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Atria Africa Launches New Asset Management Business for Zimbabwean Investors

Atria Africa announces the launch of Atria Zimbabwe Asset Management (“AZAM”), a new asset management business dedicated to providing investment solutions to Zimbabwean investors.

The business will begin with US\$10m under management and will be run by Atria co-founder Rishay Lalla, as well as Atria’s existing Harare-based team which will be complemented by additional fixed income skills. AZAM will focus initially on managing assets for pension funds.

In keeping with Atria’s approach since it was established in 2012, AZAM’s core approach will be a focus on client needs and will work closely with trustees and boards to ensure that they are able meet their obligations and liabilities using the asset classes available for investment within Zimbabwe.

Rishay Lalla, MD designate of Atria Zimbabwe Asset Management, commented:

“Zimbabwean investors are currently ill-served by the country’s asset management industry. Total expense ratios have remained high, performance is often lacklustre and there has been little of the innovation seen from the industry as compared to other markets around the world.

“Too often, client needs have been forgotten by asset managers in the rush to increase funds under management. AZAM will bring new ideas and greater energy to the market, while continuing to offer a service that recognises that one size does not fit all.”

Grant Flanagan, CEO of Atria Africa, said:

“We believe that AZAM fills a significant gap in the asset management market in Zimbabwe and represents a new choice for investors who for the last decade have had limited options with little differentiation.

“Atria now has a very strong team that has already demonstrated its ability to take a different approach in order to help clients meet their objectives and we look forward to announcing further progress in developing our business over the course of 2016.”

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Notes to Editors:

About Atria Africa

Atria is an Emerging Market Investment Advisor and Fund Manager specialising in Africa. It is regulated and licensed by the Mauritian Financial Services Commission and the Financial Services Board in South Africa with offices in Mauritius and Zimbabwe.

Atria has two principal business areas:

Fund Management

Atria manages a suite of Funds, providing investors with a diverse opportunity set which includes African Equities, African Fixed Income and Global Trade Finance.

Atria seeks to achieve meaningful and sustainable investment returns on both a real and relative basis by investing in three core themes: urbanisation, rising disposable incomes and growth of the middle class.

Advisory

Through its Investment Advisors (Unrestricted License), Atria provides financial advisory services to corporates, pension funds and high net worth individuals. The firm has undertaken a number of mandates from restructuring of listed and unlisted entities to capital raising transactions through structured equity and debt vehicles.

Rishay Lalla, MD - Designate, AZAM

Prior to co-founding Atria Africa, Rishay Lalla spent several years in a number of roles, most recently as Head of Research for Africa at Imara Asset Management. Rishay was involved in institutional investment as well as local and regional fund management of the Zimbabwe and Nigeria Funds, both of which outperformed their respective benchmarks. He has core investment competencies in fundamental equity analysis and equity valuations throughout Africa across a broad range of sectors. Rishay has a BSc(Hons) Applied Accountancy (Oxford Brookes University).