

Norsad Capital: Purpose led private credit provider in Africa

As a freshly rebranded purpose led Norsad Capital relaunches in Africa, it details the importance of investing for sustainable development and impact on the continent.

Norsad Capital's purpose is to build a better Africa by supporting the growth of profitable African companies through tailor-made debt finance solutions, enabling them to have substantial and ongoing social impact through the services they provide and the employment they create.

It is this reality that guides Norsad Capital, an impact investor that offers flexible debt financing solutions to profitable companies in Africa and has been doing so for over 30 years. **Norsad is a pure-play private credit firm, which has invested over USD500 million in more than 150 companies in various sectors in Africa.**

"Our partners and stakeholders have always been, and will remain, critical to delivery. We go into the future, and all the potential and challenges it holds, focused on unlocking new opportunities across Africa and enabling aligned businesses to realise and optimise their potential and vision," says the Norsad CEO, Mr Kenny Nwosu.

This is evident in the investments Norsad has made over the years, focusing on financial institutions, the food value chain, soft and social infrastructure, and industrials and manufacturing. Specially, Norsad invested about USD5 million in African Boomerang Holdings (ABH) at the outset of the pandemic, to produce life-saving Personal Protective Equipment (PPE). The group is a South African-based manufacturer and, pre-pandemic, distributed safety equipment to the industrial, mining and agricultural sectors.



Kenny Nwosu
CEO



Dr. Frannie Léautier
Board Chair

Another good example of this is that, in 2018, Norsad partnered with African Milling Limited (AML) and provided financing of USD10 million. AML is an integrated agro-processing business operating in Lusaka, Zambia, and one of the Southern African country's five largest milling companies. It mills process wheat into flour, and maize grain into maize meal - or "mealie meal" - a popular staple food of the region.

"Going forward, Norsad Capital wants to extend its footprint and reputation as a sustainable investor demonstrating social value across the continent by selecting profitable investments that clearly contribute to solving social and environmental challenges," says Dr. Frannie Léautier, Norsad Board Chair.

Norsad was awarded the Emerging Markets Initiative of the Year 2021 by the Principles for Responsible Investment (PRI), a world leading proponent of responsible investment. The global prestigious award recognises investors that seek to achieve impact by setting intentional impact strategy and targets to shape sustainability outcomes, using a range of levers to achieve impact, and being able to demonstrate how it is monitoring progress towards achieving its impact goals.