



## The Golden Rhythm:

## How the Super Eagles and Goldberg

## Defined AFCON 2025



Mouka Kicks Off 2026 by Celebrating New Beginnings Across Nigeria, Partners with Lagos State Government



Mouka's Chief Commercial Officer Honoured with Creative & Branding Icon Award 2025



Corporate Comms in the Age of Crypto: Why Nigeria's Digital Finance Future Depends on Trust



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## NEWS

### TÜRKİYE BÜYÜYOR TÜRK HAVA YOLLARI KANATLANIYOR

HAVACILIK YATIRIMLARI TEMEL ATMA TÖRENİ



## Turkish Airlines Lays the Foundations for a New Investment Initiative Worth TRY 100 billion

**T**urkish Airlines has launched a comprehensive investment initiative that will strengthen Türkiye's aviation infrastructure and further advance its competitive edge. As part of this strategic move, shaped in line with the national flag carrier's 2033 vision, groundbreaking ceremonies were held for eight new facilities with a total investment value exceeding TRY 100 billion at several locations, primarily Istanbul Airport, homebase of the flag carrier.

The ceremony held at Istanbul Airport was attended by the Minister of Transport and Infrastructure of the Republic of Türkiye Abdulkadir Uralo lu, Turkish Airlines Chairman of the Board and the Executive Committee Prof. Ahmet Bolat, senior executives of Turkish Airlines and its subsidiaries, and leading figures in Turkish aviation.

Saying Türkiye will surpass a new threshold in aviation with these investments, Minister of Transport

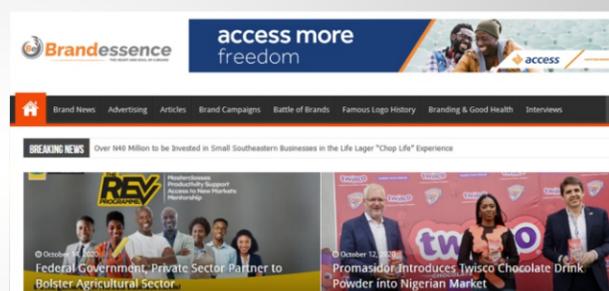
and Infrastructure of the Republic of Türkiye Abdulkadir Uralo lu stated: "With a breakthrough that will leave its mark on the skies, opening a new page at the pinnacle of aviation, and further strengthening the wings of our national flag carrier, we will make a determined and ambitious start to 2026. These eight projects' foundations we are laying today are strong steps taken towards Turkish Airlines' magnificent rise and its goal of becoming the world's number one airline. With the second phase of the air cargo terminal SmartIST underway, the facility's usage area will increase. The cargo handling capacity, currently at 2.2 million tons, will rise to 4.5 million tons, propelling Turkish Cargo to global leadership. These projects will further strengthen not only Turkish Airlines' wings but also those of Türkiye's economy. Within the scope of these major investments totaling TRY 100 billion, 26,000 new job opportunities will be generated in 2026, and our aviation ecosystem will

continue to grow."

Commenting on the new investments, Turkish Airlines Chairman of the Board and the Executive Committee Prof. Ahmet Bolat said: "In line with our 2033 targets, we are developing not only our fleet but also the robust infrastructure that will allow us to fully utilize this fleet. This investment initiative, exceeding TRY 100 billion and spanning from our cargo operations to our technical maintenance capacity, from our catering centers to integrated operational solutions, strengthens our global competitiveness and is a concrete evidence of our vision to make Türkiye one of the world's foremost aviation hubs. These investments, which will provide 26,000 new jobs in 2026, will increase to 36,000 when all phases are completed. With these steps, we are building not only facilities but also an ecosystem for the future of our country's economy and aviation sector. Today, our company's contribution to our country's economy is

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USD 65 billion, and when we reach our 2033 goals, this figure will reach USD 144 billion.”

As part of its new investments, Turkish Airlines is implementing the following projects to maintain global leadership in Cargo, Technical Maintenance, and Catering: Turkish Cargo SmartIST Phase 2 project, which will be one of the world’s largest air cargo centers with an annual capacity of 4.5 million tons and is planned to be completed gradually during the 2027-2028 period. Turkish Airlines Main Catering Facility, positioned as one of the world’s largest inflight catering centers with the capacity to serve more than 500,000 passengers per day and expected to become operational during the 2027-

Technic and planned for completion within 2026 will create a simultaneous maintenance capacity for 12 aircraft, increasing the company’s current maintenance capability by an average of 20%.E-Commerce Complex, a key element in the logistics and digital transformation vision and planned to enter service within 2026, further strengthens Turkish Airlines’ role in global trade through Widect, its new-generation operational model offering “door-to-door integrated cargo solutions.”Istanbul Data Center, which will form the digital backbone of operational continuity and is planned to become operational during the 2027-2028 period, will elevate the company’s technology



2028 period.

