



## **NEXUS reinforces IAMaga and provides partners with more support in tackling challenges in Africa**

***Geneva, October 21<sup>st</sup>, 2024 – IAMaga, the African regional structure of NEXUS Automotive International, is pleased to announce the acquisition of BTR to support the expansion of suppliers' activities and to deliver more services across the continent. As a supplier sales agency and transactional hub, BTR will offer tailored services to suppliers without an adequate regional footprint.***

Since its founding in 2014, NEXUS has prioritized emerging markets, particularly in Africa, the Middle East, and Latin America. The organization has consistently delivered value across the continent. To further this mission, NEXUS established IAMaga, which includes more than 60 Africa-based member companies and their affiliates, to drive growth.

With the BTR acquisition, IAMaga will focus on transactional activities and provide suppliers with enhanced access to business opportunities and services. In addition, SCOA, a genuine OEM parts specialist, has been integrated into IAMaga to offer members better access to these parts.

The IAMaga team, led by Gaël Escribe as Chairman, Martin Henriksen as CEO and NEXUS VP for the region, has been strengthened by the arrival of Anis Boughzala as Business Growth Manager. Anis will enhance the operational capabilities of the team, working with members and suppliers to drive growth. Malcolm Perrie has also joined the team to work on a strategic project aimed at broadening IAMaga's service offerings.

**Gaël Escribe, CEO of NEXUS Automotive International, commented:** *"This acquisition is a key strategic move for NEXUS. Through BTR, we can offer expanded services to our African community and better meet the needs of our suppliers, ensuring their satisfaction and securing a bright future for our industry in Africa!"*

### **About IAMaga**

IAMaga is a group representing African members of NEXUS Automotive International. NEXUS has more than 100 member companies in Africa and aims to leverage this leadership position to realise opportunities on the continent. IAMaga's mission is to deliver aftermarket support services to take N! Members to the next level. The core expertise lies in building unique activities that develop business between members and supplier communities.

### **About NEXUS Automotive International**

Established in 2014 by CEO Gaël Escribe, NEXUS Automotive International, the automotive aftermarket (AA) company, is shaping the future of the AA.

Thanks to an entrepreneurial, innovative and agile mindset, N! disrupts the industry bringing innovative solutions for a more sustainable, digital and connected mobility. At the same time, it supports its community of more than 492 members in 138 countries, allied with 76 global suppliers, by providing services to accelerate their growth.

N! is offering new approaches and new ideas for a connected, global and consolidated world of tomorrow to accelerate the success of car and heavy-duty spare parts and services distributors and manufacturers, through 16 regional structures that connect them.

NEXUS' consolidated turnover is expected to reach more than 45 billion euros in 2024.