



Corporate Profile

2016

SHELZE CONSULTING

ABOUT US

OVERVIEW

Shelze Consulting is a fast growing Accounting, Management Consulting, Financial Advisory and Tax Consulting firm that focuses on SME's to help improve their businesses.

Established in 2011, We help clients succeed by combining thought leadership in a number of key industries with a comprehensive set of technical business competencies. By seeking to understand the critical issues facing our clients' businesses, we are able to bring together teams of industry and technical experts who work to create the exact solution that meets the need of our clients.

We believe Africa is the next frontier for growth and that Nigeria will play a key role in driving this agenda. We are of the opinion that equipping SME's with good business advice is the best and most constructive way to drive the growth in Nigeria and we are focused on improving every aspect of new ventures to help them to stand in their industries and grow at a constant and accelerated rate.

Through our services, we want to fuel the growth and the development of Nigeria and Africa by providing services that build confidence of entrepreneurs to pursue their vision and helping in their management of risks in other to drive success in every aspect of their businesses.

VISION & MISSION

- **VISION:** "To be the leading business adviser for SMEs in West Africa"
- **MISSION:** To use cutting edge technology and the best human resources to provide quality business advice to clients in a timely manner.

REASONS TO CONSULT WITH US

- 1. The value we bring to our clients.** By seeking to understand the critical issues facing our clients' businesses, we are able to bring together teams of industry and technical experts who work to create the exact solution that meets the need of our clients.
- 2. The values we live daily.** Our culture is characterized by a desire to invest in our people and to build our resources for the long-term maximization of value to our clients.
- 3. A high level of service commitment.** We are committed to personal service and integrity. The high expectations we set for our service delivery teams are articulated in our clients' service standards.