Turkish Technic Engine Maintenance Center, set to be completed in 2027, as one of Europe’s largest new-generation aircraft engine maintenance centers possessing the capability of servicing Trent XWB-84, Trent XWB-97 and Trent 7000 Rolls Royce engines. Moreover, Additional Aircraft Maintenance Hangars to be built under Turkish

capacity to a new level with its high-security infrastructure and advanced data management capabilities, while Flight Training Center (Phase 1), scheduled for the 2026-2027 period, is positioned at the center of human resource investments, supporting Turkish Airlines’ long-term growth strategy.

## The Rhythm That Never Fades



**T**here is a specific kind of electricity that settles over Nigeria when the Super Eagles take flight. It’s a rhythmic pulse that defies traffic jams in Lagos, silences the haggling in Sabo markets, and turns every street corner into a stadium. In this edition, we don’t just recap a football tournament; we document a heartbeat.

The 2025 Africa Cup of Nations in Morocco was, by many tactical accounts, a masterclass in Nigerian dominance. We watched a squad that refused to play timidly, scoring more goals (14) and creating more chances (27) than any other nation on the continent. Yet, as the bronze medals were placed around the necks of our players after a gritty victory over Egypt, the narrative shifted. We realized that while gold is the goal, the “Gold” in Nigerian football isn’t just found in a trophy cabinet—it’s found in the resilience of the journey.

In our cover story, “The Golden Rhythm,” we partner with Goldberg Lager Beer to explore their landmark “Our Beat, Our Gold” campaign. This wasn’t just corporate sponsorship; it was a cultural mirror. From the high-octane fan hubs in Agege and Ikorodu to the sophisticated banter of the “Golden Clan,” Goldberg captured the essence of what it means to be a Nigerian supporter. They reminded us that football in this country is a lived experience—a communal ritual of “the gist, the shout, and the belief.”

We invite you to look beyond the final standings. In these pages, you will find the statistics of a powerhouse team and the stories of a powerhouse people. We celebrate the 66% possession on the pitch, but more importantly, we celebrate the 100% passion in the viewing centers.

Whether we are celebrating a 2-1 opening win in Fez or standing tall with a record-breaking ninth bronze finish, one thing remains certain: the rhythm of the Green and White is unbreakable. As long as there is a ball rolling and a cold Goldberg shared among friends, the beat goes on.

Enjoy the rhythm.

*Melvin O. Udoosen*

**BrandEvangelist**

[melvin@brandessencenigeria.com](mailto:melvin@brandessencenigeria.com)

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## Mouka Kicks Off 2026 by Celebrating New Beginnings Across Nigeria, Partners with Lagos State Govt

**A**s the clock struck midnight on New Year's Day 2026, Mouka, Nigeria's leading manufacturer of mattresses, pillows and other bedding products, renewed its tradition of honouring families welcoming newborns into the world. This heartfelt initiative showcases Mouka's unwavering commitment to enhancing lives by providing quality sleep from the very start.

In a vibrant collaboration with public healthcare facilities across 15 states, including Lagos, Oyo, Imo, Rivers, Abia, Enugu, Akwa Ibom, Edo, Gombe, Kano, and Plateau, Mouka celebrated 71 precious babies born at the dawn of the New Year. Each family received an array of gifts, including the innovative Mouka Dreamtime Baby Mattresses, thoughtfully designed to provide infants with unparalleled comfort and support, along with pillows, toys, and baby skin care essentials. In Lagos, Mouka partnered with the First Lady of Lagos State, Dr. (Mrs.) Ibijoke Sanwo-Olu, to honour the first babies born in 2026. The event featured visits to General Hospital Ibeju-Lekki, General Hospital Gbagada and General Hospital Imota, where mothers of newborns received celebratory gifts. Among the joyous moments, the first baby of the year was a baby girl delivered to Mr and Mrs Daramola at exactly 12:00 a.m. at General Hospital Gbagada, while a baby boy was born to Mr and Mrs Mayowa at General



Hospital Ibeju-Lekki, also at midnight. Mr Femi Fapohunda, Mouka's Managing Director, passionately reinforced the brand's mission to nurture healthy sleep habits from infancy. "As champions of quality sleep, we believe that fostering good sleep practices from the very

beginning is vital. Our Dreamtime mattress is specially crafted to ensure optimal physical and cognitive development for children," he stated, adding that the mattress is both water-resistant and breathable, promoting a comfortable sleep environment. The joy extended beyond Lagos; in Niger State at General Hospital Minna, the first baby, born to Mr & Mrs Rahma, was delivered at 1:42 a.m., followed just minutes later by baby Jafar at 2:06 a.m. Mouka representatives visited hospitals nationwide, spreading happiness and cheer to families welcoming New Year babies, underscoring the brand's role as a socially responsible force in the community. Grateful parents expressed deep appreciation for Mouka's generous initiatives, which exemplify the company's commitment to adding meaningful value to Nigerian lives. With a legacy spanning over 66 years, Mouka remains synonymous with trusted sleep solutions. Their extensive offerings, including the Royal Luxury Pillow Top Mattresses, Wellbeing Orthopaedic Mattresses, Mondeo Firm Spring Mattress, and a variety of premium pillows, are all crafted to ensure Nigerians enjoy restful nights and wake up rejuvenated.

