

Best at what we know best

Chairman and CEO of Loita Capital Partners **N Justin Chinyanta** explains how his company wants to level the playing field for medium and wholesale financial institutions in Africa

Loita Capital Partners plans to close the financial divide between small to medium corporate players on the African continent and the global financial marketplace.

We have been a strategic player in the African financial market for 15 years, and raised around US \$3 billion on behalf of our clients. Loita has simultaneously built a high-powered financial IT house that brings selective medium sized African banks into formalised and high-tech banking and financial services.

Historically, investment banking has been the domain of large corporates that could easily mobilise financing through private public

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placement or institutional investors, while funding at lower costs. Loita bridges this gap by creating possibilities for medium and wholesale institutions to obtain financing at reasonable costs.

Our investment banking and bank management experience allows us to facilitate access to competitive financing for African businesses through innovative financial engineering and structured finance products.

To this end, Loita aims to deepen the African capital markets by engineering new products such as specialised funds for small and medium-sized enterprises on the continent. We have been pioneers in the African capital markets, having led some first-time local-currency bond issuance in East Africa, Zambia and Malawi and brought first-time African players into the capital markets arena.

Strong local market knowledge

Loita has played a strategic role in building financial institutions across Africa from Ivory Coast, Sudan and Angola to Zambia, Zimbabwe and Mauritius. In this capacity, not only do we own minority stakes in Finance Bank (Zambia), Metropolitan Bank (Zimbabwe) and AfrAsia Bank (Mauritius), Loita also provides corporate advisory services to domestic banks that want to grow and diversify into new markets.

As a pan-African financial institution, we have built a strong local market knowledge in each of the countries where we operate or have done business. We have built a network of relationships, which span the private as well



public sectors. With our tested market knowledge, we believe we are the best partner

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for any institution, whether it be global or African, that wants to deepen its presence on the African continent. Financing in Africa no longer needs to be the high-risk project that it was in the past.

Turning to Loita as a partner that is equipped with in-depth local knowledge, relationship management and years of experience within Africa, means that a risky-looking deal is a thing of the past – in fact it becomes a good investment.

Creating added value

It's not only about raising money, we bring value-added services to what we do. African companies are now ready to grow out of their traditional market and are looking for a strategic partner that can take their next leap of faith with them.

We offer a holistic solution to our clients by not only assisting them in raising finance but by also working with them to build the capacity necessary to move into new markets or issue public financial instruments.

Finally, Loita understands the importance of geography. With the growing importance of Africa to Asian giants such as China and India, Loita has strategically placed itself at the crossroads of the two continents, through its minority investment in AfrAsia Bank of Mauritius. **A**

Loita Capital Partners was the winner of the Africa Investor Award for Financial Consultancy of the Year in both 2004 and 2005

A Zambian citizen, N Justin Chinyanta acts as Chairman and Executive Officer of the Loita Group, residing in Johannesburg, South Africa. An expert in the financial markets of eastern and southern Africa, Chinyanta has more than twenty years of professional experience in commercial and investment banking in the region. Prior to forming Loita Holdings Corporation, he held senior positions with Citibank and HSBC Equator Bank in Africa. He is a Barrister at Law with training from the Law Practice Institute of Zambia supported by a Bachelor's degree in law from the University of Zambia.