Benká Group

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Inclusion as a Catalyst for Growth

Benká Group S.A.S.

The 2025 Founders' Circle Report

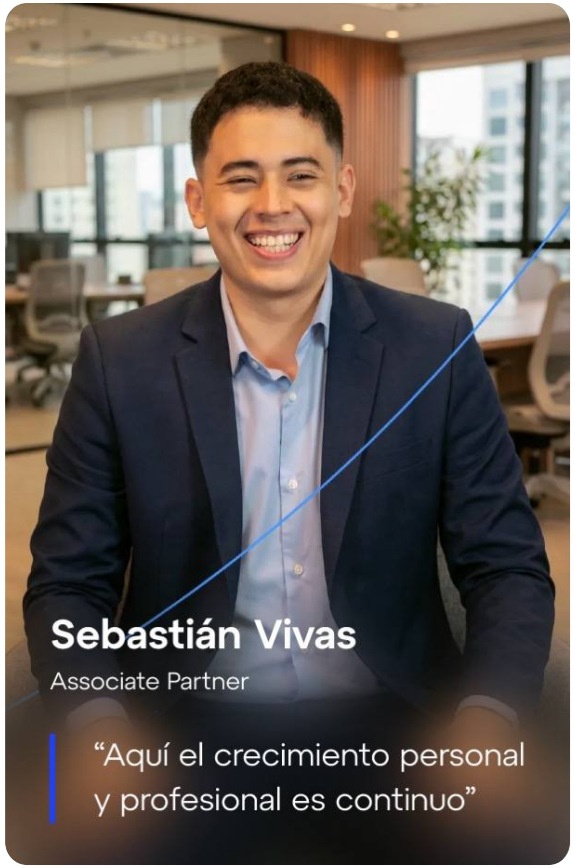
Inclusion Matters

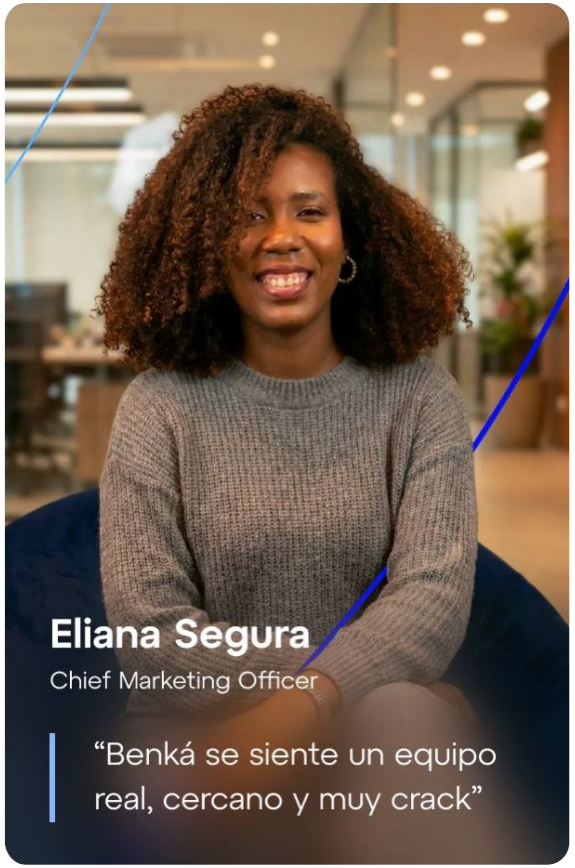
February, 2026

Building a consulting group where diversity delivers results.

