



SYNERGY PRIVATE EQUITY FUND

INVESTMENT IN MSY ANALYTICS GROUP (“MSY”)

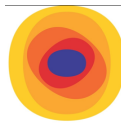
Synergy Private Equity Fund (SPEF) is pleased to announce the completion of its investment in MSY Analytics Group, a technology driven professional services and data analytics company focused on increasing corporate human capital productivity and organizational positioning. The Company currently operates in Nigeria with a plan to roll out across the African continent. MSY is focused on creating value for companies, organizations and Institutions by collecting, analyzing, synthesizing and interpreting human capital data as well as providing valuable insights that enable informed business decisions

The company has a license to operate the Great Place To Work (GPTW) franchise (best known for the annual survey conducted on companies). The GPTW employee productivity survey and tools are much sought after globally. They significantly enhance employee productivity and entrench global best practices in companies across Africa contributing to the rapid social and economic development of the continent. In addition, MSY holds a host of highly sought after licenses including a worldwide license to sell products on behalf of Human Capital Management Institute (HCMI), Executive Coach and Frontier Strategy Group (FSG). Over the last 4 years of its operation, MSY has built client relations with over 120 of the most attractive companies and organizations in Nigeria and assisted these organizations undertake transformational change based on addressing human capital gaps to propel workforce productivity.

This investment is SPEF’s eighth investment of the fund and will be used to fund the expansion of the company’s business geographically across the continent and to deepen the company’s product offerings to enable them capture a larger share of client -spend on employee productivity. Following the Synergy investment MSY has acquired the GPTW Franchise for South Africa, Cote d’voire, and Kenya and is now well positioned to execute on its Pan African growth strategy.



Selected Clients



Mr. Kunle Malomo, promoter and CEO of MSY Analytics Group, commenting on the investment said they are very excited to receive this investment from Synergy Capital Private Equity Fund. "The investment will help accelerate our growth and strengthen our leadership position in the Human Capital and People Productivity market in Africa. Synergy's deep understanding of our best model combined with the firm's supportive hands-on approach will help us achieve our goal of transforming work places across Africa to high performing globally competitive world class institutions."

Speaking on the successful completion of this investment, Ayodele Arogbo (Partner, Synergy Capital Managers) stated that human capital development and workforce productivity enhancement are critical to delivering on the economic potential of Nigeria and most



countries in the African continent. As a result, MSY with its suite of product offerings will contribute to faster economic growth in the countries it operates in by helping leading companies in these countries enhance employee productivity. The entrepreneur has succeeded in building a formidable team of highly experienced professionals capable of delivering on the target to establish the company as a leader in human capital development and workforce productivity in Africa over the medium term.

The advisers on the deal include Banwo & Ighdalo and Ernst & Young.

Rebecca Williams.

Investor Relations, Synergy Capital Managers