



PITCH DECK

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WESLEY | STRATEGY BLUEPRINT

BUSINESS DESCRIPTION

ABOUT WESLEY | BUSINESS MODEL CANVAS

Wesley is a new entrant into the digital banking space seeking to become one of the market leaders over the next 24 months and remain so as the future of banking evolves over the next decade.

We are Wesley! a faith-based Microfinance Bank, deeply committed to our core values centered around prioritizing service to humanity over profits. Our mission is to foster connections rooted in love, achieved through innovative digitalized banking services. While our services are designed for everyone, our foundation is faith-based, with a primary focus on serving the Christendom.

Wesley intends to become one of the market leaders in Nigeria and will achieve this by constantly providing innovative, value-added financial services tailored towards communities with nuanced needs.



Mission Statement

Delivering digital financial solutions as a life-long partner across global communities.



Vision Statement

To be the first-choice provider of financial solutions for communities globally.

Wesley is a new entrant into the digital banking space seeking to become one of the market leaders over the next 24 months and remain so as the future of banking evolves over the next decade.



Strategic Objectives

- Leverage digital channels to optimize financial access to communities that addresses nuanced needs and adds value to their lives.
- Be the life-long leveraged lifestyle banking sponsor.
- Deliver value added support working with strategic partners e.g. skill-focused academies, financial literacy, entrepreneurship and enterprise development initiatives.
- Expand regionally across Africa.
- Leverage a lot on partnerships to digitally deliver bundled services beyond banking within our network.

Core Values



Trust



Customer-Focused



Excellence



Transparency



Professionalism

The platform will focus on building trust with customers and will ensure optimal delivery by instituting a business model hinged on the following critical success factors – Innovation, Strategic Partnerships, Service Delivery and Pricing



INNOVATION

The platform must constantly improve on its services and continuously offer innovative solutions in line with emerging consumer needs to maintain relevance within the digital banking space.



STRATEGIC PARTNERSHIPS

Wesley is required to foster strategic partnerships with players critical to its operational model such as Chams Switch, tertiary institutions, etc. to fast-track the launch of its products.



SERVICE DELIVERY

The platform must deploy state-of-the-art underlying technologies and customer support architecture which will form the foundation of effective service delivery to end users.



PRICING

The platform must ensure it maintains minimum pricing for all its products/services as consumers are extremely price sensitive to digital banking products.

Wesley will leverage strategic partnerships to deliver value-added financial solutions to communities...

How does Wesley create and develop its value proposition?

Value Creation Process

1

Establish Key Partnerships

- Chams Switch
- Chams Mobile
- Tertiary Institutions
- Banks
- Churches

2

Execution of Key Activities

- Providing digital payment solutions through virtual and physical debit cards.
- Enabling airtime and bills payment vending
- Credit disbursement, treasury management etc
- Marketing and Biz Dev.
- Delivering embedded finance services within non-bank institutions (e.g. merchants & service providers).
- Issuing credit cards linked to savings product.

3

Investment in Key Resources

- Technology
 - Core Banking Application (CBA)
 - Mobile Banking Application
 - Online Banking Platform
 - USSD channel
 - IT Security
- Partnership Management.
- Human Capital

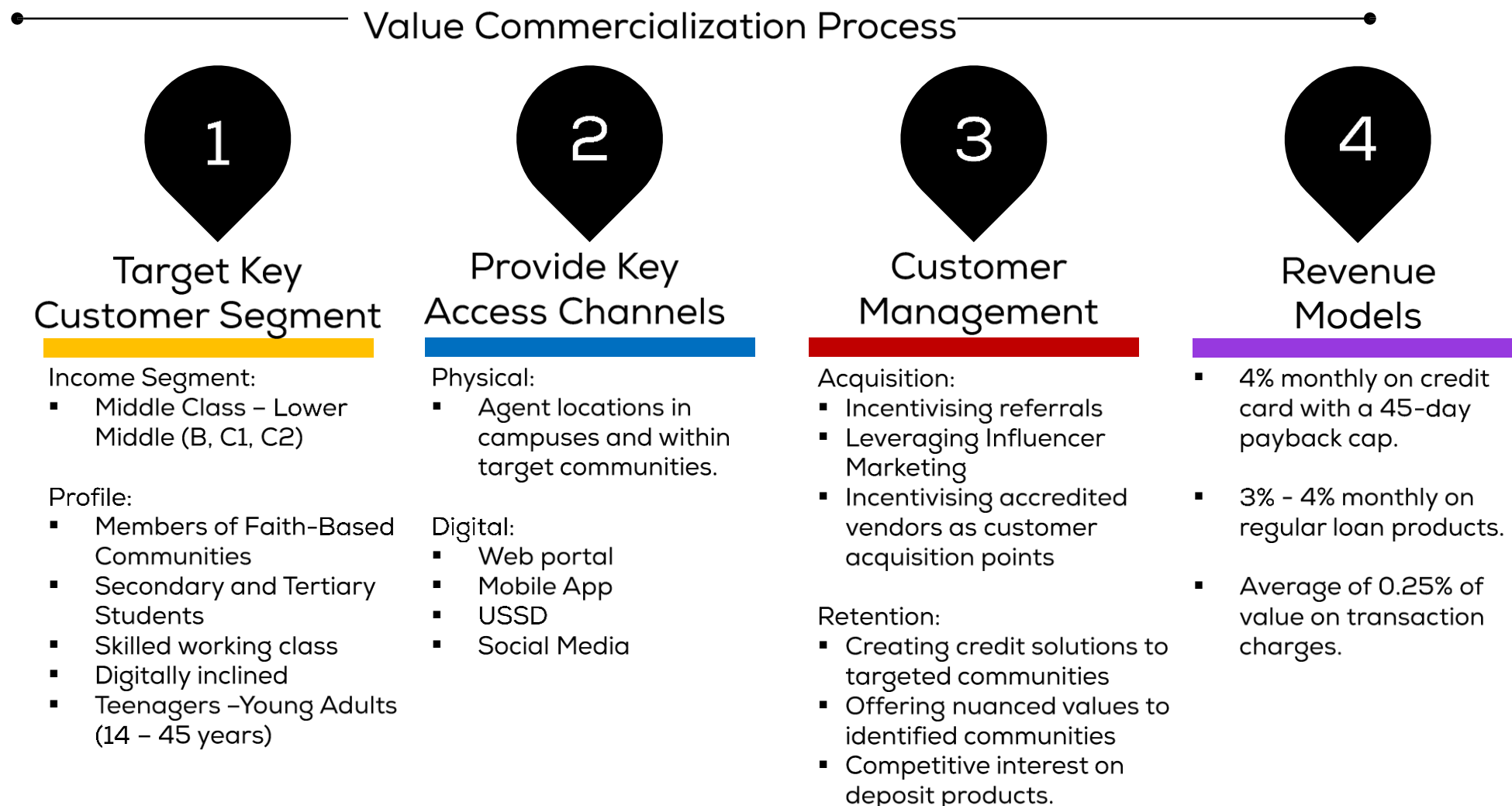
4

Expenses on Key Revenue Drivers

- Platform hosting
- App development
- Credit Cards Issuance
- Digital Marketing

Wesley will leverage competitive interest on deposit products, AI enabled set-up to ease cultural financial habits along with a basic freemium plan as a core strategy to drive customer acquisition and retention...

