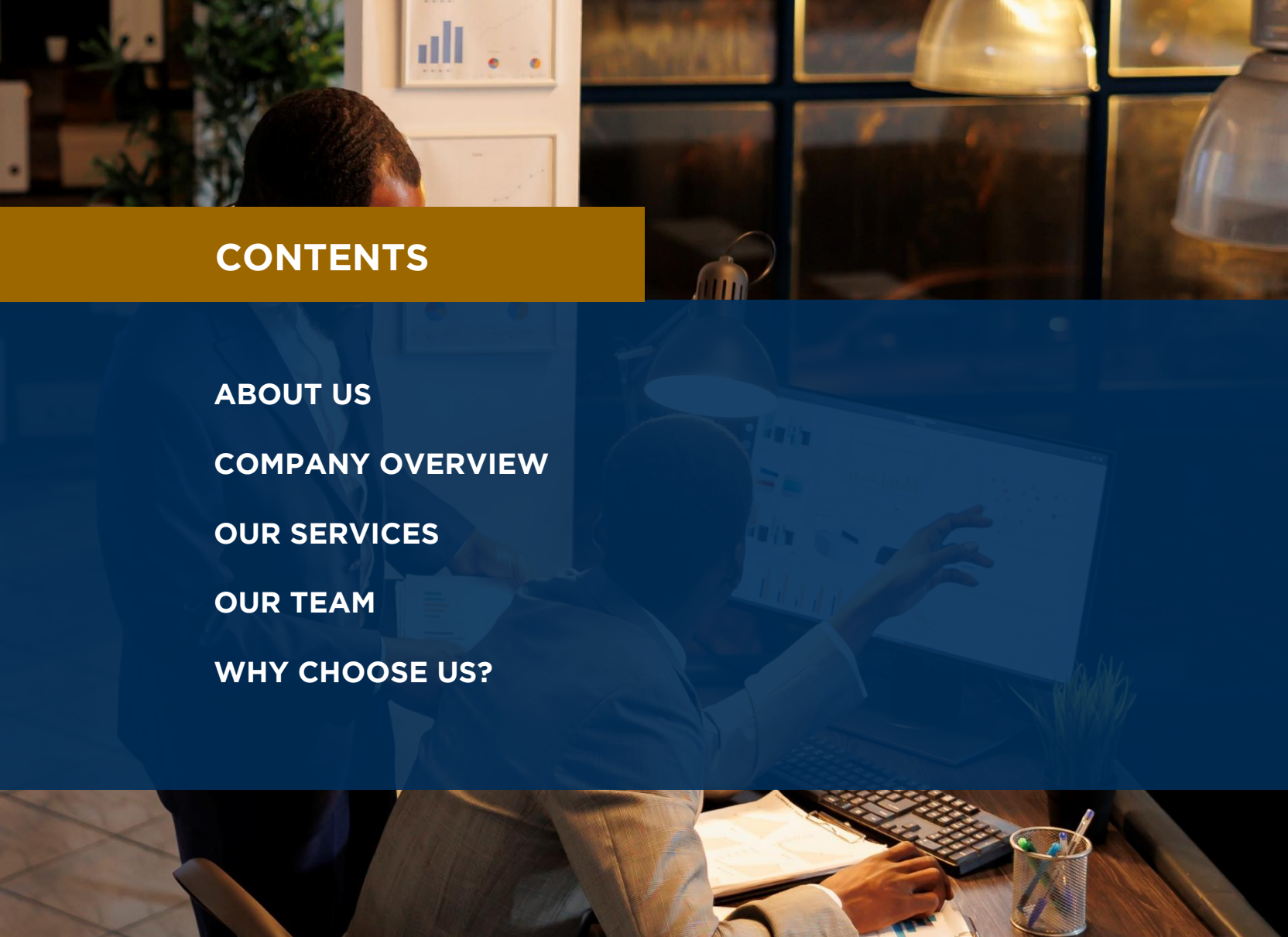




COMPANY PROFILE



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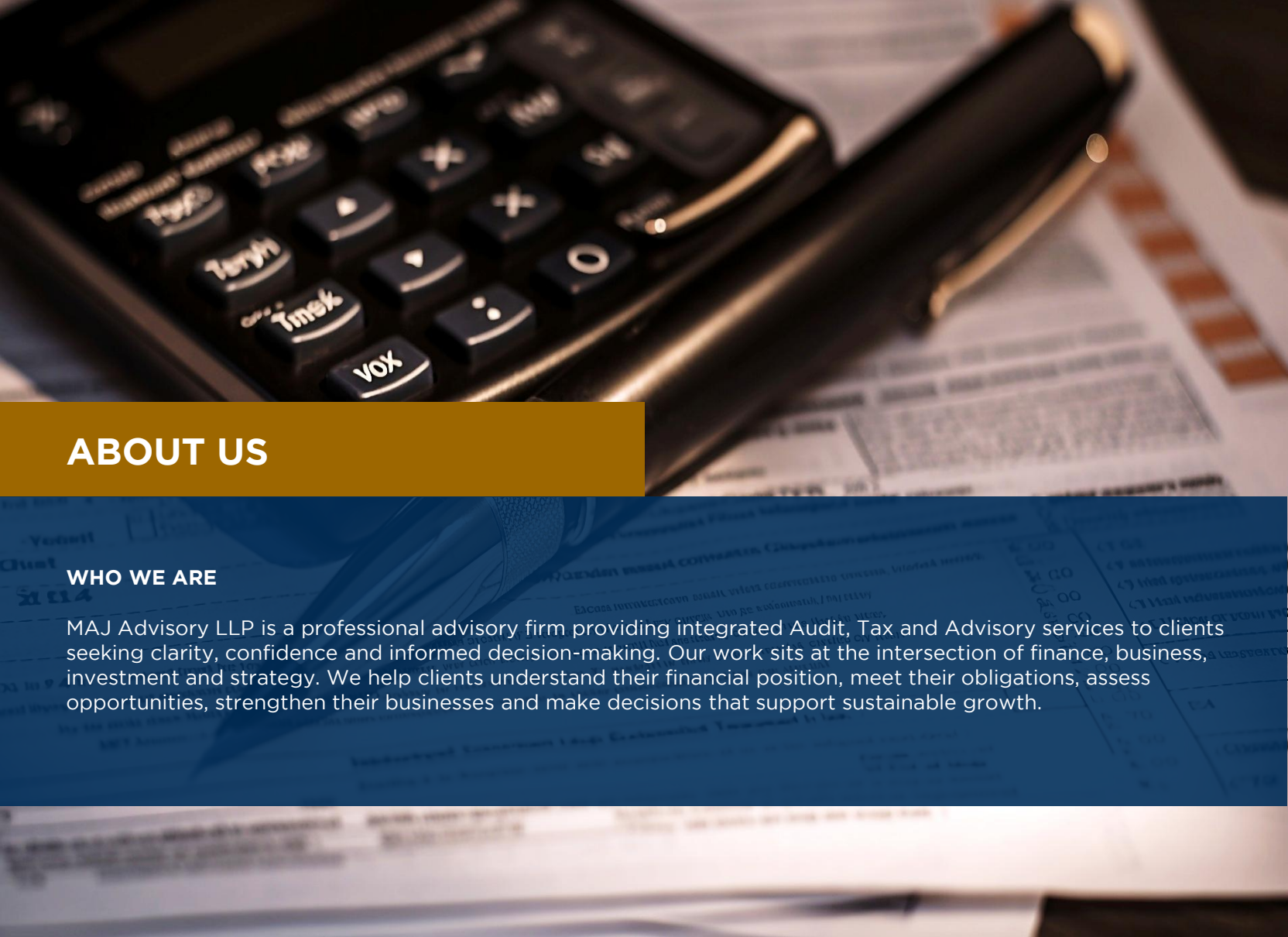
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ABOUT US

WHO WE ARE

MAJ Advisory LLP is a professional advisory firm providing integrated Audit, Tax and Advisory services to clients seeking clarity, confidence and informed decision-making. Our work sits at the intersection of finance, business, investment and strategy. We help clients understand their financial position, meet their obligations, assess opportunities, strengthen their businesses and make decisions that support sustainable growth.

