



# VOICES OF AVCA

BluePeak Private Capital is an asset management firm dedicated to delivering flexible and impactful private credit solutions to high-growth businesses across Africa. Founded with the conviction that access to tailored capital is essential for unlocking the continent's entrepreneurial potential, BluePeak partners with established companies to support sustainable expansion, operational resilience, and long-term value creation.

Our approach is grounded in three core principles: rigorous investment discipline, active engagement with management teams, and a commitment to responsible and inclusive growth. Across our portfolio, we focus on businesses that demonstrate strong fundamentals, clear growth opportunities, and the capacity to generate meaningful economic and social outcomes—whether through job creation, local value chains, gender equality, or financial inclusion.

**Selma Cherif**  
Director  
BluePeak Private Capital



## Tell us about BluePeak Private Capital, highlighting key milestones and industry achievements.

**BluePeak Private Capital was founded on the conviction that Africa's leading businesses need a partner who understands their potential for transformative growth. From day one, we set out to build a team united by shared values and a mission to back businesses where performance meets impact—companies capable of delivering strong financial results while creating meaningful, positive change. As part of this commitment, we pioneered the use of sustainability-linked financing in African private credit, aligning financial incentives with measurable improvements in ESG, climate resilience, and responsible financial inclusion. The launch of our inaugural fund in 2021 marked a key milestone, supported by leading institutional investors.**

As we engaged with entrepreneurs across the continent, we deployed capital efficiently across diverse geographies and sectors, each investment demonstrating both the depth of market opportunity and the trust built through our partnership.

This journey continued in 2025 with the successful raise of our successor fund, a testament to the confidence of our investors and to BluePeak's disciplined approach, long-term commitment, and belief in the transformative potential of businesses operating at the intersection of performance and impact.

## Please share an overview of your key priorities, strategic objectives and corporate goals over the next 12 months.

Over the coming year, BluePeak's priorities centre on expanding our investment platform, deepening our value-creation capabilities, and mobilising additional capital to support the growth of our portfolio companies. Our first priority is the continued disciplined deployment of Fund II, focusing on high-quality opportunities that align with our mission of backing businesses where performance meets impact. We aim to broaden our reach across key African markets, leveraging our on-the-ground presence to originate compelling opportunities in sectors with strong fundamentals and scalable demand.

Second, we will accelerate our value-creation agenda, partnering closely with management teams to strengthen governance, enhance operational resilience, and embed sustainability and impact practices. Key areas of focus include climate mitigation initiatives, gender-responsive growth, and more robust, data-driven impact measurement.

Third, we will expand our strategic partnerships with DFIs, banks, and co-investors to catalyse additional capital into our portfolio companies and support their expansion plans.

Finally, we will continue investing in our team, reinforcing a culture grounded in shared values, collaboration, and high performance to support the next phase of BluePeak's evolution.



## What unique strengths, expertise, or strategic approach does your organisation bring to the industry?

**BluePeak brings a differentiated blend of regional insight, structuring expertise, and a mission-driven approach that positions us uniquely within Africa's private capital ecosystem. Our team's deep on-the-ground experience across key African markets enables us to originate high-quality opportunities and design flexible financing solutions tailored to the needs of mid-market businesses.**

A core strength is our purpose-driven approach to private credit, centred on backing businesses where performance meets impact. We were among the early adopters of sustainability-linked financing in African private credit, aligning incentives with measurable improvements in ESG, climate resilience, and responsible financial inclusion. This approach helps elevate standards, strengthen risk management, and drive positive outcomes across the ecosystem.

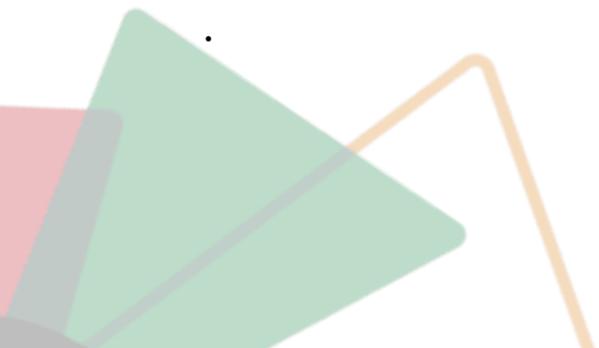
Beyond capital, we contribute through hands-on value creation—supporting management teams in governance, operational resilience, and long-term strategic planning.

# What are BluePeak's core values and how do they contribute to your success in the industry?

**BluePeak's work is anchored in four core values—commitment, excellence, trust, and respect—which shape how we invest, collaborate, and operate every day. Commitment drives our long-term approach to supporting entrepreneurs and delivering for our investors, ensuring disciplined execution across all stages of the investment cycle. Excellence underpins our analytical rigor, structuring capabilities, and value-creation work, enabling us to navigate complexity and deliver high-quality outcomes consistently.**

Trust is central to our relationships with portfolio companies, investors, and partners; we prioritise transparency, accountability, and open communication to build confidence and alignment over time. Above all, our engagement is grounded in respect—fostering open dialogue, aligned decision-making, and effective collaboration with management teams and investors to support growth, resilience, and capital mobilisation.

Together, these values reinforce a culture that supports disciplined investing, strong stakeholder relationships, and long-term resilience—foundations critical to BluePeak's ongoing success in Africa's private capital landscape.



## What motivated BluePeak to join AVCA?

BluePeak joined AVCA to actively contribute to the development of Africa's private capital ecosystem and to help elevate the role of private credit as a growing and essential asset class on the continent.

As one of the few pan-African dedicated private credit managers, we value AVCA's platform as a way to share market insights, promote best practices, and highlight how flexible credit solutions can unlock growth for mid-market businesses.



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