

# MSM POTENCY+

INTERNATIONAL MARKET ENTRY  
& REPRESENTATION PROPOSAL

MSM POTENCY

BEYOND POWER

BY MSM GIA



## ABOUT US

MSM POTENCY+ is the strategic Energy & Infrastructure branch of MSM Global Investment Advisors (MSM GIA). Our primary vocation is not to participate in physical trading, but to operate as a strategic orchestrator dedicated to securing energy flows and deploying critical infrastructure in West Africa. We were created to bridge the trust and structuring gap that paralyzes global players' access to African markets.

Notre mission est de transformer le risque pays perçu en opportunités vérifiées et structurées, garantissant un pont fiable, cohérent et efficace entre son expérience globale et les besoins stratégiques du continent.

Our business model is exclusively based on Intelligence, Structuring and Representation (Asset-Light). By avoiding capital immobilization in physical assets (stock or logistics), we guarantee absolute neutrality and total integrity in all our mandates. This unique positioning makes us a trusted third party for the most sensitive markets. We act as your executive representative, commercial filter and local credibility guarantor, relying on our expertise in contract structuring and deal governance (Pillar Risk Shield) to secure your commitment from day one.



Concretely, we offer our international partners direct and privileged access to high-level decision-makers - whether they are States, National Companies or large energy-consuming industries. We provide you with the necessary local credibility and pre-packaged solutions (Energy Project Blueprints) ready to be funded and executed. MSM POTENCY+ is the fastest and most secure way for you to achieve your Africa expansion goals, turning business intentions into executable and profitable contracts, without you having to bear the operational burden or local risk.

# MSM POTENCY+ INTRODUCCIÓN & POSICIONAMIENTO

## THE CHALLENGE: ACCESSING THE AFRICAN ENERGY MARKET WITH SECURITY

The energy market in West Africa offers unprecedented growth potential (fuel, gas, critical infrastructure), but access and execution remain burdened by counterparty risk, the regulatory complexity and the absence of a credible trusted third party on the ground. Attempts to implement directly or via non-aligned intermediaries too often lead to costly delays, loss of contracts and exposure to reputational risk.

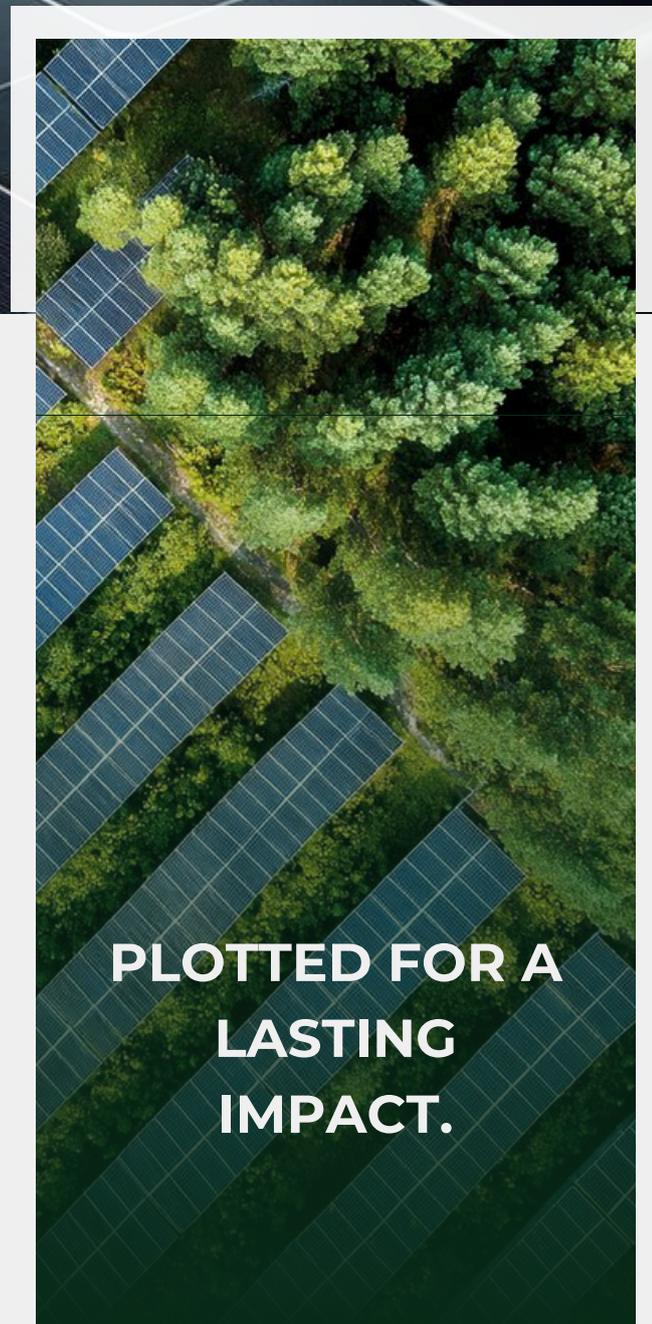
## THE TRUSTED THIRD PARTY THAT TURNS AFRICAN POTENTIAL INTO BANKING TRANSACTIONS

