



CORPORATE PROFILE



Hello!

WE





purple

purplemaryland
work • shop • eat • play • drink

purplelekki
work • shop • eat • play • drink • live

purpleliving
nano • macro • urban

purpleshop

purplemoney

purpletv

play



Who We Are

We are Purple! We are creating affordable lifestyle experiences for our consumers through our principal investments in superior mixed-use facilities, residential property, prop-tech and e-commerce services.

Our lifestyle services spans through real estate, retail, e-commerce, media and advertising, entertainment and family fun, financial services amongst others; all focused on driving our mission to create lifestyle experiences for our consumers with convenience, affordability and finesse.

Our new focus is clear; working with our range and network of partners, we are creating lasting experiences for people across all income levels by investing in lifestyle infrastructure and value creation.

We are creating the ultimate lifestyle experience for our consumers with convenience, affordability and finesse; leveraging our market knowledge/expertise as well as network to attract, invest and deliver positive alpha returns to our investors.

Our lifestyle portfolio of developments include: **Purpleliving, Purplemaryland, Purplelekki, Purplenano, Purpleurban, Purplemacro, Purpletv, Redworth Terraces And Bishopgate Residences.**



Why We Exist

Mission

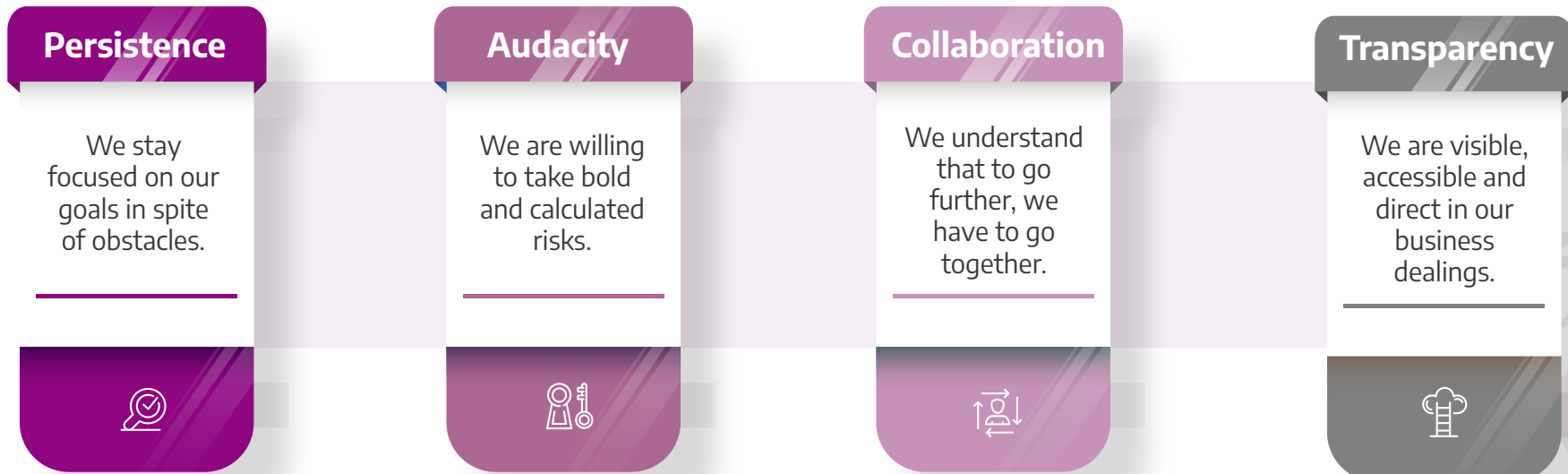


We are creating affordable lifestyle experiences for our consumers through our principal investments in superior mixed-use facilities, prop-tech and e-commerce services.

Core Values



As a company, we have a **PACT** to ensure organizational excellence across all our business endeavors; we do this through:







Business Areas



Principal Investment

We source and identify growth opportunities and high yield investments whilst delivering significant returns to all stakeholders and partner investors. We seek to invest alongside our partner investors in key growth areas including:

	Real estate
	Financial services
	Fast moving consumer goods including food, drinks and beverages
	Infrastructure/oil & gas



In these investment cases, Purple shall deploy its full investment, managerial, technical, and entrepreneurial, experience in ensuring that its foray into these sectors realize positive alpha returns above prevailing market returns.

Real Estate and Lifestyle Development

Purple is committed to continuously invest and finance real estate developments at various stages in partnership with investors and institutions.

Our vision is to create affordable lifestyle experiences for our consumers through our real estate investments. Our real estate portfolio span across multi-use facilities, residential, commercial and hospitality developments.

We have further incorporated lifestyle development in our offerings as we offer premium lifestyle experiences in our centers and investments that blends retail, family fun, e-commerce, entertainment, food and drinks, co-working, and luxury accommodation.