OUR REGIONAL PERSPECTIVE

Our headquarters are in Nairobi, Kenya, one of East Africa's leading commercial and financial centres. Kenya provides a strong foundation from which to understand the wider East African business environment and the opportunities emerging across the continent.

We believe local knowledge matters. Understanding the regulatory environment, taxation, business practices, financial systems, market dynamics and commercial realities of a market is essential to providing meaningful professional advice.

At the same time, businesses and investors increasingly operate across borders. Capital moves internationally. Businesses expand regionally. Investors evaluate opportunities across jurisdictions. International organisations seek credible local partners. Our perspective therefore combines local understanding with a broader regional and international outlook.

We support clients navigating opportunities and challenges across:

- Kenya
- East Africa
- The broader African market
- Regional and international business relationships



OUR CLIENTS

We serve clients across different sectors, sizes and stages of development:

1. **Entrepreneurs & Start-Ups**

Supporting entrepreneurs from business establishment and planning through financial management, strategy and growth.

2. **SMEs & Growing Businesses**

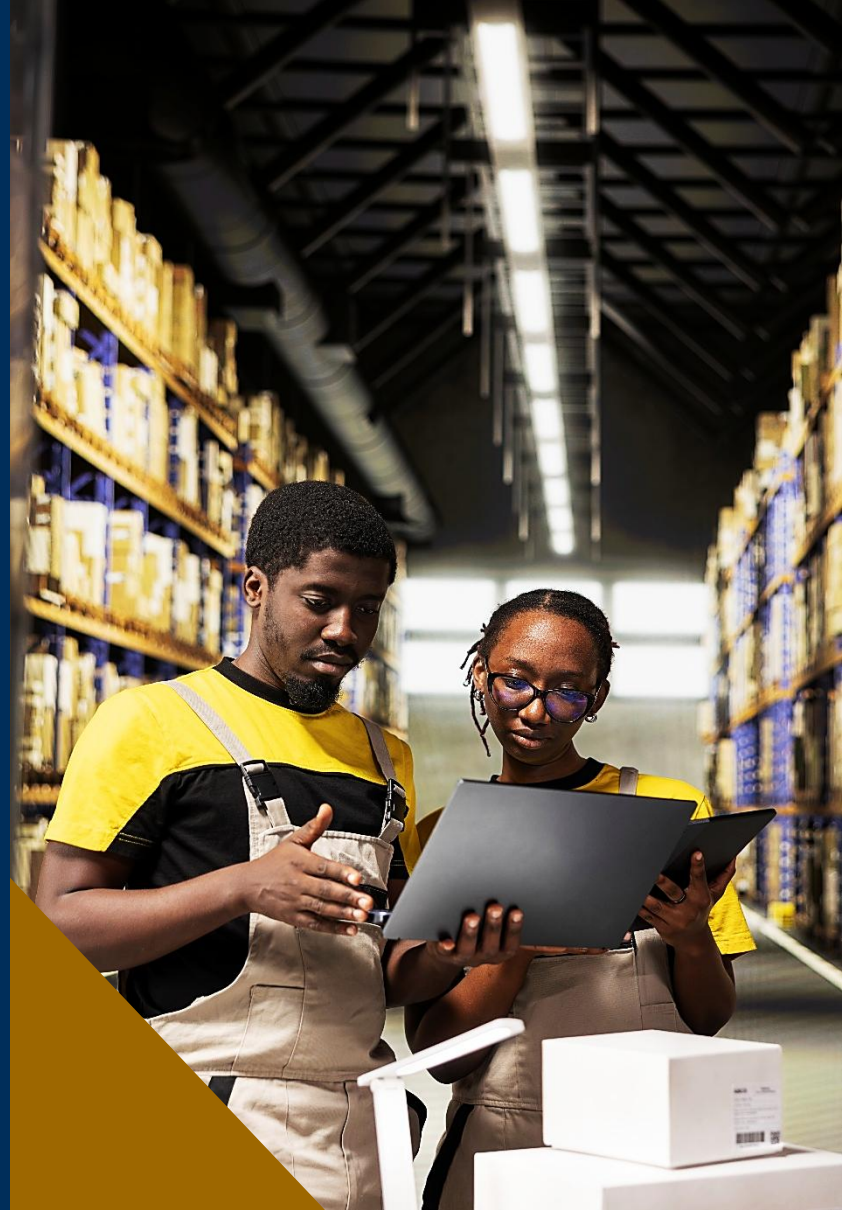
Helping growing businesses strengthen their financial systems, understand performance, manage compliance and prepare for expansion.