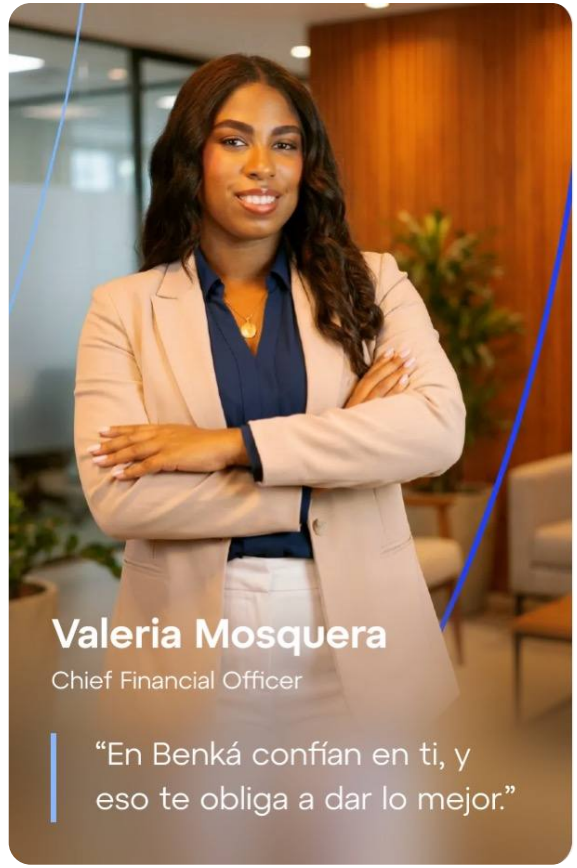
Diversity wins

We turn the impossible into reality, the distant into achievable outcomes, and what once seemed unthinkable into structurally viable solutions.









Benká's Colleagues

2025... A Year of Reinvention

This report synthesizes the results and key learnings from 2025 and reflects a central conviction: **inclusion is not a social initiative; it is a strategic operating model.**

Benká Group | Social Venture | Media | Consulting | Digital LAB

Letter from the Founders

2025 was the year Benká evolved from a conviction into an execution-driven organization.



We were born with a clear purpose; today, we are delivering on it.

Our initial ambition was to catalyze economic growth in Latin America by proving that inclusion, diversity, and professional rigor are not only compatible, but strategically superior.

In our first year of operations, we chose not to measure success by the size of our capital base, but by the quality of the impact we generated.

With a deliberately constrained capital base, we made a clear strategic choice: to prioritize direct investment in diverse talent from day one.

Not as a symbolic gesture, but as a structural bet to connect young professionals, particularly from Colombia's Pacific region and the Caribbean with top-tier capabilities in strategic consulting, digital transformation, solution architecture, and high impact projects. We remain committed to advancing inclusion and diversity as a core pillar of our growth.

Founding Partners

Benká Group S.A.S.

During 2025, we:

- Worked across multiple industries
- Established our Board of Directors
- Built and mobilized diverse talent
- Moved beyond the paradigm of inclusion as a program

These results validate a model we are now ready to scale.

2025 AT A GLANCE

These results position Benká as one of the consulting firms with the highest density of Afro-descendant talent in Colombia.

