



**BATSELA**  
ASSET  
**MANAGEMENT**

Creating  
Profitable Growth!



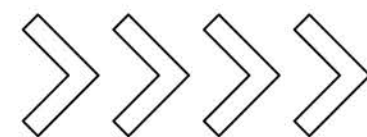




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# Overview



# 03

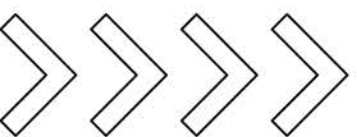
## About us

WE ARE SOLUTIONS-FINDERS

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Batsela Asset Management SAS is linked to the international consortium BHG ([www.bhgroup.eu](http://www.bhgroup.eu)), a consortium of elite advisory boutiques specialising in growth consulting and impact investment. We harness finance and strategy to deliver out-of-the-box tailor-made solutions for local and international businesses and individuals. Our advisors are explorers and innovators.

*We are an elite financial & advisory boutique.*





# Our approach & values

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We conjugate strong analytical capabilities acquired within top-tier banks, strategy and business consulting firms and outstanding creativity for extraordinary results. We are different, diverse, multicultural, multilingual and versatile professionals who strive to make you thrive.

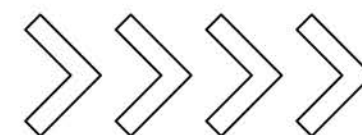
We open-mindedly team with project-holders and investors to deliver long lasting success. We are always readily available to turn the most complicated problems into the greatest opportunities...



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**Our values are the DNA of all activities we undertake and our approach is directly derived from them. We are loyal, innovative and courageous.**

Those attributes lead us to walk the walk hand-in-hand with our clients and with the highest standard of honesty, discretion and dedication.





# Our management team

**JOËL NZALI**

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**PRESIDENT**  
FOUNDING PARTNER

Joël is a seasoned professional with over 18 years of international experience in finance (M&A, pe, vc, structured finance, asset management), strategy, performance improvement and business development, gained in both smes, smis and large corporations.

A former PwC and EY Luxembourg executive, he currently runs a consortium of elite financial & advisory boutiques in Europe, affiliated alternative investment funds in the U.K, U.A.E & Luxembourg, co-chairs a luxembourg-based charity active in cameroon, on top of his several board memberships for companies across EMEA.

Joël speaks +5 languages (French, English, Spanish, Romanian, Creole, Italian) and has successfully led multi-sector projects combining complex issues (legal, tax, HR, technology transfer, cross-border investments, ...) and the supervision of multi-country teams. joël has structured since 2009, several fundraisings of over €100m up to \$2.5b for a large range of industries (real estate, hospitality, oil&gas, tech, finance, ppp...).

A graduate of KEDGE Business School (master's degree with a specialty in finance, 2004), he is certified Quality Management Auditor (MLQ, luxembourg, 2006) and also an accredited Financial Investment Advisor and an accredited Broker-dealer for banking operations and payment services (ORIAS & AMF) since 2016.



# Our management team

**FERNANDO ECHEVERRIA**

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**MANAGING DIRECTOR**  
SENIOR PARTNER

Fernando is a seasoned professional with over 17 years of international experience in the financial industry, strategic consulting and IT projects. Fernando is Board member of our elite financial & advisory boutique as well as Board member of affiliated alternative investment funds in the U.K & Luxembourg.

He has previously worked as a private banker for Barclays bank in France, as a financial consultant for ERNST & YOUNG in Spain and as an IT program manager for several consulting firms providing business expertise to international SaaS companies.

Fernando speaks +3 languages (French, English, Spanish) and graduated from the Universidad de Navarra (law and economics), HEC Paris (master, international business) and holds a MBA from IE Business School. He is also an accredited Broker-dealer for banking operations & payment services (ORIAS & AMF) since 2019.



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## Our management team

**FRANCISKA NZALI NGANG**

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**HEAD OF IMPACT PROGRAMS**

FOUNDING PARTNER

Franciska is Board member and particularly supports impact investments transactions in Africa. She is also in charge of business development in sub-saharan Africa, jointly with Joël Nzali and Gaël Bahiol. She is an effective program leader with a strong enthusiasm for supporting public administrations and projects in Africa and in the Caribbean. She enables organizations to implement complex supply chain and purchase initiatives. Franciska further supports our partner company in charge of commodities trading brokerage.