Financial Services

Our foray into financial services was necessitated by the need to connect entrepreneurs, small businesses to capital and encourage access to finance for everyday Nigerians.

In order to achieve this, we set up **Purplemoney Microfinance Bank**, our financial service vehicle to provide capital access to clients ranging from micro to small and medium scale enterprises.

Tailored also to promote lifestyle and economic development, our financial services are designed to meet personal and business needs of our consumers across all income levels.



Our Products





GENESIS THE 4035285

SAMSUNG Experience #APPyGalaxy S9 | S9+ The Camera. Reimagined. Do just about anything with our new Mobile App. Visit www.samsung.com/gh for more information.

Stanbic IBTC

mar mall

PUSC

The New Purple

purplemaryland
work • shop • eat • play • drink

Formerly known as Maryland Mall, this is a refreshing lifestyle hub in Maryland Lagos providing premium shopping, leisure, and entertainment experience.

Dubbed **“The Big Black Box”**, this masterpiece is home to over 40 shopping outlets, banks, restaurants, a supermarket and a state of the art cinema facility all carefully selected with your leisure, entertainment and shopping needs in mind. Since its official opening in June 2016, Purple Maryland has welcomed over 6million visitors boasting about 97% occupancy from top domestic and international retailers.





The New Purple



work • shop • eat • play • drink • live

Our all-new state of the art mixed-use center blending retail, entertainment, private offices and hospitality into an unforgettable lifestyle experience.

Dubbed **“The New Black”**, this lifestyle center occupies about 10,000sqm and complete with grocery and retail stores, leisure spots for recreational activities, Workplace X for private and shared offices and residential nano apartments.





The New Purple



Purple Living was created with the astute investor and homeowner in mind. We offer homes that suit individuals, couples and families ranging from affordable premium to high-end concepts.

We've leveraged our network of established real estate professionals and years of experience to deliver quality family homes coupled with our years of development experience to build some quality homes on the Island and Mainland in Lagos. Our properties also offer investors a secure and profitable way to participate in the Real Estate Market.





nano

residence • short stay • long stay

Our premium and standard rooms conceived with the modern professional in mind, are available in 2 bedrooms, 3 bedrooms and studio room variants. Located right on the upper floors of Purplelekki to create a delightful mix of recreational, retail and residential ambience. These **'nanos'** are furnished to fit the peculiarities and taste of the upper middle market and provides a peaceful, cozy space for occupants.





residence • short stay • long stay

Big. Bold. Black

A tower housing premium 1, 2, 3 Bedroom spacious apartments. The 15-floor building is set in close proximity to Purple Maryland, thereby facilitating a mixed use offering for residents. This estate will create a unique and feature rich atmosphere, giving an unforgettable living experience with all the necessary trappings to live comfortably in these times. It is a new twist on modern skyscraper with state-of-the-art facilities, fitness centres, entertainment areas, family and children lounges, proper security and better offering with unbeatable investment value.





urbotown
premium residential estate

Upgrade to Black

These are limited edition homes in the upscale Lekki area of Lagos. This tranquil estate brings together unrivalled aesthetics and craftsmanship into the modern Nigerian home.

This development transports homeowners to a serene haven in metropolitan Lagos, with a built-in world of entertainment, cuisine, shopping, and Workspaces a true taste of all-inclusive living.

Sandwiched between the emerging Orange and Periwinkle islands and the Lekki Expressway, Freedom Way is an arterial route currently being developed as a main thoroughfare between the Lagos Mainland and Island zones.



The New Purple



In our quest to enhance lifestyle experience for our consumers; our entertainment and family fun areas in all our facilities will be dubbed "Play".

The **"Playcenters"** will serve as lifestyle and recreation spaces in all our mixed-use and affiliate centers.



