



PEACOCK CAPITAL
ADVISORS GROUP

WHO WE ARE

Peacock Capital Advisors Group (PCAG) specializes in consultancy, business and financial advisory services. When doing business in Africa, multi-faceted challenges may arise, with complex and sometimes duplicitous laws and regulations, tariff and non-tariff barriers to trade, socio-economic and cultural complexities and red tape. With a seasoned team of business, public policy, academic and civil society professionals, extensive professional and personal relationships, and in-depth knowledge across regional markets, PCAG is ideally positioned to enable its clients to navigate the complex business landscape on the African continent.

“We are
Client-Focused”

WHAT WE DO

We serve businesses, non-governmental organizations, and African governments with financial and strategic advice, thanks to a team of qualified advisors and our strong network of government and private sector contacts all over Africa. We are a member of the USA Africa Chamber of Commerce. Peacock Capital Advisors Group is a reliable partner that provides strong financial services and adequate strategic advice to helping clients take advantage of investment opportunities in Africa while achieving excellent results.

We provide financial engineering and restructuring solutions for the growing market of alternative funding sources. This allows great opportunities for companies in Africa to implement the best cost-effective funding structures to support the requirements of their businesses.

For the needs of governments and their agencies, Peacock Capital Advisors Group offers services in restructuring of public and government owned enterprises. We offer to these clients our resources and contacts to effectively implement their privatization programs.



STRATEGIC ADVISORY SERVICES

In strategy, our advisory services include:

- **Strategic alternatives analysis for African businesses:** Peacock Capital Advisors Group works with African businesses to help them evaluate their growth and development alternatives, and determine the best strategies for successful business performance.
- **Due diligence services:** The combined experience and contacts of Peacock Capital Advisors Group partners facilitate the due diligence process for potential foreign investors wishing to acquire or sell a business, by providing a systematic approach to understanding and evaluating a company's assets. For African companies seeking to conduct an acquisition, sale or looking to attract foreign investments, Peacock Capital Advisors Group provides detailed business analysis, including financial measures and management forecasts, to assist in the processes.
- **Structured finance solutions:** Peacock Capital Advisors Group has the expertise to work with selected financial institutions to design and execute innovative structured products specific to both corporate and retail clients.
- **Market opportunity assessment:** Peacock Capital Advisors Group leverages its extensive expertise and network of relationships in Africa and regional markets to assist our clients and partners in assessing the pros and cons of potential opportunities in African markets by conducting analysis of:
 - Market size and trends
 - Barriers to entry
 - Competition
 - Political and regulatory landscape
 - Financial assessment of the opportunity

Upon completion of the analysis, Peacock Capital Advisors Group develops a tailored business strategy to capitalize on the opportunity with an emphasis on minimizing risk and maximizing profitability.

- **Market entry strategies:** Entry or expansion in African markets presents an excellent opportunity for many companies, but is also viewed as highly risky. We develop a comprehensive strategy and road-map to enable foreign companies to penetrate African markets in a manner that maximizes value creation.
- **Identification of potential overseas partners for African businesses:** Peacock Capital Advisors Group fully leverages its contacts and relationships in the United States and Europe to identify potential partners for African businesses wishing to forge strategic partnerships with companies overseas.

CONSULTING SERVICES TO GOVERNMENTS

Peacock Capital Advisors Group has expertise in advisory services for African governments. We define strategies to assist governments in solving economic crisis and resuming an accelerated growth in order to improve their competitiveness in the context of globalization. Having experience in developed economies and in great banking and financial institutions of the world, we partner with African states to provide:

- Strategies for the implementation of privatization programs
- Strategic and organizational audit of ministries and state agencies

Peacock Capital Advisors Group has the experience, resources and contacts to promote governments' privatization and selling programs to investors. With governments and government agencies, we ensure that public companies are well restructured and sold to the investors who are most aligned to the needs of the government. We leverage our relationship capacity to formulate strategies that really favor good implementation of privatization and selling programs while reinforcing relationships among African countries and companies with western institutions.



COMMODITY BROKERAGE SERVICES

PCAG is a leading advisor and implementer of commodity market solutions for clients in Sub-Saharan Africa. Our clients include top corporations, investment funds and family offices, financial institutions, central banks, and government bodies. We help our clients manage risk, optimize performance and navigate the complex and constantly evolving market changes on the continent.

We offer comprehensive fundamental and technical market intelligence, forecasting, historical databases, news, and econometric analysis in nearly every widely traded physical commodity and derivative such as futures, options, and swaps.

We specialize in agricultural products, energy products, forest products, fiber and textiles, base metals, precious metals, currencies and renewable fuels.



TRADE MISSIONS TO AND FROM AFRICA

Peacock Capital Advisors Group brings together highly qualified professionals and offer productive platforms for exchange. Our team of client-dedicated consultants are available to meet and greet at every conference and forum. Our client portfolio includes business-people and institutions in the USA and Africa. We have organized important events:

African President's visit to Illinois on the invitation of the Governor and Business Leaders

The Forum of Chicago was organized in parallel with the invitation of President Abdoulaye Wade of Senegal by the Governor of Illinois, Patrick Quinn. It served as a platform for the Senegalese private sector and the American business community to meet and discuss opportunities across a large range of industries. As a result, several letters of interest were signed in key sectors.

