



2026 - 2030

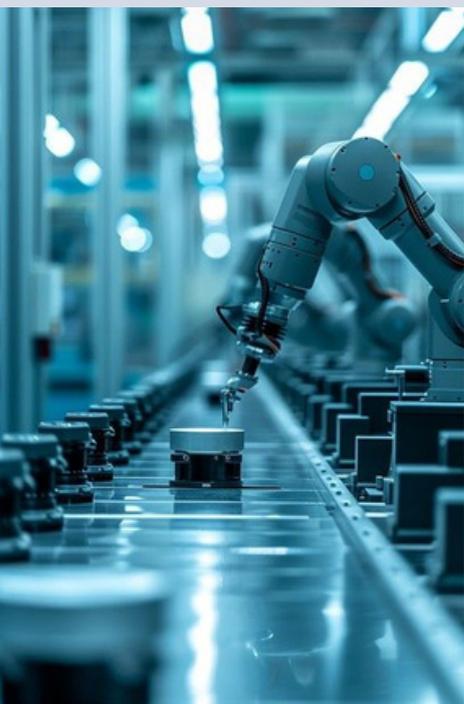
**ENTREPRENEURS,
SMES AND
PRIVATE
INVESTORS**

**B U S I N E S S
P R O P O S A L**

Proposal for design and
construction services

Supported By :
MSM GIA

ABOUT US



A Unique Hybrid Expertise

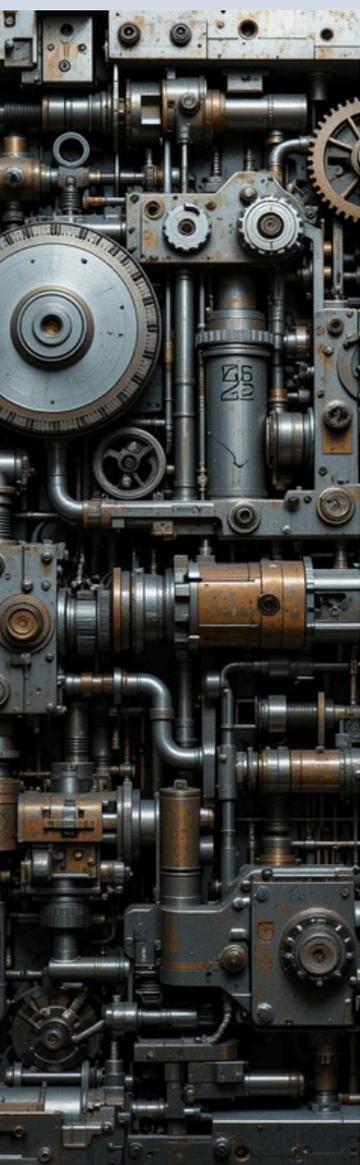
MSM Machinery is the reference technical expert dedicated to industrial acceleration in West Africa. Strategic subsidiary of MSM Global Investment Advisors (MSM GIA), our structure is positioned at the intersection of advanced engineering and high-level financial advice. This double identity allows us not only to provide isolated equipment, but to design complete production ecosystems, where each technical parameter is aligned with the profitability requirements of our customers.

A Bridge between the International and the Local

With a global network of rigorously selected manufacturers and an in-depth knowledge of local realities, we support entrepreneurs in transforming their ambitions into high-performance industrial units. We act as a quality filter and logistical enabler, removing barriers to the import of complex technologies. Our role is to secure the transfer of skills and technologies to ensure that international standards adapt perfectly to African operational contexts.

A Commitment to Economic Sovereignty

Our identity is based on a fundamental promise: to put global technology at the service of local economic sovereignty. We believe that industrialization is the main lever for the financial independence of the continent. By ensuring that each machine installed becomes a lever for immediate and sustainable wealth creation, MSM Machinery actively participates in the construction of a robust industrial fabric, capable of transforming local resources into added value for regional and global markets.



OUR SPECIFIC MISSION: SECURE THE INVESTMENT

Demystification and Accessibility of Industrial Investment

MSM Machinery's primary mission is to demystify access to the industrial sector for entrepreneurs and SMEs by simplifying each step of the acquisition process. We are committed to rigorously selecting the best global technologies, specifically ensuring their adaptation to local energy and operational constraints. By accompanying the investor from the technical feasibility study to the actual commissioning of their production unit, we remove the technical barriers that often hinder private initiative, thus transforming a complex project into an accessible and controlled reality.