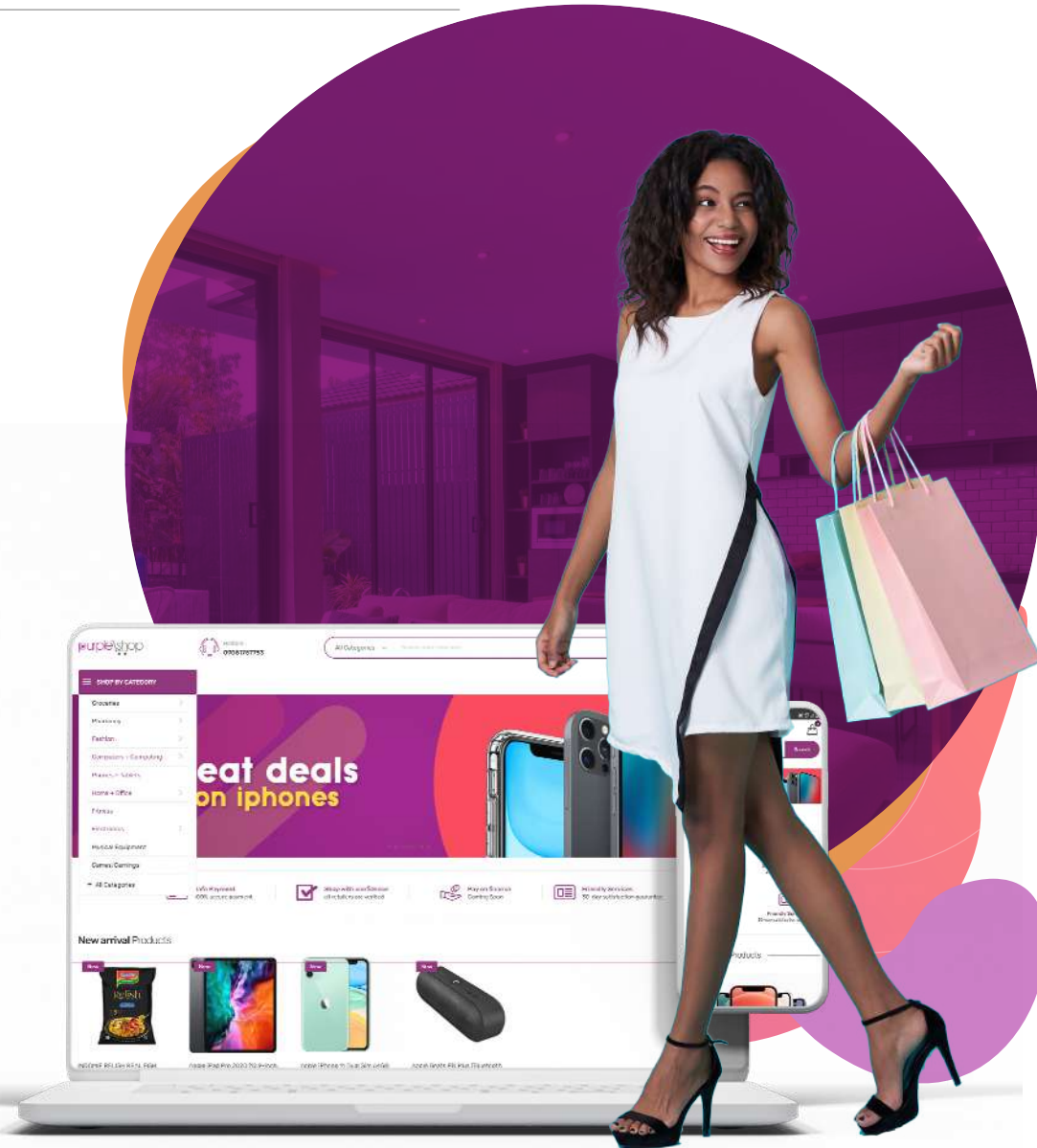


The New Purple



This is a full-service e-commerce platform that leverages our retail base online and helps the stores and businesses in our centers reach more customers through online channels.