## OUR PROPOSAL: SECURE AND EXCLUSIVE ACCESS VIA MSM POTENCY+

MSM POTENCY+ offers an Executive Representation Mandate (ERMA) that acts as your regional market penetration office. As an Energy Security Architect, our role is to eliminate the friction between your overall excellence and the African market. We implement Energy Access & Security Frameworks (EASF) that secure potential buyers (States, Airports, Mines) and structure transactions in a compliant and bankable manner, thus ensuring the fluidity of your operations, from tank storage to final deliveries.

## THE BENEFIT: QUICK COMMISSION AND ZERO RISK

By entrusting us, you have direct access to high-value projects and institutional clients without committing own capital or heavy local human resources. Our remuneration, based on commissions (3% to 10%) and retainers, is directly linked to the implementation of the contracts we secure for you. MSM POTENCY+ is the fastest way to generate a recurring and secure cash flow in the African market, allowing you to focus on your core business: world-class energy and logistics supply.



**PLOTTED FOR A  
LASTING  
IMPACT.**



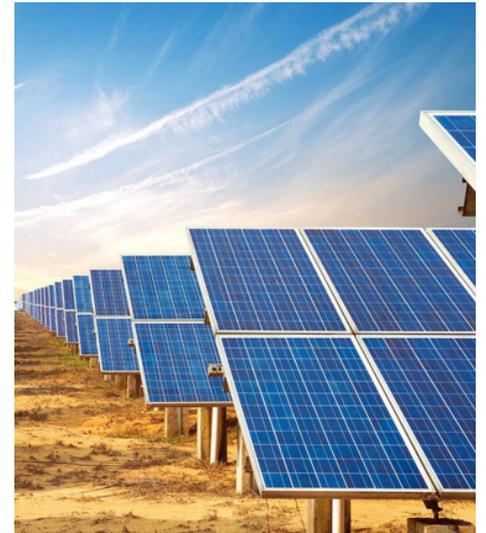
## The Strategic Implication of Africa for Your Growth

Africa's energy market is experiencing rapid population and industrial growth, creating exponential demand for the products and services you offer: fuels, gas, Jet A1, storage infrastructure, and advanced logistics solutions. However, this growth is hindered by three systemic realities that create a gap between potential and execution.

# Context & Justification

## The Logistics and Infrastructure Gap

Despite the demand, Africa suffers from a marked deficit in midstream infrastructure. Storage capacities for oil and gas products are insufficient, distribution logistics are often obsolete, and port terminals lack international standardization. This lack of physical infrastructure (depots, terminals, networks) translates into vulnerability to supply disruptions and increases the final cost of energy for states and industries. For global suppliers, this means an increased risk on the quality and continuity of the chain.

