

S P O R T - A D V E R S I T Y - C O U R A G E - E T H I C S - S U C C E S S

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V I C T O R Y - C O N C E N T R A T I O N - P E R F O R M A N C E - M E N T A L

S P O R T - A D V E R S I T Y - C O U R A G E - E T H I C S - S U C C E S S



V I C T O R Y - C O N C E N T R A T I O N - P E R F O R M A N C E - M E N T A L

S U M M A R Y

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F O R E W O R D



UGUETTE G. AKATSA
1990 - BUEA CAMEROUN

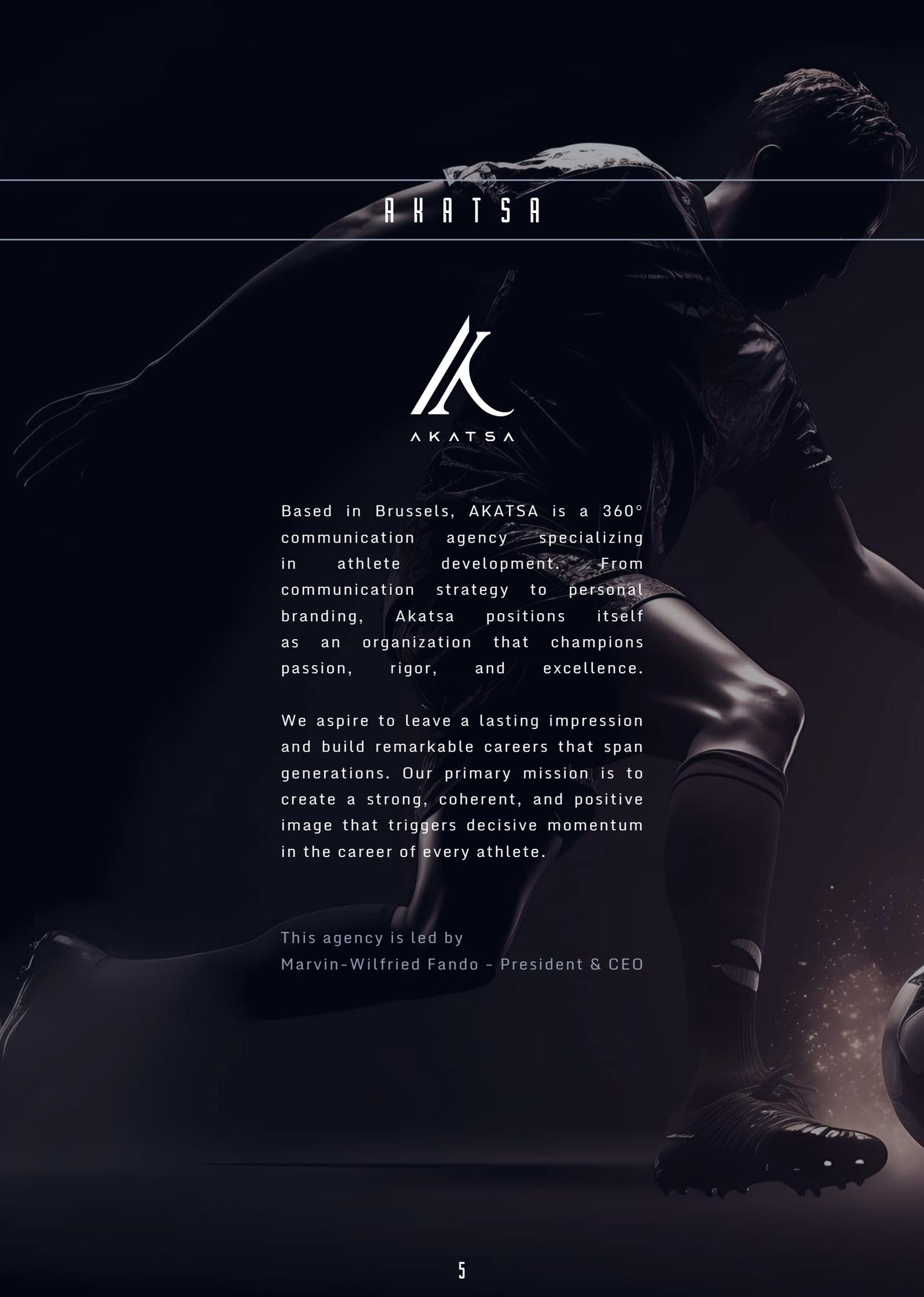
— ” —

The world of sports generates a captivating influence, transcending its competitive dimension to become a stage where thrilling stories unfold and universal values such as determination, self-improvement, and camaraderie are showcased.

This passionate flame for sports was passed on to me by an exceptional mother and woman, whose values are embodied by the AKATSA agency.

— “ —

ACHIEVING EXCELLENCE
WHILE PRESERVING AUTHENTICITY & INTEGRITY



A K A T S A



A K A T S A

Based in Brussels, AKATSA is a 360° communication agency specializing in athlete development. From communication strategy to personal branding, Akatsa positions itself as an organization that champions passion, rigor, and excellence.

We aspire to leave a lasting impression and build remarkable careers that span generations. Our primary mission is to create a strong, coherent, and positive image that triggers decisive momentum in the career of every athlete.

This agency is led by
Marvin-Wilfried Fando - President & CEO

T E A M

MARVIN WILFRIED - FANNO

PRESIDENT & CEO

Passionate about sports, Marvin-Wilfried is the founder of the Akatsa agency. Marvin describes himself as a creative and curious individual always seeking information in the fields of well-being and physical and mental health. With a background in Customer Relationship Negotiation and valuable experience gained in the demanding fashion industry, he undertook the challenge of creating, Ex Nihilo, a consultancy focused on athlete development.

