

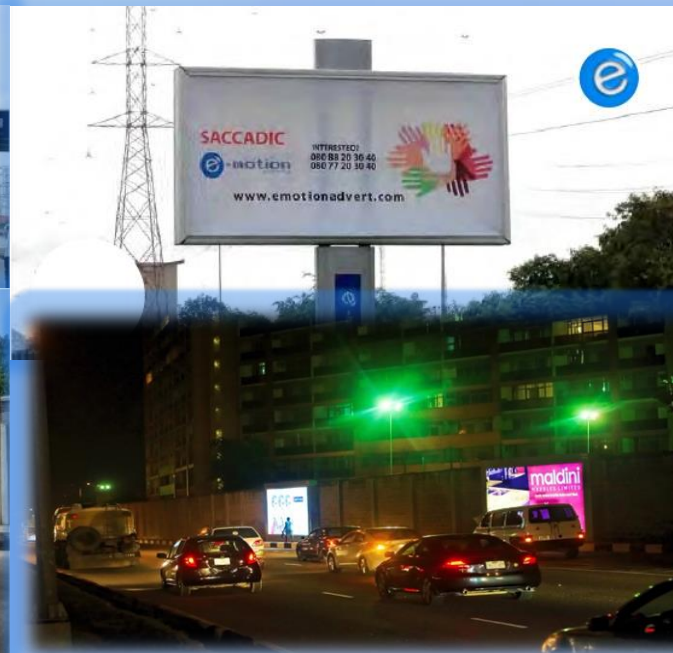


CORPORATE BROCHURE

About E-motion



- Founded in October 2005
- Member Outdoor Advertising Agency of Nigeria (OAAN)
- Member Advertising Practitioners Council of Nigeria (APCON)



WHY CHOOSE EMOTION ?



Great Locations:

We have some of the best locations in major business hubs across Nigeria. Our strength lies in managing advertising concession areas on major highways, shopping malls & Airport. These we have successfully executed with areas such as Lekki-Epe Expressway & Ado Bayero Mall Kano.

Product Range:

We have a wide range of products to suit a variety of marketing objectives and budgets.

Quality:

Our commitment to high quality is widely recognized within the industry. Regular preventive maintenance ensures our products are kept in optimum condition and deliver value to you.

Integrity:

We deliver what we promise.

OUR FOCUS



- Our focus is on investing in compelling locations and cutting-edge products.
- Excellent Customer Service delivery
- Good Corporate Governance Practice.
- International best business practice that has led to very strong growth in our client base.
- Building a Strong and Experienced Team.

Value Added Propositions



Brand Awareness: We offer strategic billboard sites that will guarantee higher demand on your products and services. These ensure Top of Mind Recall and increase brand loyalty and brand differentiation amongst target market. This leads to ability to change buying attitudes/habits of target market in the identified areas.

ROI: Our billboard locations guarantee your advert adequate brand visibility that will increase your return on investment.

Quality Control: We guarantee the highest level of good service delivery which ensures your adverts are well perceived at all times on any of our billboard platforms.

Premium Location: The various premium locations of our boards, which are eye-catching ensure your adverts are seen by a prime target audience.

Iconic Structures: We offer Iconic billboard structures that ensure your adverts stand out in the various locations of the country where located.

Strategic Planning: We deliver strategic planning services to ensure your advertising budget is well utilized by offering you professional advice on the best locations, board type etc that suits your brand.

WHY USE OUTDOOR?



- Outdoor is one of the major advertising media platforms used currently, as it is one of the first forms of display advertisement in history.
- It has evolved into several types depending on creativity of the artist – Bill Boards, Digital Hoardings, Banners, Posters, etc
- Strong visual impact from advertisement size and message creativity.
- Most people spend more time outdoors and are therefore, involuntarily exposed to advertisements outdoors.
- Outdoor Advertisements like bill boards and hoardings are available to consumers round the clock; this is unlike TV or Radio ADs which are aired for only a few moments.
- Ability to target specific audiences in certain areas and potential placement of the advertisement close to point of sale.
- High frequency of exposure to regular commuters; high reach and 24-hour presence.