A1

A2



Sustainability of Assets and Profitability Optimization

Beyond the installation, our mission is to ensure the long-term viability of our clients' investments through rigorous technical monitoring and continuous training of local teams. We do not only deliver equipment, we build optimized profit centers where each machine is configured to maximize yield. By ensuring proactive maintenance and a real transfer of skills, MSM Machinery transforms the industrial tool into an efficient asset, thus ensuring entrepreneurs a rapid return on investment and sustainable growth of their productive assets.

A3

OUR MISSIONS

To be the catalyst of the new African industrial era

Our vision is to become a driver of industrial transformation in Africa, by allowing each local entrepreneur to have simplified and secure access to cutting-edge technologies. We aspire to build an ecosystem where the acquisition of machines is no longer a technical obstacle, but a gateway to operational excellence. By democratizing access to the most efficient production tools, we want to unlock the creative potential of regional investors so that they can compete with global standards.

Transform Africa into a pole of economic sovereignty

We project a future where the massive importation of finished products gives way to competitive, strong and sovereign local production. For MSM Machinery, success is measured by the ability of each industrial unit installed to become a source of sustainable wealth and an engine of massive employment for the youth of the continent. Our ultimate ambition is to see the emergence of a dense and autonomous industrial fabric, capable of transforming our raw resources on site to ensure shared economic prosperity throughout the continent.



INTRODUCTION



THE INDUSTRIAL IMPERATIVE FACING OPERATIONAL CHALLENGES

In a rapidly changing African economic landscape, industrialization is no longer an option, but an absolute necessity for any company aiming at sustainability and competitiveness. However, the transition between the project idea and the actual commissioning of a functional plant remains a complex journey, dotted with technical, logistical, and regulatory obstacles. Many promoters see their ambitions hindered by the difficulty of identifying the right technologies or by the lack of reliable local support capable of guaranteeing that the production tool will be operational and profitable from the first days.



THE ASSET GENERATOR: AN INTEGRATED GROWTH STRATEGY

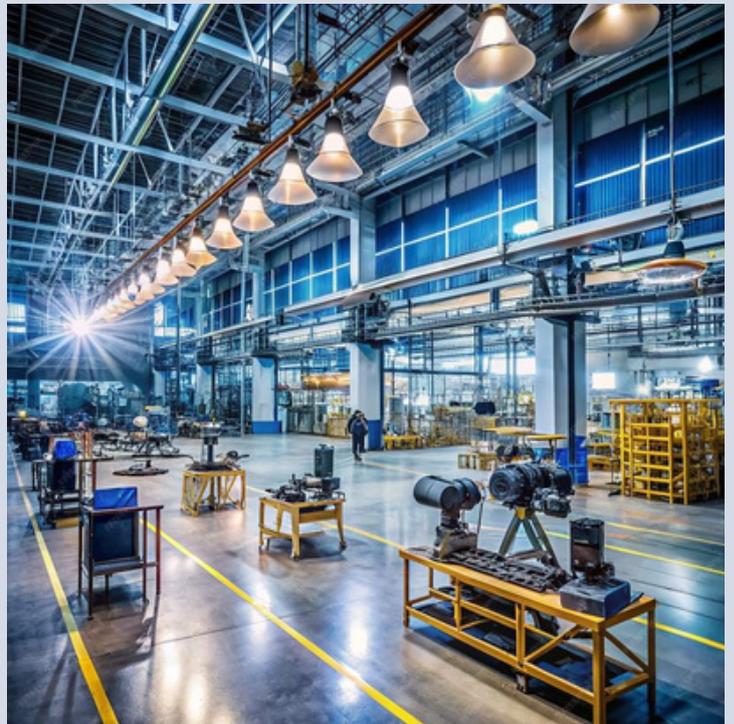
This proposal presents MSM Machinery's 'Asset Generator' model, a unique concept designed for entrepreneurs and SMEs wishing to equip themselves without the complexities of international sourcing or the uncertainty of return on investment. Through this document, we detail how we transform the acquisition of equipment into a real structured, secure and turnkey growth strategy. Our approach allows business leaders to free themselves from technical constraints to focus on the essentials of their mission: the development of their market, the quality of their production and the creation of added value.