Franciska has 30+ years of international experience (HR, business administration, performance optimization, sales) for both private sector and public administrations (she worked +10y in several top management positions for the city of Baie-Mahault in Guadeloupe, France).

Franciska initially graduated as Management Assistant (BTS) in 1978 in Cameroon, before obtaining a Teacher Diploma in 1990 from ENSET Douala, and eventually a Master's Degree with a speciality in HR & Business Administration in 2004 from Université de Lorraine (France). She speaks 3 languages fluently (French, English, Creole).



# Our management team

**MARINA NZALI GONZALEZ**

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**HEAD OF BUSINESS ADMIN**

FOUNDING PARTNER

Marina is Board member and Director overseeing business administration.

She is committed to improving our support functions and streamlining shared services management.

With more than 20 years of experience between France (france telecom, ddp, primagaz), Luxembourg (Accor group, assurances LE FOYER, Alexander Hughes Executive Search) and Italy (FIAT group), Marina is also sought out for her track record in managing sales teams, customer service support, crm and event marketing.

She initially graduated as Management Assistant in 1999 from CFA Descartes in France, and then obtained an Insurance Agent Diploma in 2007 in Luxembourg. Marina can speak 3 languages fluently (French, Spanish, Romanian), has a good command of English and notions of Italian.



# Our management team

**GAËL BAHIOL**

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**HEAD OF AFRICAN MARKETS**

**PARTNER**

Gaël is Board member and Director in charge of african markets operations.

He is a seasoned professional with over 18 years of diverse experience in a wide range of business areas and industries, including applied physics, supply chain & logistics, performance optimisation, piloting of international business units and country risks management.

Gaël demonstrated the required expertise in improving supply chain productivity and reducing costs to ensure the optimum functioning of the logistics chain. Similarly, he designed advanced logistics & supply chain processes while leveraging on related technology to resolve critical operational challenges.

Among other previous positions, he formerly worked as supply chain & operations manager for Medsupply International and Regional Service Delivery Director in charge of medical services in +10 african countries for INTERNATIONAL SOS.

Gaël fluently speaks French and English and holds a Master's Degree in physics (2003), a Master's Degree in design, use and marketing of physics instrumentation (2003), a Master's Degree in Business Administration (2004) and a Master's Degree in Corporate Governance from Sciences Po Bordeaux (2008).



# Our core businesses

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## STRUCTURED FINANCE & FUND-RAISING

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We assist our customers in structuring financial instruments backed by banks or other financial institutions, as well as in raising finance with the support of VC/PE funds, private debt funds, investment banks, family offices, HNWI, sovereign funds or other governmental institutions. We additionally harness unconventional financing schemes.

1

### STRUCTURED FINANCE

- Asset-backed financing
- Corporate bonds issues
- Corporate assets securitization
- STO, SPAC mergers
- Bank-instrument backed funding

2

### FUND-RAISING

- Debts
- Mortgage loans
- Private Equity & Venture Capital
- Islamic finance instruments
- Crypto currencies funding



# Our core businesses

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## VENTURE CAPITAL & PRIVATE EQUITY INVESTMENTS

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Our portfolio of projects covers a very wide range of industries, locations, development stages and other selection criteria, allowing us to adopt an efficient risk-adjusted diversification strategy.

We source, screen and pilot investment opportunities in projects or companies selected on the basis of a multi-dimensional matrix, combining hard metrics (ROI, ROE,...) and soft metrics such as growth potential, sustainability, social impact/ESG, project-holders' personality, vision and commitment, and jobs creation.

1

### WE PERFORM VC INVESTMENTS

- Early-stage companies
- Main focus on EMEA areas
- Tickets from 150k€ up to 1M€
- Large shareholding position
- Max 5Y horizon

2

### WE ADVISE VC/PE INVESTORS

- Investment Due Diligence
- Investment closing
- Investment piloting
- Divestment piloting



# Our core businesses

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## MULTI-FAMILY OFFICE & ASSET MANAGEMENT

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By tailoring our services to each client's unique values and goals, our primary objective is to provide you with a one-stop elite advisory boutique to address all of our challenges, from tax income optimization to succession planning via investment management advisory. To do so, we either leverage on a variety of specifically designed international financial vehicles (Luxembourg, Scotland, London, UAE, Mauritius) or form them on-demand.

Through asset management advisory, we assist you in generating relevant and reasonable returns while moving money from where it is to where it is needed in order to enhance and protect your assets on long-term basis.