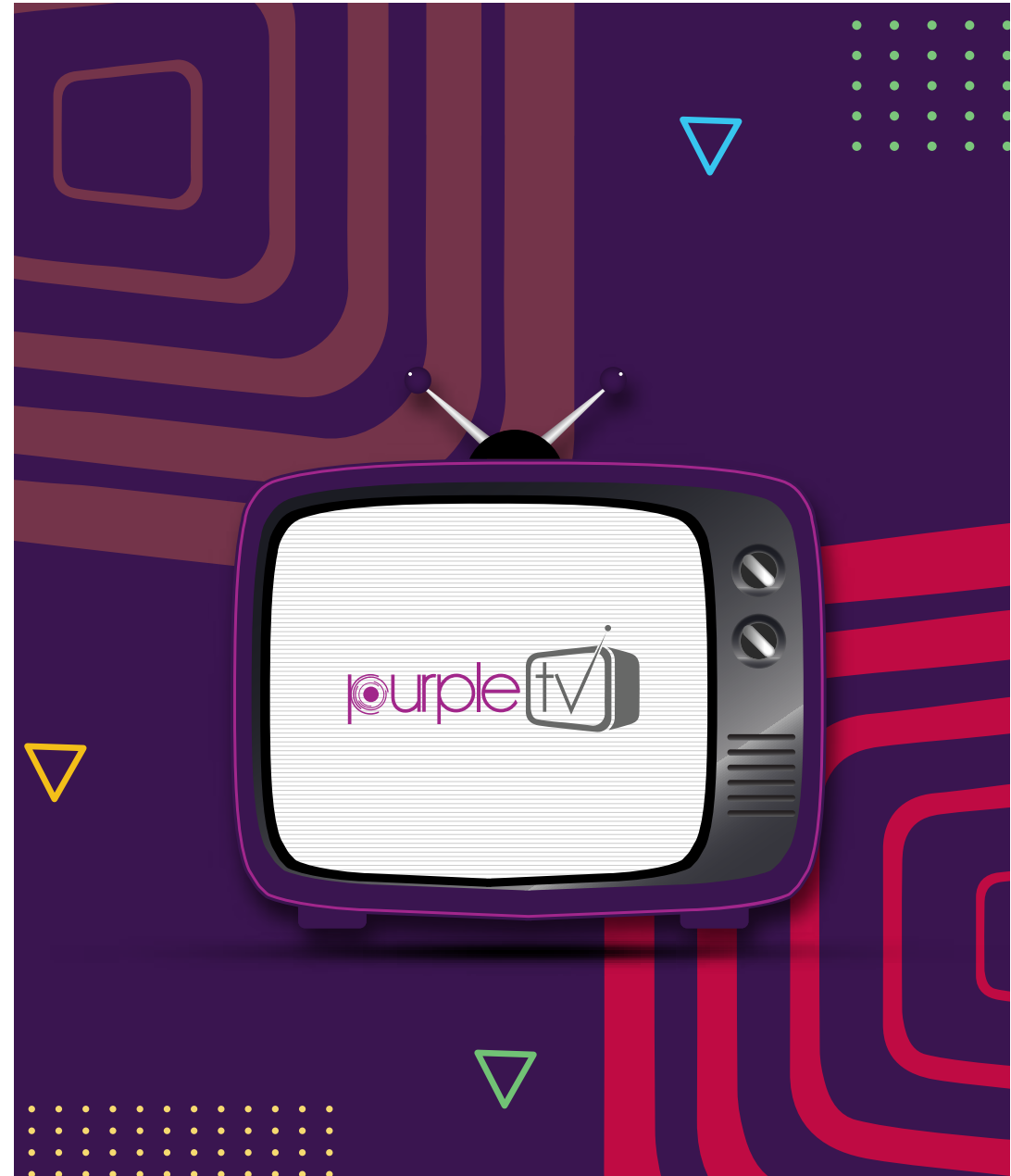
It provides more than just retail but also marketing elements and real-time analytics to enable growth for businesses.



The New Purple



We will launch PurpleTV, an online media content channel dedicated to promoting all our brands and partners (clients). Contents generated and featured here will be a combination of lifestyle, news and entertainment to suit the nature of businesses present in the centers and the interests of our target audience across all our products.