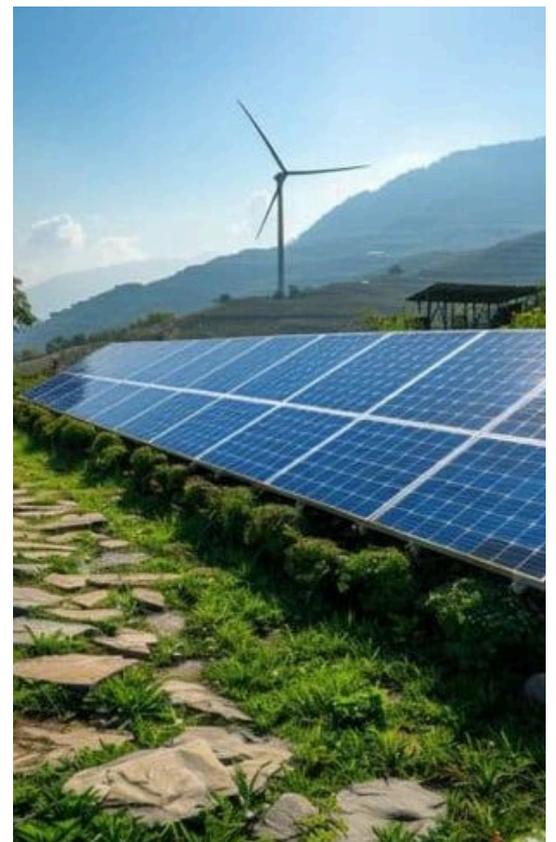


## Counterparty Risk and Contractual Complexity

The main barrier for you is not competition, but operational and counterparty risk. Tendering procedures are often opaque, contractual arrangements lack international legal soundness, and regulatory instability can render large investments unprofitable. The major global groups are reluctant to commit their financial resources and reputation (ESG/Governance risk) without a trusted third party capable of guaranteeing the integrity and compliance of the local buyer.



Access to real projects and contracts is not through traditional commercial channels. Decisions concerning strategic volumes (States, Airports, Mines) are taken at ministerial level or by the General Directorates of national companies. A partner like MSM POTENCY+ is not just an interface, but a diplomatic and strategic channel that navigates the institutional landscape, ensuring that your offer is presented as a National Security Solution rather than a mere commercial transaction.





## **Blocking of Projects by Reputational and Counterparty Risk**

Even more costly is the reputational risk and project blockage. Without an executive representative partner and aligned with your governance requirements, your expansion efforts are exposed to counterparty failures or complex contractual disputes. This exposure requires drastic de-risking measures - excessive guarantees, higher rates - that make you uncompetitive or simply block investment decisions. The absence of a structuring Tiers de Confiance on the ground transforms the African opportunity into a financial sinkhole or potential legal liability.

## **The Cost of Missed Opportunity and the Triple Standard Requirement**

As a result, you miss out on the most lucrative strategic contracts: those for national tank storage, midstream logistics solutions for large users (mines, airports) and government procurement volumes. These contracts are only accessible to entities that can present the three essential criteria for Africa: International Compliance, Executive Access, and Risk Bankable Structuring. Without this secure channel, the cost of missed opportunity becomes the true strategic loss in this growing market.

## **THE PROBLEM**

The critical challenge for global actors like yours is not to find demand in Africa, but to operate there safely and efficiently. The major obstacle lies in the market paralysis by the risk of uncontrolled intermediation. You are constantly confronted with an unqualified deal flow, generated by intermediaries without real access or expertise in structuring. This dilution of the value chain wastes your resources, erodes the margin of your initial offer, and above all, multiplies the risk of non-compliance (FCPA and Anti-Corruption), making the operation unacceptable for your headquarters.