How does Wesley commercialize the value it creates?





WESLEY | STRATEGY BLUEPRINT

PRODUCTS & SERVICES

PRODUCT DESCRIPTION | VALUE PROPOSITION

Wesley will kickstart operations as a digital bank providing a full bouquet of core banking services to customers and will gradually churn out community focused solutions in line with its expansion plan.



Retail Banking

Wesley will offer **retail banking** services including depository services (savings & checking accounts), withdrawals, fund transfer, card issuance, among others



Consumer Lending

Wesley will provide easily accessible and **affordable** micro-credit facilities with flexible repayment plans, including a credit card solution.



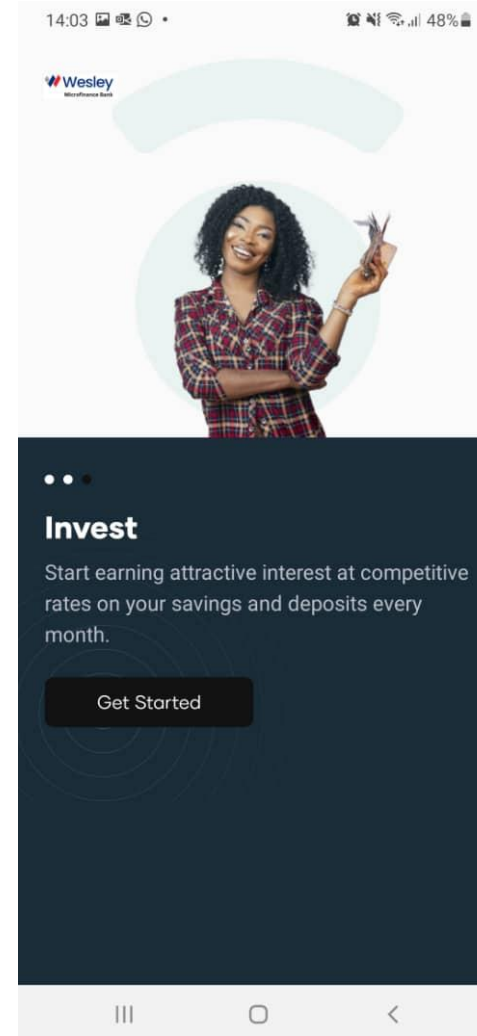
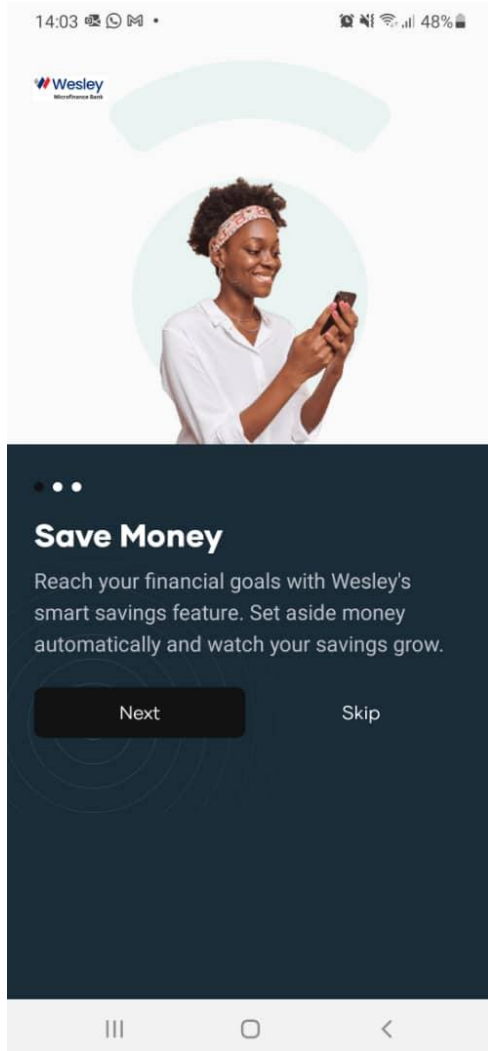
Bills Payment and Utility Vending

The platform allows users **make instant payments** to vendors and offers third-party utility vending services for a range of products including electricity, TV subscription, airtime, etc.



Savings Products

The platform will offer a bouquet of customizable savings plans with attractive returns; **up to 16% interest rate** on locked savings.



PLATFORM FEATURE LIST

- Self Onboarding
- BVN Enrolment
- Account Opening
- Cardless Withdrawal
- Consumer Lending
- Autosave
- Funds Transfer
- Airtime Vending
- Bills Payment
- Multi Factor Authentication
- NUBAN Number
- Debit Card
- Digital Card Management
- Biometric Authentication

The platform will offer financial solutions designed to deliver unrivaled value to users within identified communities...



Superior Savings Rate

Competitive savings rate of 16%p.a, higher than the industry average of 15%p.a.



Low interest Credit

Affordable and easily accessible credit facilities with zero hidden charges.



Free Transaction

Zero fees for banking transactions such as funds transfer, airtime purchase, etc.



Instant Card Issuance

All debit cards will be issued and activated within 48 hours of application.



Customized Solutions

Customized financial solutions targeted at members of various community groups including members of faith-based communities, tertiary institutions, etc.



24/7 Customer Support

Uninterrupted, real-time customer support via digital channels.



WESLEY | STRATEGY BLUEPRINT

MARKET & INDUSTRY

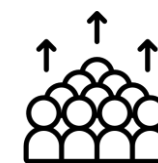
MARKET & INDUSTRY OVERVIEW | MARKET ESTIMATION | COMPETITIVE LANDSCAPE

The global digital banking industry is projected to grow from \$18.6bn in 2020 to \$394bn in 2026 at a CAGR of 79%...

Digital banking is fast becoming the star of the banking industry and is set to experience exponential growth. The industry has witnessed rapid disruption as consumers increasingly move away from traditional products in search of improved user experiences.

Globally, the digital banking sector was estimated to be worth \$18.6bn in 2020 and is projected to record a massive jump to \$394bn in 2026, at a CAGR of 79%.

Leading global players such as Chime, Monzo, Revolut and N26 are predicted to more than double their user base in the next 5 years as more consumers switch from physical to digital banking.



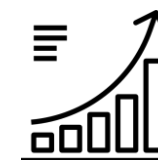
55%

Millennials and Gen Z as a % of global population, 2020



\$18.6Bn

Value of the global digital banking sector, 2020



\$394bn

Projected value of the global digital banking sector, 2026

128.8m

No. of users in leading challenger banks, 2020

405.2m

No. of users in leading challenger banks, 2026

26%

5 year CAGR

Growth in the industry is largely fueled by rapid technological advancements, rising demand for digitization, increased internet and mobile phone penetration, high venture capital funding of fintechs and increased demand for fast and efficient services, among others

1

Technological Advancement

The industry is expected to evolve alongside emerging technologies such as blockchain and banking as a service (BaaS) as players continue to adopt innovative measures to improve customer experience.

2

Increased Digitization

As demand for digital experiences increase among Millennials, Gen Z and the following generation, players within the industry are compelled to offer digital services or risk missing out on a huge, emerging market.