3. **Established Businesses & Corporates**

Providing audit, tax and advisory expertise to organisations seeking stronger financial management, governance and strategic decision-making.

4. **Investors**

Supporting investors evaluating businesses, projects and opportunities through financial analysis, due diligence, feasibility assessment, modelling and valuation.



OUR CLIENTS

We serve clients across different sectors, sizes and stages of development:

5. Institutions

Providing professional financial and advisory support to institutions requiring reliable analysis, accountability and informed decision-making.

6. Project Owners & Sponsors

Helping clients assess the viability, financial requirements and commercial potential of proposed projects and investments.

7. International Clients

Supporting international organisations and investors seeking professional insight into the Kenyan and wider East African business environment.





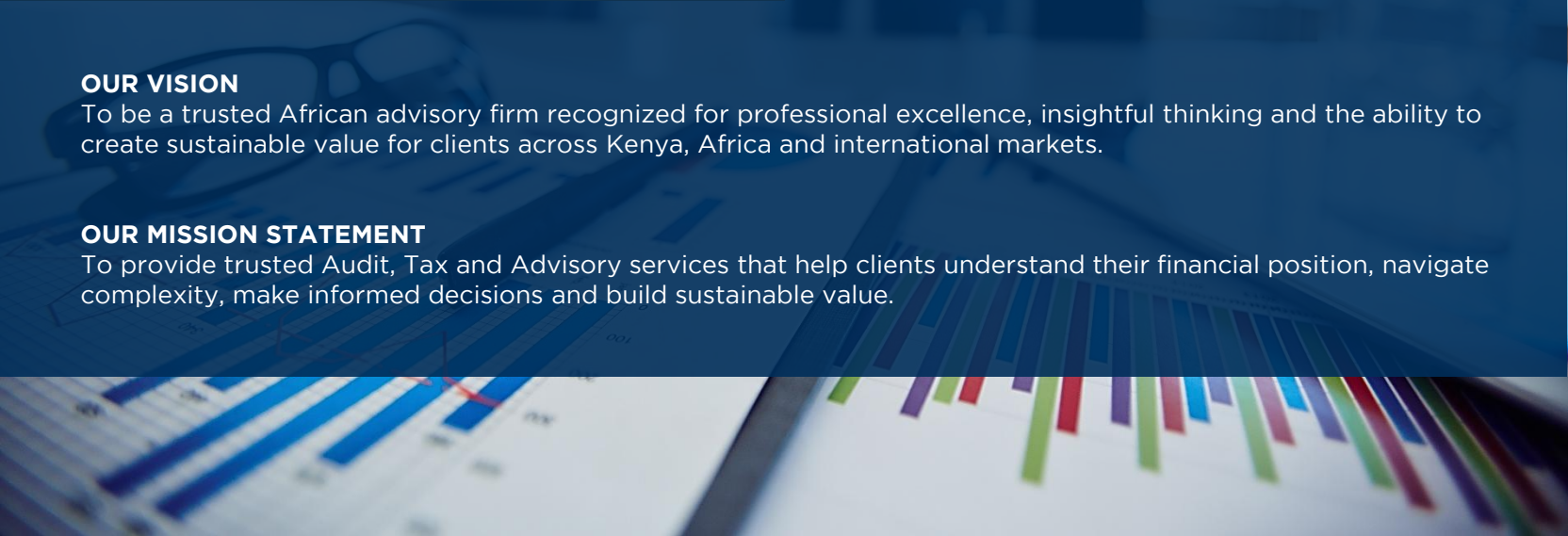
COMPANY OVERVIEW

OUR VISION

To be a trusted African advisory firm recognized for professional excellence, insightful thinking and the ability to create sustainable value for clients across Kenya, Africa and international markets.

