

Africa Advisory

SERVICE PROFILE

ETM Analytics is an independent advisory business specialising in trading and investment strategy. Our *Investment Strategy Services* are tailored to asset managers, private equity teams, corporate strategists, and family trusts. Clients using our investment strategy services have over R500 billion in assets under management.

Our objective is to provide strategic analysis and consulting that will assist clients in protecting and growing capital wealth over the long term.

AFRICA ADVISORY

ETM Africa Advisory specialises in African business and investment intelligence services.

Our country assessments score and rank economic potential and evaluate a broad scope of business and investment risks and the ability to mitigate these risks. This provides a systematic analysis of African countries as investment and business destinations.

For asset managers, private equity investors, and corporations operating in African markets or looking to develop their Africa corporate strategy, identifying and understanding Africa's nuances is central to successful risk management and opportunity assessment. ETM Africa Advisory has the answers.

ANALYTICAL APPROACH

Our analytical approach is first *Physical*, assessing country economic potential embodied in the capital base, population, land, resources, and geography. Secondly it is *Social*, assessing power relations and public policy, political affairs and geopolitics, law and civil society, culture and ethnicity. Thirdly it is *Commercial*, assessing trade, investment, finance, and monetary systems.

PRODUCTS & SERVICES

Off the shelf solutions:

Country Intelligence Channels provide quarterly country-level briefs, periodic fiscal monitoring, economic and market analysis, and balance-of-power assessments.

The *Africa Opportunity Index* is concerned with comparability, giving clients the ability to perform relative assessments using the index's unique quantitative components.

Tailored/bespoke solutions:

We also offer bespoke analysis and advisory services, bringing our macro-economic and geopolitical focus to specific

business challenges and opportunities on the continent.

WHY PARTNER WITH ETM?

- **Capacity:** ETM brings support and capacity to your investment strategy process.
- **Productivity:** Our research creates an information flow to your investment analysts, strengthening internal strategy capabilities.
- **Rare Insights:** We develop rare, original insights, outside of mainstream thinking. Rare insights create strategic advantage.
- **Clear Views:** No fence-sitting. We take clear views and communicate these views openly.
- **Independence:** We are an independent business. Our analysis is unencumbered by conflicts of interest or corporate agendas.
- **Analytical Structure:** Having a structured analytical approach helps you to sift through market noise and focus on what matters.
- **Concise Research:** We respect your time.

CONTACT

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