



Strategic partner for microfinance bank brings growth opportunities in accessible finance and social development

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DEAL SNAPSHOT

Banco W, a Colombia-based financial institution offering solutions to small businesses and independent workers, has had 51% of its shareholding acquired by Fundación Grupo Social, a social impact organization focused on financial inclusion and social development.

Banco W is a microfinance bank that was established by Fundación WWB Colombia in 2011, and has its headquarters in Cali, Colombia. Its primary goal is to facilitate access to socially and economically disadvantaged sectors, primarily by granting loans to micro and small businesses with a particular emphasis on women-led ventures. Banco W offers various types of loans and lines of credit, credit cards, time deposits, savings accounts, insurance and international money transfer services.

Fundación Grupo Social is a Colombian non-profit organization with over a century of experience promoting inclusive development. Headquartered in Bogotá and rooted in Catholic social teaching, the foundation works to advance human dignity and reduce inequality by supporting initiatives that foster social and economic inclusion. Through its broad network of affiliated organizations, including entities in finance, education, health and community development, Fundación Grupo Social focuses on empowering vulnerable populations, strengthening civil society, and promoting ethical business practices that contribute to the common good.

“It has been a true pleasure working with the Oaklins team in Colombia, whose continuous support over the past eight years has been instrumental in consolidating our bank’s operations and identifying the ideal partner for the next chapter of our institution. Their deep knowledge of the local microfinance sector helped us confidently navigate complex discussions. Oaklins’ strategic advice and professional expertise were essential in structuring a deal that fully aligns with our mission to empower small businesses, vulnerable communities and women-led initiatives. Their hands-on approach and dedication were key to achieving a successful closing, ensuring Banco W can continue to make a meaningful impact on our society.”

DANIELA KONIETZKO
PRESIDENT & CEO
FUNDACIÓN WWB
COLOMBIA

OAKLINS WAS INSTRUMENTAL IN FACILITATING THIS DEAL

Oaklins’ team in Colombia acted as the exclusive sell-side advisor to Fundación WWB. This transaction adds to the team’s extensive experience in the financial services sector.

MARKET TRENDS & DEAL DRIVERS

The microcredit and small loans segment in Colombia is consolidating rapidly, driven by the need to improve both reach and the services on offer to small businesses and independent workers. Digitalization and impact-focused capital are key trends attracting strategic buyers seeking scalable, socially driven platforms. Partnerships that blend innovative financial services with strong social missions are reshaping the market. This deal reflects a broader movement toward inclusive finance and local economic empowerment, positioning players to better support underserved segments and capture growth in this expanding sector.

TALK TO OUR ADVISORS



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Juan Pablo is the current president of Oaklins International and a partner and co-founder of Axia, Oaklins' member firm in Colombia. With almost 30 years of investment banking experience in Latin America and Europe, he has led M&A, capital raising, corporate finance and project finance transactions worth more than US\$26 billion. He has broad industry experience, with particular expertise in the energy, IT, financial services, agriculture and real estate sectors. Notable transactions he has completed include the acquisition of the minority shareholders' stake in Banco W, and the recent sale of Valid's payment platform division to Stefanini.

Federico is a director at Axia, Oaklins' member firm in Colombia. With over 12 years of experience in investments, M&A transactions and corporate strategy, he has a successful track record in European and Latin American cross-border transactions in financial services, renewable and conventional energy and infrastructure. Notable transactions he has completed include the sale of Microfinanciera Fundeser, a microfinance bank in Nicaragua, and the US\$100 million debt restructuring process of a financial service company in Colombia.

"This transaction underscores Oaklins' deep expertise in the financial services sector and our commitment to supporting impactful organizations. It has been a privilege to advise Fundación WWB in identifying the right long-term partner for Banco W. Fundación Grupo Social's mission-driven approach and strong alignment with Banco W's values will ensure the bank continues to foster financial inclusion and social development across Colombia."

JUAN PABLO BAYTER
PARTNER, OAKLINS, COLOMBIA

OAKLINS HAS CLOSED 327 DEALS IN FINANCIAL SERVICES

United by a strong belief that we can achieve the extraordinary. Oaklins is a global team of 850+ financial advisory professionals in 40 countries providing M&A, growth equity, ECM, debt advisory and corporate finance services to support entrepreneurs, corporates and investors in reaching their goals.

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