



FIRM OVERVIEW

Independent Moroccan audit, accounting and advisory firm

2026 Edition

Fès • Casablanca

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FIRM OVERVIEW

Firm Overview

Who we are



AHM Insights is an independent Moroccan audit, accounting and advisory firm, led by two chartered accountants with complementary backgrounds and recognised expertise, both members of the Moroccan Institute of Chartered Accountants.

Based in Fès, with an office in Casablanca, the firm serves clients throughout Morocco, providing tailored, rigorous and results-oriented support.

The two partners combine professional-firm and corporate experience.

- Mr Mohamed ABOUMEHDI HASSANI is a state-qualified chartered accountant with over 19 years of experience, including 12 at an international firm ranked in the global Top 10.
- Mr Karim EL MEJDOUBI is a chartered accountant who spent 14 years as Regional Chief Financial Officer of a multinational listed on the London Stock Exchange, after 5 years as engagement manager at a Big Four firm.

Together, they have built an agile, multidisciplinary firm able to address complex business challenges, whether regulatory compliance, performance improvement or strategic support.

AHM Insights: where international standards meet local, hands-on proximity.

Serving small businesses, SMEs, groups, subsidiaries of multinationals and public institutions.

2

Chartered accountant partners

+10

Permanent staff

2

Offices
Fès & Casablanca

02

APPROACH, QUALITY AND EXPERTISE

Approach, Quality and Expertise

Our commitments



01

APPROACH

At AHM Insights, every client benefits from a tailored approach built around its specific challenges.

We adapt our methods to your issues to deliver practical, relevant and lasting solutions.

02

QUALITY

The quality of our services rests on the commitment, availability and expertise of our teams.

Listening, rigour and responsiveness are at the heart of how we work with you.

03

EXPERTISE

We bring specialist expertise across many industries and disciplines: audit, accounting, tax, finance, organisation, IT systems, strategy...

Our cross-functional support matches the scale of your challenges.

Our code of ethics

The foundation of every engagement

Ethics

Competence

Confidentiality

Transparency

Duty to advise

Client interests first

03

SERVICE LINES

A comprehensive range of services at your disposal: high-level expertise in audit, accounting, legal and tax advisory, corporate finance, organisation and risk management.

01

Accounting and tax advisory

- Bookkeeping — Payroll management
- Accounting supervision and support
- Periodic reporting
- Tax and legal advisory
- Tax and customs certification

02

Audit & Statutory audit

- Financial audit — Operational audit
- Tax, HR & legal audit
- Acquisition due diligence
- Statutory audit, contribution and conversion audits

03

Organisation and risk management

- Organisational procedure manuals
- Risk mapping
- Forecasting and planning tools

04

Project support

- Project studies — Business plans
- Financial diagnostics & performance analysis
- Doing business reports

05

Digital transformation

- Digital strategy
- Process automation
- Support & solution selection
- Project coordination and management

06

Recruitment — Training — Seminars

- Seminars: internal audit, management control, accounting, tax, legal, public sector specifics
- Recruitment — Training plans
- Training design

Service Lines

Digital transformation



AHM Insights helps you modernise and digitalise your business processes to improve operational performance, information quality and decision-making through digital technologies.

Information systems & ERP

- Solution selection (ERP, IT systems)
- Scoping & specifications
- Project ownership support, rollout & coordination

Governance & Digital strategy

- Scoping & maturity assessment
- Digital strategy & roadmap
- IT governance & steering

Data, Reporting & BI

- Data models & governance
- Automated reporting & KPIs
- BI implementation (Power BI)

Automation & Digitalisation

- Business process digitalisation
- Paperless workflows (DMS, OCR)
- Automation (RPA, scripts)

Change Management & Adoption

- People support
- Training & knowledge transfer
- Adoption of new tools

IT Audit & Security

- IT risk mapping
- Review of controls and security measures
- Regulatory compliance

FOUNDATIONS AND STRATEGIC INTELLIGENCE

Software selection and rollout coordination — data models and KPI-driven steering — maturity assessments and digital roadmaps.

OPERATIONAL AGILITY AND SECURITY

Paperless workflows and task automation (RPA) — knowledge transfer and training — IT risk mapping and regulatory compliance.

“Backed by the expertise of its team, AHM Insights ensures full compliance with accounting, tax and labour regulations.”

01

Bookkeeping

- Accounting entries
- Bank reconciliations
- Preparation of statutory and consolidated financial statements
- Periodic reporting tailored to the company's needs
- Tax returns

02

Accounting supervision

- Review of accounting entries and proposed adjustments
- Review and analysis of financial statements
- Summary notes on the accounts
- Tax support and advice

03

Recruitment and payroll

- Payroll outsourcing
- Recruitment for accounting, finance, management control and internal audit roles
- Social security filings

AHM Insights provides personalised support to optimise your tax position and ensure compliance with current laws and regulations:

01

Corporate tax

- Tax review with a tax risk map
- Assistance with tax returns and tax compliance
- Answers to tax queries by email or phone
- Preparation and follow-up of VAT refund claims
- Support with tax and customs certification applications

02

Tax audits and disputes

- Support during tax audits and meetings with the tax authorities
- Preparation of documentation required for tax audits
- Drafting response letters aimed at tax and budget optimisation

03

Transfer pricing

- Support in obtaining advance pricing agreements; local file preparation
- Transfer pricing documentation: market studies, benchmarking of comparable companies

04

Expatriate taxation

- Support when hiring expatriates in Morocco
- Assistance with personal income tax returns

05

Due diligence

- Buy-side and vendor due diligence
- Reports on the tax position of companies for sale