Mouka remains dedicated to sustaining its rich tradition of support and care, paving the way for healthier, happier families throughout Nigeria.

## Mouka's Chief Commercial Officer Honoured with Creative & Branding Icon Award 2025

**M**ouka's Chief Commercial Officer Honoured with Creative & Branding Icon Award 2025. Mouka, Nigeria's leading foam and

bedding manufacturer and a flagship indigenous brand within the Dolidol International Group, proudly announces that its Chief Commercial Officer, Oladimeji

Adekunle Osingunwa, has been selected to receive the Creative & Branding Icon Award 2025 in recognition of his outstanding contribution to brand development and the evolution of Nigeria's commercial landscape. The award, organised by Marketing Space, Nigeria's foremost brands and marketing communications magazine and conveners of the Brand Handlers Summit & Awards, follows a rigorous evaluation by a distinguished panel of industry assessors. Mr. Osingunwa's work was adjudged to be truly exceptional for its originality, strategic depth, and measurable impact on brand growth, consumer and customer engagement.

Widely regarded as one of Nigeria's Commercial Icons, Mr. Osingunwa exemplifies strategic brilliance and transformative leadership. As Chief Commercial Officer at Mouka Ltd, he has played a pivotal role in strengthening brand equity, refining go-to-market strategies, deepening consumer relevance, and driving sustainable commercial growth in a highly competitive environment. Born in Ketu, Kosofe, Lagos State, and rooted in Ilishan Remo, Ogun State, Mr. Osingunwa's formative years were shaped by resilience, cultural grounding, and exposure to diverse experiences. These influences continue to define his people-centred leadership style and his belief in building brands by first building people. His professional journey spans some of Nigeria's most reputable multinational and indigenous organisations, including Twinning Ovaltine, SC Johnson, Cadbury Nigeria, and Print Inks Nigeria Limited. Across these roles, he consistently delivered value, strengthened routes to market, refined brand strategies, and accelerated growth trajectories, often driving double-digit business growth through disciplined, creative, and human-centred brand building.



## AXA Mansard Launches Digital Vehicle Inspection Tool to Streamline Insurance Processes in Nigeria

**A**XA Mansard Insurance, part of the AXA Group, has introduced a new digital vehicle inspection system in Nigeria. Powered by Curacel, this innovative solution enables customers to complete vehicle inspections by simply submitting photographs via their smartphones. The system is applicable for initiating comprehensive motor insurance policies, renewing existing policies, and assessing claims. This development underscores AXA's ongoing dedication to simplifying insurance procedures and enhancing personalisation through digital technology. The system works by receiving images submitted by customers, which are then automatically reviewed to generate inspection reports. These reports are seamlessly integrated into AXA Mansard's existing underwriting and claims workflows. Commenting on the new tool, Chizuru Nwankwonta, Chief Technology Officer at AXA Mansard



Insurance, stated: "At AXA Mansard, we continue to introduce solutions that make insurance processes easier and faster. This digital inspection option reduces the need for physical assessments and offers customers more flexibility in how they complete key steps in their motor insurance journey."

The digital inspection platform was developed in partnership with Curacel, a provider specialising in insurance technology. Their platform supports image submission, automated screening, and documentation processing. The collaboration highlights AXA Mansard's strategy of working with external tech partners to improve operational modules. The system is now available nationwide. Customers can access this feature via designated digital channels, including AXA Mansard's customer platforms and links provided during motor insurance onboarding.

## Beyond Leather Culture Launches Premium Men's Leather Collection to Redefine Nigerian Footwear Market

**I**n a significant stride to redefine the Nigerian footwear industry, Beyond Leather Culture (BLC) has launched its exclusive collection of premium men's leather shoes, showcasing a range of stylish and high-quality options. The collection features loafers, sandals, Oxfords, and Derbies, each crafted with precision and using only top-grade leather.

BLC's core mission is to make luxurious leather products accessible, providing exceptional online and in-store experiences. The brand aspires to lead Nigeria's modern luxury scene by offering high-quality leather goods rooted in values of Client Focus, Excellence, Authenticity, Integrity, and Community. Their tagline encapsulates this vision: "Luxury you can feel, quality you can trust," complemented by their community slogan: "It's not just leather, it's a culture." The official launch was held at BLC's newly opened store in Lekki Phase 1, Lagos, during a specially curated Sip-and-Shop event designed to celebrate and thank loyal customers. During the event, Mrs. Olufunke Isichei, BLC's Visionaire, shared insights into the brand's journey: Mrs. Isichei reflected on BLC's history: "This isn't our first year in leather. I began selling leather items in 2000; took a long break, and relaunched on Instagram in 2020. Last year, we opened our physical store. This gathering is a thank-you to the clients who have supported us over the past five years." She explained the purpose of the Sip-and-Shop: "Today's event is our way of showing appreciation. Every guest enjoys a discount because these customers trusted us long before we had a store. Over the years, they've become more than clients; they're family, advocates who give us valuable referrals and repeat business. They are part of our community." Highlighting BLC's commitment to quality, Mrs. Isichei emphasized: "All our shoes are made from genuine leather. The moment you enter our store, the scent alone signals you're somewhere unique. Leather wears out, but BLC shoes endure. A pair purchased today could last a decade without losing its style or elegance. We curate designs to suit our customers' lifestyles; they're classy, contemporary, and distinctive." Beyond shoes, BLC



offers boots, sandals, slippers, as well as accessories like belts, wallets, and cardholders, providing a comprehensive leather experience.