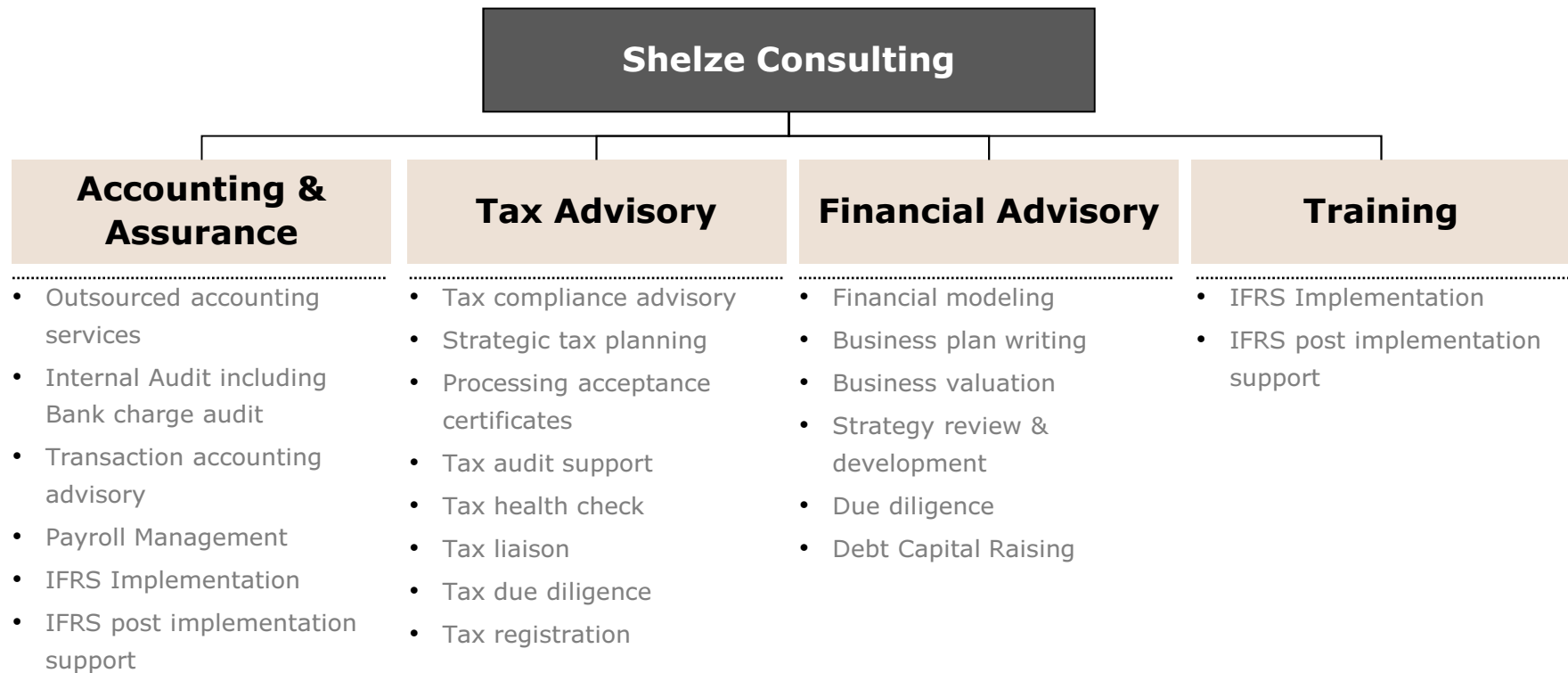
SHELZE CONSULTING

OPERATING PRINCIPLES



SHELZE CONSULTING

BUSINESS UNITS



SHELZE CONSULTING

ACCOUNTING & ASSURANCE

As companies continue to seek growth in developed and rapid growth markets, challenges clearly remain. There is an increasing need to continue keeping a close eye on costs and carefully manage cash flow.

Our Accounting & Assurance practice assists businesses in addressing the strategic accounting and financial reporting challenges facing their businesses and the finance function. Our professionals are not only deeply versed in technical accounting, but can provide practical, business-focused advice to leading organizations.

Our audit professionals operate on a risk-based model that aligns to a specific understanding of the client's business, industry, and internal controls. We actively communicate findings and provide knowledge-based insights throughout our assurance engagements.

We work hard to maintain high standards of professional practice, including a strong system of quality control emphasizing independence and objectivity and includes many control features that exceed our profession's requirements.

When we begin to work with you, you will understand what we mean when we can say – your business is our business.



SHELZE CONSULTING

TAX ADVISORY

Shelze Consulting is a full service provider of tax services and offers solutions to clients in the Corporate, Individual, Limited Liability Company, Not-for-profit and Partnership income tax areas.

The primary objective of our tax services team is to minimize a client's overall tax burden whenever and wherever possible. In order to achieve this, our tax services are directed towards constructive tax planning beginning early in the year and maintaining close contacts with our clients throughout the year.

The tax services we offer include not only the preparation and review of tax returns, but also advance planning to minimize future taxes, advice on tax effects of proposed transactions and corporate reorganizations. In addition, we have experience in providing assistance and advice in negotiation with tax authorities.

Our approach is to be proactive, to anticipate and plan tax matters, not just react to them. As we analyse each regulation and tax legislation, we keep our clients in mind.

Our tax professionals bring specialised knowledge and value to your specific industry or technical area. This knowledge provides the depth required to handle complex tax consulting and compliance issues.

- 1 Tax Compliance Advisory**
- 2 Liaising with Tax Authorities**
- 3 Tax Audit Support**
- 4 Tax Health Check**
- 5 Processing Acceptance Certificates**
- 6 Strategic Tax Planning**