Benká Group Talent

+15

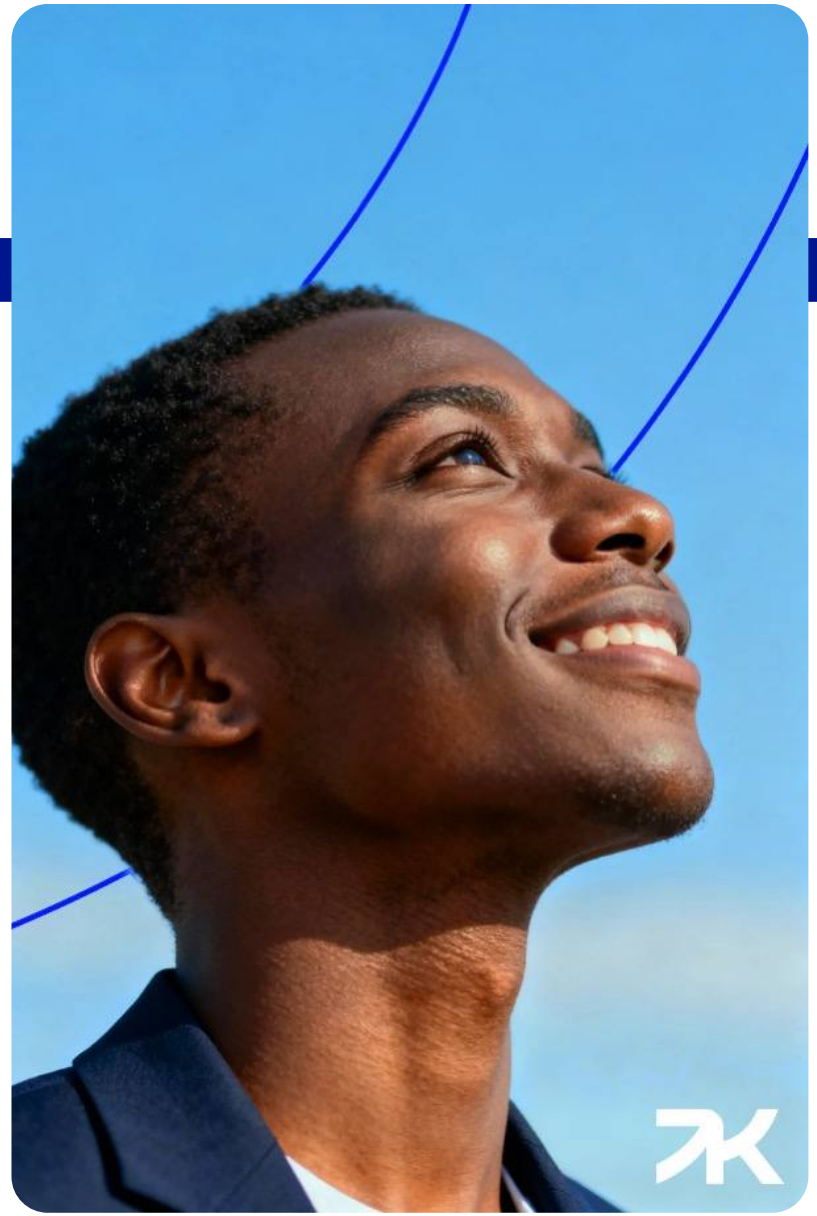
direct hires

90%

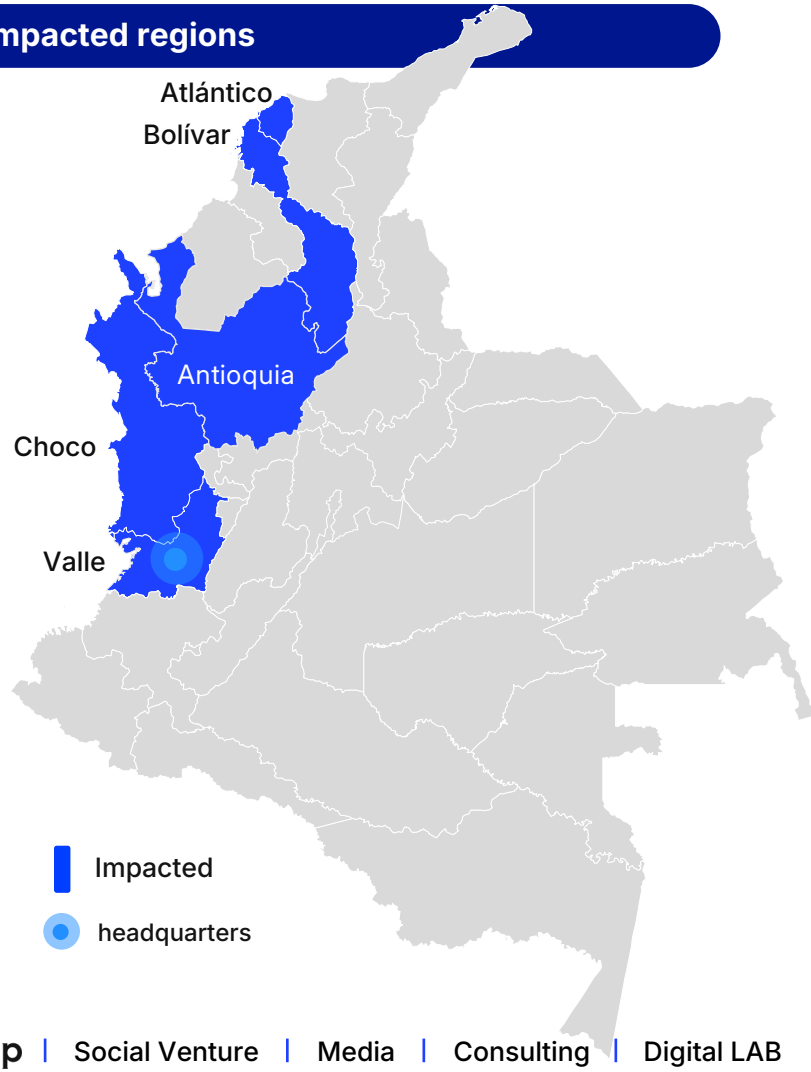
Afro-Colombian talent

~70%

~70% women.



Impacted regions



A diverse, geographically distributed team delivering projects with high technical rigor.

Our manifest

Business holding company for strategic and management consulting



We seek to partner with investors who pursue profitability to forward create real change.

"Those who understand that capital can be a force to reduce inequality and reshape economies".

Benká is a holding built on the conviction that profit, and social purpose can coexist, using as a lever to drive inclusive growth, competitiveness financial performance, and long-term regional development.

We have developed the capabilities to compete at a regional scale, challenge the way business is traditionally done, and empower Latin American entrepreneurs through access to knowledge, growth, and opportunity. By integrating diverse communities into high-impact sectors such as strategic consulting and technology, we aim to redefine who participates in economic progress, turning inclusion into a tangible driver of prosperity across LATAM.