3

Internet & Mobile Phone Penetration

Increased internet and mobile phone penetration has ushered in a wave of digitization among people of all classes which has driven the demand for digital services.

4

Increased Funding

Increased funding from venture capital firms in the fintech space has continued to motivate innovation as players focus on adopting latest technologies to leverage funding opportunities.

5

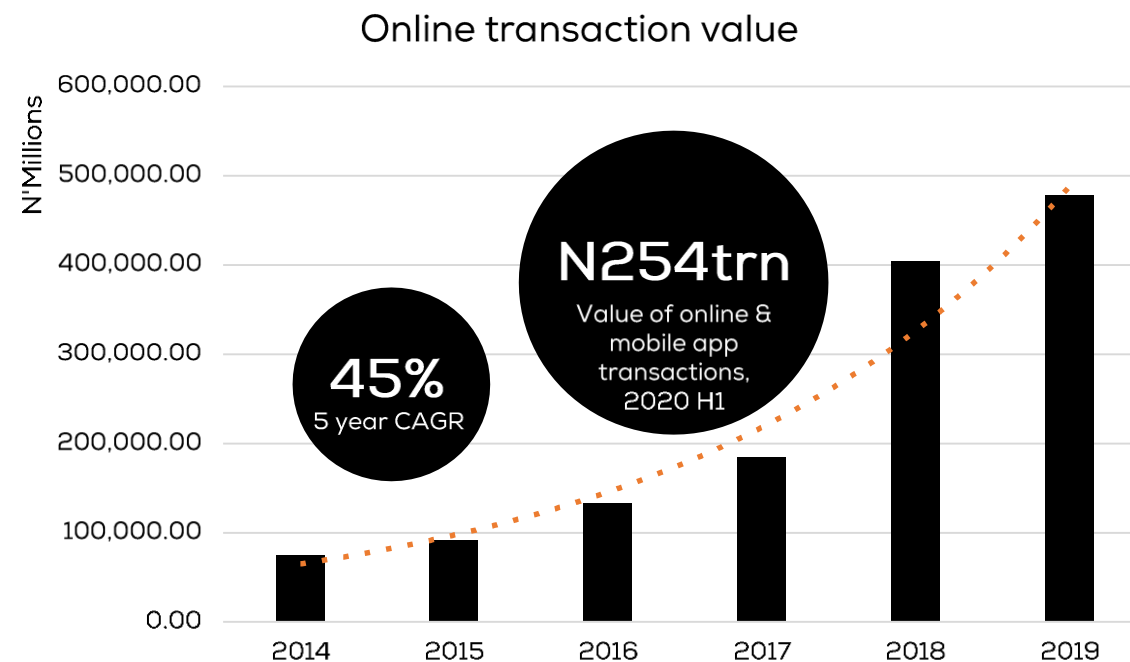
Behavioral Traits

Rising impatience as a behavioral trait among consumers has led to the emergence of fast and reliable digital services that improve the ease of transaction in the banking industry.

The Nigerian banking industry is also experiencing a transition from traditional services as the younger generation continue to demand for digital experiences...

The Nigerian banking industry is also facing radical disruption from fintech players who are championing rapid digitization of financial services to meet the demands of a new dynamic market.

The industry is slowly transitioning into a cashless society, as consumers move away from traditional products in search of improved user experiences.



**Online and mobile app transfers accounted for over 32% of e-payment transactions in 2020, H1*

Challenger banks such as Kuda, Vbank, Alat, etc. are targeting the younger generation and leveraging the increased demand for digital services to position themselves as leading players in the industry.

The industry has recorded the emergence of challenger banks such as Kuda, Vbank, Alat, etc which are leveraging on the increasing appetite for digital services to establish dominance and secure a wide market share.

Growth in the industry has been driven by deepening mobile internet penetration rate, in addition to increased adoption of digital products, especially by Millennials and Generation Z.



SECTOR GROWTH DRIVERS



49.1%

Internet
penetration rate,
2020



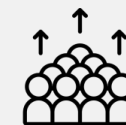
73%

Mobile
penetration
rate, 2020



43.6%

Smartphone
penetration rate,
2020



65%

Population of
Millennials &
Gen Z

With a growing population and an estimated total addressable market of 39.1m, the industry presents opportunities for existing players as well as new entrants.

Market/Industry Highlights & Key Metrics



114.6m

Total population within core target market (ages 16-65), 2021

172.1m²

Projected total population within core target market, 2031

44m

No. of BVN holders, 2020

73.6%

% of banked population aged 16-65

46.6%

% of middle & high income earners

50k

Average monthly deposit per person

>N9trn³

Estimated Retail Banking Annual Deposits

1- Estimated no. of BVN holders within the core target market (ages 16-65)

2- Includes current population between ages 5-65, discounted for mortality.

3- Assuming the TAM targets users within the middle & high income band.

The absence of community focused solutions, presents huge untapped opportunities within individual clusters. especially faith-based institutions. This can be leveraged as a focal point for market entry...



Although the industry is on a rapid growth trajectory, there remains a huge gap; the absence of community focused solutions as players continue to streamline services towards personal needs.

>82mn¹

Total No. of Church Members

20²

Estimated no. of churches with the largest collection size.

79k

Total no. of branches

1k

Avg. no. of church member per branch

N350

Average offering value per member per week

105%

Tithe as a percentage of offering

>N1.2trn³

Estimated Annual Church Collections





1- No. of members across branches in top 20 churches.

2- Estimated no. of churches with the largest collection size using the pareto principle.






3- Assuming church collections are taken weekly across the year.