THE THING

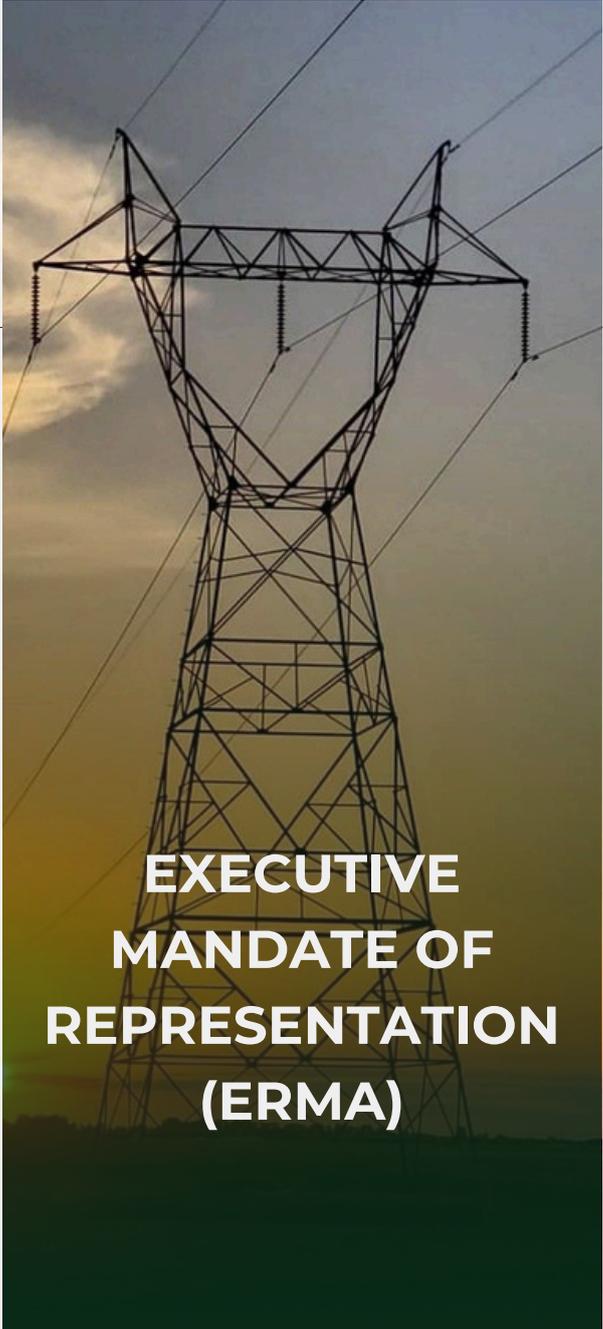
# MSM POTENCY+ SOLUTION: ARCHITECTURE & SECURITY

**ENERGY SECURITY  
ARCHITECTURE SOLUTION**

MSM POTENCY+ does not offer you an intermediation service, but an Energy Security Architecture Solution specifically designed for the expansion of global players in Africa. We offer you an Executive Representation Mandate (ERMA) that acts as your immediate regional office. This mandate eliminates friction by establishing a rigorous Commercial Filter: we qualify and validate each institutional buyer (States, Mines, Airports) and provide direct access to executive decision makers. This proactive filtering puts an end to the waste of time and risks associated with non-aligned intermediaries, ensuring that only serious and structured opportunities reach your decision table.

Our added value lies in our ability to transform a simple commercial intention into a secure and bankable contract. For this, we set up the Energy Access & Security Frameworks (EASF): contractual, logistical and institutional frameworks that de-risk the transaction for you. These EASFs include structuring the governance of the deal (Pillar Risk Shield), securing payment guarantees, and aligning local legal requirements with your international practices. It is the assurance that your legal and financial management will be able to approve the high-potential contracts we bring you.