Attendees praised the brand's exceptional service. Longtime customer Adeganbi Adedipo shared: "Shopping at BLC has always been an experience. Even online, their service was impeccable. Now with a physical store, the ambiance and attention to customers are outstanding." Temitope Jinadu, Head of Customer Service, added: "Beyond Leather Culture is more than leather, it's a culture. Customers come back not just for quality, but for the experience. That sense of

trust and community is what sets us apart." Looking to the future, Mrs. Isichei discussed the growth of Nigeria's leather industry: "The industry is evolving, with more local producers and leather fairs, which is encouraging. Our dream is to produce locally while maintaining the high standards we're known for. Currently, we oversee production closely, mainly abroad. Eventually, we aim to have the entire production and supply chain within Nigeria." For now, BLC remains committed to delivering premium leather products and an exclusive, community-oriented customer experience, reflecting its dedication to quality, style, and culture.



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Phone: +44 (0) 20 3725 6500

[info@seplatenergy.com](mailto:info@seplatenergy.com)  
<http://seplatenergy.com>

## Toyota, Coscharis, Westsstar Wrap up 2025 in Style as Top Winners in NAJA Awards

**R**enowned for their dominance, and sustainability in the market share of Nigeria's ever competitive automobile industry. Toyota Nigeria Limited, Coscharis Motors and Westsstar Associates have been named among the most outstanding winners at the 18th annual Nigeria Auto Journalists Association (NAJA) International Auto Awards. The award which was held at Oriental Hotel, Victoria Island, Lagos. Show cased innovation, market performance and resilience in a challenged economy. Toyota Nigeria, won Triple Triumph Anchors Commercial Vehicle Strength, underscoring its standout performance, as Toyota Hiace emerged Minibus- of the year, for been a long-standing favorite among commercial transport operators. Hilux grabbed Pick-up of the year, cementing its reputation for durability and performance on Nigeria roads. While Toyota's Ultra Modern Workshop at Isolo Lagos, emerged Workshop – of the year, recognized for after-sales excellence and technical competence.

These wins reflect Toyota's sustained appeal among both commercial and private buyers, as well as its investment in service infrastructure that enhances customer confidence in vehicle ownership. Coscharis Motors: Luxury and Multi-Brand Prowess Rewarded Coscharis Motors also captured significant attention with two accolades: Multiple Brand Auto Company of the Year, recognising Coscharis's diversified brand portfolio and impact across segments. Luxury Auto SUV of the Year, awarded to the Range Rover Autobiography, a model that combines premium performance with luxury appeal. The company's success signals the strength of luxury automotive demand in Nigeria, driven by rising consumer



expectations for comfort, status and technology in high-end SUVs. Weststar Associates: Setting the Standard in Luxury Motoring Weststar Associates Limited, Nigeria's franchise holder for Mercedes-Benz, added to the night's big winners with two prestigious titles: Luxury Car of the Year – Mercedes-Benz E-Class, recognised for its blend of innovation, comfort and performance. Luxury Brand of the Year – Mercedes-Benz, reinforcing the marque's enduring desirability and brand strength in the Nigerian luxury segment. While the spotlight rightly shone on these corporate giants, the NAJA awards also highlighted the broader dynamism of Nigeria's automotive industry. The Jetour Dashing was crowned Nigeria's 2025 Car of the Year in a fiercely contested category, while local and

emerging players — including JIM-ISUZU, JéGO EV and Nord A9 — were celebrated as New Entrants of the Year, illustrating the market's increasing diversity and competitiveness.

Industry stakeholders at the event emphasised the role of automotive journalism in promoting professionalism, accountability and consumer awareness, as well as the importance of local assembly, technological adaptation and after-sales excellence in driving sector growth. Bottom Line: Toyota's commercial reliability, Coscharis's luxury appeal, and Weststar's premium leadership dominated this year's NAJA Auto Awards — a clear signal of the evolving priorities of Nigerian car buyers and the competitive strength of these industry leaders.

## Interswitch Announces Nine Finalists Ahead of InterswitchSPAK 7.0 Grand Finale

**I**nterswitch, a leading provider of integrated payments and digital commerce solutions in Africa, has announced the nine finalists of the seventh edition of its flagship Corporate Social Responsibility initiative, the InterswitchSPAK National Science Competition. The semi-final stage has concluded successfully, bringing the most outstanding young scientists closer to Nigeria's premier STEM contest finale. Starting with over 18,000 registered senior secondary students across Nigeria, the competition advanced through a rigorous computer-based qualifying test, which selected 81 top students from all six geopolitical zones. After initial rounds, 27 semi-finalists emerged, marking a significant milestone on the path to the grand finale.