List of Senegalese Enterprises

CCBM	GENITE/CNP
SICAP	MEDES
IPRES	Port
CSS	Africaine de l'Automobile
GECOM	TSE
FPE	MCA
ILICO	
SAGEF	

List of U.S. Enterprises

CME	Natural Enrichment Industries (NEI)
Avlon	Reo Movers
Brianza Bella	Taylor-Made-I.T. Solutions
Diamond International	TCS
Ervin Equipment	VLV Development
Ervin Equipment	World Premier Services, Inc
Maclean Power	1888 Mills
McCormick Chamber of Commerce	AARCO Travel Agency
Mi-Jack Products	Fight for Life World Care Network

“Destination Africa: The New Capital & Investment Frontier” Conference

Peacock Capital Advisors Group President, Mr. Magatte Diop, partnered with US investors and the government of Senegal to organize an unprecedented global investment management conference in West Africa and thereby provided a platform for exchange and future business partnerships, whose purpose was to serve as a platform for the exchange of business know-how and the discussion of investment opportunities between institutional investors from the United States, Europe and their African counterparts. “Destination Africa: The New Capital & Investment Frontier” provided a forum for building productive business relationships and simultaneously laid a formidable foundation for future intercontinental partnerships and mutually beneficial business initiatives on the continent. The Principals of Peacock Capital Advisors Group were instrumental in seeing through the success of “Destination Africa: The New Capital & Investment Frontier.”

List of African Countries

19 African countries (Benin, Burkina Faso, Cameroun, Cap Vert, Central Africa, Gabon, Gambia, Ghana, Ivory Coast, Bissau Guinea, Liberia, Mali, Niger, Nigeria, Madagascar, Republic Democratic of Congo, Senegal, Sierra Leone, and Togo) were represented by 35 Companies.

US institutional investors

Goode Investment Management	Blackrock
Hugues Capital Management Inc	FIS Group
ICV Capital Management	Courtland Partners Ltd
ING Investment Management Americas	Holland Capital Management LLC
Piedmont Investment Advisors LLC	MR Beal & Company
Progress Investment Management Company	Northern Trust
State Street Global Advisors	Paradigm Asset Management
PIMCO	PCM Growth Advisors
Smith & Graham	Profit Investment Management
AREVA	Principale Capital Smith Graham & Company
Ariel Capital Management LLC	State Street Global GMBH , LONDON branch
Atlanta Life Investment Advisors	State Street Bank & Trust
Attucks Asset Management	UBS Global Asset Management
	The Network Journal
	TMS Capital

US public officials

Office of the New York City Comptroller for Pension
Los Angeles City Employee's System
Overseas Private Investment Corp
California Public Employees Retirement System
Department of the Treasury
Chicago Transit Authority

OUR UNIQUE ADVANTAGE

For governments and African corporations, we leverage the extensive network developed over the years, working on Wall Street, at Fortune 500 companies, with leading NGOs, and with governments in Africa. We have developed alliances in Côte d'Ivoire, Ghana, Senegal, South Africa, Zimbabwe, Morocco, Togo, Mali, and in the US to ensure a continental coverage and be able to effectively assist companies and clients in any area of the continent they wish to do business.

OUR TEAM

We are a team composed of experienced, professional and culturally sensitivity individuals dedicated to delivering expertise in international finance, banking, real estate, non-governmental organizations, governance, insurance and construction.



Mr. Magatte Diop, President and CEO

Mr. Magatte Diop has over 40 years of experience and is presently chairman of Peacock Investments, a real estate development company he created in 2006 to provide low-cost housing in Senegal. The company is in the process of building 2850 units in Diamniadio, which lies on the outskirts of Dakar. He is the Chairman of Sagef, a construction factory that has built thousands of prefabricated homes throughout Senegal.

He is also serving as Board Chair of Speak Up Africa New York, and Board Director (and the Treasurer and Chair of the audit and finance committee) of Intrahealth, an international NGO active in global health headquartered in Chapel Hill, North Carolina. He has been a consultant for Dalberg, Malaria No More and numerous African governments in the areas of international finance and capital markets. For 20 years, he has been directly involved with trade, corporate finance, and banking in Africa, serving both as Regional Director for the west and central Africa in the financial institutions division and Managing Director responsible for the operations of Citibank in Cote d'Ivoire for many years. He has a deep detailed knowledge of business and finance in west Africa and is well-versed in the commodity trading aspect and all issues related to agricultural financing.



**Ms. Assana Alio
Managing Director**

- Banking and Finance
- Governance
- Management
- Fundraising
- International Affairs
- Public Administration
- Fiscal Budget
- Program Evaluation



**Mr. Karim Diop
Senior Consultant**

- Finance
- Banking
- Real State
- Communication
- Low-Cost Housing
- Modern Construction
- Bid Preparations
- Construction Management



**Mr. Ousmane Ndiaye
Senior Consultant**

- Public services
- Economics
- Government and Taxation
- Legal affairs and litigation
- Trade
- Auditing
- Maritime Affairs



**Mr. Kwame Marfo
Senior International Consultant**

- Strategy & Analysis
- Finance
- Investment
- Capacity building
- Risk management
- Legal & compliance
- Insurance
- Public sector reform



**Mr. Abdoulaye Agne
Senior Consultant**

- International trade
- Maritime Management
- Entrepreneurship
- Social and economical researches
- Investment



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