



TSEGA GEBREYES

PERSONAL DETAILS

Nationality: Ethiopian
Date of Birth: 14-12-1969
Marital Status: Married
Addresses: 35 Portman Square, London, W1H 6LR UK;
6 Pont Road, Bryanston Johannesburg, SA

QUALIFICATIONS

1986-1990

Rhodes College (Memphis, USA)

- *Awarded Dual-Degree.*
- *Received highest honors distinction for major in economics and cum laude for major in International Studies.*
- *Received Summa Cum Laude distinction for a senior thesis.*
- *Elected president of Economics Honor Society and member of International Studies Honor Society.*
- *Appointed Editor of Economics Journal and elected President of Investment Group, a student managed fund.*
- *Received Sophomore Woman of the Year award and the Ralph C. Hon Leadership award.*
- *Elected member of two leadership honor societies.*
- *Appointed member of college's Board of Trustees.*
- *Elected Student Government class representative and appointed President of New York area Alumni Club.*

1994-1996

Harvard University Graduate School of Business Administration (Boston, USA)

- *Candidate for Master in Business Administration degree, June 1996.*
- *Project team leader for Volunteer Consulting Organization, client: National Foundation for Teaching Entrepreneurship. Elected section student Career Representative.*
- *Project team member for European Business Conference.*
- *Member of Finance Club and Venture Capital Club.*
- *Candidate for Master in Business Administration degree, June 1996.*

PROFESSIONAL BACKGROUND

1990-1994

Citicorp Securities, Inc. (New York, USA)

Capital Markets: Associate
Received a special appointment to core team of six professionals

who structured investment grade, tradable securities from a \$1 billion fund of non-investment grade, airline industry related and financial assets.

- Co-designed and built extensive financial models to value each class of cash flow. Analyzed alternatives and developed a method for measuring return volatility and correlation with other financial instruments. Persuaded rating agency to assign investment grade rating to a large portion of the fund.
- Jointly marketed non-investment grade portion of the fund to principal and hedge funds. Identified investor concerns, developed alternative solutions, selected best alternative and convinced investors and project team members of its merit.
- Researched, analyzed and integrated legal, tax, accounting and investor restrictions across several country jurisdictions to develop an optimal fund structure. Jointly-persuaded senior management to underwrite \$1B of assets.
- Executed due diligence and independently valued debt and equity instruments purchased for inclusion in the fund.

Corporate Finance and Restructuring: Associate

- Performed detailed analysis of private and public companies in the transportation industry including US, Canadian, Latin American, and African airline companies. Supervised financial modeling by new analysts.
- Identified risks and opportunities for strategic action and exposure management. Developed and presented alternatives to potential clients. Marketed investment banking services. Established and maintained client relationships.
- Led negotiation with senior managers of two client companies (US and Canadian) which filed for bankruptcy. Analyzed legal and financial alternatives, convinced management of appropriate action plan. Established new financing terms, loan covenants, and credit agreement provisions. Managed bank syndicate group and other Asian creditors.
- Graduated first in associate class based on performance in a competitive, full-time, six month training program generally offered to MBAs. Subjects covered: advanced financial analysis, corporate finance theory and risk management tools.

Special Projects: Junior Transactor

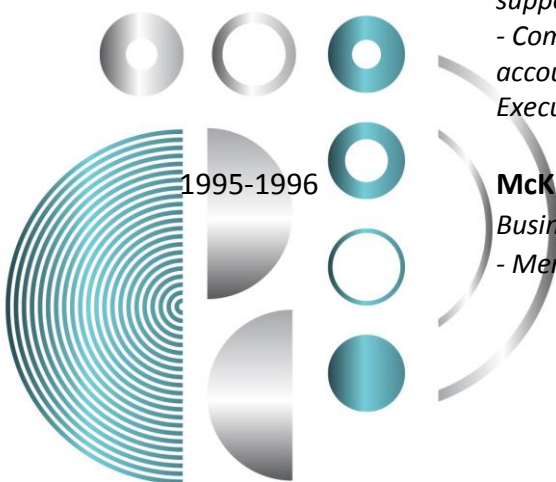
- Executed corporate divestiture of client's leasing subsidiary. Executed bank purchase of an aircraft portfolio. Provided due diligence, negotiation, structuring, documentation, and pricing support.
- Completed extensive analysis, developed and marketed accounting and tax driven financial products to Fortune 500s. Executed special tax driven financial products.