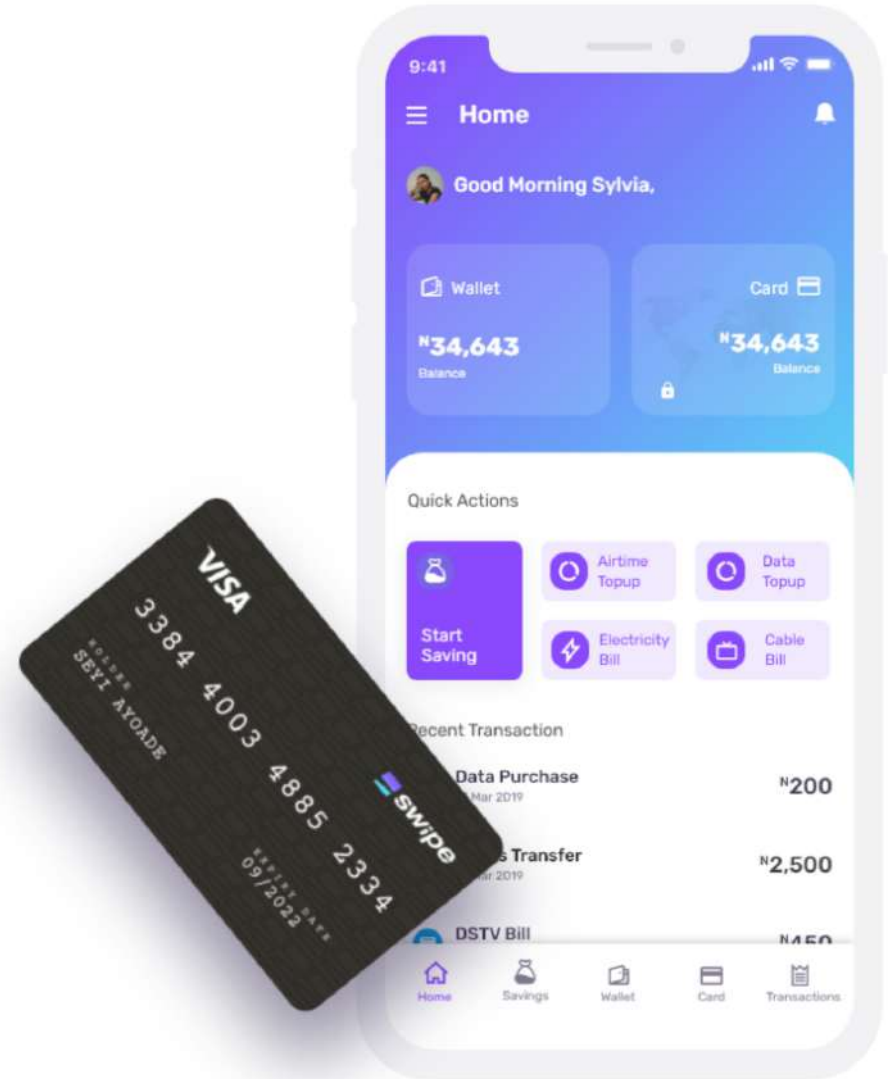


The New Purple



Licensed by CBN as a microfinance bank; Purplemoney focuses on providing customer-driven financial solutions to clients ranging from micro to small and medium scale enterprises.

Our range of business finance solutions and special offers is tailored to provide satisfaction for individual and business needs.





Other Developments In Our Portfolio

Redworth Terraces



Project Status: Completed

Location: Ikate Elegushi , Lekki, Lagos

Project Features:

- Premium gated residential development in serene area
- 21 units of 4 bedroom terraced townhomes
- Modern furnishing and finishing
- Designated parking
- Includes utilities with facilities manager

Bishopgate Residences



Project Status: Completed

Location: Ikate Elegushi Lekki, Lagos

Project Features:

- 32 Units of 4 bedroom Terrace Homes
- Dedicated Parking
- Personal lush Green Areas
- State of the Art Finishing
- Includes utilities with facilities manager

Board of Directors



Mrs. Jumoke Akinwunmi
Chairman



Mr. Olaide Agboola
CEO



Mr. Obinna Onunkwo
DCEO



Seyi Sowale
Executive Director



Mrs. Fiona Ahimie
Independent Director



Mr. Muhtar Bakare
Independent Director



Mr. Bosun Omoniye
Non Executive Director



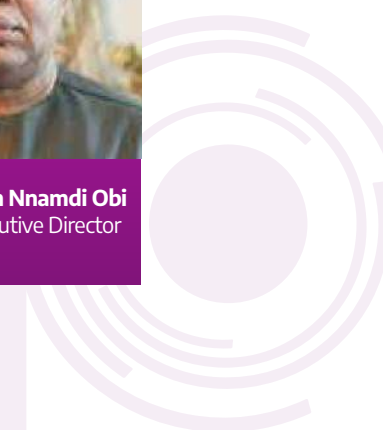
Prof. Hilary Onyiuke
Non Executive Director



Mr. Adedoyin Afun
Independent Director



Sir Pharm Nnamdi Obi
Non Executive Director



Other Non Executives



Mrs. Osareme Archibong
Independent Non-Executive
Director

Adviser to the Board



Mr. Olutola Mobolurin
Advisor to the Board





Mrs. Jumoke Akinwunmi
Chairman

Mrs. Olajumoke Akinwunmi has over 25 years of experience in the real estate sector as an architect, investment, and development manager. She is co-founder of Alitheia Capital, a Nigeria-based investment advisory and management firm. In the past decade, the firm has amongst others, made investments that promote financial inclusion through a financial services fund, encouraged environmental sustainability through a clean energy fund and is currently managing a US\$100m gender-focused SME fund, providing growth capital to women owned/led businesses. Mrs. Akinwunmi was in public service and at different times during this period was interim-Managing Director of the Family Homes Funds, a N500billion Federal Government-backed housing program whose mandate is to stimulate the economy through housing delivery, Ogun State Director General of the Bureau of Lands and Survey, Special Adviser Housing Development and General Manager of Ogun State Housing Corporation. Previously, she practiced architecture in the firms of ACCL and James Cubitt Architects and was pioneer property development manager at the Shell Pension Fund, before joining an indigenous Nigeria energy company, where she set up its real estate subsidiary, an organisation she headed until 2007.

She represents the interests of clients as Project Development Manager on large-scale green and brownfield projects and leads interventions in the affordable housing ecosystem.

She is Non-Exec Director at the Federal Housing Authority (FHA).





Mr. Olaide Agboola
CEO

Olayide (Olaide, Laide, LA) Agboola is a transformational Nigerian Entrepreneur and finance executive who has driven impact across multiple corporations and in various roles---corporate finance, asset management, investment banking, real estate, and now lifestyle development. He is a finance and real estate expert as well as an experienced investment banker with almost 20 years of diverse experience in the full array of investment banking and wealth management services.

He is currently the CEO of Purple Group; with a portfolio that includes PurpleMaryland (formerly Maryland Mall), PurpleLekki, and other residential developments as well as lifestyle brands and products. Purple aims to provide affordable lifestyle experiences for its consumers through principal investments in superior mixed-use real estate, financial services, and proptech. Under his guidance, the company has consistently raised institutional and HNI funding and delivered alpha returns to investors.

