

## SÈNE & CIE HAS SUCCESSFULLY ADVISED FIREFLY MEDIA ON THEIR FUNDRAISING WITH TERANGA CAPITAL

The corporate finance advisory firm Sène & Cie acted as financial advisor to Firefly Media, as part of the fundraising process with Teranga Capital.

The transaction aims to secure financial resources in order for Firefly Media to continue its research and development program and thus deepen its innovations in the Digital Out Of Home Advertising (DOOH).

According to Mr. Mafal Lô, Firefly Media co-founder: "We started our collaboration with Sène & Cie, several years ago. Their good knowledge and understanding of our company facilitated our collaboration because our expectations were well understood. The firm's commitment and dedication made it possible to go through the negotiation stages serenely and contributed greatly to the success of the transaction."

This transaction confirms Sène & Cie's ability to secure funding from African financial institutions.

### About Firefly Media

FireFly Media is a Senegalese company based in Dakar, that offers marketing and technology services in public transport. The company is the exclusive manager of the "Association de Financement des Transporteurs Urbains" also known as AFTU (Urban Carrier Financing Association) and offers advertising spaces on the sides of buses, as well as digital commercials on screens installed inside the buses.

Firefly Media is at the forefront of the Senegalese start-up ecosystem as proven by its selections to the World Bank's L'Afrique Excellence program, Stanford Seed or Google Pitch Drive to name a few.

### About Teranga Capital

Teranga Capital is an impact investment company dedicated to financing and supporting small and medium-sized businesses "SMEs" with high potential in Senegal and Gambia. Its objective is to provide an innovative solution to meet the financing needs of SMEs, for investment tickets per SME of 50 million to 300 million FCFA.

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

### 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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