



FOR IMMEDIATE RELEASE

ALTA SEMPER ADDS OPERATIONS EXECUTIVE TO INVESTMENT TEAM
Operationalizing Value Creation Strengthens Returns in African Private Equity

LONDON, 30 September 2019 - Alta Semper Capital LLP (“Alta Semper”) is pleased to announce that Ivan Genadiev has joined the team as Managing Director & Chief Operating Officer. Ivan will drive value creation across our portfolio, including operationalizing scale-up and optimization initiatives, as well as sit on our Investment Committee.

Prior to Alta Semper, Ivan served as Chief Operating Officer of Jumia E-Commerce across high-growth African markets, executing end-to-end order fulfillment and spearheading transformational missions such as supply chain cost optimization, systems migration, and organizational restructuring. Prior to Jumia, he founded Teres Capital, an investment and advisory boutique focused on emerging Europe and building a 10x+ portfolio of technology businesses. Ivan started his career as a mergers & acquisitions banker in New York after graduating with honors from the University of Pennsylvania.

Afsane Jetha, Managing Partner & CEO of Alta Semper, said: “We are delighted that Ivan will be joining us at Alta Semper. We believe his experience stewarding ambitious value creation initiatives and scaling operations across Africa will have a meaningful impact at our existing portfolio and future investee companies.”

About Alta Semper

Alta Semper brings flexible and strategic capital to the healthcare, consumer and enabling technology sectors across African growth markets. Our mission is to invest in market-leading businesses, where we can drive significant and lasting operational change as well as achieve meaningful and positive social impact. The firm was founded by Afsane Jetha, Richard D. Parsons and Ronald S. Lauder in 2015, and manages funds on behalf of family offices and institutional investors from offices in London, Cairo and Lagos.

To find out more about Alta Semper, please see our website: www.altasemper.com

For any specific enquiries, please email: info@altasemper.com