Competitor's Profiling

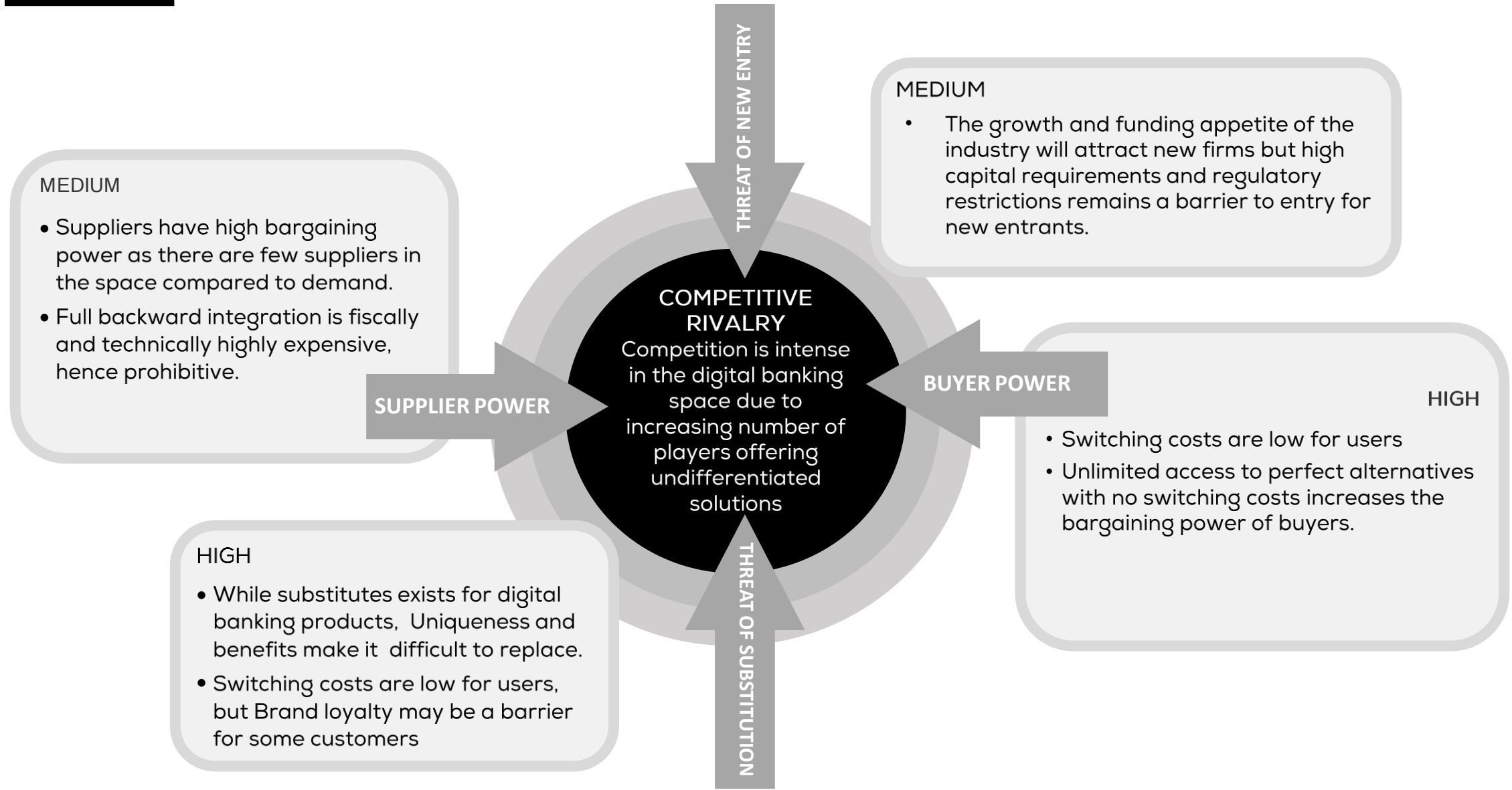


	Kuda Bank	V Bank	Alat	Sparkle
				
Company Profile	<p>Kuda Bank is a leading full-service digital Microfinance bank built to simplify banking by providing easy-to-use financial products to customers.</p> <p>Founded: 2018</p> <p>Funding raised: \$55M</p>	<p>VBank is a leading online banking app and platform designed to provide innovative financial products for everyday individuals who are underserved by traditional banks.</p> <p>Founded: 2020</p> <p>Funding raised:</p>	<p>ALAT is Nigeria's first fully digital bank designed to match customers lifestyle and help them save more.</p> <p>Founded: 2017</p> <p>Funding raised:</p>	<p>Sparkle is a digital lifestyle bank that provides seamless solutions to Nigeria's retailers, SME and individuals.</p> <p>Founded: 2019</p> <p>Funding raised: \$3.1M</p>
Number of users	1.4M+		570K+	40K+
Competitive advantage	<ul style="list-style-type: none"> Highest customer base in Nigeria digital banking space High interest rate on savings 	<ul style="list-style-type: none"> Innovative features on the app Proximity payment 	<ul style="list-style-type: none"> Availability of loan to customers up to 200,000 naira. Virtual dollar card 	<ul style="list-style-type: none"> Sparkle's Payroll Smart invoice and sparkle's inventory
Notable achievements.	<ul style="list-style-type: none"> Nigeria's 7th most valuable bank Currently have the biggest start up seed funding. 	<ul style="list-style-type: none"> Launched the version 3.0 of the banking app in 2020. 	<ul style="list-style-type: none"> Expanded long term business agreement with Network International. Launched ALAT quick loan features for 17m SMEs 	<ul style="list-style-type: none"> Currently in partnership with Visa, Microsoft and PWC Raised \$3.1M in seed funding to scale operations.

Wesley will offer premium services such as credit card solutions and instant card issuance to gain a competitive edge over other players in the industry.

					
Community focused solutions	✓	✗	✗	✗	✗
Credit card solution	✓	✓	✗	✗	✗
Bill payment and Utility vending	✓	✓	✓	✓	✓
Low transaction fees	✓	✓	✓	✓	✓
Instant card issuance	✓	✓	✗	✗	✗
Cardless withdrawal	✓	✓	✓	✓	✗
Above average interest rate	✓	✗	✓	✗	✗
Ease of set up and use	✓	✓	✓	✓	✓
LEGEND ✓ Available ✗ Not Available					

A competitive assessment of the digital banking industry using Porter's five matrix indicates that although the industry is highly competitive, it is accommodating for fresh investments and players can still make friendly returns.



Wesley will capitalize on its unique strategy to create a competitive edge in the industry. The platform will focus on distinguishing itself through brand positioning and will offer a unique experience to drive customer loyalty.

Although competition is highly intensive , Wesley will strategically carve a niche by tailoring solutions towards communities. The business will leverage the following to continuously deliver improved services and optimize users' experience;



Unrivalled Customer Support: As customer support remains a critical pain point for customers, Wesley will deploy a round the clock support system to ensure users have constant access to issue resolution.



Value Added Services: Wesley will provide complimentary VAS such as reporting analytics, payment scheduling, etc. to maintain an edge over competitors.



Unique Branding Identity: At the core of its operations, Wesley will maintain a unique branding identity by positioning itself as an accessible, inclusive and customer-centric brand



Human Capital Expansion: To reduce exposure to cost and limit dependence on suppliers, Wesley will gradually expand its technology team and limit outsourcing of core technology requirements to third party providers.



WESLEY | STRATEGY BLUEPRINT

OPERATIONAL PLAN

OPERATIONAL PROCESSES | HR REQUIREMENTS | TECHNOLOGY

The following are key activities critical to Wesley's operational model...

Treasury



- Financial Management & reporting
- Accounting and reconciliation
- Investments and portfolio management

Analytics



- Big data analytics
- Sentiment and feedback analysis
- Behavioural segmentation & product affinity modeling

Sales & Marketing



- Customer identification and acquisition
- Customer relationship management
- Market research and branding

Products /solutions



- Product research, development and testing
- Structured product designs
- Application modernization

