

THE POWER OF BEING UNDERSTOOD  
ASSURANCE | TAX | CONSULTING



# RSM Eastern Africa

## Company Profile

A portrait of a Black man with a beard, smiling, wearing a dark blue suit jacket over a white shirt. His hands are clasped in front of him. The background is a dark blue gradient. A green pixelated graphic element is at the bottom of the image.

*Deji*

One of the  
RSM team

**In a world of complexity and uncertainty,  
change is both inevitable and vital. We exist  
to empower our clients and our people for  
the future and give them the confidence  
to Take Charge *of* Change.**

# Experience the Power of Being Understood

At RSM, we deliver The Power of Being Understood to our clients, colleagues and the community.

The business world is evolving rapidly. Through advances in technology, communications and infrastructure, business barriers are disappearing and each day, we become ever more global.

In this fast-paced environment, you need an advisor that thinks ahead and rapidly responds to your changing needs. At RSM, we build strong relationships based on a deep understanding of what matters most to our clients.

## RSM's 2024 Global Financial Results

RSM

### HIGHLIGHTS

#### Revenue growth

of 6%\* to US\$10bn\*\*

\*2023 global fee income US\$9.4bn

\*\* Revenue growth percentage calculated using constant currency conversions

#### RSM statistics



65,000  
People worldwide



900  
Offices



120  
Countries

#### Service line revenue split



Assurance



Tax



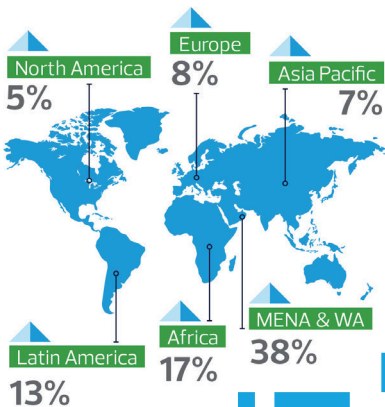
Consulting



E.J. Nedder  
CEO, RSM International

“This year's results demonstrate both our clients'and Member Firms' resilience amidst challenging market conditions. As we look ahead to 2025, our organization is committed to building on this solid foundation through evolving the global RSM experience to truly enable our clients and our people to unlock value and take charge of change.

#### Growth by region



## RSM Eastern Africa

It is our strong collaborative approach that differentiates us. We will strive to truly understand you, your strategies and your aspirations and endeavour to be considered the advisor of choice to your business.

By sharing the ideas and insights of our most senior professionals, we bring our expert local and global knowledge and resources to your environment, so you feel understood and empowered to move forward with confidence.



10 Partners  
/ Directors



250+ Minds



ISO Certified



20+ years



4 Offices



### Gender equality

Governance Level – 58% Female

Staff in Eastern Africa – 48% Female

### Our offices are located in:

- Nairobi
- Mombasa

### Associate offices:

- Kampala
- Dar es Salaam

## Our Purpose, Values and Promise

### Instill confidence in a world of change

#### People

Drive an unrivalled, inclusive culture and talent experience

#### Clients

Deliver rich, personalised experiences through market-leading insights

#### Technology

Champion and embrace future-focused agile, digital and global delivery models

#### Solutions

Win with industry and compelling global products and services

#### Continue to lead the middle market

Harness global strength  
Maximise relevance  
Empower our brand

Purpose

Strategy

The Power of Being Understood | The Power of Understanding

Promise

Caring | Curious | Collaborative | Courageous | Critical thinkers

Behaviours

Respect and uncompromising integrity | Succeeding together  
Excellence in all we do | Impactful innovation | Acting responsibly

Values

2030 RSM Global Strategy: **Taking Charge of Change**

This is the POWER OF BEING UNDERSTOOD. This is the RSM experience and our commitment to you.



# OUR SERVICES

## ASSURANCE

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- STATUTORY AUDITS INCLUDING LISTED COMPANIES
- REVIEWS AND COMPILATION ENGAGEMENTS
- INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS) SUPPORT AND IMPLEMENTATION GUIDANCE
- AUDITS AND REVIEWS OF PUBLIC SECTOR DONOR-FUNDED PROJECTS

## MANAGEMENT CONSULTING

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- CORPORATE STRATEGY
- GOVERNANCE
- BUSINESS REVIEWS
- FAMILY BUSINESS AND SUCCESSION PLANNING
- DOCUMENTING POLICIES AND PROCEDURES
- REVIEW OF MANAGEMENT INFORMATION SYSTEMS
- DESIGN AND IMPLEMENTATION OF ACCOUNTING SYSTEMS
- PREPARATION OF ACCOUNTING MANUALS
- ESG CONSULTING SERVICES

## RISK ADVISORY

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- INTERNAL AUDITS
- INVESTIGATION AND FORENSIC ACCOUNTING SERVICES
- INFORMATION TECHNOLOGY AND SYSTEMS AUDITS

