



Optimizing Performance



JSR Investment and Transaction Advisory Services

www.jsamuelrichards.com



JSR Investment and Transaction Advisory Services



Introduction



About JSR

JSR Consulting (JSR) is a Ugandan-based investment and transaction advisory firm licensed by the Uganda Capital Markets Authority. We specialize in helping clients structure, finance, and execute strategic investment decisions across diverse sectors including infrastructure, energy, real estate, manufacturing, and financial services.

Vision

The “go-to” firm for solutions to complex problems faced by governments and corporates in East Africa.

Mission

To enable our clients build and sustain high performance.



Our Services



2.1. Investment Advisory

- Feasibility studies
- Business plan development
- Investment appraisals
- Capital structuring and financial modeling
- Valuations and due diligence



2.2. Transaction Advisory

- Mergers and acquisitions (M&A)
- Capital raising (equity and debt)
- Deal structuring and negotiation support
- Buy-side and sell-side advisory
- Public-private partnership (PPP) structuring



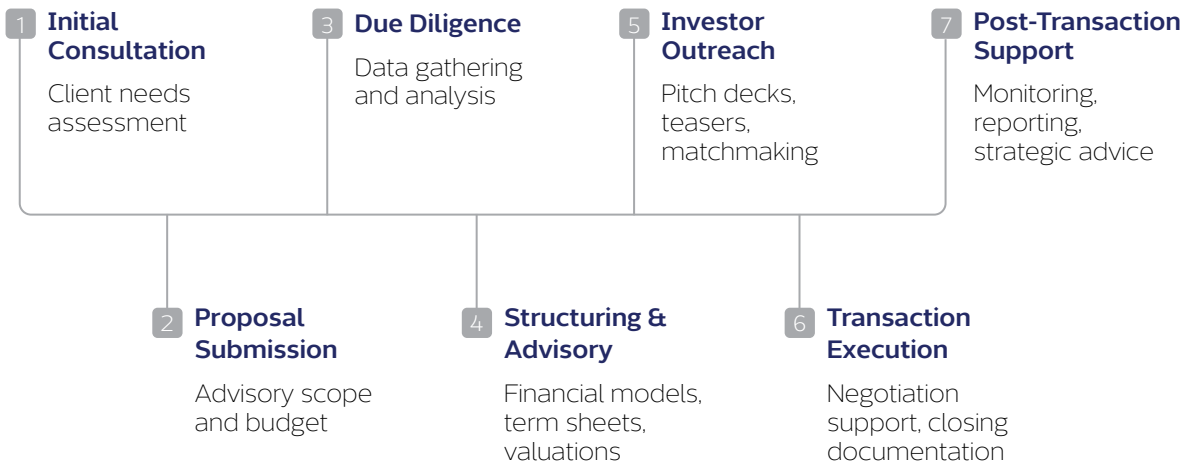
2.3. Investor Readiness Support

- Market assessments
- Investment teasers and information memoranda
- Governance and compliance reviews
- Pitch preparation and roadshow support



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Client Engagement Process



Value Proposition

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Local Insight + Global Standards

Deep understanding of Uganda and regional markets with global best practices.



Tailored Solutions

Bespoke advisory based on each client's unique needs and sector.



Strong Network

Access to local and international investors, lenders, and regulators.



Technical Rigor

Robust financial models, defensible valuations, and compliant structures.

5 Target Clients



- Medium to large enterprises seeking capital
- Government agencies pursuing PPPs or privatizations
- Development finance institutions and impact investors
- Family offices and high-net-worth individuals
- Financial institutions (banks, funds, insurance companies)

“ We are a team of top-drawer professionals with extensive professional services experience and skills. ”

Tools and Deliverables

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Investment teasers



Deal structuring reports



Information memoranda



Due diligence reports



Financial models (DCF, IRR, sensitivity analysis)



Transaction progress dashboards



Pitch decks and term sheets

Our Leadership



Albert Otete

PhD, CPA
Director

Dr Otete is a Certified Public Accountant with 30 years of experience in audit assurance, technology and business consulting.

He has worked with a number of international firms including PwC, KPMG and Standard Bank.

He is a council member of the Uganda Accountancy Regulator; and seats on a number of corporate boards.



Robert Katuntu,

CPA, CFA
Director

Robert leads audit and consultancy engagements for a number of clients.

He advises leading companies on business strategy, corporate finance and M&A.

He has 30 years of experience in business leadership, financial services, accountancy and management consultancy.



Joshua Samuel Karamagi

CPA, CFA
Partner

Joshua is a finance and strategic leadership professional with over 30 years of experience in audit, assurance, financial advisory, and public sector policy. He has held senior roles as Chief Executive Officer of Uganda Electricity Transmission Company Limited, Chief Financial Officer of Uganda Electricity Generation Company Limited, and Finance Director at Makerere University.

His career spans leadership across energy infrastructure, government finance, academia, and consulting. Joshua is a CFA Charter holder and a Certified Public Accountant in both Uganda and Kenya.

Completed Transactions



Business Acquisition
(2025)

US\$ 100M



Transaction Adviser -
Corporate Bond Issue
2024

US\$ 120M



Loan disbursement validation - Validation of
credit facilities provided to Simba Telecom for
court adducement purposes.
2022

US\$ 68M



Bank acquisition - Sellside TAS including
valuation and turnaround planning.
2020 - 2022

US\$ 5M



Business merger - Operational, commercial
and financial merger implementation.
2021

US\$ 29M



Business valuation - Infrastructure - based
valuation for purposes of raising capital.
2015

US\$ 41M



University acquisition - Preparation of
transaction date financials for business
valuation purposes.
2013

US\$ 110M



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