Founding Partners

With limited capital, a highly diverse team, and disciplined execution, Benká laid the foundations of a consulting firm designed to scale with impact, credibility, and long-term relevance advancing Afro-entrepreneurial aspirations into structured, competitive realities.

From the Impossible to Reality...

Helena, José & Jhohan







Benká was born from the vision of three young founders who challenged the prevailing paradigm of inclusion in the private sector and high-impact business.

Just one year ago, Benká was a conversation ideas shared around a table, uncomfortable questions about why diverse talent remained underrepresented, and a deep conviction that inclusion should not be rhetoric, but a structural decision.

At that time, we had no certainties, only a clear ambition: to prove it was possible to build a rigorous, competitive, high-performing firm where origin, gender, or geography did not define professional limits.

Today, that vision is Benká Group.

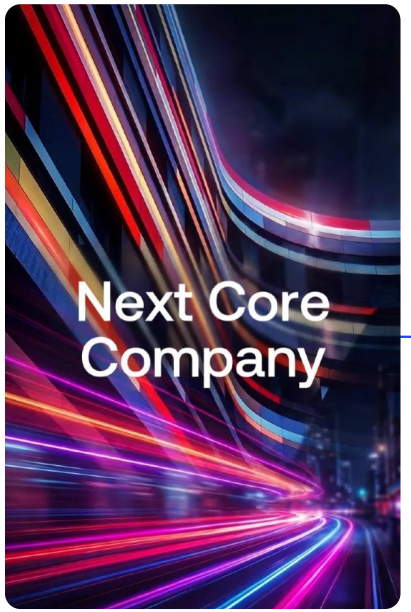
Photo: Founding Partners, Santiago de Cali, December 2024.