## SECRETARIAL SERVICES

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- COMPANY FORMATION & INCORPORATION
- CORPORATE SECRETARIAL SERVICES
- STATUTORY COMPLIANCE CONSULTANCY
- COMPANY RE-ORGANIZATION
- BOARD & SHAREHOLDER SUPPORT
- COMPANY WINDING UP & DEREGISTRATION

## TAX SERVICES

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- CORPORATE AND PERSONAL TAX FILING AND COMPLIANCE SUPPORT
- HEALTH CHECKS AND TAX DUE DILIGENCE
- INTERNATIONAL TAX AND TRANSFER PRICING
- TAX ADVISORY INCLUDING CORPORATE RESTRUCTURING
- MANAGING REVENUE AUTHORITY AND TAX DISPUTE RESOLUTIONS
- INDIRECT TAX COMPLIANCE SUPPORT
- TAX REFUND APPLICATIONS
- TAX TRAINING

## OUTSOURCING

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- BOOKKEEPING
- MANAGEMENT ACCOUNTS (REPORTING)
- PAYROLL SERVICES
- GRANT MANAGEMENT
- BUDGETING AND CASH FLOW FORECASTING
- SECONDMENTS
- CAPACITY BUILDING AND TRAINING

## TRANSACTION ADVISORY

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- MERGERS AND ACQUISITIONS
- DUE DILIGENCE
- VALUATIONS
- TRANSACTION SUPPORT AND LEGAL CONTRACT REVIEWS
- LITIGATION SUPPORT
- CORPORATE RESTRUCTURING AND TURNAROUND

A portrait of a man with short dark hair and a light beard, smiling. He is wearing a light-colored, button-up jacket over a dark t-shirt. The background is a solid dark blue. The bottom of the image features a decorative graphic of blue and white squares of varying sizes, resembling a city skyline or a digital pattern.

*Nayim*

One of the  
RSM team

**We are compelling to our clients and our people, digital in our approaches, and global in our mindset. Through this, we bring together the full power of our global organisation and ensure our future success.**

## Regional Team | Kenya



**ASHIF KASSAM**

FCPA (K), FCCA, CPA (U),  
CPA (T), MCI Arb

**Executive Chairman**

Kenya

Started his career in the accountancy profession in 1994. Ashif is a seasoned professional with diverse experience across specialisations and industry sectors. He helps growth-focused organisations create value, navigate succession challenges and develop acquisition and exit strategies. He has been a member on the International Audit and Assurance Standards Board (IAASB) and has served on diverse boards with experience in corporate governance, family businesses, corporate restructuring and transaction advisory, combining his unique experience in accounting, taxation, valuation and transaction support.

**Specialisations:** Audit & assurance, transaction advisory, taxation and transfer pricing, management consulting and risk advisory.



**SIMON FISHER**

MA, FCPA (K), FCA (E&W)

**Consultant**

Kenya

Started his career in the accountancy profession in 1971 and has substantial technical expertise in International Financial Reporting Standards. He has contributed to various boards & committees to help develop governance practices and accounting policies and procedures and has also undertaken responsibility for training, risk management and quality assurance.

**Specialisations:** Audit & assurance, International Financial Reporting Standards (IFRS) guidance and corporate governance.



**ELVIS OGETO**

BCom, CPA (K)

**Managing Partner**

Kenya

Started his career in the accountancy profession in 1999 and has experience in a diverse range of sectors in the Eastern Africa region and the Republic of Ireland. He is a member of the Institute of Certified Public Accountants of Kenya (ICPAK) work group that developed the Trainee Accountants Practical Experience Framework (TAPEF). He heads the RSM Nairobi office and is also responsible for ethics and independence in Eastern Africa.

**Specialisations:** Audit & assurance including audits of listed companies, International Financial Reporting Standards (IFRS) guidance, revenue assurance, internal audits, investigation & forensic accounting services and financial due diligence.





**GEORGE MUTUA**

MBA, BBA, CPA (K)

**Partner**  
Kenya

Started his career in the accountancy profession in 2006 and is experienced in audit and assurance services having handled clients in varied sectors including financial services, construction, manufacturing, trading, investment, and non-governmental organizations (NGOs). Over the years, he has gained extensive knowledge through seminars, internal trainings and on-job trainings in various areas such as audit, tax, IFRS, ISAs and IFAC guidelines.

**Specialisations:** Audit & assurance including statutory audits of listed companies, International Financial Reporting Standards (IFRS) guidance, revenue assurance, audit and reviews of public sector and donor-funded programmes.



**JILNA SHAH**

CTA (UK), FCCA

**Tax Director**  
Kenya

Started her career in the accountancy profession in 2006 and has audit and tax experience working in Kenya and UK in various industry sectors. She has extensive experience in both direct and indirect taxes, including business restructuring. She is currently the Vice Chairperson of Public Finance Sector Board for Kenya Private Sector Alliance (KEPSA) and a member on RSM's Global Quality Committee (GQC).

**Specialisations:** Tax services, corporate and personal tax compliance and consulting, corporate restructuring, tax advisory, indirect taxes, transfer pricing, managing KRA audits and tax dispute resolutions.