OUR POST SALES ACTIVITIES



- We ensure our valued clients receive proof of performance pictures and an invoice on timely basis.
- Quick turn-around in response to enquiries, posting of outdoor material displays, etc.
- Feedback to our clients on regular maintenance program on our various structures.
- Provide useful data on new sites to be acquired by our clients such as area demographics, facilities and provide update on any relevant information such as change in traffic count, competitor analysis, need for change in outdoor material displays, etc.
- Monthly light checks by our in-house operatives to ensure our structures are well-lit.
- Provide experienced creative services to many of our clients and will extend same to you.
- Tree trimming only for designated locations outside Lagos that are deemed fit for such a service to ensure visibility of running outdoor campaigns.
- Track proof of engagement and regularly obtaining feedback from clients on increase in brand awareness or sales increase.

OUR PEOPLE



E-Motion is backed by leading local and international institutional investors with proven track records of funding and supporting high-growth companies.

Our Investors include:

Investment AB Kinnevik

Founded in 1936, Kinnevik is a listed Swedish investment holding company with net asset value of circa US \$ 10 billion. The company's holdings of growth companies are focused around six comprehensive business sectors; Paper & Packaging, Telecoms, Media, Online, Micro-financing and Renewable energy

ARM Private Equity Fund

ARM Private Equity Fund is based in Lagos and makes growth and expansion capital investments in mid-market companies in West Africa. The Fund's investor base is drawn from local and international institutional investors including leading Nigerian Pension Fund Administrators.

DIRECTORS



Simdul Shagaya(Director)

Sim is the FORMER CEO of Konga. Prior to that, Sim served as CEO of E-Motion. He has worked at MicroStrategy, Lucent Technologies and Real Networks. He was also the Africa Lead for Google Inc. and the West Africa Principal for Rand Merchant Bank. Sim is a graduate of George Washington University, Dartmouth College and holds an MBA from Harvard Business School.

Demola Gbadegesin(Director)

Demola has worked at Ocean and Oil Holdings, Mellon Ventures, Boston Consulting Group, HP and Sprint PCS often leading teams in landmark transactions. He has also served as Senior Adviser to The Honourable Minister of Finance and to the Honourable Minister of Solid Minerals. Demola graduated from Howard University and Stanford University and holds an MBA from Harvard Business School.

Vlassis Liakouris (Director)

Managing Director of ARM Capital Partners. He had earlier spent 8 years with Flour Mills of Nigeria PLC in various capacities including Group Treasury Director and Deputy Managing Director of UNICEM Ltd (JV by Holcim, Lafarge and Flour Mills of Nigeria). Previously, he spent nearly 10 years in different private equity and investment banking roles in Southeastern Europe. Vlassis holds an MBA (Finance) from ALBA Graduate School of Business, a MA in Political Science & Social Theory from Athens University and a MA in Sociology from the University of Sofia. He is also an IMD alumnus (PED).

DIRECTORS



Emeka Emenike (Director)

Emeka is Vice President at ARM Capital Partners. Previously, he worked at ARM Investment Managers, Diamond Bank Plc. And Schlumberger Dowell. Emeka earned a B. Engr. degree in Mechanical Engineering from the University of Nigeria, Nsukka and a Masters in Business Administration (MBA) from the Marshall Business School of the University of Southern California. He is an Associate of the Institute of Chartered Accountants of Nigeria and also holds the Chartered Financial Analyst (CFA) designation.

Jessica Thorell (Director)

Jessica Thorell is an Investment Manager at Kinnevik AB Investment an international TMT focused investment company. She is a Board Member of E-motion and works with the Kinnevik portfolio of companies in Nigeria. Previously, Jessica was an investor at growth equity firm General Atlantic and advisor in the Mergers & Acquisitions team at Goldman Sachs. She holds a Master of Science in Economics and Business Administration from the Stockholm School of Economics, as well as CEMS MIM from the University of St. Gallen.

Management Team



Led by dynamic and creative business leaders with combined managerial experience of 30+ years in everything spanning media, hospitality, consulting, banking & finance, technology and outdoor, E-Motion Advertising has seen rapid growth and is leading industry innovation in ways never seen before.

In ten years, E-Motion has demonstrated unique capability in developing and managing turnkey out-of-home opportunities for top Nigerian businesses and has always exceeded client expectations.

Her management's visionary foresight has seen to it that E-Motion is assured of the future by developing world-class properties to help her secure her place as the leading media business with tentacles in both the old and the new.

The ultimate goal of the experienced and vibrant management team is to build a leading-edge business that taps into the resourcefulness of the local economy whilst serving a global clientele in the broad media arena.

LOCATION



Emotion Advertising is strategically spread across various locations in Nigeria.

Awards



**2014 Outstanding Young Outdoor
Advertising Agency of the Year**