

## PRESS ANNOUNCEMENT

### **SEFAA PROVIDES A \$1,000,000 FINANCING TO CAMINO RUIZ AGENCIES, WITH \$800,000 ALLOCATED FOR CAPITAL EXPENDITURE AND \$200,000 FOR WORKING CAPITAL.**

Sahel Capital, a leading food and agriculture-focused investment manager in sub-Saharan Africa, has closed a \$1,000,000 loan facility—comprising \$800,000 for capital expenditure and \$200,000 for working capital—through its Social Enterprise Fund for Agriculture in Africa (SEFAA). The investment supports SEFAA’s mission to expand economic opportunities for smallholder farmers by empowering the social enterprises that serve them.

Camino Ruiz is a Kenyan-based fish processing and distribution company dedicated to providing affordable, value-added fish products to the local retail market. Founded in 2008 by Joseph Mureithi, the company aims to meet the rising demand for high-quality, ready-to-eat Tilapia products. Its core operations—filleting, freezing, and pre-cooking—are carried out at a state-of-the-art processing facility in Nairobi. Camino sources Tilapia from over 4,000 smallholder fish farmers along the shores of Lake Victoria, as well as from its affiliated company, Global Tilapia Husbandry Ltd (GTH). GTH operates approximately 374 managed fish cages on Lake Victoria, including 50 large round cages and 54 square units, each made up of 6 smaller cages. These cages collectively produce over 3,000 metric tons of Tilapia annually, ensuring a consistent and reliable supply for Camino’s processing needs.



“This investment marks SEFAA’s first foray into the aquaculture sector and represents a significant step into Africa’s growing aquaculture industry. Camino Ruiz has established itself as Kenya’s first consumer-focused fish brand through a strategic partnership with Global Tilapia Husbandry (GTH), securing a reliable supply of high-quality Tilapia. The company processes this into a range of value-added products under its flagship brand, Global Tilapia—Kenya’s first branded Tilapia line. With a robust distribution network that includes 180 supermarkets, 25 branded retail outlets, and an e-commerce platform, Camino Ruiz is positioning itself to become the leading consumer brand for fish products in Kenya,” said Zakayo Ngetich, Vice President – East & Southern Africa at Sahel Capital.



Joseph Mureithi, CEO and Founder of Camino Ruiz, shared that the investment will enable the company to expand its aquaculture operations by increasing the number of fish cages in Lake Victoria, boosting annual Tilapia production by an additional 800,000 kilograms. This expansion will not only help meet the growing market demand but also create local employment opportunities, deepen engagement with smallholder farmers, and strengthen regional supply chains.

With this in Kenya, Sahel Capital strengthens its position as a key Sub-Saharan player committed to supporting the region, while reaffirming its broader mission to foster sustainable agribusinesses, empower smallholder farmers, and enhance food security across the continent.

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Sahel Capital currently manages two funds: Fund for Agricultural Finance in Nigeria (“FAFIN”), which has investments in SME agribusinesses in Nigeria, and Social Enterprise Fund for Agriculture in Africa (“SEFAA”), which provides primarily structured debt to agribusiness SMEs across 13 countries in sub-Saharan Africa. Sahel Capital is also raising capital for a successor fund – Sahel Capital Agribusiness Fund II, which will focus on investment opportunities across West Africa.

MUTUA WAWERU ADVOCATES advised SEFAA on this transaction.