OUR MISSION STATEMENT

To provide trusted Audit, Tax and Advisory services that help clients understand their financial position, navigate complexity, make informed decisions and build sustainable value.





CORE VALUES

OUR SLOGAN

Every number tells a story. At MAJ Advisory LLP, we look at insight beyond the numbers to understand what they mean, challenge assumptions, uncover opportunities and manage risks.

We transform financial information into clarity, perspective and actionable insight that enables better decisions.

OUR CORE VALUES

- Integrity
- Trust
- Excellence
- Respect
- Innovation
- Collaboration
- Client Focus



OUR APPROACH

Every client is different. We therefore tailor our approach to each client's circumstances, objectives and challenges.

- 1. Listen & Understand** - We begin by understanding the client's business, objectives, concerns and desired outcomes.
- 2. Research & Analyze** - We examine financial information, business operations, market conditions, risks and opportunities.
- 3. Develop Insight** - We connect the facts, identify what matters and assess the implications.
- 4. Advise** - We present clear options, recommendations and practical next steps.
- 5. Implement** - Where appropriate, we support clients in translating recommendations into action.
- 6. Review & Improve** - We remain focused on outcomes, performance and continuous improvement.



OUR SERVICES

WHAT WE DO

MAJ Advisory LLP's services are organized around three core practices: Audit, Tax and Advisory, each addressing a distinct aspect of financial and business performance while working together to provide clients with a complete and connected perspective.

While Advisory provides practical insight and strategic guidance across business, investment and financial decisions.

AUDIT SOLUTIONS

Audit provides confidence in financial information, strengthening transparency, accountability and trust.

1. Financial Statement Audit

We independently examine financial statements and underlying records to provide assurance on the reliability and presentation of financial information.

2. Internal Control Review

Effective controls protect assets, improve financial accuracy and reduce operational risk. Our reviews help identify control weaknesses and opportunities for strengthening the control environment.

3. Risk & Compliance Review

We help organisations identify financial, operational and compliance risks that could affect performance or decision-making.

4. Financial Reporting & Assurance

We help improve the quality, accuracy, transparency and usefulness of financial information.

5. Governance & Accountability

We support organisations in strengthening financial oversight, accountability and governance practices.



TAX SOLUTIONS

Tax provides clarity on tax obligations, compliance requirements and the tax implications of business and investment decisions

1. **Tax Compliance**

We help clients meet their tax obligations accurately and within the required timelines.

2. **Tax Advisory**

We provide professional guidance on tax matters affecting businesses, investments and financial decisions.

3. **Tax Planning**

We help clients consider tax implications before making significant financial and business decisions.

4. **Tax Review & Risk Management**

We assess tax records, positions and processes to identify potential gaps, exposures and areas requiring attention.

5. **Transaction & Business Tax**

We provide tax support relating to significant business and financial events.



ADVISORY SOLUTIONS

Our Advisory practice brings together financial, commercial, investment and strategic expertise to help clients understand opportunities, evaluate risks and make informed decisions.

1. Financial Analysis & Due Diligence

We examine the financial and commercial fundamentals of businesses, projects and investment opportunities.

2. Feasibility Studies

We assess the commercial, operational and financial viability of proposed businesses, projects and investments.

3. Business Plans

We help entrepreneurs, businesses and project sponsors develop structured business plans that clearly articulate their proposition, strategy and financial requirements.

4. Financial Modelling

We develop tailored financial models to help clients understand how assumptions and decisions may affect future financial outcomes.



ADVISORY SOLUTIONS

Our Advisory practice brings together financial, commercial, investment and strategic expertise to help clients understand opportunities, evaluate risks and make informed decisions.

5. Valuation

We provide valuation analysis to help clients understand the financial and commercial value of businesses, investments and other assets.

6. Business Strategy

We support businesses in developing and refining strategies aligned with their objectives, capabilities, market environment and growth ambitions.

7. Financial Training

We provide practical financial training designed to strengthen financial literacy and decision-making capabilities.

8. Business Registration & Set-Up

We support entrepreneurs and organisations establishing new businesses and navigating the initial registration and documentation process.