CONTEXT & JUSTIFICATION

THE EMERGENCE OF A REGIONAL PRODUCTIVE SOVEREIGNTY

The current economic context in West Africa is marked by an unprecedented political and social will to reduce dependence on imports through local processing. The entry into force of the African Continental Free Trade Area (ZLECAF) creates a huge, but ultra-competitive single market, where only companies equipped with modern and efficient production tools can assert themselves. For entrepreneurs and SMEs, industrialization is no longer just a lever for growth; it's a survival strategy. However, the gap remains immense between the ambition to produce locally and effective access to industrial equipment that meets international standards while being adapted to the realities of the western terrain-African, particularly in terms of energy resilience and ease of maintenance.



THE CRITICAL PASSAGE FROM IMPORT TO PROCESSING

The justification for MSM Machinery's intervention lies in securing the capital invested by private developers. Historically, many industrial projects have failed not due to a lack of market, but because of fatal errors during the acquisition phase: choice of unsuitable machines, absence of after-service, local sale, or even a poor technical configuration leading to prohibitive production costs. In an environment where credit is scarce and valuable, the entrepreneur cannot afford to make a mistake. It is therefore imperative to introduce a partner capable of transforming a simple purchase of equipment into a sustainable productive asset. MSM Machinery justifies its presence by providing this indispensable layer of security, ensuring that each franc invested contributes directly to the creation of real and measurable added value.

PROBLEMATICS



The abyss of commissioning and customer service

The installation phase often represents a critical breaking point. Uncontrolled deadlines, defective installations without specialized supervision and the absence of local after-sales service (SAV) quickly transform the industrial dream into a financial impasse. For an SME, a machine immobilized due to lack of parts or qualified technicians is not just a technical concern; it is a direct threat to its solvency and commercial commitments.



Technical isolation in the face of international sourcing

Le premier obstacle pour l'entrepreneur est la complexité du sourcing technologique mondial. Naviguer seul entre les offres d'Asie ou d'Europe expose au risque de choix inadaptés : équipements sous-dimensionnés, énergivores ou incompatibles avec les réalités climatiques et électriques locales. Sans un filtre expert, l'entrepreneur risque d'investir ses capitaux dans un outil de production "sur catalogue" qui s'avère obsolète ou inopérant dès son arrivée sur le terrain.



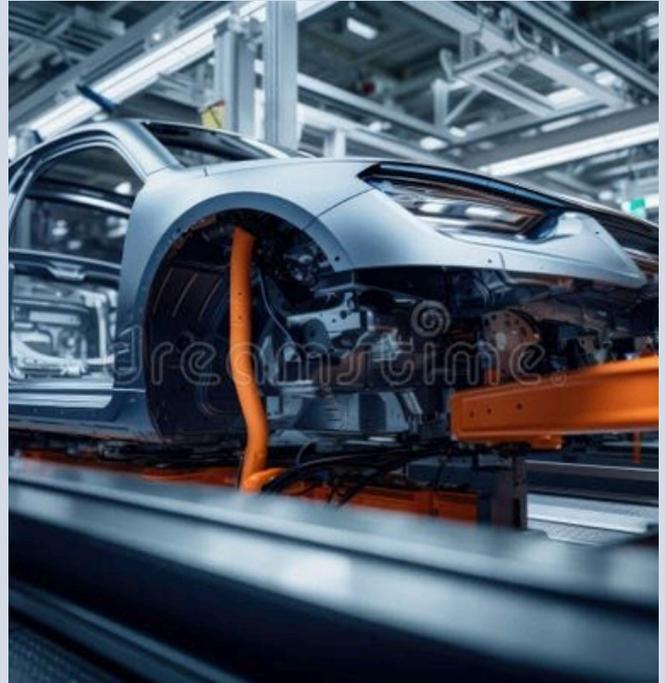
The disconnection between the tool and the Business Plan

There is finally a major break between financial engineering and the productive reality. Profitability forecasts are too often based on theoretical data that ignore the actual rates or raw material losses of the chosen equipment. Without a certification ensuring that the tool is perfectly aligned with margin targets, the promoter advances blindly, increasing the risks of operational bankruptcy despite a buoyant market.