His primary focus is on image management. This passionate flame for sports was passed on to him by an exceptional mother and woman, whose values are embodied by the AKATSA agency.

JONATHAN N'SONDE

SPORT TALENT MANAGER

Jonathan is a professional football player trained at FC Nantes (a professional club in Ligue 1 in France). He currently plays for Sportist Svoge in Bulgaria, a professional club in the second division.

He notably played for Entente Sanois Saint-Gratien (National), Fréjus Saint-Raphaël (National 2), Hyères 83 FC (National 2), Vannes Olympique Club (National 2), FC Balagne (National 3), and Chernomorets Balchik (2nd division Bulgaria).

Originally from Brazzaville, he will bring his expertise to represent the agency to clients, supporting Akatsa's objectives.

ANTOINE ANGOT

MARKETING DIRECTOR

A graduate with an MBA, Antoine is a dynamic marketing professional who has accumulated solid experience in leadership roles within agencies.

Leveraging his expertise, he combines creativity and strategy to help clients achieve their goals effectively and innovatively.

MAXIMILIEN YOHOU

VIDEOGRAPHER

Maximilien is a multifaceted artist. An author, composer, singer, and passionate self-taught individual, he utilizes his skills in both the music and film spheres.

His expertise in photography and video production makes Maximilien a well-rounded and creative specialist in his field.



ADRIEN FEGANG

VIDEOGRAPHER

Passionate about imagery and sports, Adrien Fegang is a dedicated videographer and photographer.

Adrien considers himself a dynamic and curious person, always seeking new experiences and inspiration. After studying audiovisual production, he gained valuable experience in visual creation and took on the challenge of capturing unique moments through his lens.

His main driving forces: creativity and authenticity. This passion for imagery and sports motivates him to push the boundaries of his art.

CRYSTELLES YOHOU

MEDIA AND PR MANAGER

Graduated from the Institut Supérieur de Formation au Journalisme, Crystelles Yohou is a journalist and press attaché. She works as a journalist at RFI, manages the Askip Business media platform, and is the creator of the Brillare podcast.

Today, Crystelles is also the CEO of Crelation Presse, a PR agency aimed at helping entrepreneurs stand out in the media.



LUCILE JOBIC

PHOTOGRAPHER

Originally from Paris, Lucile is a professional photographer and videographer based in Orléans.

She graduated with a Baccalauréat in Applied Arts (STD2A), a BTS in Product Design, and a Bachelor's degree in Web Design. Over time, she transitioned into a career as a professional photographer and videographer. In 2021, she founded her own business after years of practicing photography and video to pursue her passion full-time.

OUR VALUES

EXCELLENCE

Passionate athletes at heart, we are driven by an unwavering commitment to quality and achievement. Every project is crafted with care and determination, in a constant pursuit of excellence in everything we undertake.

TEAM SPIRIT

At AKATSA, we consider our clients as members of our family. We share their successes and challenges, working hand in hand to achieve common goals while fully respecting their integrity and authenticity.

DIVERSITY

Like in a team, everyone brings their own expertise and a unique touch to the game. We value the diversity of talents and multiculturalism, as it is in this perspective that we find the collective strength to overcome all obstacles.

WELL-BEING

Well-being is the cornerstone of performance, a golden rule we apply both to our team and our athletes. Like caring coaches, we invest in their professional and personal development, ensuring their integrity is preserved.

OUR EXPERTISE

A HOLISTIC & PERSONALIZED APPROACH



HIGH-LEVEL COMMITMENT

COORDINATION

Sharp coordination propels every movement, optimizing performance. Integrating each action into a plan is key, ensuring perfect synergy between strategy and execution.

EFFICIENCY

Let efficiency guide every decision and action. View each action as an opportunity to enhance one's own results and ensure meaningful impacts over time.

PERFORMANCE

A true compass, each endeavor aspires to excellence, precision, and accuracy. With a constant commitment to highlighting athletes commensurate with their performances.

THE STATISTICS

46.2 MDS€ REVENUE FRANCE
2.1% GDP FRANCE

18 000 COMPANIES
200 000 JOBS

GROWING +17% SINCE 2021

AGENCY FOCUS

3 MDS € REVENUES FRANCE (2021)

51% COMPANIES OF MARKET

In recent years, the sports sector has been experiencing an annual growth rate of approximately 4%, steadily increasing its importance within our society.

Consequently, careers in marketing, sales, and communication within this specific sector are now seeing unprecedented growth and opportunity.

Bringing together all marketing strategies and techniques to apply them to the sports domain, sports marketing aims to promote products, services, or events related to the world of sports. In this sector, perhaps more than any other, marketing strategies must be particularly targeted and precise due to the wide variety of sports disciplines and participant profiles.

Sports marketing strategies are also employed by numerous large corporations that choose to associate their names with athletes, clubs, venues, or recognized sports events.



SPORT FRANCE

FOCUS FOOTBALL

€91 BILLION REVENUE IN FRANCE (BPCE GROUP BANKING)

€6.5 BILLION SPORTS MARKETING REVENUE IN FRANCE

1360 PLAYERS IN LIGUE 1, 2, OR NATIONAL

A PLAYER IN THE FRENCH LEAGUE EARNS AN AVERAGE OF €100.000 GROSS PER MONTH

+1.8 MILLIONS LICENSED PLAYERS IN FRANCE

PRACTICAL INFORMATION

CONTACT & ADRESSE

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NOS RÉSEAUX



NOTRE SITE WEB



www.akatsa.eu

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