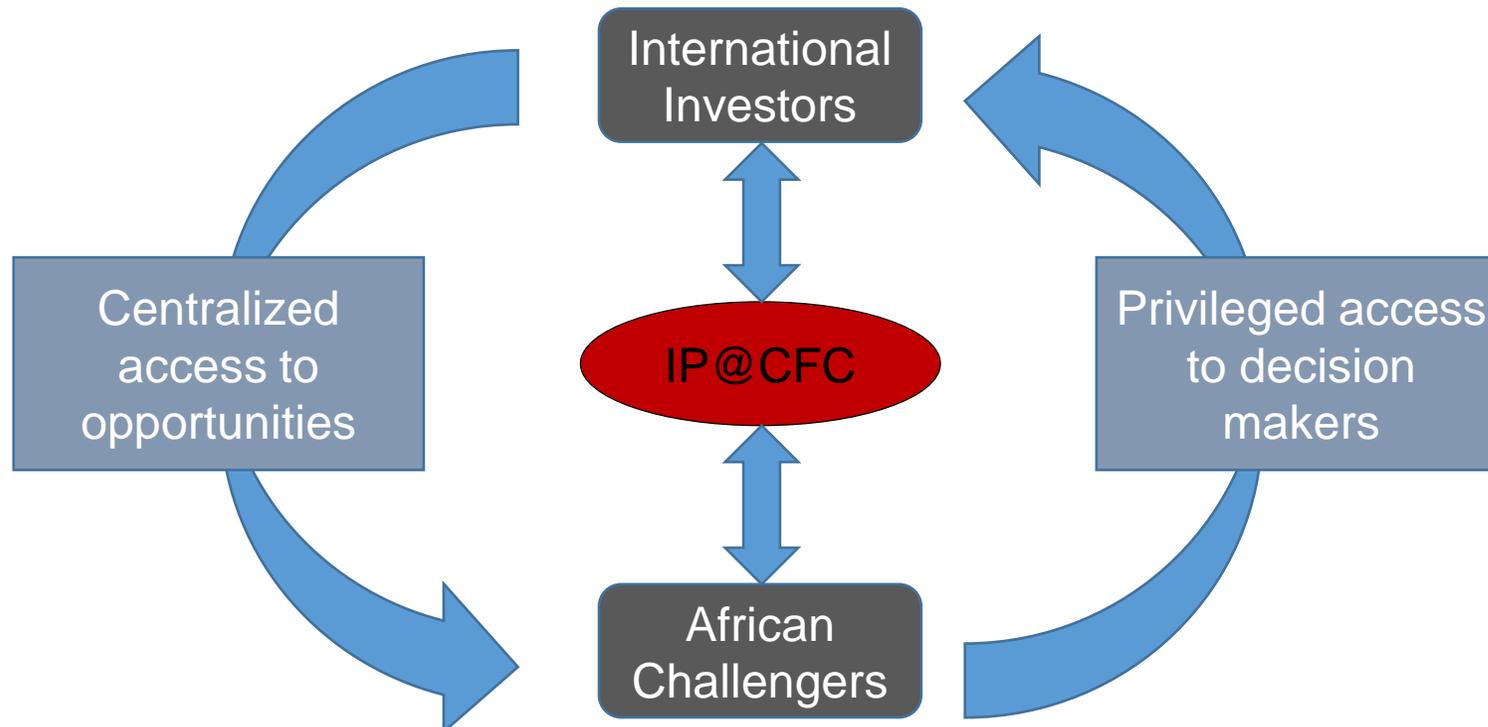
Markets
Applications
Specifications

Developed solutions

Function
Cost efficiency
Flexible

IP@CFC

Development
Sales & Marketing
Project management



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IP@CFC – capacity Building

IP@CFC Academy:

It is a modular support, Carnegie's style, for African Challengers and SMEs before meeting potential international partners and investors.

- Prepare financial roadshows
- Write business plans and company presentations (Exec Sum / Roadshow brochure)
- Organize sales & marketing strategies
- Adopt efficient CRM

IP@CFC – financing & Exit Strategies

After IP@CFC Academy's training following our methodologies, we as a broker, organize one on one meeting with potential investors from around the world either in the Casablanca Finance City Ecosystem or directly on the ground during field visits with investors.

- One on one meeting in CFC Ecosystem
- Field & Company visit with potential investors
- We also “sell” the company profile to investors directly according to agreement
- Planning exit strategies: IPO, Strategic Acquisitions, Management Buyout or Merger.

IP@CFC – local Partnership Creation

IP@CFC interacts with multinational corporations looking for local partners to work together and penetrate unknown or difficult markets.

- ❑ The CFC ecosystem attracts many multinational companies organizing their sub-Saharan business from Morocco. We will have access to all of them and their number grow every week as the good reputation of Casablanca Finance City spreads.
- ❑ The Founder of IP@CFC will bring more contacts from outside and typically from Geneva another major Financial Place and from elsewhere by direct contacts and participating to various events.
- ❑ Local partnership is a win-win situation where African Challengers and SMEs will have access to new technologies, new business processes and some funding while international corporations will find an easy way to access markets with local codes and business practices.

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IP@CFC – financial Highlights

Please contact us for details.

We will cover the first year loss with the original investment and return to the black figures during the following year.

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IP@CFC – basic Principles / Code of Conduct

The values and business principles which guide us at IP@CFC in our daily work:

- Conduct/Ethics
- Swiss Quality
- Openness
- Environment

We are professional.
We respect our Partners image.
We think our Partners interest first.
We are responsible.
We enforce best practice.

We are well organized.
We refuse corruption.
We are loyal.
We are faithful.
We respect local laws.

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IP@CFC – going forward!

- Growth market
- Structural changes
- Further internationalization
- Rapidly changing growth market
- Fragmented market

IP@CFC – vision

Long-term Partners and Customers relationship

Broad customer offering

Local presence globally

High competence

High productivity

Ethical & Sustainable

Stable finances

IP@CFC – also In the Heart of Europe

IP@CFC Tactical Headquarters is in Geneva, Switzerland where all major decisions makers of the world will meet at least once a year either during the Davos Summit organized by WEF based in Geneva, either during the many political, diplomatic and economic conferences organized around Lake Geneva region.

In terms of competitiveness and efficiency, Switzerland is N ° 1 in front of USA, Singapore, Germany, Netherlands, UK, France, etc. For the choice of relocation of foreign investors (in % of growth), Geneva is no. 1 with 62%, before Barcelona 36, Brussels 33, Amsterdam 27, London 16 and Paris 9. For the choice of relocation of the 500 biggest multinational companies, Switzerland is no. 1 before Holland, UK, France, USA. The economic environment for the choice of relocation by function in 2009 is best in Switzerland (N ° 1), compares to Germany, France, USA and UK. For operational risk, the economic environment of Switzerland is safer (N ° 1) for business than Singapore, Holland, Austria, France, Germany, UK, etc. The quality of the infrastructure of Switzerland is located at the top (N ° 1) among the same countries. Availability of the latest technologies that are widely available and used in Switzerland, second after the USA.

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We thank you very much for your attention!

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