Under his management stewardship, Purple has grown to a total asset of close to N25 (twenty-five) billion as at August 2021. Since the incorporation of Purple, the company has developed residential estates including Bishopsgate Residences and Redworth terraces. More recently, Purple has created a pathway towards the delivery of close to 1,000 residential and extended stay keys with an immediate task of delivering over 600 keys across the mainland and island of Lagos State. These assets are being created under Purpleliving which includes its nano, macro, and urban brands. He has recently led the execution of the first Citadines brand, (a Singaporean aparthotel brand and a part of the Ascott Group) into the Nigerian market. This is the second property in the African market amongst over 700 locations across the world.

At the heart of Purple's strategy is a gradual push into proptech. A key value driver that he is pushing as a complimenting service offering to Purple's real estate portfolio whilst answering the demand of the retail market. As part of the drive for financial inclusion, LA is also a co-founder and board member of Purplemoney, a Central Bank of Nigeria licensed microfinance bank.

Prior to Founding Purple, Laide Agboola held various executive roles at IBTC Asset Management Limited (now Stanbic IBTC Asset Management Limited, a subsidiary of Stanbic IBTC Bank Plc), Investment Banking and Trust Company Limited (now Stanbic IBTC Bank Plc/ Stanbic IBTC Capital Limited), UBA Global Markets Limited (now United Capital Plc), Alitheia Capital Limited, BGL Plc.

He was the Managing Partner and Founder, Alternative Capital Partners Limited (ACAP), a SEC-registered Fund management company. Under his three and half year stewardship, he led the acquisition of the first collective investment scheme in the Nigerian Capital markets working closely with SEC to create the guidance principles for such an acquisition. Furthermore, he went ahead with his team to acquire other collective investment schemes and eventually co-led the merger of two collective schemes in the market. During his tenure at ACAP, he conceptualised and executed the acquisition of a publicly listed insurance company, Law Union and Rock Insurance Plc via an insurance dedicated private fund structure. He was in charge of the turnaround of Law Union and Rock Insurance Plc upon completion of the takeover. He recently led the conclusion of the acquisition of ACAP into the Purple group.

LA served as Technical Assistant to a former Honorable Minister of State for Finance, for the Federal Republic of Nigeria between 2007 and 2010 with a focus on financial and capital markets as well as special projects.

Mr. Agboola holds a Master of Engineering degree in Mechanical Engineering with honours from the University of Sheffield and also holds a Master of Science degree in Finance and a Diploma of Finance from the prestigious Imperial College Business School, London.

Laide is a member of the Institute of Directors amongst other prestigious societies. He actively seeks to learn and exchange knowledge and operates under the mantra of nothing ventured, nothing gained!





Mr. Obinna Onunkwo
DCEO

Obinna Onunkwo is a seasoned securities specialist with almost 20 years of experience in investment management. He has a rich background in investment banking, asset management, agri-commodity exports, equities research and trading. He has over the years played active roles as lead fund manager in various corporate actions.

A serial entrepreneur, Obinna has been instrumental in the setting up of various financial houses including Guardian Express Trust, Alternative Capital Partners, Spring Capital Markets amongst others.

Obinna has an Executive MBA from Lagos Business School, a Cum Laude degree in Economics from the University of Port Harcourt and has also undertaken courses at the Stanford Graduate School of Business, California, USA.

He has played active governance roles on the boards of other companies including the board of Law Union & Rock Plc, where he headed the Risk Management board committee and the Technical Committee for corporate transformation.

Currently, Obinna is a Founding Managing Partner and Director at Purple, where he has spearheaded the company's growth in real estate and especially financial services. He is a co-founder and Managing Director of "Purplemoney", a CBN Licensed retail lending microfinance institution. Obinna is also a chief promoter of the Microfinance Development Company Limited a consortium of leading Microfinance Banks in Nigeria.

Obinna is a member of the Institute of Directors, The Chartered Institute of Bankers of Nigeria and a Certified Microfinance Professional.



Ms Seyi Sowale is the Executive Director Finance, Strategy and Commercials of Purple. She was formerly the Group Chief Financial Officer and Chief Operating Officer and remains on the board. She will also act as the designate Managing Director for Purple Asset Managers (the Asset Management Subsidiary of Purple).

She is a result driven senior accounting and financial management executive with close to two (2) decades of experience in finance, operations and management within start ups and large organizations. She has experience in improving financial performance of organizations, optimizing productivity and internal control. She has been instrumental in the growth of Purple and deeply involved in fundraising for Purple for close to a decade.