Finally, our solution guarantees you an accelerated and secure deployment of your volumes and services. We present your solutions not as products, but as essential elements of the Security and Energy Continuity of the buyer, a language that resonates at the executive level. In addition, we use our Energy Project Blueprints (PI: EPA) to integrate your services (logistics, equipment) into infrastructure projects ready to be launched and financed. MSM POTENCY+ is the architect who secures the buyer's environment to allow the execution and profitability of your offer.



**EXECUTIVE  
MANDATE OF  
REPRESENTATION  
(ERMA)**



MSM POTENCY+ is the only partner capable of reconciling international institutional rigor with African operational reality, offering a guarantee of secure execution that other actors cannot match. Unlike local traders or generalist firms, our model is that of the Neutral and Executive Escrow. Being an Asset-Light entity with no interest in physical trading, we guarantee total integrity. We do not sell any product; we sell Trust, Structuring and Security. Our direct access to the ministerial and executive decision-making levels ensures that discussions remain strategic, which is essential for unlocking major contracts.

# WHY US

## **EASF Innovation: From Opportunity to Bankable Contract**

Our major differentiation lies in the innovation of the Deal Architecture. We apply our Energy Access & Security Frameworks (EASF) to turn an opportunity into a bankable contract. We go beyond market studies by pre-packaging supply or infrastructure contracts (Energy Project Blueprints), integrating governance, traceability and compliance clauses required by your legal department. We resolve the uncertainty that paralyzes the final signature, making us an indispensable partner for the legal and financial security of your expansion.

## **Alignment of Interests: Performance and Strategic Assurance**

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# Strategic Comparison of the Input Model



To synthesize the value of our proposal, a comparative analysis is required. The attempt at Direct Entry or the use of a Classic Consultant implies a gap between effort and result: Direct Entry requires a high and irreversible capital commitment before even validating the market, while the Consultant is paid for the time spent, without being accountable for the success. The MSM POTENCY+ (ERMA) model is the only alternative that eliminates this dilemma. It guarantees a Zero Capital Commitment for you and an Integral Success Guarantee for us. We drastically reduce reputational risk and accelerate your Market Speed, aiming to sign the first secure deal in 3 to 6 months, thus proving that our model is the most efficient and least risky for a successful penetration in Africa.

## Investment in Quality and Compliance

critereon	Direct Entry (Subsidiary)	Classic Consultant	MSM POTENCY+ (ERMA)
essential commitment	High (irreversible)	Zero (Hourly cost)	Zero (Cost per success)
guarantee of success	None (Risk absorbed by you)	None (Invoicing by time)	Integral (Remuneration by Commission)
Market speed	Slow (12-24 months)	variable	Fast (3-6 months for the 1st deal)
reputational risk	High (Direct exposure)	moderate	Weak (We act as a firewall)

# OUR SPECIFICITY



**T**he African market traditionally presents three entry options for international groups, each with a high capital commitment risk or no guarantee of success. MSM POTENCY+ proposes the fourth way: Security Architecture without Capital. Our competitive advantage lies in the strict financial alignment of our interests with yours. Unlike the opening of a subsidiary, which requires an immediate and irreversible capital commitment, or the engagement of consultants charging by the hour without guaranteed results, our model is a Zero Risk Model.

Your company avoids all fixed costs, local logistics and cash immobilisations. Our remuneration is based on a commission (3% - 15%) and success fees, ensuring that we work exclusively on the most solid, bankable and most likely to lead to execution opportunities.

Our most critical added value is Institutional Trust, which is the key to successful access to the African market. Our positioning as a recognized Trusted Third Party is strategically superior to the network of a standard consultant, because it transforms this network into secure processes that are acceptable by the highest regional authorities. We are the credible bridge that connects international governance standards with local institutional realities. Thanks to this credibility, we significantly reduce the time for access to decision-makers and structuring of the first secure contract, an estimated gain between 8 and 14 months compared to an unassisted direct entry attempt, offering an invaluable penetration speed.