Operations



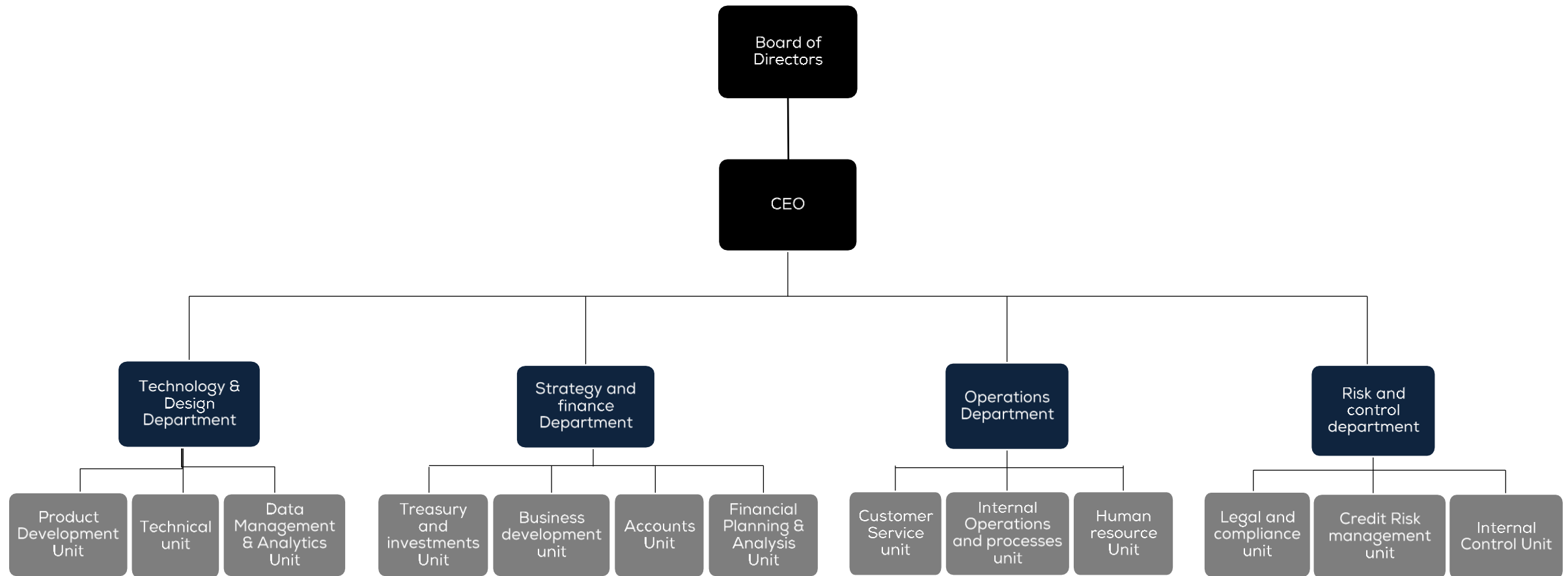
- Middle office operations
- Reconciliation & settlements
- Accounts maintenance and relationship management
- Customer value enhancement

Risk management

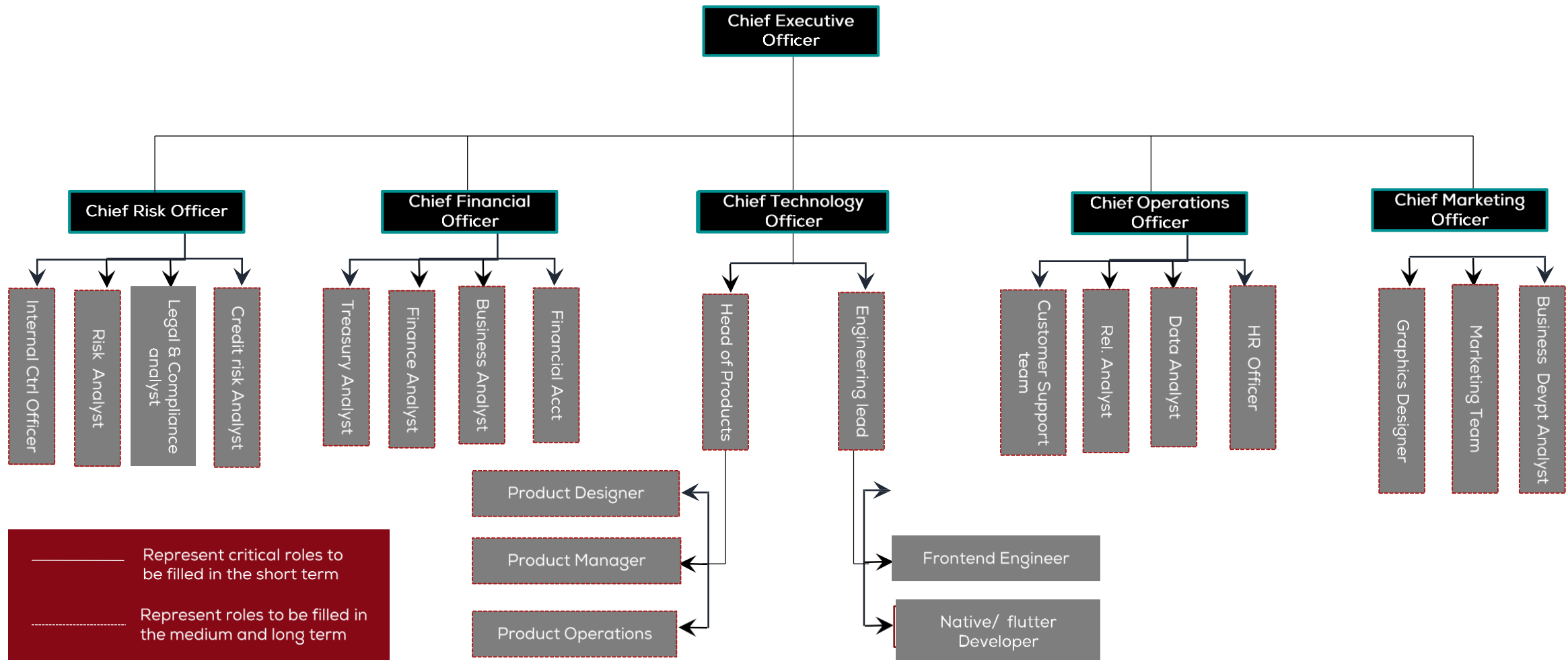


- Regulatory compliance, Risk analysis, mitigation & control
- Auditing, internal control & fraud prevention (AML)
- Data security

