



BATSELA
HOLDING **GROUP**

creating **profitable growth.**



A consortium of
elite advisory boutiques
specialised in growth consulting,
corporate finance and
impact investments.

www.bhgroup.eu

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OUR GROUP



Batsela Holding Group

HQ for our consortium of boutique advisory firms.



Batsela Asset Management

A financial advisory boutique specializing in private equity, asset management, corporate finance and growth strategy.



Batsela Consulting

A business development consulting firm, which also provides international brokerage services for buyers & sellers of goods and commodities.



Batsela Real Estate

A company specialized in real-estate transactions & properties management.



Resilience Capital

An umbrella of ESG/ISR abiding investment funds (Luxembourg, UK, Mauritius), supporting resilient companies at all development stages while seeking sustainable profitability.



Batsela Holding Luxembourg

A financial company used for Private Equity investments, with a primary focus on European projects.



JoNaReEsBen ASBL

A foundation that deals with impact investments oriented towards education, agriculture, health and infrastructures, in West and Central Africa.



Batsela Capital Investments

A special purpose vehicle for investments on financial markets and international ventures.



4Bi France

A project management company that also pilots e-boutiques for sale of luxury goods. (ruedelolympe.com)



Batsela African Ventures

A special purpose vehicle for co-investments & business development in African countries.

BUSINESS PARTNERS

Banks & Financial Institutions

Eurobank Private Bank (Luxembourg)
HSBC (UK)
ING Bank (Luxembourg)
Sogexia (Luxembourg)
BNP Paribas (France)
CIC (France)
BPCE Group (France)
RCB Bank (Luxembourg & Cyprus)
CIM Banque (Geneva)
American Express (UK & France)
AfrasiaBank (Mauritius)
DBS (Singapore)
Bank Millenium (Poland)
Banque des Patrimoines Privés (Luxembourg)
Ecobank (Cameroon)
Banque Atlantique du Sénégal (Sénégal) EFG
(Switzerland)
Manager One (France)
BIL (Switzerland)
Emirates NBD (UAE)
Milleis Bank (France)

Other banking connections available in Latvia, Estonia, Senegal, Morocco, Kenya, Cameroon, UAE, Qatar, Switzerland, Spain & Luxembourg.

Audit, Accounting & Consulting

Allied Chartered Accountants (UAE)
Deloitte (France)
KPMG (Senegal)
PriceWaterhouseCoopers (Luxembourg)
F. Roger Cabinet Comptable (France)
Creatis Group (France)
Cabinet Mercure (Sénégal)
EY-Parthenon (UAE)



Logistics, Commodities & Metals

Monaco Resources Group (Monaco)
Dexamo (France, Lebanon)
Transleyca (Spain)
Maritime Capital Partners (Switzerland)
Akwa Group (Morocco)



Other Industries

Themis Lex (Luxembourg)
Optim Solutions (Luxembourg)
Massivi Design (France)
Pascal Girollet Graphic Design (France)
GHA Consulting (France)
Leinota (France, Poland, China)
Kamila Kulczyk Lawfirm (Poland)
Marjac Lawfirm (Luxembourg)
Sunna Design (France)
Mobile Ecosystems (France, Spain & Africa)
Bluetech Water Solutions Africa (UK & Africa)



Financial, Corporate & HR Services

EraValues (France)
Global Operations & Investments (UAE & Switzerland)
Same-Day Company (UK)
Abroad Fiduciaire (Luxembourg & Canada)
ALD & Partners (Senegal)
FiveConsult (Latvia)
FCS Services (Luxembourg)
Transactions & Cie (France)
Savin Finances (France)
Neotrust Fiduciary (Luxembourg)
Ingenuity Family Office (Switzerland)
Invictus Risk Management (UK)
Business Channel Impact (Canada)
PR Squared Worldwide Eurasia Bridge (Singapore)
Eurazeo (France)
Generation Alfa (Switzerland)
General Invest (Switzerland)



ACTIVITIES

Private Equity Investments

We mainly invest or advise investors/investment funds regarding financing of projects or companies at any development stage. Our selection matrix focuses on both hard metrics (ROI, EPS, P/E, ROA...) and soft metrics such as growth potential and sustainability, project-holders' personality, vision and commitment, and impact of investment (social impact, jobs creation, environment, ...).

- Real-Estate
- Precious metals
- IT and new technologies
- Green business & Renewable energies
- Health
- Fintech
- Fashion
- Leisure & Hospitality
- Web-based companies
- Commodities
- Infrastructures
- Education

Brokerage Services

We review your requirements and assist in defining your optimal investment profile. We then perform brokerage services either directly (via our regulated broker-dealer sister company in France) or through introduction to regulated operators in Paris, London, Luxembourg, Geneva, New-York or Hong-Kong.