# ADDED VALUE FOR THE CUSTOMER

## TOTAL SAFETY AND OPERATIONAL RISK REDUCTION

Choosing MSM POTENCY+ first translates into a drastic reduction in your risk exposure. By entrusting the management of the deal flow to our Trusted Third Party aligned with your international compliance requirements, you significantly reduce legal, reputational (FCPA) and litigation risk related to local intermediation. Our exclusive due diligence process (EASF) ensures that you only deal with counterparties whose capacity and willingness to engage have been verified, ensuring the security of your collateral and cash flow. In short, you get full Executive Control and transparency, turning an area of risk into a predictable market.



## COMMERCIAL ACCELERATION AND STRATEGIC FOCUS

We guarantee you immediate and accelerated market access. We open directly the doors of Ministries, National Companies and major strategic users (Airports, Mines). The negotiation time for complex contracts is thus reduced by half (from 12-18 months to 6-9 months). Thanks to the ERMA mandate, your team can focus exclusively on its core business - logistics and supply - while we manage sourcing, structuring, and securing the local contract from A to Z. In addition, the integration of our Energy Project Blueprints accelerates the acceptance and implementation of your offer in already conceptualized infrastructure projects.

## OPTIMIZATION OF PROFITABILITY AND ASSET-LIGHT MODEL

MSM POTENCY+ is the most cost effective solution for your expansion. By eliminating multiple intermediaries, you preserve the optimal margin of your offer, our commissions being transparent and exclusively linked to the success of the signature. Most importantly, you enter the African market with zero commitment to heavy implementation capital (no expensive local office, no complex payroll to manage). By obtaining secure procurement mandates through our EASF architecture, you build a recurring and reliable revenue stream in the world's most dynamic market, maximizing return on investment.

# Notre Approche d'Exécution du Mandat ERMA

## 1

OUR METHODOLOGY GUARANTEES A FAST, COMPLIANT AND TRACEABLE EXECUTION OF THE REPRESENTATION MANDATE (ERMA). IT STARTS WITH STRATEGIC ALIGNMENT AND ONBOARDING (DAYS 1-15). FROM THE MOMENT THE MANDATE IS SIGNED (INCLUDING EXCLUSIVITY AND COMPLIANCE CLAUSES), WE HOLD AN ALIGNMENT WORKSHOP TO PERFECTLY MASTER YOUR OFFERS, REFERENCE PRICES AND LOGISTICAL REQUIREMENTS. THIS PHASE ENDS WITH THE JOINT VALIDATION OF THE LIST OF 5 TO 10 PRIORITY TARGETS (MINISTRIES, LARGE INDUSTRIES, TERMINAL OPERATORS) FOR IMMEDIATE AND TARGETED CANVASSING, THUS ENSURING THAT OUR EFFORTS ARE ALIGNED FROM THE START WITH YOUR OVERALL STRATEGIC OBJECTIVES.

## 2

THEN COMES THE PENETRATION AND STRUCTURING OF OPPORTUNITIES (DAYS 15-60). THIS IS THE PHASE OF ACTIVE GENERATION OF QUALIFIED LEADS AND IMPLEMENTATION OF EASF. WE MOBILIZE OUR NETWORK TO ORGANIZE HIGH-LEVEL STRATEGIC MEETINGS, POSITIONING YOUR OFFER AS AN ESSENTIAL SOLUTION FOR NATIONAL ENERGY SECURITY. WE PERFORM PRE-DUE DILIGENCE (EASF) TO RIGOROUSLY QUALIFY BUYERS AND START BUILDING ENERGY ACCESS & SECURITY FRAMEWORKS AROUND THEIR SPECIFIC NEEDS. SIMULTANEOUSLY, WE USE OUR ENERGY PROJECT BLUEPRINTS TO INTEGRATE YOUR SOLUTIONS INTO CREDIBLE AND PRE-STRUCTURED LOCAL INFRASTRUCTURE PROJECTS.

