

### Finding success in the Middle East & Africa

The Middle East & Africa is packed full of potential. From Morocco to Türkiye to Ivory Coast, each country has unique advantages organizations can tap into. For decades, Citi has harnessed its on-the-ground expertise and regional know-how to connect businesses to emerging opportunities, fostering growth and expansion.





#### Supporting a holistic sustainability strategy for Henkel

Consumer goods company <u>Henkel</u>, starting in Algeria with plans to expand further, launched a dedicated ESG Supply Chain Financing program from Citi, promoting the importance of sustainability across different dimensions.







#### Driving efficiency for Vivo Energy

Vivo Energy needed to streamline and centralize global payroll from its Morocco head office.
With a Multi-Bank Transaction Initiation solution from Citi, the company transformed processes and successfully digitized in presence countries across Africa.





### Digitizing capital for Metra For Metra, Egypt's leading provider of IT services,

semi-manual processes wasted time and impacted working capital. By rolling out Citi's digital banking operation, Metra has **enhanced its balance sheet position** and strengthened relationships with local suppliers.

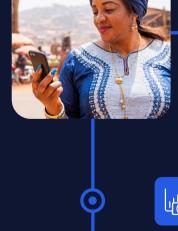






## Islamic finance for LC Waikiki As apparel manufacturer LC Waikiki sought financing to bridge its working capital gap, Citi's extensive Islamic finance experience helped the

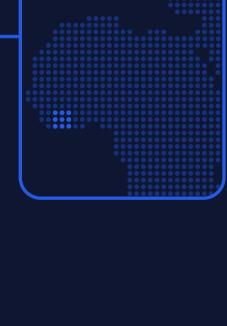
company to adopt a Sharia-compliant financing structure in an **efficient and scalable way.** 





# liquidity across WAEMU From cash visibility to FX, businesses operating across WAEMU (West African Economic and Monetary Union) required an optimal banking

From cash visibility to FX, businesses operating across <u>WAEMU</u> (West African Economic and Monetary Union) required **an optimal banking set-up** to achieve efficient cash control. Citi tailormade a solution, providing centralized payments, receivables, and liquidity pooling structures for countries in the WAEMU zone.



( ) Ivory Coast

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Charting success across the Middle East & Africa

In a region characterized by a plethora of diverse opportunity - finding where to go, and the right way in, can be a challenge. And while technology offers a

expertise can make the world of difference.

Get in touch with your Citi contact to see how we can support you through

gateway to useful information, longstanding in-country presence and local

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growth and expansion in the Middle East & Africa.