Seyi has worked with leading accounting firms like Ernst & Young and Olayinka Osibodu & Co in various capacities. She also worked with Aureos Capital prior to joining Purple. She holds a Bachelor of Management Technology in Accounting with honours from Abubakar Tafawa Balewa University, an MBA with Merit from Bradford University, School of Management and currently undergoing a dual MA and MSc, Finance and Investment at the London School of Business and Finance. She is a Fellow of the Association of Certified Chartered Accountants (FCCA) and an Associate Member of the Institute of Chartered Accountants of Nigeria.





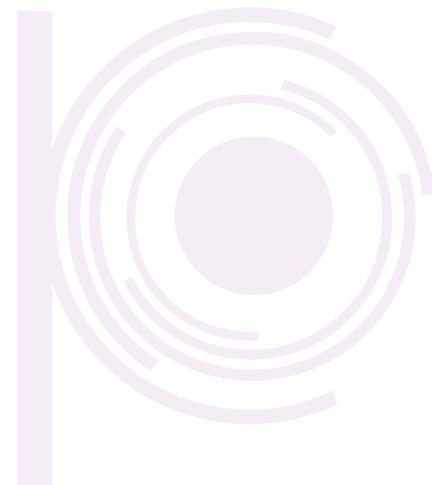
Mrs. Fiona Ahimie
Independent Director

Fiona is a passionate and astute professional with over 10 years working experience in the Financial Services industry. She is a Fellow of the Chartered Institute of Stockbrokers of Nigeria and an Associate Chartered Accountant. She is an alumna of the Prestigious Lagos Business School where she obtained Masters in Business Administration (MBA).

Fiona is currently the Managing Director of FBNQuest Securities Limited, a subsidiary of FBNQuest Merchant Bank and a member of the First Bank of Nigeria Holding Group. FBNQuest Securities is one of the leading stockbroking firms in Nigeria. She started her professional career with Lead Capital Limited working in the Asset Management division. After Lead Capital, she proceeded to Stanbic IBTC Stockbrokers Limited, a member of the Standard Bank Group where she was responsible for maintaining the organisation's relationships with focus on Foreign Portfolio Investors.

She progressed from there to African Alliance Stockbrokers Limited, a Pan African Investment Banking boutique firm based in South Africa taking up the role of Managing Director. Fiona serves on the audit committee of the Board of National Association of Securities Dealer of Nigeria (NASD) and a Council Member of the Chartered Institute of Stockbrokers of Nigeria. Fiona is a guest Lecturer at Lagos Business school and has recently been appointed a Member of the Curriculum Management and Learning Committee of Lagos Business School.

She is a mentor to many young professionals; she loves travelling and reading.





Mr Muhtar Bakare
Independent Director

Mr. Muhtar Bakare is a graduate of the Senior Executive Programme for Africa from the prestigious Harvard and Wits Business Schools. Mr Muhtar Bakare attended Kings College, Lagos after which he went on to obtain a B.Sc. and an M.Sc. in Architecture, both from Obafemi Awolowo University. He is an ex-Banker and a renowned independent publisher and entrepreneur.

He started out in the banking industry at Citibank Nigeria as a Management Associate in 1992 and quickly became a unit head in Trade Services operations in 1994, supervising the processing of international trade (import and export) transactions. He rose to the level of Unit Head in 1998 of the Expanded Target Market in 1998 where he was responsible for Product Program lending to small businesses.

He was an Assistant General Assistant General Manager, leading the Expanded Target Market Unit. In this role, he supervised the origination, sale, and management of credit, through product programs, to small, growing businesses. He left Citibank in 2002, to serve as an Executive Director at Trust Bank of Africa (Now Sterling Bank) where he led the Sales and Marketing Groups and helped to attract fresh capital, new talent and provided strategic executive leadership that put the bank on a path to transformation.

In 2004, he founded the independent publishing company, Kachifo Limited, and its flagship imprint Farafina. Kachifo has since published some of the leading voices in contemporary African literature. He was one of the Executive Producers of the movie Half of A Yellow Sun which was released in 2013. Farafina Educational's Social Studies for Primary Schools is used in over 250 leading private schools across the country.

Between 2012 and 2016, he was Managing Director of Pearson Education Publishing Limited, the Nigerian operations of the leading education services provider in the world.

Mr. Bakare currently sits on the board of emerging businesses in publishing, financial services, technology, real estate, and educational services. Mr. Bakare is particularly interested in businesses operating at the intersection of Financial Services, Technology, and Education.



Sir Pharm Nnamdi Obi
Non Executive Director

Sir Nnamdi Obi (Pharm) is the Founder, Chairman and Chief Executive Officer of Embassy Pharmaceuticals and Chemicals Limited which he founded in 1986.

He serves as the President of APIN (The Association of Pharmaceuticals Importers of Nigeria) a position he has chaired for several years. Sir Obi is also a Director at Purple Capital Partners Limited. His entrepreneurial values have been highlighted by numerous awards including that for being the Most Compliant Importer.



