

International capital to invest in Egypt & Africa

Alta Semper Capital Establishes Cairo Office Headed by Ahmed Rady

Cairo, 8th of May 2018: Alta Semper Capital LLP (“**Alta Semper**”), a consumer and healthcare focused private equity investor operating across several growth markets with a specific focus on Africa, and based in London, today announced that Ahmed Rady has joined the firm’s private equity team as a Director and Head of Cairo office. The office will serve Egypt and the region by enabling investments into the consumer and healthcare sectors.

Afsane Jetha, Managing Partner and CEO of Alta Semper, said “There are many interesting investment prospects in Egypt to which we can apply our international experience. The decision to expand into Cairo and open a second office was a logical step in our business growth strategy which allows us to capitalize on the exciting business opportunities in the region and to have better accessibility to African markets.”

She added “Rady’s extensive experience in the consumer and healthcare fields together with his strong background in sourcing and execution of transactions will be an invaluable resource for Alta Semper, especially as we plan to continue to invest in markets that require local knowledge.”

In that regard, Rady stated that he is looking forward to joining the Alta Semper team and to heading the Cairo office. He clarified that the company focuses on capturing the tremendous growth opportunity in selected African frontier markets in two strategically targeted sectors: Healthcare and Consumer. These are verticals where the Alta Semper team has significant investment and industry expertise, and where the team believes there is a considerable need for investment in our target countries.

Rady comes to Alta Semper with 10 years of investment banking, private equity and corporate finance experience. He spent most of his career with CI Capital Holding where he was most recently a Director of the firm’s investment banking business. In this role, he was directly responsible for originating and executing public and private transactions within the consumer and healthcare sectors.

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About Alta Semper

Founded in 2015 by shareholders of the Estée Lauder Group, Richard Parsons (Former CEO of Time Warner) and Afsane Jetha (former Managing Director of Duet Africa), Alta Semper is a dedicated private equity investor focused on the consumer and healthcare sectors across several growth markets, with a specific focus on Africa.