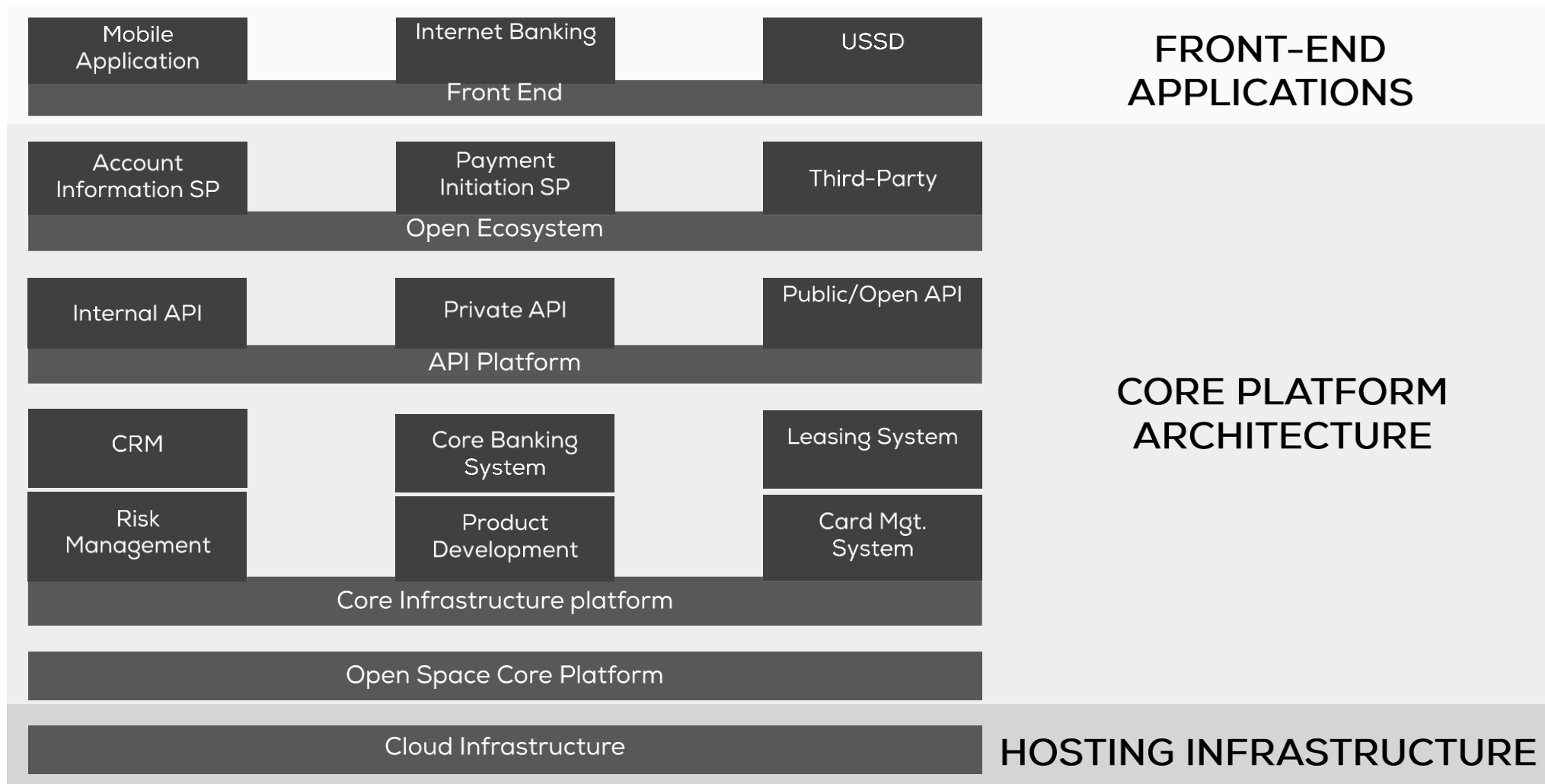
Wesley's organizational design showing departments and units according to function required for value creation.



Wesley will maintain a lean structure in the immediate and will gradually expand its team in line with operational needs...



The technology infrastructure requirements are fragmented into three layers which are front end applications for customers, core platform architecture and hosting infrastructure for the platforms.





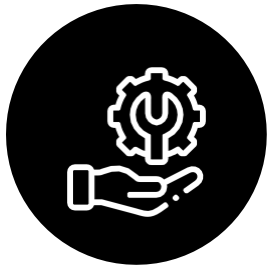
WESLEY | STRATEGY BLUEPRINT

MARKET ENTRY & GROWTH PLAN

**PRIORITY SERVICES | PRICING STRATEGY | DISTRIBUTION |
PROMOTION | PARTNERSHIPS**

Wesley will adopt a market entry strategy hinged on 5 key pillars to ensure high market penetration and customer retention...

1



Priority Customers and Services

As its focal point for market entry, Wesley will target members of Methodist churches with nuanced products.

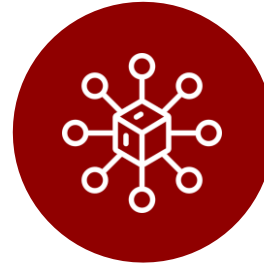
2



Pricing & Commercial Strategy

Wesley will adopt a blend of competitive and penetrative pricing strategy for its products and services.

3



Distribution strategy

The platform will adopt a multi-channel distribution approach to ensure ease of access.

4



Partnerships

Wesley will forge strategic partnerships with organizations critical to its business operations.

5



Brand awareness & promotions

Wesley will partner with a brands and communications agency to deploy a wholistic marketing solution for its platform.

The platform will target members of Methodist churches with nuanced products as primary users within the first phase of its launch...

Wesley will capitalize on untapped opportunities within faith-based communities and will develop savings and payments products targeted at Methodist church members for its market entry.



Automated Payments

The platform will enable users automate giving (tithe and offerings) based on a pre-schedule amount and selected frequency.



Address Book

The platform will host a virtual address book of account numbers affiliated to Methodist churches in Nigeria to improve ease of donations/contributions among members.



Credit Card Solution

Wesley will roll out a credit card solution linked to its savings product as part of its value proposition for customer acquisition.



The Approach

In the immediate, Wesley will prioritize onboarding Methodist priests as early users and deploy them as pseudo ambassadors to create awareness within their community clusters. Subsequently, the platform will expand its reach towards a wider audience through targeted marketing initiatives.

In line with its planned value proposition, Wesley will adopt a competitive pricing strategy at par with industry standards. The platform will offer attractive interest rates and transaction free services on select products .



DEPOSIT
INTEREST
RATE
16%

Average interest rate
per annum (regular
savings)

18%
Up to 18%
interest rate
per annum on
locked savings



CARD
ISSUANCE
Zero Cost
Freemium Model



UTILITY
VENDING
N5
Flat Fee



CONSUMER
CREDIT
3%
Average interest
rate per month



BILLS
PAYMENT
0.5%
Commission
Charge



CREDIT
CARDS
5%
Average interest
rate per month

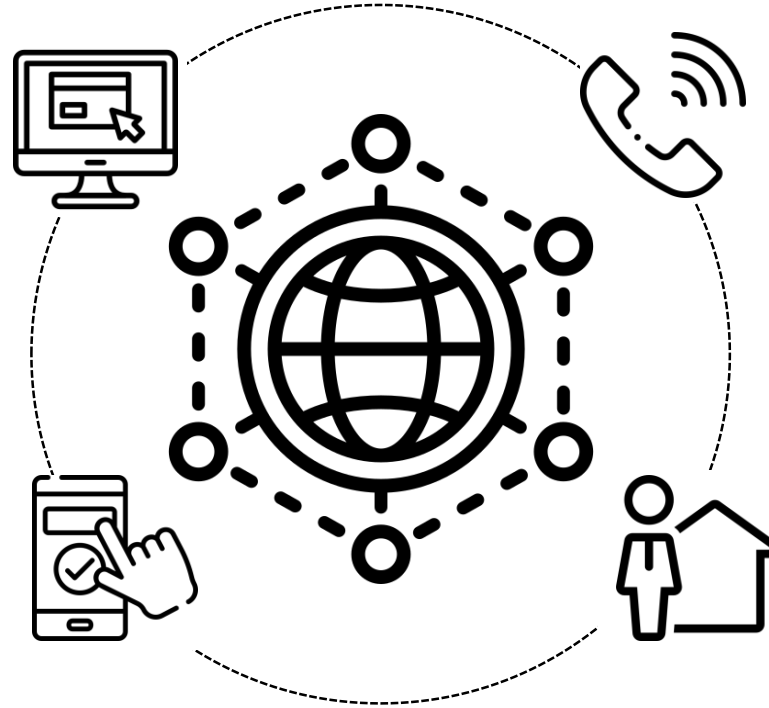
Wesley will ensure ease of access by providing multi-channel access to its services via online and offline distribution channels

01 WEB PORTAL

Responsive website accessible via mobile phones, laptops and computers.