SHELZE CONSULTING

FINANCIAL ADVISORY

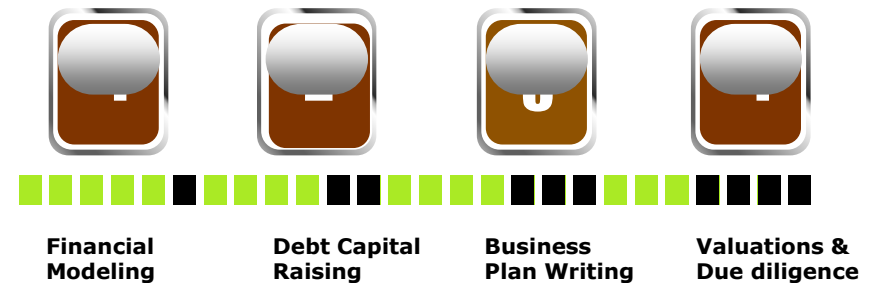
We provide Financial Advisory services geared to each client's investment goals and parameters. We are passionate about nurturing and strengthening businesses.

We assist budding entrepreneurs to: Conceptualize Plan, Implement, Finance, and Mentor viable ideas. We help businesses understand how various changes to business variable affect their projections with our robust financial models built based international FAST modeling standards.

We also assist businesses in drafting business plans at every stage of the company life cycle be it incubation, startup, growth stage, maturity and so on.

We know finance is critical to every business establishment and therefore we help package businesses in the appropriate way to secure loans and equity.

We also assist business buyers and sellers in conducting in-depth due diligence when a transaction is to be consummated. We also help determine the fair value of businesses so as to avoid over paying on the part of the buyer or short changing on the part of the seller.



SHELZE CONSULTING

IFRS SERVICES

International Financial Reporting Standards (IFRS) are used as the primary accounting framework, or are in the process of being adopted, in more than 100 countries throughout the world.

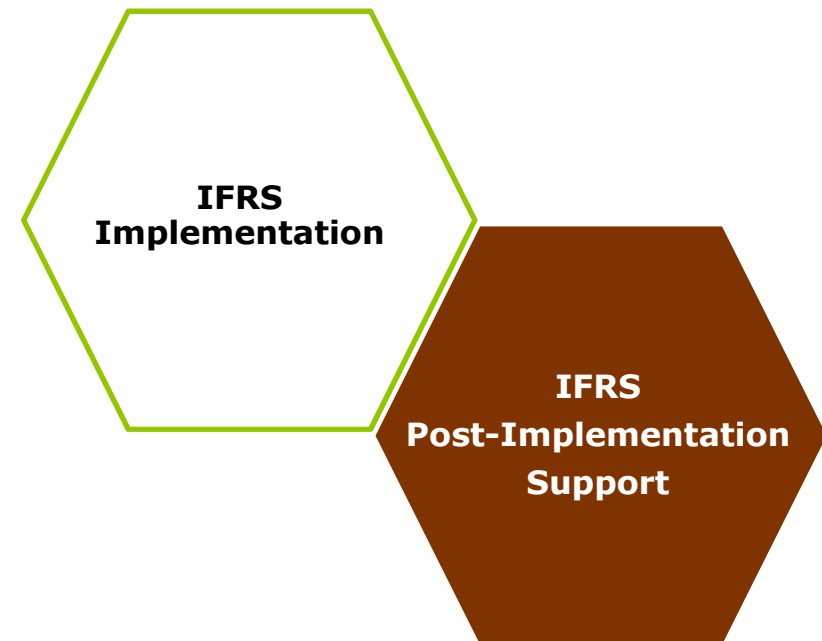
From January 1 2014, all Nigerian entities are required to report the financials using IFRS.

We are ready to help you with your IFRS needs. Our specialists work closely with clients to tailor solutions to fit their specific needs. We are also able to leverage our international affiliations, which provides us with access to professionals throughout the world.

We bring together the best of our existing professionals to help clients understand and respond to the changes in accounting standards which are currently impacting:

- First time adopters, currently converting to IFRS
- Existing IFRS preparers currently considering the proposed changes to the standards

Shelze Consulting can help you understand how the changes in the standards affect your financial statements and assist you in making the complex accounting policy decisions required.