## 3

THE THIRD PHASE IS THAT OF EXECUTIVE NEGOTIATION AND FINALIZATION (DAYS 60-120+). THE SALES PROCESS IS TRANSFORMED INTO A CONTRACTUAL SECURITY PROCESS. MSM POTENCY+ LEADS LOCAL NEGOTIATIONS, ENSURING ALIGNMENT OF LOCAL TERMS WITH YOUR INTERNATIONAL GOVERNANCE AND PAYMENT REQUIREMENTS. WE FINALIZE THE EASF (GOVERNANCE, GUARANTEES) AND LIAISE BETWEEN LOCAL LEGAL TEAMS AND YOUR LEGAL COUNSEL FOR THE REVIEW AND FINAL ADJUSTMENT OF THE CONTRACT. OUR ROLE IS TO REMOVE THE LAST OBSTACLES AND ENSURE THAT THE NECESSARY GUARANTEES ARE OBTAINED FOR A FAST AND SECURE DEAL SIGNING.

## 4

FINALLY, THE COMMITMENT EXTENDS WITH THE CONTRACT MONITORING AND RETAINER (CONTINUAL). OUR WORK DOES NOT STOP AT SIGNATURE. WE SUPERVISE THE FIRST PHASES OF EXECUTION TO ENSURE THE SATISFACTION OF THE LOCAL CLIENT AND THE RECURRENCE OF THE CONTRACT, THUS ENSURING THE SUSTAINABILITY OF YOUR PRESENCE. FOR THE ANNUAL REPRESENTATION MANDATES, WE ENSURE STRATEGIC MONITORING AND THE RENEWAL OF THE RETAINER, WHILE PROACTIVELY IDENTIFYING NEW GROWTH OPPORTUNITIES WITH SECURED CLIENTS. WE THUS TURN A SINGLE DEAL INTO A RECURRING REVENUE STREAM AND CONTINUOUS VERTICAL EXPANSION.



## FURTHER STEPS

The African energy market does not reward a wait-and-see policy. It rewards structured and rapid engagement. MSM POTENCY+ is ready to mobilise its network and securisation frameworks (EASF) to immediately convert your expansion intentions into secure and profitable contracts.

### **1. Review of the ERMA Executive Mandate**

We invite you to review the attached Executive Mandate of Representation (ERMA). This document formalizes our partnership, compliance requirements and the performance-aligned commissioning structure.

### **2. Strategic Alignment Workshop**

Upon receipt of your agreement, we will schedule a 90-minute virtual workshop with your sales and legal management. The objective will be to definitively validate the priority targets, understand the technical specifications of your offer and define the success metrics for the next 6 months.

### **3. Launch of Filtering and Penetration**

Immediately after the alignment workshop, MSM POTENCY+ will activate Phase 2 of our methodology (Section 8): executive penetration, qualification of buyers and structuring of the first Energy Access & Security Frameworks (EASF).

To immediately initiate the securing of your opportunities in Africa, please sign the ERMA Mandate and return it to us within 7 days.



# CONCLUSION

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The energy market in West Africa is at an inflection point where the Security of Execution is the New Currency. The global players that will thrive are not those who have the most capital, but those who engage with the right architecture to manage executive complexity. You face a clear choice: either continue on the path of traditional risk, where non-aligned intermediation extends deadlines and increases reputational exposure, or take the MSM POTENCY+ (ERMA) Path. The latter gives you an immediate competitive advantage, allowing your operational excellence to translate into commercial success without the usual local frictions.

By choosing the Executive Representation Mandate (ERMA), you get more than access: you secure your growth. MSM POTENCY+ filters, structures and secures the transaction from A to Z via our Energy Access & Security Frameworks (EASF). We guarantee compliance, bankability, and above all, the rapid conversion of demand into recurring cash flow. Consider MSM POTENCY+ as your strategic assurance that transforms African potential into a secure and reliable return. The opportunity is mature; time for structured action.



**ENERGY**

# CONTACT US



## LET US KNOW

know more

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