A large crowd of people, seen from above, is arranged to form the geographical shape of the United Kingdom. The individuals are dressed in a variety of colorful clothing, creating a mosaic effect. The crowd is dense in the central landmass and tapers off towards the coastlines. A solid brown horizontal banner is positioned on the left side of the image, partially obscuring the crowd. Below the banner, the background transitions to a dark blue gradient.

OUR TEAM

Our People

Our strength is our people. MAJ Advisory LLP brings together complementary expertise across Audit, Tax, Advisory, Investment Analysis, Valuation, Financial Modelling and Business Strategy.

Our leadership combines technical expertise with commercial insight, enabling us to provide practical, informed and strategic solutions that help clients make sound decisions and achieve sustainable growth.



Charles Njane, Managing Partner

A Certified Public Accountant of Kenya (CPA-K) and ACCA professional with extensive experience in audit, advisory, risk management and financial reporting, at MAJ Advisory LLP.

He provides professional and strategic leadership across the firm's Audit, Tax and Advisory practices, with a strong focus on technical quality, governance, accountability, independence and client value.

His experience spans engagements involving public sector entities, non-profit organizations, manufacturing and trading businesses, real estate and property companies, insurance and financial services organizations, and other commercial enterprises.



Connect on LinkedIn



Charles has held senior roles with Njane & Company, MAJ Business Advisors, Kariru & Associates and Strathmore Educational Trust, building broad expertise across External & Internal Audit, Investigative & Forensic Audit, Tax Compliance & Advisory, Donor-Funded Project Audits, Risk Management, Corporate Governance, Financial Controls, Financial Reporting, Business & Management Advisory, and Team Leadership & Training.

He holds an MBA from United States International University (USIU), a BSc. in Economics from Kenyatta University, an Advanced Diploma in Tax Administration from KESRA, and is a CPA-K and member of the Institute of Certified Public Accountants of Kenya (ICPAK).

As Managing Partner, Charles ensures that every engagement reflects the firm's commitment to integrity, independence, professional excellence and practical value, while delivering trusted advice that supports sound financial and business decisions.



Kyeni Wambua, Partner

Brings over ten years of experience advising businesses and investors on financial strategy, investment advisory and practical financial systems that support growth to MAJ Advisory LLP.

She holds an MSc. in Development Finance from Strathmore Business School, with specialized training in investment analysis, development economics and financing solutions for emerging markets, and is a Certified Public Accountant (CPA-K).

Prior to founding MAJ Advisory, Kyeni spent nine years across the PwC and Deloitte Advisory practices in East and Southern Africa, gaining extensive experience in financial due diligence, feasibility studies, valuation, financial modelling and transaction advisory across multiple sectors.