SHELZE CONSULTING

PRINCIPALS

David Apaflo Director



David is one of the founding partners of Shelze Consulting. Prior to joining the firm, David worked with Guaranty Trust Bank Plc, Vetiva Capital Management, ARM Investment Managers, CardinalStone Partners and Yemi Sanni & Co (Chartered Accountants) in various capacities.

At Yemi Sanni & Co, David worked as team lead on over 30 tax audit assignments conducted on behalf of the Lagos State Government in order to boost its internally generated revenue. David's efforts saw the firm being commended as one of the top 10 revenue consultants to the State.

David also worked as a portfolio manager, investment banking analyst and strategy consultant in the course of his career.

David holds a B.Sc. in Accounting from the University of Lagos, where he graduated with a first class and is an Associate of the Institute of Chartered Accountants of Nigeria. David also sits on the board of Square Foundation an NGO dedicated towards improving education in Africa.

Aloba Olasupo Director



Olasupo, one of the founding partners of Shelze Consulting is a value focused Finance and Investment professional with most years of experience in financial analyses and Financial Reporting, Treasury and Investment Management.

Olasupo worked as a Finance Analyst and Investment Banking Analyst with Afrinvest West Africa Limited where he designed an operational model to reduce the company's expense by 30%.

Before joining Afrinvest West Africa Limited, Olasupo worked as Research Analyst/Accountant at CardinalStone Partners Limited where he began his career.

Olasupo holds a Bachelor of Science (Hons) degree in Accounting from the University of Lagos. He is also an Associate Member of the Institute of Chartered Accountant of Nigeria (ICAN).

SHELZE CONSULTING

OUR CLIENTS

| | | | | |
|--|---|--|---|--|
|  <p>BABS ALLAN ...expertise, delivered on time</p> |  <p>WATERSWORTH ART BROKERS</p> |  <p>ginger</p> |  <p>Rydal Mews Ltd Real Estate Management & Development</p> |  <p>LAUNCH FACTORY a brand experience agency</p> |
| BABS ALLAN NIGERIA LIMITED | WATERSWORTH ART GALLERY | GINGER HOSPITALITY COMPANY LIMITED | RYDAL MEWS LIMITED | LAUNCH FACTORY NIGERIA LIMITED |
|  |  <p>MAZARS</p> |  <p>Purple Capital Partners Limited</p> |  <p>Cerebre DIGITAL</p> |  <p>Total Beauty SHOP LIMITED</p> |
| LAGOS STATE GOVERNMENT | MAZARS CONSULTING | PURPLE CAPITAL LIMITED | CEREBRE DIGITAL LIMITED | TOTAL BEAUTY SHOP LIMITED |
|  <p>GRID SOLUTIONS CONSULTING MEDIA</p> |  <p>OO&C OLANIRAN OLOTU AND CO.</p> |  <p>AXXCorp ...nothing but the best</p> |  <p>DRUDGE CONSULTING</p> |  |
| GRID INFOTECH LIMITED | OLANIRAN OLOTU & COMPANY | AXXCORP LIMITED | DRUDGE CONSULTING LIMITED | INVEVIA NIGERIA LIMITED |

SHELZE CONSULTING

CONTACT INFORMATION

ADDRESS

Shelze Consulting

Suite 299, Block A2-10

Sura Shopping Complex

Lagos, Nigeria

Tel: + 234 817 014 4053

Email: info@shelze.com.ng

Website: www.shelze.com.ng

| NAME | EMAIL | TELEPHONE |
|---------------|--|-------------------|
| David Apaflo | d.apaflo@shelze.com.ng | +234 808 488 7912 |
| Olasupo Aloba | o.aloba@shelze.com.ng | +1 240 278 5860 |
| 'Tobi Adeseri | o.adeseri@shelze.com.ng | +234 803 830 9000 |

Shelze Consulting

Suite 299, Block A2-10
Sura Shopping Complex
Lagos, Nigeria

Tel: + 234 817 014 4053

Email: info@shelze.com.ng

Website: www.shelze.com.ng