THE SOLUTION (OUR VETTING AND VALIDATION SYSTEM)

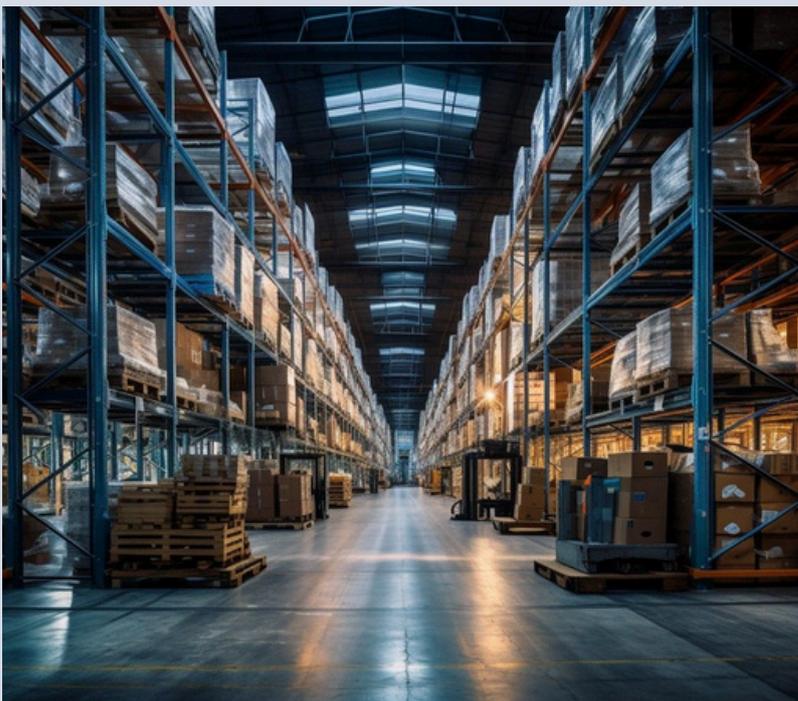
A Certified and Adapted Technological Sourcing

MSM Machinery provides an immediate response to technical isolation by acting as a rigorous filter between the global market and the contractor. We select proven equipment, specifically configured for West African operational constraints (thermal resilience, electrical tolerance, mechanical robustness). By validating technical compliance prior to purchase, we ensure that the initial investment is in an asset that performs well, is sustainable and immediately compatible with the local production environment.



An Integrated Management of Installation and Maintenance

To fill the operational gap, we secure the entire implementation chain, from installation supervision to the technical training of local operators. Our solution includes the implementation of a local after-sales service and forward-looking spare parts management. This approach transforms a simple machine into a sustainable production unit, minimizing downtime and ensuring that the industrial tool remains a constant profit lever for the SME.



The Alignment of Technical and Financial Performance

In synergy with MSM GIA, we reconcile financial engineering and productive reality. The "Asset Generator" solution ensures that each technical specification of the machine is accurately reflected in the Business Plan (real cadences, yields, energy costs). This coupling guarantees the reliability of profitability forecasts and the bankability of the project, allowing the promoter to transform its industrial ambition into a solvent company that is competitive in its market.



OUR STRATEGIC ASSETS

Operational excellence for investment The strength of MSM Machinery is based on a multidimensional approach that goes beyond the simple supply of equipment to embrace total control of the industrial life cycle. By combining cutting-edge technical expertise, rigorous financial engineering and a deep local grounding, we eliminate the areas of uncertainty that usually hinder transformation projects. Our structure is designed to offer entrepreneurs total security: that of knowing that their production tool is not only at the cutting edge of technology, but above all perfectly calibrated to generate immediate profits in the specific contexts of the sub-regions.

THE DNA OF MSM GIA: A FINANCIAL VISION OF THE INDUSTRY



Our unique ability to merge technical engineering with structured finance standards radically distinguishes us from conventional resellers. We analyze each piece of equipment from the perspective of Return on Investment (ROI) and cash-flow generation. This expertise, inherited from MSM GIA, allows us to transform an industrial project into a secure and scientifically modelled financial asset, thus facilitating its acceptance by investors and banks.