1995-1996

McKinsey & Company, Inc. (London, UK)

Business Strategy Associate

- Member of team that explored diversification strategy for a



major English food retail chain. Designed economic analysis of proposition and estimated market potential. Authored and presented findings to senior client managers.

- Evaluated product/market fit for major U.K. clothing retail chain. Performed market research, analyzed store operations and identified drivers of success.

1996-2000

New Africa Opportunity Fund, LLP (Johannesburg, South Africa) (re-named Zeypher Opportunity Fund, LLP)

- Founding partner
- Responsible for identifying, analyzing and selecting investments within the Northern SADC countries
- Reviewed and selected investments in wide range of industries with primary focus on telecommunication, media, financial institutions, services and fast moving consumer goods sectors.
- Jointly marketed the Fund to investors to close \$120 million fund from US investors; raised \$40 million in equity to underpin the OPIC guarantee of \$80 million.
- Established a regional office in Kenya to support activities
- Provided support to the various portfolio companies as a Board director and through managing fundraising activities, identifying strategic partners and recruiting talent.

2000-2007
2001

Celtel International BV/Zain (London, UK)

Director Mobile Commerce and New Product Development

- Developed mobile commerce business strategy and manage business operations and service deployment
- Deployed payment processing business with 30% enterprise value increase on organization
- Managed private equity placement efforts during 2000-1Q 2001
- Implemented first African mobile payment operation for Celtel
- Worked on design of global roll out plan for Pan-African expansion

2003

Chief Business Development and Mergers & Acquisitions Officer

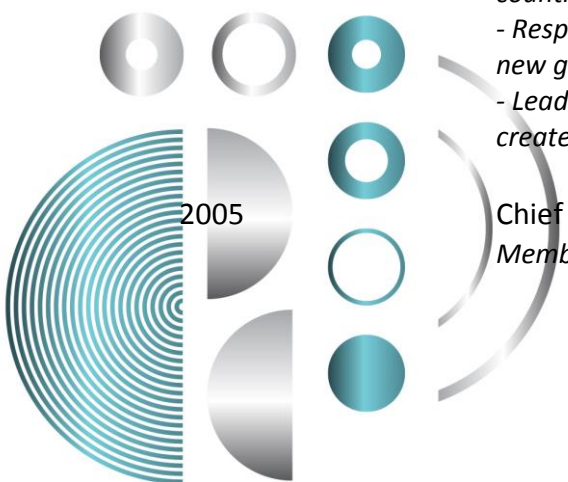
Member of executive management team reporting to Board

- Participated in setting strategy and reviewing overall performance as a member of executive management team
- Served on Boards of subsidiary companies to support general corporate governance
- Responsible for identifying and acquiring businesses in new countries
- Responsible for identifying new lines of business and areas of new growth within existing countries
- Lead negotiations, analysis and relationship development to create entry into new area of expansion

2005

Chief Strategy and Development officer

Member of executive management team reporting to Board



- Continued previous responsibilities in addition to taking oversight for strategy and communications
- Completed a number of acquisitions and investments in mobile companies across Africa, including \$1.2 billion in Nigeria; \$ 100 million in Madagascar; \$250 million in Kenya; \$40 million in Tanzania
- Led M&A sale of Celtel to MTC which resulted in \$3.4 billion to shareholders

2007

Senior Group Advisor

Provided business development support and advice. Sat on various boards representing companies, including:

- Celtel Kenya Board Member, Chair, Audit Committee
- Celtel Ghana advisor
- Celtel Nigeria Board Member, Audit Committee

2007

Satya Capital, Joanesburgo (AS) / Londres (RU)

Present Founding Director, Managing Partner

Investment Group focused on private equity opportunities in Africa

- Established business with responsibility for full range of activities ranging from legal & office set-up to recruitment of other partners and Investment Professionals
- Defined investment strategy, recruited Board and sector advisors and Investors
- Raised \$200 million seed funding and planning to raise additional \$400-600 million

LANGUAGES

Bilingual in Amharic and English. Proficient in French. Elementary Spanish

INTEREST AND LEISURE

Educated in Ethiopia, Switzerland and America. Traveled extensively across Africa, Western Europe and North America. Worked summers in New York and Paris.