1

### MFO

- Foundations, trusts, wealth management vehicles
- Tax optimization
- Succession planning
- Large international cash transfers

2

### ASSET MANAGEMENT ADVISORY

- Emerging markets
- Real-Estate
- Precious metals & commodities
- Non-listed stock (PE/VC)
- Private placement programs



# Our core businesses

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## **CORPORATE FINANCE & STRATEGIC ADVISORY**

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Through Corporate Finance Advisory, we structure M&A and corporate development deals. We further provide access to banking facilities (international bank account opening, import-export credit lines, bank instruments, factoring services).

Through Strategic Advisory, we either implement winning and sustainable strategies or outsource our C-level managers to assist your organization on a short-term basis (transition management).

1

### **CORPORATE FINANCE ADVISORY**

- M&A, Financial DD
- LBO, MBO
- International bank account opening & companies forming
- Banking facilities

2

### **STRATEGIC ADVISORY**

- Transition / Interim Management
- International Business Development & Representation
- Technology transfers
- Piloting of PPP



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# Testimonials

## CLIENTS

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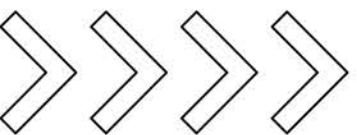


■ We found in Joel all the qualities of a good financial advisor: audacious, good communicator, courageous, team player, exemplary, rigorous. (...) Joël is a strategic visionary able to create a secure environment conducive to the development of a company. We recommend Joel for piloting complex projects in international contexts.

**Madeleine Eba, Founder.**  
**My Little Cameroon**

■ Strategic Differentiation + Empathy / Trust + Diligence / Endurance with a positive mind set. Joël possesses all of these 3 and remarkably develops strategies working behind the scene to develop and grow a business. Joël is not only astute in the financial sector, he perfectly understands the technical part / the product - which generates income - and marries both. (...) Joël is solution finder at its best.

**Patrick Hoffmann, M-Director.**  
**Hillsbridge Global Water, UAE**





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# Testimonials

## PARTNERS

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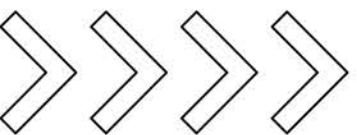


■ Joel is a very bright and reliable professional, able to understand the big picture and capable to translate big ideas into tangible actions. He combines technical, managerial and social skills. You can always count on his entrepreneurship mindset and creativity

**Philippe Pierre, Senior Partner.**  
**PwC Luxembourg**  
**EU Institutions Global Leader**

■ Fernando has outstanding skills in Finance, Law and languages. He is a very dedicated individual and his ideas in Business development have rapidly proven effective, even in a difficult economic environment. Fernando has very strong qualities. His integrity and professionalism were to the highest standards.

**Pierre Pezin, Partner.**  
**Pezzin Pierre Finance, France**





# Legal references

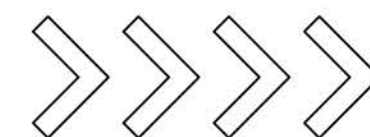
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Batsela Asset Management SAS is registered with the ORIAS with the license n° 16003021 for its regulated activities of COBSP (Licensed Broker-Dealer for Banking Operations & Payment Services) and CIF (Licensed Financial Investments Advisor). Batsela Asset Management SAS therefore operates under the supervision of the “Autorité de Contrôle Prudentiel et de Résolution” (ACPR) located at 4 place de Budapest, CS 92459, 75436 Paris, Cedex 9.

Batsela Asset Management SAS is also a member of the CNCEF (French National Chamber of Financial Experts & Advisors), association under the supervision of AMF (French “Financial Markets Authority”) with membership n° D016617. The activities of Batsela Asset Management SAS are covered by a mandatory Corporate Liability Insurance Policy (n°114239987) issued by Insurance group “MMA Entreprises”.





# We strive to make you thrive!

BECAUSE WE ARE PASSIONATE ABOUT WHAT WE DO, WE ARE EAGER TO SEE HOW YOU CAN GET YOUR PROJECT STARTED AND SUCCESSFULLY COMPLETED, WITHIN THE SHORTEST TIMEFRAME, WHILE ADHERING TO THE HIGHEST STANDARDS OF QUALITY, PERFORMANCE AND ETHICS.



## MAIN OFFICE

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## GENERAL ENQUIRIES

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