

## Mbuyu Capital Partners Invests in Leading Egyptian Consumer Healthcare company Macro Holding

- Macro Holding (the “**Company**” or “**Macro**”) is the owner of Macro Pharmaceuticals, Egypt’s leading consumer healthcare company operating across several high-growth sub-segments of the cosmeceuticals and nutraceuticals market
- Mbuyu Capital, part of Alta Semper Capital’s Co-Investor Consortium, made this investment as a result of the outstanding performance of the Company since Alta Semper’s initial investment in the Company in 2017. The investment is also a sign of confidence in the management team’s capabilities and in the Company, and is aimed at enabling the team to continue to grow and develop the Company’s product offering, expand regionally, as well as tap into complementary segments of the market
- Founder of Macro, Dr. Ahmed El Nayeb, will remain as Executive Chairman. Dr. Hisham Wasfy, a seasoned industry veteran, has become the Chief Executive Officer of the Company. Together Dr. Ahmed and Dr. Hisham will continue to steward the business through its next phase of growth and development
- Dr. Hisham joined the Company as Chief Operating Officer in 2019, following a impressive career spanning over two decades in the pharmaceutical and cosmeceutical industries, including 17 years at Sanofi-Aventis. Dr. Hisham brings a significant breadth and depth of experience across strategic planning, business development and operations to the Company, from prior senior roles in Egypt, the Middle East, the Gulf and West Africa

**Mbuyu Capital Partners** is an African private markets investor, managing assets for institutions. The investment in Macro Holding is part of the firm’s strategy to provide investors with attractive returns and low correlation to developed private equity markets by investing in leading companies benefiting from strong domestic demand for products and services, especially where companies make a material difference to the lives of lower and middle income people.

As part of this transaction Mbuyu Capital Partners is partnering with **Alta Semper** and emerging market co-investors to expand Macro’s product portfolio, grow into complementary product lines, and expand geographically.

Founded in 2002, Macro has grown into one of the leading consumer healthcare companies in Egypt. The Company targets a broad base of consumers through a large and evolving product portfolio. The Company, employing over 800 people, currently manufactures and distributes 112 products across seven therapeutic areas, including skin care, haircare, feminine care, anti-scar, oral care, antiseptics, and muscle relaxants. The Company’s products are marketed to the Egyptian medical community through a market-leading, 550-person strong sales force. The Company has been also been at the forefront at supporting Egyptian consumers and Egyptian businesses during the COVID-19 crisis, given its specialty product lines in the antiseptic and antibacterial segments.

**Commenting on the investment, Michiel Timmerman, Managing Partner of Mbuyu Capital said:**

*"We are excited about our investment in Macro and look forward to the Company's continued growth and success at delivering quality healthcare products to consumers in Egypt and the region. The company has continued to deliver despite the recent challenges of COVID-19. We have been impressed by the Company's management team and the collaboration with Alta Semper since their first investment in 2017. We also welcome the partnership between Mbuyu Capital and Alta Semper which enabled our investment."*

**Commenting on the investment, Afsane Jetha, Managing Partner and CEO of Alta Semper, said,** "We are very proud of what we have collectively achieved at Macro since our initial investment in 2017 and remain excited about the partnership with Dr Ahmed El Nayeb and the broader management team. As investors primarily in the healthcare sectors, we have a strong conviction in the high quality of the Company's products, the Company's ability to innovate successfully over the last 18 years, and the management team led by Dr. Hisham Wasfy. The management team and the Company share our vision of making Macro the market-leading consumer healthcare company in the region, while continuing to serve the healthcare needs of the Egyptian population to the very highest level."

*Enquiries to:*

Michiel Timmerman  
*Managing Partner*  
mtimmerman@mbuyucapital.com