02 MOBILE APP

User friendly mobile application suitable for accessing services on the go.



03 USSD CODE *XYZ#

Easy to use USSD code for banking transactions.

04 AGENT NETWORK

Offline chain of banking agents distributed across targeted areas.

Online
Channels

Offline
Channels

The platform will foster strategic partnerships with verified organizations across its value chain; financial institutions, education institutions, etc.



Financial Institutions

Wesley will partner with key financial institutions such as commercial banks, Chams Switch and Chams Mobile to facilitate integrations and deliver collaborative solutions to users.



Education Institutions

The platform will partner with elementary schools, secondary schools and tertiary institutions to deliver unique finance management solutions targeted at students.



Others

Wesley will foster partnership with other key stakeholders such as churches and banking agents to drive rapid adoption of its services.

Wesley will partner with a brand and communications agency to deploy a wholistic marketing approach that utilizes iterative and agile growth techniques to drive customer acquisition and retention.

The marketing methodology will be intense, agile, data driven and tailored to achieve fast growth in the immediate future. Wesley will adopt a radical, customer lifecycle marketing approach – deploying a mix of traditional and digital marketing initiatives to engage users across their customer journey.

Traditional Marketing Initiatives



Traditional marketing channels such as TV, Radio & Print media will be used as a story telling medium to create awareness of its services.



The partner brand agency will conduct market activation campaigns to facilitate direct interaction with Wesley's target audience and onboard users.

Digital Marketing Initiatives



Digital Marketing Tools: This includes leveraging digital marketing techniques such as email marketing, content marketing, search engine optimization (SEO) marketing, digital ads, etc. to create awareness and drive patronage.



Influencer Marketing:

Wesley will partner with celebrities and public figures ("influencers") that align with its brand values to promote its brand on social media platforms such as Instagram, Twitter, Facebook, TikTok, etc.

Other Marketing Initiatives



Communities & forums:

Wesley will build communities around its brand on social media platforms by creating value-driven presence; hosting digital events for financial literacy/management.



Referral Marketing:

Wesley will incentivize active users with cash bonuses, vouchers, etc. and convert them into brand ambassadors to friends and family.



Viral tools:

Wesley will engage customers via appealing, educative and fun social media challenges, using hashtags, call to action clauses, trends, etc. to spread campaigns quickly and widely.



WESLEY | STRATEGY BLUEPRINT

RISK ASSESSMENT

METHODOLOGY | THREATS | MITIGATION

The following internal and external factors may negatively impact business operations, performance of the organization and profitability, if not mitigated .

EXTERNAL RISKS		MITIGATIONS
1 Political & Regulatory Risks	The digital banking sector is strictly regulated, and as such exposes Wesley to potential regulatory/policy changes which might hamper operations.	Institute a solid legal & compliance team to stay abreast of regulatory changes and ensure the business adheres to all direct and indirect regulations governing operations.
2 Competitive Risks	The industry is highly competitive as products are slightly differentiated. Existing players can intensify competition by modifying services to include Wesley's value proposition.	<ul style="list-style-type: none">• Deploy an active feedback policy to identify customer pain points and constantly remodel products/services to address these needs.• Offer unparalleled customer support to keep users satisfied.
3 Social Risks	The platform's faith community focused solutions might instill a perception of a religious brand which could lead to an entanglement in religious controversies and kickback from potential customers with opposing views.	Establish partnership with an experienced brand & communications agency to utilize storytelling as a tool to position the Wesley brand as religion agnostic
4 Technological Risks	The digital banking industry is rapidly evolving with the introduction of blockchain technology. Advanced technological development may render Wesley's operational processes obsolete in the long run.	Constantly innovate services inline with existing technology trends to maintain relevance.

The following internal and external factors may negatively impact business operations, performance of the organization and profitability, if not mitigated .

INTERNAL RISKS	MITIGATIONS
<div data-bbox="129 496 224 579">1</div> <div data-bbox="231 496 435 579">Security/ Cyberattack</div> <div data-bbox="494 479 1263 591">The digital nature of operations puts the business and its users at risk of data breach as well as account takeover by hackers.</div>	<ul style="list-style-type: none">▪ Keep ethical hackers on payroll▪ Ensure strong internal control and adherence to laid down business processes and best practice such as multi-factor authentication to reduce the possibility of fraud occurring.
<div data-bbox="129 732 224 815">2</div> <div data-bbox="231 751 435 793">Operational</div> <div data-bbox="494 698 1309 848">Risk of high people, skills attrition rates as the company will require highly skilled competencies and developers who will have to be adequately compensated</div>	<ul style="list-style-type: none">▪ Invest in competitive compensation and internal capacity building.▪ Entrench knowledge transfer initiative as part of performance management to hedge against key men risk and value exodus.
<div data-bbox="129 999 224 1082">3</div> <div data-bbox="231 1018 435 1089">Liquidity Constraint</div> <div data-bbox="494 1001 1342 1112">Risk of insufficient funding for core operations and execution of strategic objectives resulting in a strain on company's performance.</div>	<ul style="list-style-type: none">▪ Recruit sound finance and accounting lead▪ Evolve a model that drives changes in working capital into positive regions by having structured payable system▪ Adopt lean operations and ensure there is no mismatch between short-term ambitions and available funding to drive the next phase of short term growth objectives
<div data-bbox="129 1282 224 1365">4</div> <div data-bbox="231 1275 435 1346">Customer Retention</div> <div data-bbox="494 1250 1274 1362">Low switching costs in the industry make it easy for consumers to easily switch to alternative service providers.</div>	Ensure optimal service delivery at all times and provide 24/7 customer support.

From the risk assessment matrix below, political/regulatory changes has been identified as a high-impact risk factor with the highest likelihood of occurrence in the Wesley business model.

	INSIGIFICANT	MINOR	MODERATE	MAJOR	CATASTROPHIC
ALMOST CERTAIN				<ul style="list-style-type: none"> Operational 	
LIKELY			<ul style="list-style-type: none"> Competitive Social 	<ul style="list-style-type: none"> Security Customer Retention 	
MODERATE			<ul style="list-style-type: none"> Technology 		<ul style="list-style-type: none"> Political/Regulatory
UNLIKELY			<ul style="list-style-type: none"> Liquidity Constraint 		
RARE					

KEY

High Risk

Moderate Risk

Low Risk

WESLEY | STRATEGY BLUEPRINT

FINANCIALS

KEY ASSUMPTIONS | PROJECTIONS

FINANCIAL MODEL



Income Statement Annual	2024	2025	2026	2027	2028
Revenue					
Gross interest income	94,763,149	104,686,089	115,648,090	127,757,956	141,135,884
Interest expenses	(18,507,489)	(18,054,293)	(16,511,433)	(20,133,895)	(24,551,091)
Net interest income	76,255,660	86,631,795	99,136,657	107,624,062	116,584,793
Non-interest income	22,806,518	25,194,657	27,832,866	30,747,329	33,966,975
Total revenue	99,062,178	111,826,453	126,969,523	138,371,391	150,551,768
Provisions for credit losses	(7,665,520)	(8,468,200)	(9,354,931)	(10,334,515)	(11,416,674)
Non interest expenses	(42,606,556)	(48,152,110)	(54,649,679)	(60,372,215)	(66,693,974)
Net income	48,790,102	55,206,142	62,964,912	67,664,662	72,441,120
Net Income Margin	49.25 %	49.37 %	49.59 %	48.90 %	48.12 %