## Associate Team | Uganda & Tanzania



**JOHN WALABYEKI**

BStat, CPA (U), FCCA, ARM

**Managing Partner**  
Uganda

Started his career in the accountancy profession in 1997 and is one of the founding partners of the Uganda firm. He has extensive audit and assurance, taxation and business process outsourcing experience in Uganda, Tanzania, Bermuda and the UK. He is experienced in various sectors including financial services, manufacturing, trading, logistics, not-for-profit, construction, oil and gas among others. He heads the RSM Uganda office and is also responsible for risk and compliance in Eastern Africa.

**Specialisations:** Audit & assurance of entities in the private and public sector and donor-funded programmes, tax services, risk advisory and internal audit, financial due diligence, outsourcing and company secretarial services.







**LINA RATANSI**

BCom, PGDFM, FCPA (T), CPA (K)

**Managing Partner**  
Tanzania

Started her career in the accountancy profession in 1993 and has diverse experience in areas of audit and assurance services, taxation and business process outsourcing. Founded the Tanzania practice in 2007. She is the former President of Entrepreneurs' Organization (EO) Tanzania Chapter, a training portfolio team member with EO Global, and a board member of the European Union Business Group.

**Specialisations:** Audit & assurance, tax services, transaction advisory, risk advisory, outsourcing and company secretarial services.



**NIHA MAZRUI**

BBA, CPA (K), CPA (T), FCCA

**Partner**  
Tanzania

Started her career in the accountancy profession in 2003 and is experienced in various sectors including logistics, manufacturing, trading, insurance and construction. She has extensive experience in providing audit and assurance services to clients in both Kenya and Tanzania. She is the Regional Head of Audit and Head of IFRS.

**Specialisations:** Audit & assurance, International Financial Reporting Standards (IFRS) guidance, tax services, outsourcing and due diligence.



**KANIZLADHA**

BA, PDip Finance, FCCA, CPA (T)

**Partner**  
Tanzania

Started her career in the accountancy profession in 2010 and is experienced in health, education, not for profit, manufacturing, logistics and trading sectors. She is also responsible for regional training and development.

**Specialisations:** Internal audit, audit & assurance, investigation & forensic accounting services, financial due diligence, reviews of public sector and donor-funded programmes.



**MIT SINAI**

ACPA (T), FCCA, CIA, CISA

**Tax Director**  
Tanzania

Started his career in the accountancy and taxation profession in 2013 and specialises in audit and assurance, tax planning and compliance, advisory, managing tax disputes, and handling queries from the Revenue Authority. He is experienced in providing tax services to clients in various sectors including donor-funded entities, logistics, insurance, banking, trading, financial services, hospitality, and manufacturing. He also served as an ACCA Network panel member in Tanzania from 2020 to 2022.

**Specialisations:** Tax services, corporate and personal tax compliance, tax advisory, risk advisory, internal and external audit, tax due diligence and tax dispute resolutions.

# Technical Capabilities, Awards & Achievements

- ✓ The firm's full IFRS and IFRS for SMEs Specimen Financial Statements were adopted by ICPAK as the basis of its Illustrative Financial Statements. The firm was also involved in the development of the ICPAK audit manual and model audit file.
- ✓ Ashif served on the International Audit and Assurance Standards Board (IAASB) during the Clarity Project during which all the ISAs were either re-drafted and/or revised.
- ✓ Simon was responsible for developing RSM International's IFRS for SMEs Illustrative Consolidated Financial Statements. He is also a member of ICPAK's Professional Standards Committee (PSC) and has recently completed serving two terms on the IAASB's SME Implementation Group.

## Recognitions and Awards



**ACQ Global Awards**  
TAX ADVISORY FIRM OF THE YEAR  
SOUTH EASTERN AFRICA, CONTINUOUS FOR  
Tax Advisory Firm of 2013, 2014, 2015, 2016,  
2017, 2018, 2019, 2020, 2021, 2022 & 2023  
in Kenya by the ACQ Finance Magazine  
Audit & Assurance Firm of 2023 in Kenya  
by the ACQ Finance Magazine

Accredited Certification Body

**Certified Entrepreneur  
to German Standards**



Professional Development



In support of

**WOMEN'S  
EMPOWERMENT  
PRINCIPLES**

Established by UN Women and the  
UN Global Compact Office

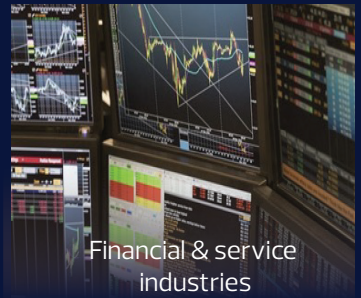


Trainee Development - Platinum



Scan the QR code to access all our  
tax guides, accounting insights, and  
doing business guides for the region.

# Key Industry Experience



## NAIROBI

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Contact: Elvis Ogeto (Managing Partner)

## MOMBASA

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Contact: Lina Ratansi (Managing Partner)

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