From a single founder venture to an impact driven holding company

2018

Founding of Next Core Company

SME technology firm



It all started in 2018, a one-person technology and infrastructure company

2022

Expansion into design and UX/UI

Visual studio with digital capabilities

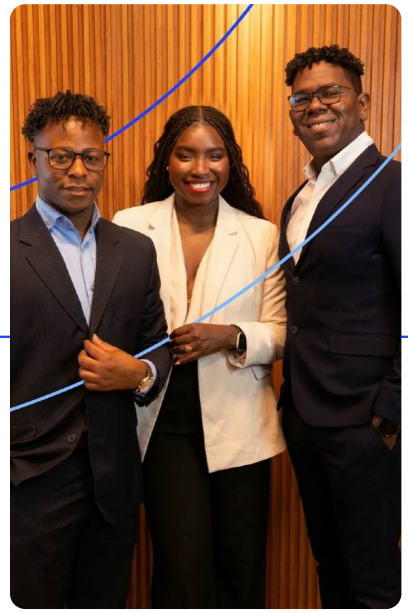


In 2022, Next Core incorporates design practices into its customer experience

2024

Transformation into VGS with new partners

Media firm and emerging consultancy

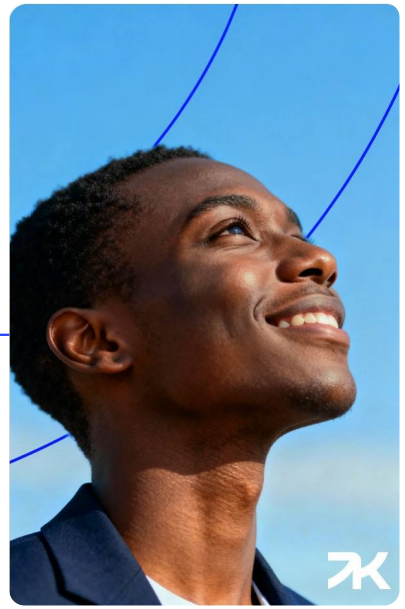


In 2024, Next Core transformed into VGS with the arrival of partners José Martínez and Helena Valencia

2025

Creation of Benká Group

a strategy and consulting holding

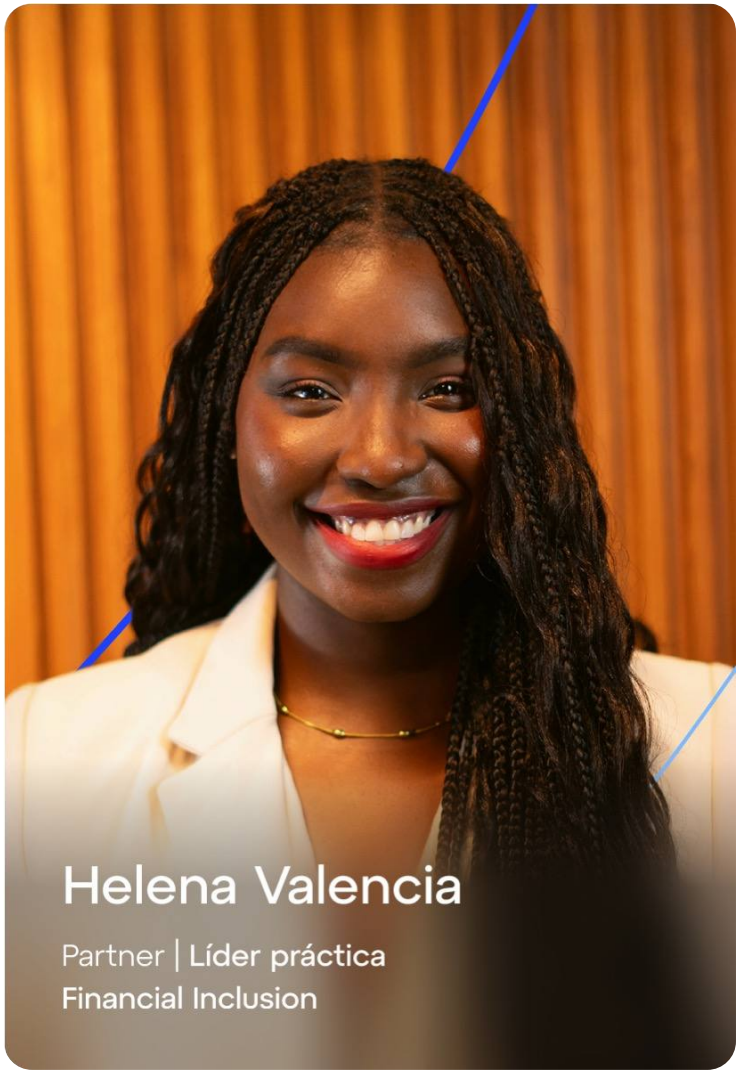


The convergence of specialties leads to the creation of Benká Group, The Catalyst for the Future

our journey is defined by convergence, execution, and purpose.