We also provide access to working capital for commodity trades and facilitate transactions by connecting performing parties to our business network.

Financial

- FX trading
- Asset & Wealth management
- Placements & Investments
- Stock-exchange markets

Commodities

- Food (sugar, rice...)
- Energy (oil & gas)
- Precious metals
- Mass consumption goods (electronic, construction, ...)

ACTIVITIES

Structured Finance Services

We assist our clients in structuring financial instruments backed by banks as well as in raising finance with the support of governmental and affiliated institutions. We harness unconventional financing schemes, such as asset-backed financing, corporate bond issues or corporate assets securitization.

- Collateralized funding
- Conventional fundraising (private equity, venture capital, banking loans)
- Other structured finance schemes

Business Consulting Services

Through financial advisory, we structure M&A and corporate development deals. Through project management, we implement winning and sustainable strategies. Through business performance improvement, we streamline synergies via processes re-engineering, organizational development and design, HR strategy and management, quality management & risk prevention/mitigation.

Corporate Performance

- Human resources
- Sales & marketing
- Corporate financial performance
- Corporate risk management
- Quality management
- Strategy & international business development

Project Management

- Real estate
- Charity & humanitarian programs
- Others on request

Financial Advisory

- LBO, M&A
- Due diligence
- Valuations
- Opening private/corporate international bank accounts
- Banking facilities provision
- International companies formation
- Tax optimization

BOARD MEMBERS

Joel NZALI - Joel.nzali@bhgroup.eu / joel.nzali@jonareesben.org
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Joel Nzali is the Chairman and CEO of BHG Consortium. He is a former management consultant from Ernst & Young and PriceWaterhouseCoopers Luxembourg, and a former CFO/CEO of SMEs in Luxembourg and Italy. Joel is an experienced professional with 17+ years of diverse experience in the financial industry (M&A, Structured Finance, Private Equity), strategic consulting, business performance improvement and corporate development. He fluently speaks 6 languages and has been piloting international projects and teams in many locations over 3 continents. Joel is a licensed financial broker and investment advisor, who graduated from KEDGE Business School with a Master in Management.



Marina GONZALEZ - marina.gonzalez@bhgroup.eu - +33 (6) 18 19 22 55

Marina Gonzalez is a Board Director and Head of Business Administration for the Group. She is committed to improving business administration and streamlining shared services management. With over 20 years of experience, Marina is also sought after for her track record in managing sales teams, customer service support, CRM and event marketing. She is fluent in 3 languages.

Franciska NGANG - franciska.ngang@bhgroup.eu
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Franciska is a Board Director and Head of our Humanitarian Programs. Franciska is also in charge of business development in Sub-Saharan Africa, jointly with Joël. 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 has over 35 years of international experience and is fluent in 3 languages.



BOARD MEMBERS



Askin SEYHAN - askin.seyhan@bhgroup.eu
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Askin Seyhan is a Board Director and CFO of Batsela Holding Luxembourg. He is furthermore the founding partner of Selfor Global Alliance. Askin is a polyglot, seasoned professional with 30+ years in international business development, corporate finance and international project management. Askin also has exposure in strategic marketing as well as commodity and currency trading. Askin's outstanding achievements include the completion of several fund-raising and investment transactions, the founding of a newspaper in Germany, but also the design and implementation of a franchise system in Germany back in 1994.

Fernando Echeverria - f.echeverria@batsela-am.com
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Fernando is a Senior Partner & Managing-Director of Batsela Asset Management. He formerly worked as Private Banker for Barclays Bank in France, Financial consultant for Ernst & Young in Spain and IT Programs Manager for several consulting firms providing expert assistance to SaaS international companies. Fernando is a seasoned professional with 16+ years of diverse experience in the financial industry (Financial Due Diligence for the banking sector, Business planning, profitability analysis of business units...), strategic consulting and IT projects. He fluently speaks 4 languages and feels comfortable in international and competitive environments. Fernando subsequently graduated from Universidad de Navarra (Law & Economics), HEC Paris (Master, International business) and postgraduate MBA at IE Business School.



Benoit Nzali - benoit.nzali@bhgroup.eu - +33 601 260 354

Benoit Nzali is a Partner of Batsela Consulting and Managing-Director of 4BI France. He assists many companies of the consortium regarding corporate finance & project management assignments. Benoit further specialized in commercial trade facilitation and international brokerage of tangible goods as well as online sales of luxury goods. Benoit holds a bachelor degree from EBBS and speaks French and English.

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we strive to make you thrive!



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