From this competitive pool, nine exceptional students have now been chosen as finalists, showcasing remarkable talent, discipline, and scientific excellence demonstrated throughout the multi-stage selection process.

The finalists are Lyon Awhaisoba of Apt Scholars Universal College, Ogun State; Naetochukwu Ochi of Jesuit Memorial College, Rivers State; Saint Riman of Adedokun International Schools, Ogun State; Emmanuel Ashaolu of Welkin International School, Ogun State; and Gbolamiga Atekoja of Heritreals Private Secondary School, Ondo State. The remaining finalists include David Solomonezemma of Deeper Life High School, Enugu



State; Eke David of Marist Brothers' Juniorate, Abia State; Chukwubudem Ezeobi of British Spring College, Anambra State; and David Okorie of Caleb International College, Lagos State.

Commenting on the milestone, Cherry Eromosele, Executive Vice President, Group Marketing and Communications, Interswitch, stated, "InterswitchSPAK was created to identify, inspire, and reward excellence in STEM education while equipping young Africans with the skills needed to solve real-world problems. These nine finalists have demonstrated exceptional brilliance, resilience, and a passion for innovation. They represent the future of science, technology, and problem-solving in Africa."

The grand finale promises to be an exciting event, with winners earning scholarships and prizes valued at over 35 million. The overall champion will secure a 15 million tertiary education scholarship over five years, a brand-

new laptop, and monthly stipends. The first runner-up will receive a 10 million scholarship over three years along with a laptop, while the second runner-up will be awarded a 5 million scholarship for one year plus a laptop. Additional cash prizes will be presented to finalists ranked fourth through ninth, alongside recognition for the top 18 semi-finalists and 27 outstanding teachers who mentored

the students. Now in its seventh year, InterswitchSPAK has grown beyond a competition to become a national platform for nurturing the next generation of scientists, engineers, innovators, and problem-solvers. Through sustained investment in STEM education, Interswitch continues its commitment to empowering young Africans with the skills necessary to drive innovation, economic growth, and socio-economic development across the continent.

Viewers can watch the grand finale episode on Sunday, 25 January 2026, on DSTV Africa Magic Family (Channel 154) at 6:00 pm, or on AIT Network at 5:30 pm. Repeat broadcasts are scheduled for Tuesdays at 5:00 pm on DSTV Africa Magic Family (Channel 154). Episodes are also available on YouTube, Facebook, and X via @InterswitchSPAK every Sunday at 6:00 pm, and on LinkedIn via @InterswitchGroup at 5:30 pm.

## Olam Agri Maintains Top Employer Status in Nigeria and Africa for 2026

Olam Agri in Nigeria has been honoured as a Top Employer 2026 by the Top Employers Institute, marking its sixth consecutive year of recognition. This accolade highlights Olam Agri’s ongoing dedication to cultivating a high-performing workplace through strategic, data-driven people practices, independent validation, and a steadfast focus on initiatives that enhance business performance, employee engagement, and professional development.

The Top Employers Institute has also recognised Olam Agri as a top employer across the African continent for the sixth year in a row, with certifications spanning nine other countries including Cameroon, Côte d’Ivoire, Mozambique, Nigeria, Senegal, South Africa, Australia, The Netherlands, and Switzerland. This achievement cements the company’s reputation as an employer of choice—one where employees are empowered to develop meaningful careers within a purpose-driven organisation that values performance, inclusivity, collaboration, and long-term impact.

Active in 131 countries/regions, Top Employers Institute is the global authority in HR certification, benchmarking and advisory. Its Programme certifies organisations based on the results of its HR Best Practices Survey which covers six domains including People Strategy, Work Environment, Talent Acquisition, Learning, Diversity, Equity & Inclusion, and Wellbeing.

Speaking on the significance of the consecutive recognitions, Jaideep Biswas, Senior Vice President & Regional Head of Human Resources, Olam Agri, said, “To have secured the Top Employer Certification for the sixth consecutive year reinforces our focus and intentionality on building and maintaining an engaged, inspired and satisfied workforce. Our team is our greatest asset, and we continuously deploy cross-cutting programmes to ensure excellence and shared learning.”

Anil Nair, Olam Agri in Nigeria Country Head, explained, “As



we strive to ensure a food-secure world, we also ensure our world-class workforce finds fulfilment in their roles. Thanks to our human resource department leaders’ inputs, we keep recording positive employee sentiment and high retention rates. The sixth consecutive Top Employee certification will spur us to do more to maintain a well-equipped and inspired workforce as the world of work transforms.” Olam Agri is committed to building an inspiring and high-performing organisation where passionate employees drive business growth, contribute to a sustainable future, and build fulfilling careers through:

- A culture of excellence: that encourages collaboration and teamwork, rewards meritocracy and entrepreneurial spirit that allows intelligent risk-taking, and a diverse and inclusive workplace built on trust and autonomy. Easy access to senior leadership further empowers employees, eliminating bureaucratic hurdles and fostering agile decision-making.
- Making a difference: a purpose driven workplace that has sustainability at its heart. It gives us an opportunity to play

our part in strengthening global food security, improving access to better nutrition, enhancing the livelihood of communities, as well as tackling climate change.