AHM Insights offers comprehensive legal services covering every stage of a company's life:

01

Company formation

- Incorporation formalities
- Drafting of articles of association and related incorporation documents
- Publication formalities
- Drafting of corporate law documents

02

Corporate secretarial services

- Legal documentation for ordinary, extraordinary and combined general meetings
- Drafting of meeting minutes
- Maintenance of statutory registers
- Follow-up of legal formalities

03

Due diligence

- Comprehensive legal review
- HR audit
- Commercial audit and contract review (customers and suppliers)

04

Compliance and protection

- Securing contractual commitments
- Monitoring of legal and regulatory obligations
- Support for non-recurring transactions

Through a robust methodology and in compliance with independence rules, AHM Insights and its specialist partners help you ensure the quality and relevance of your accounting and financial information:

01

Understanding the entity

- Understanding the company's context and specific features
- Engagement planning

02

Internal control assessment

- Identification of significant risks
- Testing the design and operating effectiveness of internal controls

03

Substantive testing

- Analytical review and document testing
- Physical observation and third-party confirmations

04

Engagement completion

- Update of the risk assessment
- Issuance of the audit report and internal control management letter

A structured, traceable approach compliant with professional standards, from planning to reporting.

With our first-hand knowledge of the practical challenges companies and executives face, we provide tailored solutions suited to your organisation. Our experts support you in the following areas:

01

Doing business

- Business plan preparation
- Company setup support (choice of legal form, formalities, registration)
- Financing applications (banks, investors, grants)

02

Internal control documentation

- Operational and process audits
- Organisational and accounting procedure manuals
- Risk mapping

03

Financial diagnostics

- Analysis of financial structure and profitability
- Ratio analysis tools
- Identification of levers to improve financial performance

04

Management control, budgeting and reporting

- Performance management systems (budgets, KPIs, reporting)
- Cost price, margin and break-even calculations; variance analysis
- Dashboards and cost accounting by activity or cost centre

05

Tax and customs certification

- Preparation of the administrative file
- Preparation and filing of the audit report under Customs (ADII) circular 5087/331
- Meeting with Customs (ADII) to present the file
- Financing support

References

Clients who have trusted our partners



References

Clients who already trust us



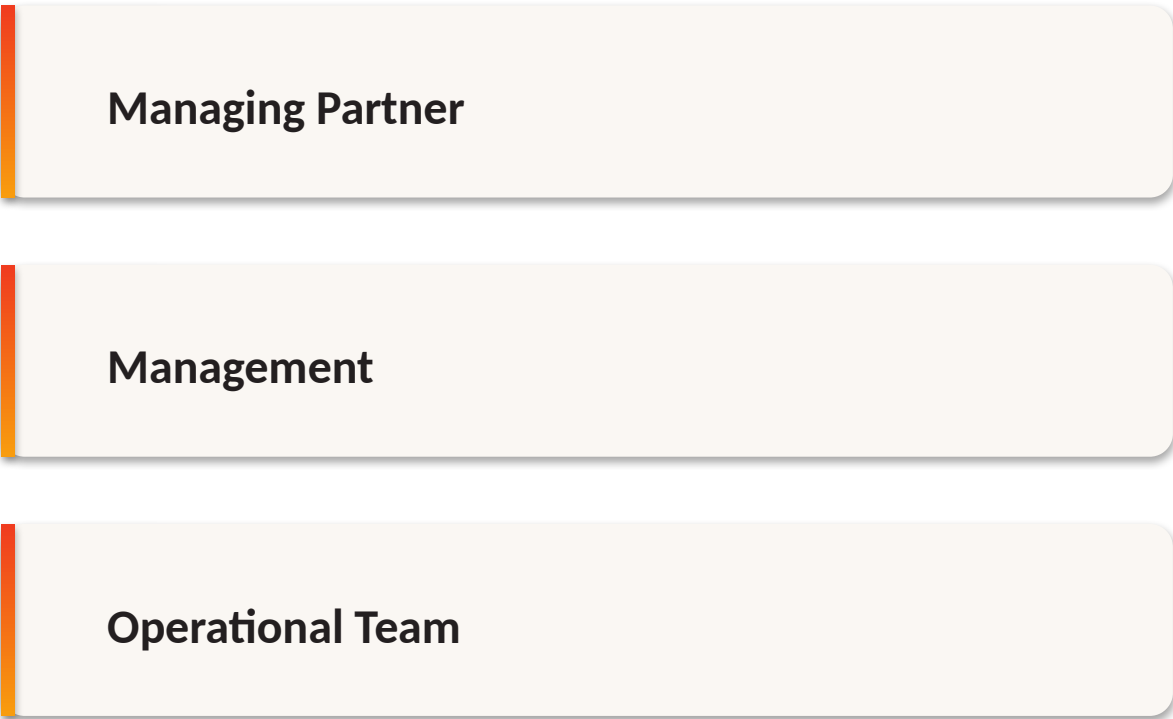
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ORGANISATION

Organisation and Team

Our structure

- Our organisation is built around a Managing Partner, three management units and an operational team of eight permanent staff.
- Our qualified team guarantees responsiveness, rigour and quality in every engagement.



Your contacts

Meet our team



Mohamed ABOUMEHDI HASSANI

Chartered Accountant — Statutory Auditor
Partner

+212 (0) 661 48 57 07

ahm@ahm-insights.ma



Karim EL MEJDOUBI

Chartered Accountant — Head of Advisory
Partner

+212 (0) 679 79 79 48

kem@ahm-insights.ma