Each founding partner contributed distinct capabilities across strategy and growth financial sustainability...







This complementarity enabled Benká to balance execution speed with long-term resilience

Our Priority: Scaling Impact

The next chapter for Benká is about scaling what already works.

*"Benká was founded on the conviction that **inclusion can be a competitive advantage**.*

*Today, having transformed that conviction into results, **we open the door to partners and investors** who want to be part of the next stage: **scaling impact at a regional level**.*

Benká's expansion map

LATAM map



The 2026–2028 expansion prioritizes partners who share a vision of growth with impact.

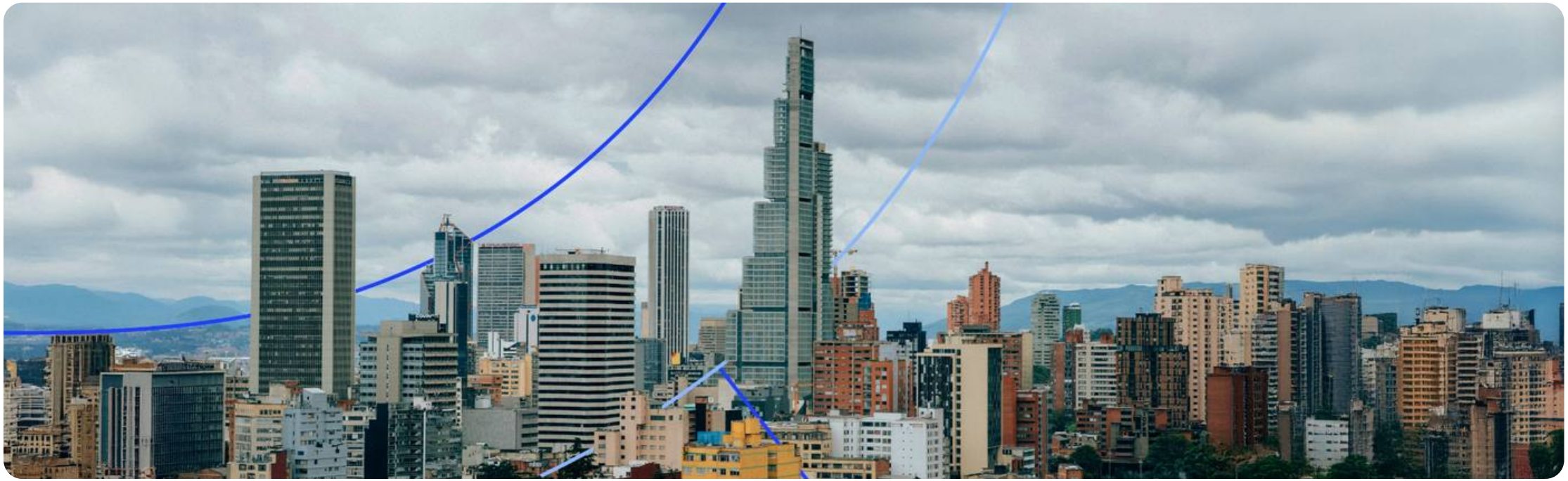
Market Execution

In 2025, Benká transitioned from strategic design to market execution. We deployed capabilities across multiple industries, demonstrating that a diverse team supported by structure and rigor can deliver tangible results from the first year of operations.

This chapter summarizes where we operate, how we execute, and what results we enable in the market.

During 2025, we dared to execute projects in multiple industries, prioritizing sectors that want to make a real change...