- Opportunity to flourish: a global footprint allowing careers that are truly global. This allows people to take on challenging assignments that broaden their experience and help shape and guide their own careers matching their aspirations. Everyone feels valued, recognised and supported to reach their full potential.

- Top Employers Institute CEO Adrian Seligman commented: “Achieving a Top Employer Certification for 2026 reflects Olam Agri’s dedication to building an outstanding workplace that enables sustained business performance. Their strong alignment between people strategy and organisational goals, combined with a commitment to continuous improvement, demonstrates the impact of their transformative practices. We are proud to recognise Olam Agri for their meaningful contribution to a better world of work.”

## MediaConsortium announces April 17 for CSR Impact and Excellence Conference 2026

The 2026 edition of the MediaConsortium CSR Impact and Excellence Conference will hold on April 17, 2026 at the Lagos Chambers of Commerce and Industry (LCCI), Alausa, Ikeja by 10am. Organised by MediaConsortium, a leading brands, business, and marketing publication, this year’s conference which is the 2nd edition is with the theme: “Beyond Profit: Redefining Success Through CSR and Sustainability”.

According to MediaConsortium, this year’s theme reflects the global shift toward purpose-driven business models. It challenges organisations to view success not merely through financial performance but through environmental stewardship, community impact, and governance excellence. “Corporate social responsibility (CSR) and sustainability have evolved from optional corporate gestures into essential strategic pillars for modern organisations. Today’s consumers, investors, regulators, and communities increasingly demand that businesses demonstrate social value, environmental responsibility, and ethical leadership”. This year’s event follows the success of the maiden edition, held in 2025. It will bring together industry leaders, sustainability experts, CSR professionals, brand, academics, and the media to explore how businesses can redefine success beyond financial metrics by embedding impact, ethics,



and long-term sustainability at the core of operations. Godwin Anyebe, co-publisher, MediaConsortium said in a statement that, a list of revered professionals and CSR/sustainability experts will deliver papers on the

theme, “Beyond Profit: Redefining Success Through CSR and Sustainability”. Their papers will be dissected in a panel discussion to drive home the conversation.



# Corporate Comms in the Age of Crypto: Why Nigeria's Digital Finance Future Depends on Trust

– By John Kokome

**B**y the time you finish reading this article, the price of Bitcoin may have changed twice. That is the nature of cryptocurrency, fast, volatile, and borderless. Yet beyond price charts and trading apps lies a less discussed but critical pillar of Nigeria's digital finance revolution: corporate communications. In the age of crypto, communication is no longer a support function. It is infrastructure.

Nigeria is one of the world's fastest-growing crypto markets. Chainalysis ranked the country second globally in cryptocurrency adoption in 2023, driven largely by everyday retail users rather than institutions. Between July 2023 and June 2024 alone, Nigerians received an estimated \$59 billion in cryptocurrency value, the highest in Sub-Saharan Africa. Yet public perception remains sharply divided, crypto is seen as opportunity by some and risk or outright scam by others. In such an environment, how crypto companies communicate can determine whether they earn trust, attract scrutiny, or lose credibility entirely.

## The Complexity Challenge

Blockchain, decentralised finance, wallets, custody, smart contracts etc., are not everyday concepts for most Nigerians. Yet millions are expected to trust these systems with their savings, businesses, and livelihoods. Corporate communications must therefore evolve from promotion to translation. Crypto companies must become educators, simplifying complex ideas without downplaying risks. Hype must give way to clarity; speculation must yield to responsibility.

Some homegrown platforms, including FlashChange and other emerging African crypto brands, have begun prioritising financial literacy and user education. That shift is encouraging, but it must become the industry norm, not the exception.

## Trust as a Strategic Asset

Trust in financial institutions is fragile globally, but particularly so in emerging markets where currency devaluation and policy uncertainty are familiar experiences. Crypto gained traction in Nigeria partly because people sought alternatives.

Still, crypto companies cannot assume automatic trust. In traditional banking, trust has been built over decades.

In crypto, trust is built in real time, on social media, customer support channels, and community forums.

A single outage, security breach, or regulatory misunderstanding can escalate into a reputational crisis. Silence is read as guilt. Ambiguity feels deceptive. Delay looks incompetent. In Nigeria's fast-moving digital ecosystem, communication speed must match market speed.

Nigeria's policy evolution on crypto reinforces this point. In December 2023, the Central Bank of Nigeria (CBN) issued guidelines allowing banks to open accounts for Virtual Asset Service Providers, effectively shifting from restriction to regulation. The CBN acknowledged that global trends demand oversight, not exclusion, while warning of risks related to money laundering, terrorism financing, and consumer protection gaps.

The Securities and Exchange Commission (SEC) has echoed this stance, emphasising that Nigeria's digital asset future must be anchored on innovation, collaboration, and trust, with clear licensing and investor protection frameworks.

The message is clear: crypto is now part of Nigeria's financial architecture, and communication is central to compliance.

