



## Press Release

29<sup>th</sup> March 2016

### AfricInvest invests in Outsourcia

AfricInvest, a leading pan-African mid-cap-focused private equity firm, is pleased to announce that its Maghreb Private Equity Fund III has invested in Outsourcia Group (“Outsourcia”), a Moroccan leading contact center and business process outsourcing (BPO) provider.

Through its investment, AfricInvest aims to support Outsourcia in bringing its corporate development initiative, “Acquire and Migrate,” to other regions of Africa, while at the same time reinforcing the strong growth that the company has experienced since its creation in 2003.

Commenting on the investment, **Brahim El Jaï, Managing Director, AfricInvest Morocco** said, *“AfricInvest is excited about the opportunity to work with such visionary entrepreneurs who have already managed to establish a market-leading position in the area of outsourcing. The European market for outsourcing still has considerable room for development, and sub-Saharan Africa in particular represents an important opportunity for Outsourcia. AfricInvest’s infrastructure and experience across the continent should provide a helpful platform for the company’s expansion.”*

According to **Youssef Chraïbi, President of Outsourcia**, *“After 13 years of strong, self-financed expansion, Outsourcia has decided to focus its strategy on external growth, enlarging its geographic presence in both Europe and Africa. Working with a leading financial partner in the region like AfricInvest, Outsourcia has found common values and an entrepreneurial culture that fit its identity and corporate vision.”*

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### **About AfricInvest**

AfricInvest was founded in 1994 and is today among the leading private equity firms in North and Sub-Saharan Africa with around 1 billion USD of assets under management across 14 PE funds and sponsored by prestigious DFIs, private and institutional investors. AfricInvest relies on a team of 50 highly skilled investment professionals with over 130 years of cumulative PE experience, operating out of seven offices in Tunis, Nairobi, Casablanca, Algiers, Lagos, Abidjan and Paris.

AfricInvest is the co-founder of the African Venture Capital Association ([www.avca-africa.org](http://www.avca-africa.org)), the East African Venture Capital and Private Equity Association ([www.eavca.org](http://www.eavca.org)) and the Emerging Markets Private Equity Association ([www.empea.org](http://www.empea.org)) and member of the Euromed Capital Forum ([www.euromed-capital.com](http://www.euromed-capital.com)).

[www.africinvest.com](http://www.africinvest.com)

### **About Outsourcia**

Founded in 2003, Groupe Outsourcia is a leading Morocco-based contact center, BPO and digital services provider. Outsourcia has 900 employees across nine sites: two in France, five in Morocco, one à Madagascar and one in Niger. The company serves over 30 top-tier clients, including Aquarelle.com, Carrefour, Coyote, Editions Atlas, GRDF, Manutan, Mister Auto (PSA Group), Showroomprivé, and Vente-Privée.com

[www.outsourcia.com](http://www.outsourcia.com)