Prof. Hilary Onyiuke
Non Executive Director

Prof. Hilary Onyiuke has been a Director of Citibank Nigeria Ltd since June 2010. Prof. Onyiuke holds an MB, B.S. degree from the College of Medicine, University of Ibadan and has more than 20 years professional experience as a Neurosurgeon across multiple continents.





Mr. Bosun Omoniyi
Non Executive Director

Mr. Olatunbosun is currently the Managing Director of Network Hotels Ltd. Shortly after obtaining a BSc Economics, he started his career in 1996 as Complex Manager at Maryland Shopping Complex as it was then called. He later joined John Holt PLC in 1998 as a Rental Sales Manager with Avis-rent-a-car. The following year Olatunbosun was transferred to Warri, Delta state as the regional Sales manager to oversee the regions vehicle sales and lease functions particularly with several multinational oil giants shell and many government agencies and parastatals.

He left John Holt in 2000 to pursue MSc programme in Advanced Information Technology at London South Bank University.

On completion, he got joined monster.co.uk as project manager, one of the largest recruitment websites in the world. He headed the graduate recruitment for Her Majesty's Prison service, England's National Health Service (NHS) the largest and the oldest single-payer health-care system in the world.

He is currently the Managing Director at Network Hotels Limited, a certified project manager and a member of the British Computer Society.





Mr. Adedoyin Afun
Independent Director

Mr. Adedoyin Afun is a Partner at Bloomfield Law Practice, a leading multidisciplinary firm which provides legal advice on all aspects of corporate and commercial law in Nigeria. His core areas of practice are Corporate Finance, Maritime, Aviation & International Trade, Banking & Securities, Foreign Investments & Divestments, Insurance and Project Finance.

Adedoyin holds a Bachelor of law degree from the University of Ibadan and a Masters of Law degree in International Commercial and Maritime Law from Swansea University, Wales. He is admitted into the Nigerian bar and also a solicitor of England and Wales.

Mr. Afun is a member of the Nigerian Bar Association, Law Society of England & Wales, International Bar Association (Maritime and Transport Law Committee), The Association of Average Adjusters UK, Nigerian Maritime Law Association, amongst other associations.





Mrs. Osareme Archibong
Independent Non-Executive
Director

Mrs. Osareme Archibong is the General Manager, Joint Venture Finance at Aiteo Eastern E & P Co. Ltd, a leading indigenous Oil & Gas Exploration and Production Company which acquired 45% stake in the OML 29 and NCTL assets and operates the assets on behalf of the NNPC/Aiteo joint venture.

She is a Fellow of the Institute of Chartered Accountants of Nigeria with 20 years' experience working in Investment Banking and Oil and Gas sectors. Her roles have cut across project and structured finance, corporate finance, investment management and compliance.

Prior to joining Aiteo E&P Company Ltd in 2014 as a pioneer staff where she was directly responsible for the raising and subsequent restructuring of the \$2bn acquisition finance for Aiteo Eastern for the OML29 and NCTL Assets, she worked in IBTC, Stanbic IBTC Bank, Stanbic IBTC Pensions and Asset Management in the Project Finance department, as an Investment Portfolio Manager and also Compliance Officer after which she was the Acting Head of the Project & Structured finance Department at Access Bank Plc.

She holds a B.Sc. in Accounting from Olabisi Onabanjo University, Ago-Iwoye, Ogun State and a M.Sc. in Finance and Management from Cranfield University, Cranfield, Bedford, United Kingdom. She is married with children.





Mr. Olutola Mobolurin
Advisor to the Board

Olutola is an Accounting and Finance graduate of the State University of New York at Binghamton (now Binghamton University) and holder of Master of Business Administration degree of the School of Management Studies (now Schulich Business School), York University, Toronto, Canada. A Fellow of the Chartered Institute of Stockbrokers, he was the second person to be elected the President and Chairman of Council of the Chartered Institute of Stockbrokers following the tenure of Mr Gamaliel Onosode.

From 2002 to 2006, he was an assessor and part-time member of the pioneer Board of the Investment and Securities Tribunal. In 2000, he served as Chairman of the Securities & Exchange Commission Panel on the Re-activation of the Bond Market in Nigeria, a report that provided the platform for the re-introduction of Federal Government Bond issues. He was pivotal to the Debt Management Office's issuance of the 1st and 2nd FGN Bonds leading his Capital Bancorp's team as Advisers and Stockbrokers to the Issue. He had previously served on the Council of The Nigerian Stock Exchange. In 2004, he also served as a Consultant to the Senate Committee on Pensions in the drafting of the Pensions Reform Act 2004. He has served on many industry advisory panels on issues relating to the Capital Market and Investments.



Contact Information



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purple

Creating affordable and memorable lifestyle experiences
Convenience | Affordability | Finesse

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work • shop • eat • play • drink

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purpletv

play

purple