## A Young, Digital Audience

Nigeria's demographics explain crypto's momentum. According to the National Bureau of Statistics, over 63 percent of Nigerians are under 25, and internet penetration now exceeds 50 percent, driven largely by mobile broadband. This digital-native population consumes information quickly, questions authority openly, and shapes narratives in real time. Corporate communications teams must engage this audience with transparency and relevance, not marketing noise.

## Crisis Communications in a 24/7 Market

Crypto markets never sleep. Crises do not respect office hours. Hacks, liquidity shocks, and regulatory announcements can happen at any moment.

Communications teams must therefore operate like newsrooms prepared, responsive, and coordinated. Pre-approved crisis playbooks, trained spokespersons, and real-time monitoring are no longer optional.

Most importantly, crisis communication must be human-

centred. Nigerians want clear answers: Is my money safe? What happened? What comes next?

Brands that respond with honesty and empathy endure. Those that hide behind jargon do not.

## Narrative Capital vs Market Share

In Nigeria's crowded fintech and crypto space, companies often compete on fees and features. But the most durable advantage is narrative capital the credibility and emotional connection built over time.

Narrative capital determines whether users stay during downturns, regulators listen during consultations, and the media seek your voice. Platforms like FlashChange have a responsibility to tell Africa's crypto story with authenticity, data, and purpose.

## From Evangelists to Translators

Nigeria no longer needs crypto evangelists promising disruption. It needs translators, professionals who connect blockchain to remittances, wallets to small businesses, and decentralisation to economic opportunity.

As crypto matures, corporate communications will increasingly determine its legitimacy. Code may power platforms, but communication powers confidence. And confidence, more than any algorithm, will decide whether digital finance fulfils its promise for Nigeria.

*John Kokome is the Corporate Communications Manager at FlashChange, a fintech platform redefining secure digital asset exchange. With experience across fintech, cryptocurrency, telecoms, and development communications in Africa. He currently leads strategic storytelling, reputation management, and stakeholder engagement initiatives at the company, focusing on building trust, transparency, and financial literacy in the digital assets space. John's work sits at the intersection of policy, technology, and public perception, with a strong emphasis on Africa-first narratives and responsible innovation. He has contributed opinion pieces and thought leadership articles on governance, youth empowerment, branding, and Nigeria's evolving digital economy.*

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# The Golden Rhythm: How the Super Eagles and Goldberg Defined AFCON 2025

**A**s the final whistle blew at the 2025 Africa Cup of Nations (AFCON) in Morocco, the scoreboard told one story, but the streets of Lagos, Mushin, and Ikorodu told another. While the Super Eagles walked away with a hard-fought bronze medal after a tense penalty shootout victory over Egypt, the tournament proved that Nigerian football is measured by more than just silverware—it is measured by a pulse. Through its ambitious “Our Beat, Our Gold” campaign, Goldberg Lager Beer spent the tournament proving that the rhythm of the game exists as much in the stands and viewing centers as it does on the pitch. A Campaign Built on Belief The journey began with a spark of dominance in Fez, where Nigeria secured a 2–1 victory over Tanzania. That opening match set the tone for what Goldberg’s Senior Brand Manager, Kunle Aroyehun, described as the “AFCON magic.” “Football in Nigeria is not just watched; it’s lived,” Aroyehun noted during the group stages. To capture this, Goldberg transformed the tournament into a



communal pilgrimage. From the Teslim Balogun Stadium in Surulere to the Abesan community and Rowe Sport Centre in Yaba, fan hubs became

cathedrals of passion. These centers didn't just show a game; they blended live football with music and cultural activations, recreating the stadium's electricity for those thousands of miles away from Morocco.

### By the Numbers: Africa's Most Expressive Side

On the turf, the Super Eagles were nothing short of a spectacle. Despite the ultimate prize proving elusive, Nigeria emerged as the most prolific attacking force on the continent. The statistics from the 2025 campaign paint a picture of utter dominance:

- 14 Goals Scored: The highest tally of any team in the tournament.
- 27 Clear Chances Created: Leading the pack in creativity.
- 66% Average Possession: Dictating the tempo of every match.
- 5 Consecutive Wins: The longest winning streak of the competition.

Nigeria's ninth third-place finish further cemented its



status as the most consistent team in AFCON history. For Goldberg, these stats weren't just data points; they were evidence of a "bold and expressive" Nigerian spirit.

