



Equity investment in Activa to develop insurance products in Sub-Saharan Africa

12/09/2016 – Date of signature of the project

MULTI-SECTORS – Sectors

CAMEROON , GHANA, GUINEA-CONAKRY, SIERRA LEONE, LIBERIA, DEMOCRATIC
REPUBLIC OF THE CONGO – Location

EQUITY INVESTMENT – Financing tool

10 000 000 EUR – Amount of funding

EQUITY INVESTMENT OF EUR 10M – Financing details

ACTIVA FINANCES LTD – Client

IF-B – CES

CLIENT PRESENTATION

Activa Group was set up in Cameroon in 1998 and is a major insurance player (life and non-life) in Sub-Saharan Africa. It has subsidiaries in five countries: Cameroon, Ghana, Guinea, Liberia, and Sierra Leone. Its majority shareholders are its founder Richard Lowe and Cameroonese private players, and IFC.

PROJECT DESCRIPTION

Support for Activa's development in Sub-Saharan Africa, particularly in DRC (as soon as the market opens).

PROJECT IMPACT

This project will support employment in various Central African countries. It will also diversify the range of financial products. In addition to traditional insurance products, Activa wants to develop insurance products for farmers and herders, as well as microinsurance products for urban and rural clients.