FINANCIAL MODEL



	2024	2025	2026	2027	2028
Cashflow	48,790,102	55,206,142	62,964,912	67,664,662	72,441,120
Sum of PV of free cashflow				266,940,178	
Terminal value				2,529,096,630	
PV of terminal value				2,025,200,842	
Enterprise value				2,292,141,020	
Equity value				2,329,418,032	
WACC				0	
Diluted shares outstanding				250,000,000	
Share price Sensitivity		Share Price			
Lowest case		6			
Base case		9			
Highest case		10			

The analysis above shows that the value of the company lies both in the 5-year period and its fade period, given that over the 5-year projection period, the company returned a positive present value of cash flow. Additionally, this is complemented by the terminal value of cash flows to infinity, which is valued at approximately N2.025 billion. The GDP growth of Nigeria was used as the basis for the growth rate (2.2%).

Furthermore, a sensitivity analysis was performed using different growth and cost of capital scenarios to understand the changes in the equity value of the company based on different values of the WACC and growth rate. With estimated shares of 250,000,000 outstanding, we expect that the unit share price for equity investors would range between N6.19 and N10.17 per share.

FINANCIAL MODEL



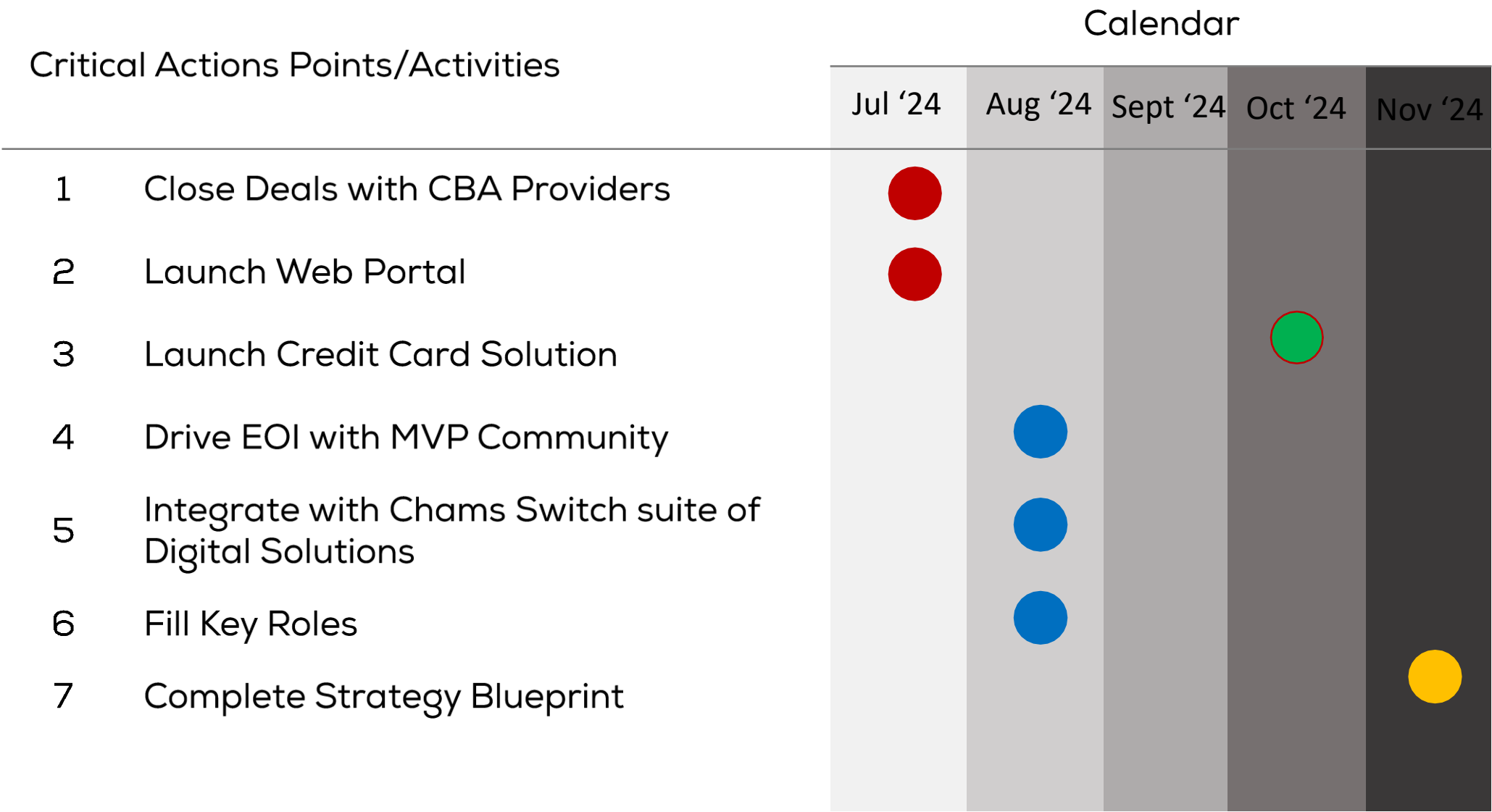
Discounted Cashflow Model	
All figures are in NGN	
Weigthed Average Cost of Capital (WACC)	
Equity	250,000,000
Debt	27,658,503
Cost of debt	% p.a
Tax rate	0%
D/(D + E)	10%
After tax cost of debt	3.50%
Risk free rate (10 -Yr Treasury bond)	4.58%
Expected market return	12.0%
Market risk premium	7.4%
Levered beta	1.08%
E/(D + E)	90.0%
Cost of equity (CAPM)	4.7%
WACC	4.54%

Discounted Cashflow valuation									
	2024	2025	2026	2027	2028				
Net income	48,790,102	55,206,142	62,964,912	67,664,662	72,441,120				
Projection year	1	2	3	4	5				
Present value of cashflow	46,669,405	50,511,291	55,106,168	56,645,323	58,007,992				
Expected equity value		Sensitivity Analysis Table							
Sum of PV of cashflow	266,940,178								
Growth rate	2.20%				Growth Rate				
WACC	4.54%			9.32	2.10%	2.15%	2.20%	2.25%	2.30%
Terminal value	2,529,096,630		WACC	4.44%	9.39	9.57	9.76	9.96	10.17
PV of terminal value	2,025,200,842			4.49%	9.18	9.35	9.54	9.72	9.92
				4.54%	8.98	9.14	9.32	9.50	9.69
				5.04%	7.34	7.45	7.57	7.68	7.81
				5.54%	6.19	6.27	6.35	6.43	6.51
Enterprise value	2,292,141,020								
(+) cash	64,935,515								
(-) Debt	-27,658,503								
Equity value	2,329,418,032								
Diluted shares outstanding	250,000,000								
Expected share price	9.32								

WESLEY | STRATEGY BLUEPRINT

IMPLEMENTATION PLAN

Indicative timelines and next steps.





Thank you for choosing us as your financial partner.