We apply expertise and strategic vision to drive transformation and growth in every sector



Where we played in 2025
Industries served

- Agro-Industrial
- Technology
- Spirits and beverages
- Retail
- Banking
- Media & Telco.

Benká operated with a portfolio focused on practical execution—not extended diagnostics without implementation.

Our capabilities spanned digital transformation, Go-to-Market strategies (ATL & BTL), and advanced analytics powered by artificial intelligence, including clustering models, data-driven segmentation, and decision-support analytics. These were delivered through a hands-on execution approach alongside CEOs and executive teams.

These projects consolidated credentials and pipeline for the next phase of growth.

Benká Group Social Impact Mission

In 2025, Benká demonstrated that social impact can be designed and executed with the same rigor as a business strategy. **Our model is built on direct employment, capability transfer, and effective connection to high-value opportunities, prioritizing territories and populations historically excluded from economic participation.**



Benká has proven that inclusion can operate as an effective model for social impact and business value creation

The next step is to amplify this proven impact through strategic ecosystem partnerships







Helena Valencia, Founding Partner – Social Impact Practice Lead



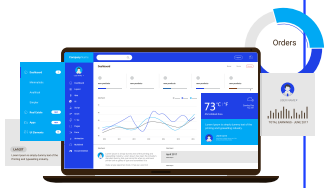
Cruz Helena Valencia
Partner
CAFAM Woman
Recognized by Forbes Colombia

Measuring Impact Through Results

We measure success by the quality of impact and growth generated

1 Employability as an impact mechanism

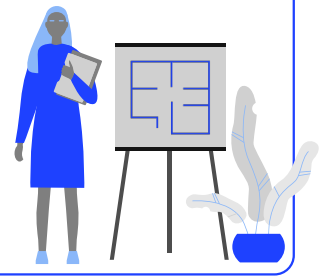
USD 25K invested in direct hiring of diverse talent



- +15 FTEs
- 56% territorial investment

2 Unprecedented representativeness

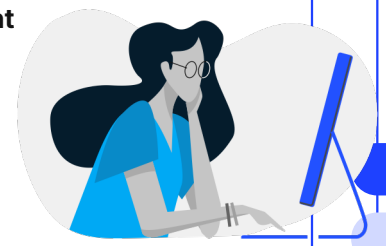
90% Afro-descendant leadership



- ~70% women
- Diverse Leadership

3 Social mobility with real-world experience

Direct participation of talent in high-impact projects and strategic consulting



- +8 high-impact engagements
- +6,000 consulting hours delivered

4 Territorial and ecosystemic impact

Talent connected from **Cali, Chocó, and Buenaventura** across **5+ industries**



- +20 strategic suppliers
- Green IT as a bridge for sustainable social impact

We Believe in the Power of Stories...

What brings us the greatest pride is our people—brilliant, diverse, and highly competitive. These stories reflect how Benká transforms inclusion into real leadership.

We continue to catalyze the future...

“When talent meets structure, impact becomes possible”

Stories of value



“I am an Afro-Colombian woman, and today I lead Benká Group’s financial and accounting strategy, coordinating the financial operations of five companies within the group.”.

Taking on this role has been one of the greatest professional challenges of my career. Not due to a lack of technical capability, but because historically, access to strategic leadership positions has required overcoming gender, racial, and structural barriers that have limited real opportunities.

At Benká, the conversation was different. It was not about whether I fit a traditional profile, but about building the right structure for talent to lead. I was held to high standards while being granted real autonomy to make decisions.

What Benká did was not symbolically exceptional; it was structurally decisive:

- I was integrated into the core of decision-making.
- I was challenged with high standards.
- I was given genuine space to lead—not just to execute.

At Benká, we believe this experience confirms a fundamental truth: when inclusion is designed structurally, talent rises—and impact multiplies.