Connect on LinkedIn



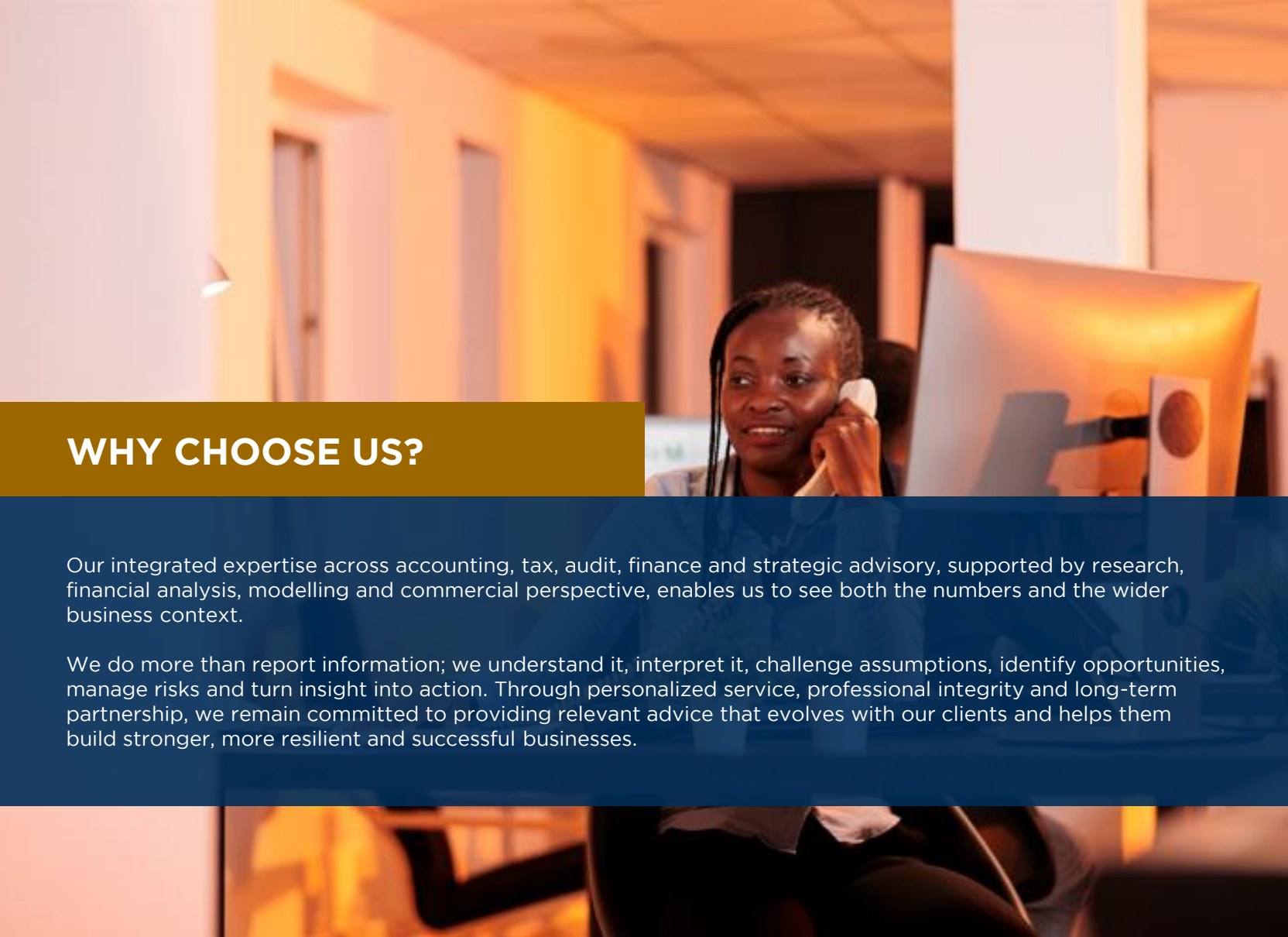
Her notable transaction experience includes advising Ascent Capital on its acquisition of a minority stake in Dune Packaging, a transaction recognized as the Best Private Equity Deal in East Africa in 2024.

Kyeni combines rigorous financial analysis, transaction experience and commercial thinking to help clients navigate complex investment and strategic decisions.

Her core expertise spans Investment Advisory, Financial Due Diligence, Financial Analysis, Business & Investment Valuation, Financial Modelling, Feasibility Studies, Investment Appraisal, Transaction Advisory, Financial Strategy, and Business Growth & Expansion.

She is a member of the Institute of Certified Public Accountants of Kenya (ICPAK), holds the Financial Modelling & Valuation Analyst (FMVA®) certification from the Corporate Finance Institute, and is a Global Business School Network Fellow.

As Partner, Kyeni leads the firm's investment and financial advisory capabilities, providing clients with the analysis, modelling, valuation and strategic insight required to make high-value decisions

A woman with dark hair in braids is smiling while talking on a white telephone. She is sitting at a desk with a large computer monitor. The background is a modern office with warm, orange-toned lighting and blurred architectural elements.

WHY CHOOSE US?

Our integrated expertise across accounting, tax, audit, finance and strategic advisory, supported by research, financial analysis, modelling and commercial perspective, enables us to see both the numbers and the wider business context.

We do more than report information; we understand it, interpret it, challenge assumptions, identify opportunities, manage risks and turn insight into action. Through personalized service, professional integrity and long-term partnership, we remain committed to providing relevant advice that evolves with our clients and helps them build stronger, more resilient and successful businesses.



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