A GLOBAL NETWORK UNDER LOCAL CONTROL

We operate an exclusive network of international partners (India, China, Europe) subject to our rigorous control protocols. By imposing specifications adapted to local climatic and electrical constraints, we act as your direct technical representative on a global scale. This eliminates unnecessary intermediation margins while ensuring priority access to spare parts and the latest technological innovations.

FIELD PRESENCE AND LOCAL SUPPORT

Our anchoring in West Africa allows us to respond effectively to the challenges of energy, labor and logistics through a physical presence during critical phases. This support, coupled with intensive training of your teams, guarantees a real technology transfer. We are not just delivery people; we are growth partners who ensure the sustainable productivity of your asset well beyond its commissioning.

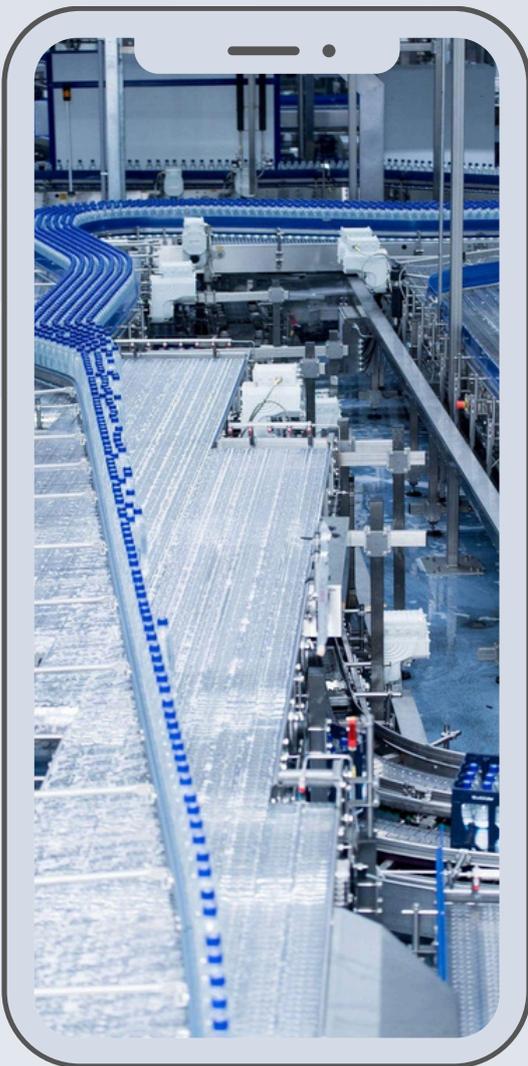
WHY US

Strategic acceleration and operational risk reduction

For the entrepreneur, collaborating with MSM Machinery allows to secure an immediate competitive advantage by eliminating the 'trial-and-error' risk that often weakens SMEs. By entrusting us with the technical dimension, you turn a complex project into a smooth process, drastically reducing your time-to-market. This approach frees you from operational stress to focus on winning over your customers, with the guarantee that your production unit is managed by experts dedicated exclusively to the success of your profit center.

Financial optimization and increased profitability of capital

Thanks to our direct sourcing and precision engineering, we optimize your initial investment (CAPEX) by avoiding the additional costs related to unnecessary equipment or import errors. Buy "fair and sustainable" preserves your cash flow while ensuring a minimized operating cost (OPEX) through superior energy efficiency. This technical rigor translates into increased profitability, ensuring that each franc invested contributes directly to the mechanical and financial performance of your industrial asset.



Asset Sustainability and Validated Exit Strategy

A project validated by the MSM ecosystem has immediate credibility with funders, facilitating access to credit and entry of investors. We offer total serenity thanks to preventive maintenance that eliminates the risk of prolonged breakdowns, ensuring compliance with your business commitments. Ultimately, your factory is no longer a simple work tool but a certified asset, audited and recoverable, significantly increasing the net value of your company on the market.

METHODOLOGY / APPROACH

(OUR APPROACH)

STRATEGIC AUDIT AND PRECISION ENGINEERING

Our approach begins with a total immersion in your project to align your ambitions with the technical realities of the field. We carry out a rigorous audit defining the exact specifications of the machines according to your production objectives and your budgetary or energy constraints. This preparatory phase eliminates any guesswork and transforms your idea into a solid technical file, perfectly calibrated for cost-effective execution.