“Perseverance builds great talent. At Benká, there are no limits. I am a fan of Benká”

Stories of value

“I live in Quibdó, Chocó, and I joined Benká as an Executive Assistant. From the very beginning, I believed deeply in the firm’s purpose; I saw in Benká a real opportunity to grow professionally without having to leave my territory.”

Working from Quibdó comes with structural challenges, particularly around connectivity.

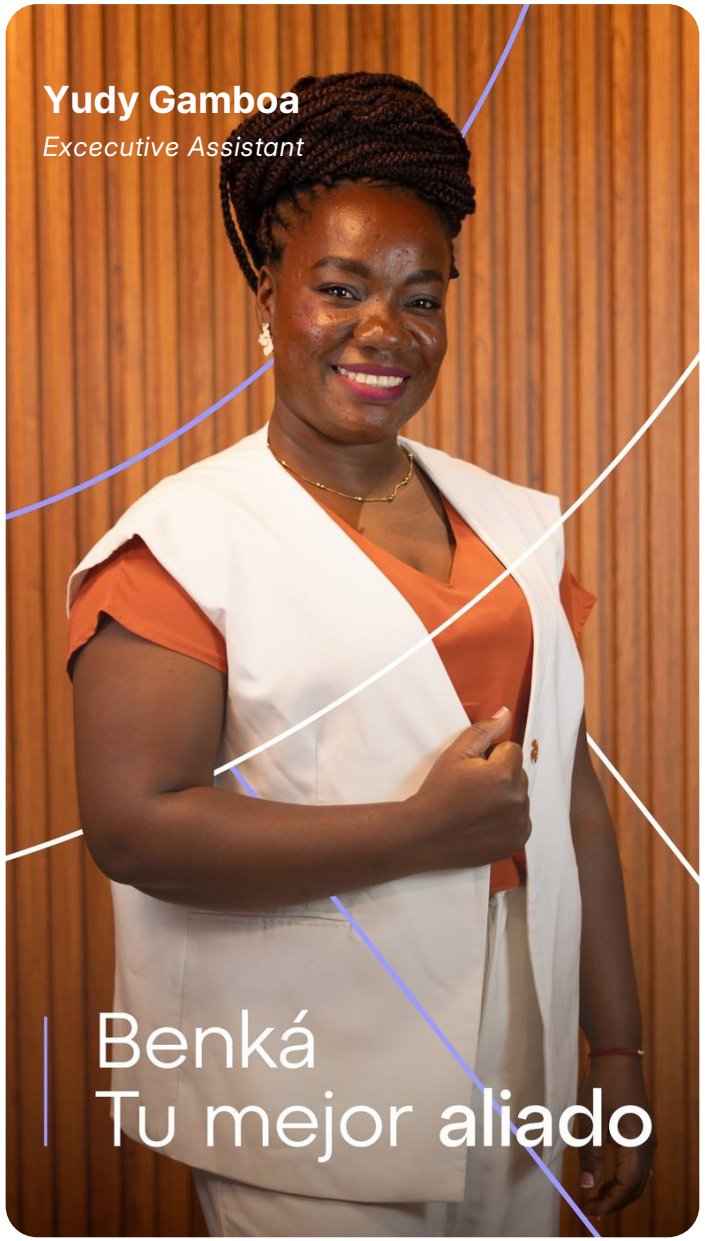
However, at Benká, this context was never treated as a limitation, but as a variable to be managed. The firm chose to invest in talent, even when doing so required adapting, adjusting processes, and building trust.

Over more than a year and a half, I have developed capabilities far beyond my initial role. Today, I lead conversations with strategic partners, coordinate and articulate the partners’ agendas, and connect high-level discussions aligned with the firm’s strategic priorities.

My professional growth has taken place without leaving my territory. From Quibdó, I have assumed strategic responsibilities, strengthened my communication, leadership, and management skills, and demonstrated that talent is not defined by geography.

Benká did more than offer me a job; it provided structure, trust, and clear standards for growth.

At Benká, we believe this experience reaffirms a fundamental truth: when real conditions exist, talent in the territories responds and leads with the strategic capabilities expected.



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