

SÈNE & CIE HAS SUCCESSFULLY ADVISED AK-PROJECT'S SHAREHOLDER ON THE SALE TO INSIGN

The corporate finance advisory firm Sène & Cie acted as financial advisor to the shareholder of AK-Project, Julien Malle, in the sale of a majority stake of his company to Insign.

This transaction, originated by Sène & Cie, was intended to identify on behalf of AK-Project, a partner able to support the agency's development in the fast-growing communication market of sub-Saharan Africa.

According to Julien, Founder of AK-Project : «The complete transaction advisory services provided by Sène & Cie was essential to the sale process. The firm handled, among other tasks, drafting the presentation documents, identifying and contacting potential acquirers and negotiating the terms of the transaction. This assistance allowed me to approach the transaction in a more serene manner and contributed greatly to its success».

This transaction confirms the relevance of Sène & Cie positioning, with offices in Senegal and France. This organization provides an environment that is likely to support an increase of cross-border transactions (financing; acquisition; divestment) between African and European companies.

About AK-Project

AK-Project, is a communication agency of 30 people, that supports its African and French clients in order for them to meet their growth, image and notoriety goals. AK-Project's approach is based on a «customer-centric» method, which consists in being as close as possible to its clientele's challenges. The agency specializes in the design of 360-degree digital strategies and targeted influence strategies that include the management of e-reputation, the design and deployment of social media, SEO/SEA and relationship marketing strategies.

About Insign

A leader in Business Hacking® which they made their method, Insign is a Creative Consulting agency offering data, technology and creative expertise. The agency's 250 professionals based in Paris, Lyon and Tournon-sur-Rhône, focus daily on creating original value, efficiency and performance dedicated to brand and business growth. Insign develops transformation, communication, activation and digitalization strategies.

For further information on this transaction, please contact, [Alioune Segá Sene](#).

About Sène & Cie

Founded In 2015, [Sène & Cie](#) is an independent advisory firm specialized in corporate finance.

The firm assists executives and shareholders of African, European and international companies of all sizes in their growth strategies on the African continent: acquisition of company or asset; sale of company or asset; fundraising.

Social Media



Our Offices

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