



EXEO  
CAPITAL

BUSINESS INVESTMENT WITH PURPOSE

# The strategic use of AI in private equity: Building the future responsibly

**We don't just buy into artificial intelligence (AI) – we're building it into our operating system.**

At EXEO Capital, we've made a deliberate investment in structured AI capabilities that align with our core purpose of creating value consciously, enabling companies and people to thrive.

In 2025 alone, our team committed more than 100 hours to specialist workshops, hands-on training, and case studies with AI deployment experts. This was not a cosmetic exercise but a strategic step to strengthen our team, equip our portfolio companies, and deliver superior outcomes for our investors – all while maintaining our commitment to ethical business practices.

The advantages we're pursuing are speed and agility. In a business where timing defines outcomes, AI enables fund managers to process vast streams of information faster, act with greater precision, and support portfolio companies with deeper specialist guidance. For Limited Partners (LPs), this translates directly into sharper decision-making, greater resilience, and improved risk-adjusted returns across African markets.

Equally compelling are the secondary benefits: the opportunity to spend more time enriching relationships – both strengthening existing partnerships and forging new ones.

## AI is non-optional for fund managers

Private equity is competitive by design. Firms that integrate AI into their systems will outpace those that don't. As Jensen Huang, chief executive officer of NVIDIA, the world's leading AI chip manufacturer, warns, "Don't be that person who ignores this technology ... take advantage of AI." With equal emphasis, he adds, "We have a responsibility to use technology to make the world a better place."

This captures both the competitive urgency and the ethical responsibility of the AI era.

The difference in output post-adoption has been stark:

- Our team can synthesise market data in days, not weeks.
- Investment risks can be validated with greater confidence across broader datasets.

- Market opportunities, invisible to legacy processes, begin to surface.
- More time is freed for relationship building and strategic thinking.

Fund managers who fail to adopt AI will simply not match the efficiency, agility, or resilience of those who do. That is why EXEO has chosen to build this competency into its system by testing applications across due diligence, portfolio support, and operational workflows. Importantly, our team is also working to ensure AI is implemented ethically across all investments, reinforcing our philosophy of being active, value-adding partners rather than passive capital allocators.



## Where AI creates value in private equity

Artificial intelligence adoption enhances, rather than diminishes, our collaborative culture. Areas where we see measurable opportunities include:

- Workflow automation
- Reporting and document management
- Compliance and statutory support
- Data synthesis and fact-checking
- Governance and risk assessment
- Customer support
- Faster product iteration and innovation
- Augmented market testing cycles
- Value-adding analytics to guide investment and strategic decisions

## The people dimension

As Sam Altman, chief executive officer of OpenAI, has emphasised, *“It was the responsibility of the tech industry to get input from society into decisions such as what the values are, and the safety thresholds, so that the benefits [of AI for humans] outweigh the risks.”*

By equipping ourselves and our portfolio companies with AI tools, we create several human-centric benefits:

- Enhanced relationships: Freeing up time for professionals to focus on building deeper connections with founders, management teams, and stakeholders, aligning with EXEO’s partnership ethos.
- Improved work environment: Automating repetitive tasks allows teams to focus on strategy and collaboration, creating more engaging workplaces that attract and retain talent.
- Job creation through innovation: Rather than replacing jobs, AI helps portfolio companies scale more rapidly, creating new employment opportunities across Africa.
- Talent attraction: Establishing AI as a core competency draws professionals eager to innovate at the frontier.
- AI is not here to replace human judgement; it amplifies it.

## AI in practice

One of the clearest opportunities lies in how AI is reshaping investment screening. Traditionally, assessing a sector such as agribusiness inputs and processing could take weeks of fragmented research and consultations. With AI-enabled workflows, the same process can now be completed in days. By feeding market reports, pricing datasets, regulatory updates, and academic papers into AI systems, teams can generate synthesised insights on sector trends, competitor positioning, and regulatory shifts. The output can then be fact-checked and refined, enabling more rigorous and confident decision-making.

Similarly, in portfolio operations, AI is already enhancing processes. In agriculture, demand forecasting across fragmented supplier bases can now be completed in hours, optimising inventory management and expanding margins. In consumer markets, AI uncovers customer behaviour patterns across demographics and regions, compressing market research and product design cycles from months to weeks.

The lesson is clear: with the right application, AI compresses timelines, expands insights, and enhances creativity.



# Ethical AI implementation and risk management

While the potential of AI is substantial, responsible implementation requires careful attention to risks such as unreliable data, cybersecurity threats, intellectual property disputes, and regulatory change.

To manage these, we are embedding governance frameworks, ethical guidelines, and data quality standards into our approach. Key principles include:

- Transparent communication about AI use with all stakeholders.
- Regular auditing of AI outputs for bias and accuracy.
- Continuous monitoring of societal and environmental impacts.
- Proactive engagement with regulatory developments across African markets.
- Investment in ongoing AI literacy training for all team members.

These steps ensure AI is integrated responsibly while preserving trust with investors, partners, and portfolio companies.

We welcome the opportunity to connect with other fund managers and investors to share best-practice frameworks and learn from one another.

## Looking ahead

Our edge has always been working alongside founders, enhancing growth trajectories, and building tomorrow's winners. With AI, we can strengthen that edge by accelerating research and decision-making, broadening governance support, and providing specialist guidance across more disciplines than ever before.

The adoption of AI in private equity is not about replacing human capability; it is about amplifying it. For Africa's growth markets, it represents an opportunity to build more resilient companies, stronger partnerships, and more inclusive futures.

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### About EXEO Capital:

EXEO Capital is a pan-African private equity investor for financial return and positive impact. - [www.exeocapital.com](http://www.exeocapital.com)