INTERNATIONAL SOURCING AND LOGISTICS SECURITY

Once the specifications have been validated, we manage the entire supply chain with our global partners. We interface directly with manufacturers to ensure equipment compliance and cost transparency. By overseeing every step, from secure transport to customs clearance, we protect the contractor against the risk of damage or delays that could jeopardize the launch schedule.



TURNKEY INSTALLATION AND COMMISSIONING

Our technical teams lead on-site installation and commissioning tests to ensure the plant reaches its nominal rates from day one. This "turnkey" methodology completely relieves the promoter from managing the technical complexities of assembly. We ensure a smooth transition to the operational phase, ensuring that the production tool is immediately ready to generate value.

PREVENTIVE MAINTENANCE AND TRANSFER OF SKILLS

Our methodology is extended by an intensive training program for your operators, guaranteeing a perfect and autonomous mastery of the industrial tool. We implement a preventive maintenance protocol and periodic performance monitoring to maximize the lifespan of your assets. This iterative support ensures that your production unit remains competitive and sustainably adapts to changes in your market.

Strategic Comparison: the difference



From equipment sale to performance partnership Unlike traditional resellers limited to a commercial transaction, MSM Machinery takes responsibility for the operational integration and actual profitability of your assets. Where a merchant delivers "metal", we provide certified production capacity adapted to local realities. Thanks to our synergy with MSM GIA, we merge technical engineering and financial expertise: each machine parameter is mathematically aligned with your cash flow forecasts. This holistic vision transforms a technical expenditure into a strategic investment secured, guaranteeing bankability and competitiveness that neither an isolated seller nor a theoretical consultant can offer.

Une maîtrise totale de la chaîne de valeur

Characteristics	Classic Resellers	Independent Consultants	MSM Machinery
International Sourcing	Limited / Unique catalog	Theoretical	Expert / Multi-country
Profitability Audit	Absent	Partial	Total (DNA MSM GIA)
Installation & Customer Serv	Limited	None	Locally guaranteed
Bankability of the File	Null	Average	Optimal / Certified



FURTHER STEPS

FROM THE INITIAL CONSULTATION TO THE TECHNICAL DIAGNOSIS

The first step of our collaboration consists of a strategic scoping meeting aimed at defining the scope of your industrial ambition. Following this exchange, we carry out a preliminary technical and financial diagnosis to assess the viability of your project in light of the market and local constraints. This process allows you to immediately identify the most relevant technologies and outline the structure of your future "Asset Generator". By validating these fundamentals, we lay the foundation for a solid case, ready to be transformed into a concrete and profitable production unit.

OPERATIONAL PLANNING AND INVESTMENT SECURITY

Once the vision is shared, we move on to the detailed planning phase including the final sourcing of the equipment and the establishment of the installation schedule. We support you in the financial structuring of the project, using the expertise of MSM GIA to optimize the bankability of your file with your financial partners. The objective is to secure each lever of your investment before the launch of orders, thus ensuring a smooth, fast and fully controlled implementation up to the production of your first unit.

CONCLUSION



The transition from ambition to industrial reality

The industrialization of Africa will not be done with simple buyers of machines, but with builders of ecosystems. MSM Machinery positions itself as the technical architect of this transformation, offering contractors a secure gateway to productive excellence. By choosing our "Asset Generator" model, you are not just equipping a plant; you are investing in an integrated solution that eliminates technical uncertainty and ensures that each component of your production tool is a growth driver. Our commitment is to transform your vision into a tangible, robust and immediately operational reality.

A partnership for sustainable economic sovereignty

In conclusion, collaborating with MSM Machinery and the MSM GIA ecosystem means choosing sustainability and bankability. We are convinced that the sustainable wealth of the continent is based on strong local production, capable of meeting global standards. By securing your capital and optimizing your performance from the first day, we build together the industrial jewels of tomorrow. Your success is our only performance metric: let's make your industrial project the next lever of wealth and sovereignty creation for our continent.

MSM Thank you for your attention



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**I MACHINERY I
THANK YOU
FOR YOUR
ATTENTION**

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