

About





By 2050...

**1.45 Billion**  
**Africans**

**580 Million**

live under the poverty line

**30 Million**

are out of school

**14 of the 20**

states in the Fragile States Index\*.



2 Problems

a debilitating **lack** of jobs

“ “

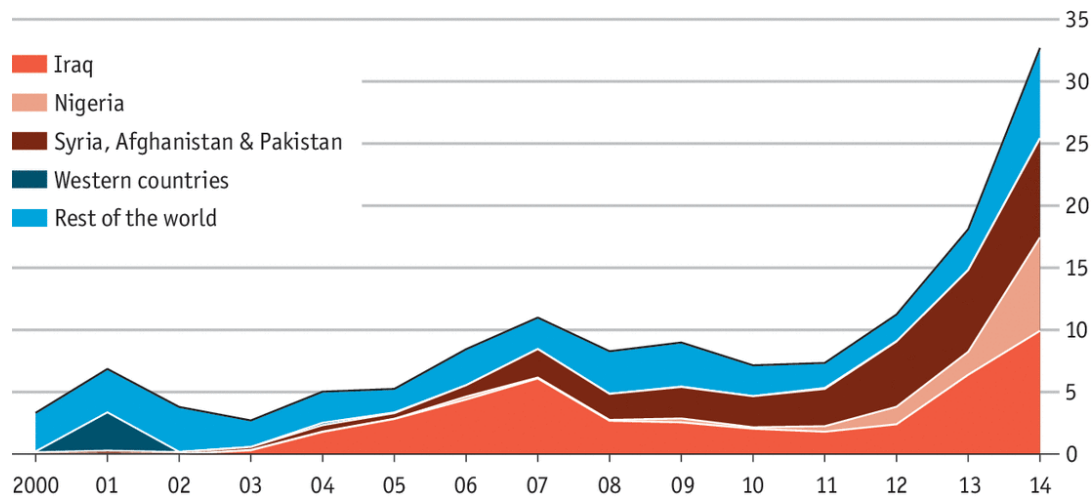
The primary will of the world is no longer about peace or freedom or even democracy; it is not about having a family, and it is neither about God nor about owning a home or land...The will of the world is first and foremost to have a good job. Everything else comes after that.

2 Problems


the collapse of **governance**,  
sometimes in the most  
**fundamental** of ways

### Global deaths from terrorism

'000



Source: START, IEP



We were a social business long before the word became a global trend – and inspiration (building empowered citizens) is the product that we sell.



Over the next 50 years, as population explodes on the continent, under-24s will drive demand. What they will be consuming is what will move the markets – cheap entertainment, aspirational goods, education, faith, ready to wear clothes, much of it driven by the internet.



For the media, which is our industry, platforms with verifiable mass numbers consuming their content who are able to present same to buyers (advertisers, sponsors) or lock in the direct consumers as members (subscribers) online and offline will **thrive**.



The people who will consume these mass products will need to be **inspired** to keep **going**, to keep **spending**, to increase their **financial capacities**, to grow **markets**.





There is no force in the universe more powerful than an inspired, empowered human being.



We are therefore set and determined to keep providing solutions at the intersection of these two needs – **mass media that inspires.**



We are uniquely positioned for this challenge.



With the unrivalled experience and insight and endless networks we have built – boots on the ground – across the 36 states of Nigeria, and 16 countries in Africa, no one knows Nigeria's and Africa's youth as well as we do – across trend-lines in music, movies, development, television, schools, fashion, technology, politics and lifestyle.

# [ONLINE OFFLINE]

We are building a media company that will provide **products, platforms** and **strategies** that are engaging, compelling so that they can deliver their true purpose – **inspiration**.

We couldn't be more excited about the world we are positioned to **change** – and we invite you to join us in owning the future.

