

# WE PLAN GROUP

Advisory & Transaction Execution

Structuring and executing complex international deals



**WE PLAN**  
GROUP

Advisory, Strategy & Real Estate

[www.htp.agency](http://www.htp.agency)

International Trade & Investments

[www.weplanltd.com](http://www.weplanltd.com)

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# Welcome Message

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"At WE PLAN, our mission is to transform ambitious ideas into tangible achievements. We specialize in structuring and executing complex transactions.

For more than 15 years, we have supported companies, governments, and investors in structuring their projects, securing transactions, and unlocking opportunities across Europe, Africa, and Asia. Our strength lies in combining strategic vision with operational execution, offering pragmatic and execution-driven solutions.

Today, WE PLAN is more than a consulting firm – we are a trusted partner committed to driving sustainable growth and global impact."

**Macouangou Nzaba Y.**  
*Founder & CEO*

# Company Overview

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WE PLAN was established by a father-and-son duo of lawyers.

- The father brought decades of legal and commercial expertise.
- The son specialized in financial engineering and strategic management.

This combination created a firm uniquely capable of bridging law, finance, and strategy.

Today, WE PLAN is a global partner at the crossroads of Europe, Africa, and Asia, trusted by public institutions, private investors, and multinational companies. The group operates as a cross-border platform combining advisory, trading and investment capabilities.

**Founded:** 2008 in Paris, France

**International Presence:** France, China, Senegal

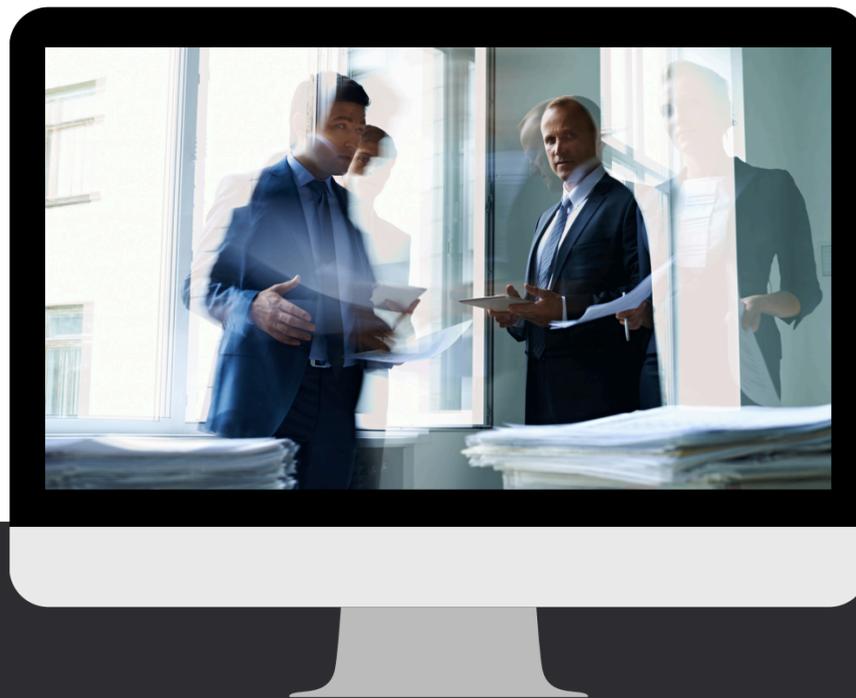
**Nature:** International consulting & trading firm

# Key Figures

- €50M+ transactions structured in trade and consulting
- 3 continents covered with operational offices
- 1,000+ distribution points supported for product deployment in Europe
- 15+ years of expertise in cross-border consulting and investment



# Our Value Proposition



WE PLAN bridges strategy and execution in complex international environments.

We structure, secure and execute transactions where financial, legal and operational dimensions must align.

## Why choose us?

- Execution-driven approach
- Cross-border expertise
- Financial & legal structuring

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# Our Solutions



## Advisory & Project Execution

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- Strategy & business structuring
- Project management
- Feasibility studies



## International Trade & Investments

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- Commodity trading
- Supply chain
- Investment structuring



## Asset & Real Estate Solutions

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- Acquisition, leasing & asset management
- Negotiation and deal facilitation
- Legal & financial structuring

Company Profile

# Selected Experience

Delivering high-impact results through complex international transactions



## Commodity Trade - Europe / Asia

Structuring of international supply agreements and secured transactions

## Institutional Advisory - Africa

Support to financial institutions in structuring international operations

## Commercial Deployment - Europe

Large-scale product distribution across retail networks

Company Profile

# Company Values

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Integrity



Excellence

Innovation

Global Mindset



*"One idea, one project,  
one action"*

Company Profile

# We Have The Best Team

A multidisciplinary group of experts combining legal, financial, and strategic skills.



**Nicolas Lafont**  
*IT & Systems Project  
Manager*

Digital systems and operations performance



**Oulématou Sy**  
*Legal Counsel - Project  
Finance*

Legal structuring and financing of complex transactions



**Oumou Diallo**  
*Chief Operating Officer*

Operational execution and project coordination



**Macouangou Nzaba Y.**  
*Chief Executive Officer*

Strategy, financial structuring and transactions



**WE PLAN**

**GROUP**

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**Global  
Presence !**

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