**The 'Golden Clan' and the Culture of Banter**  
 What truly separated this tournament from years past was Goldberg's focus on the experience of being a fan. The introduction of the "Golden Clan"—a group of cultural voices—brought the "gist," the humor, and the friendly banter of the streets into the national

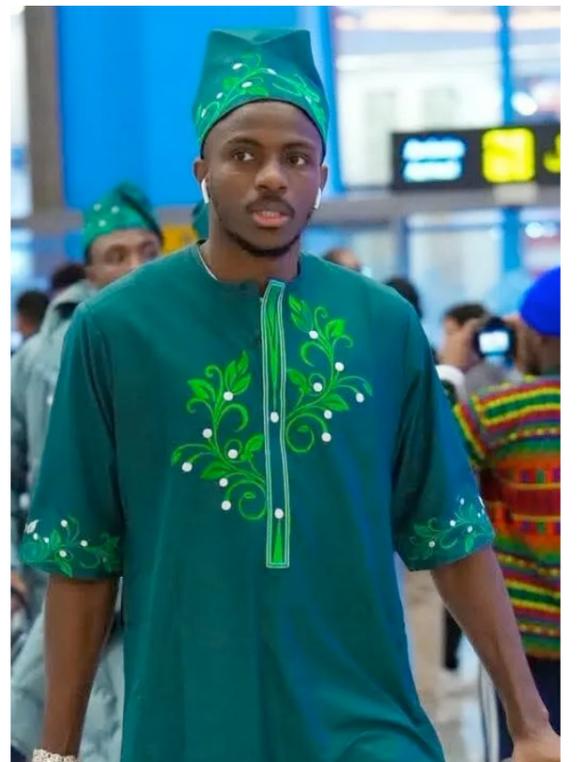


conversation.  
 “Our Beat, Our Gold na how Goldberg dey celebrate the way Nigerians take love football,” Aroyehun explained in the local parlance that defines the brand’s grassroots connection. “No be only the match, na the gist, the shout, the banter... That our collective energy na the beat, and to us, na pure gold.”

**Beyond the Bronze**

As the dust settles on AFCON 2025, the partnership between the "Official Beer of the Super Eagles" and the Nigerian footballing public remains unshaken. While the quest for a fourth continental title continues, the 2025 campaign proved that the bond between the fans and the team is the real prize. Laolu Babalola, Portfolio Manager, Mainstream Lager Brands at Nigerian Breweries Plc, summed up the sentiment perfectly: “We set out believing in gold, and while the final prize did not come, the journey mattered. The Super Eagles played with confidence, and the fans responded with loyalty. That connection is what this campaign was built around.”

The tournament may be over, but for Goldberg and the millions of fans who cheered from the Lagos Island to the Moroccan coast, the rhythm continues. In the world of Nigerian football, the beat never stops, and the heart stays gold.





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## The Calming Compass: Why Routines Matter for your little ones

Imagine a world without traffic lights, a schedule for work, or even a designated time for sleep. Sounds chaotic, right? For toddlers and preschoolers, who are still navigating a world overflowing with new experiences, routines act as a comforting compass, guiding them through their day and helps build a sense of security and stability.

### The Benefits of Routines

**Predictability and Security:** Routines provide a framework for the day, giving your babies a sense of what to expect. This predictability helps them feel safe and secure, reducing anxiety and meltdowns. Knowing what comes next allows them to anticipate and participate more readily.

### Improved Emotional Regulation

Routines set clear expectations around behaviors and activities. Knowing when it's time for a calming activity before bed helps them transition more smoothly. This consistency promotes emotional regulation and allows them to develop a sense of control over their environment.

### Enhanced Learning and Development

Routines create dedicated times for specific activities like playtime, mealtime, and story time. This structured approach allows them to focus better and optimize learning opportunities within each activity. Consistent nap and meal schedules also support healthy growth and development.

### Promotes Independence

As routines become familiar, your little ones anticipate what comes next and begin to initiate tasks independently. For example, knowing it's time for pajamas might prompt them to pick out their own nighttime outfit. This fosters a sense of accomplishment and encourages them to take ownership of their routines.

### Reduced Stress for Parents

Routines provide a much-needed structure for parents as well. Knowing bath time comes before bedtime allows for better planning and smoother transitions. This predictability reduces stress levels for parents, making it easier to handle those inevitable unexpected moments.

### Creating Effective Routines

**Age-Appropriate Structure:** Keep routines simple and flexible, adapting them as your child grows and their needs change. A 4-year-old might need more playtime than a 2-year-old. **Consistency is Key:** Strive for consistency as much as possible, even on weekends. This predictability helps your child feel secure and minimizes disruptions.

**Involve Your Child:** Allow your child some choice within the routine. Let them pick out pajamas from two pre-approved options or choose a bedtime story. This builds a sense of control and makes them feel more invested in the routine.

**Visual Aids:** Create visual aids like picture charts or clocks with designated activities to help younger children understand the flow of the day.

**Positive Reinforcement:** Celebrate your child's success

in following the routine. A simple "Good job getting ready for bed!" goes a long way.

**Dealing with Disruptions:** Life doesn't always follow a perfect schedule. There will be times when routines need to be adjusted due to illness, travel, or unforeseen events. Here's how to handle disruptions:

**Communicate Clearly:** Explain to your child what's changing and why. Even a simple "We'll have pancakes for dinner tonight because Grandma's coming!" can help ease any anxiety.

**Maintain Consistency: When Possible:** While some adjustments are inevitable, stick to familiar elements of the routine whenever possible. For example, even if bath time is later on a travel day, maintain the bedtime story routine.

**Be Flexible:** Expect some resistance to change. Be patient and offer reassurance.

Routines are not about creating rigid schedules or micromanaging every detail of your child's day. It's about providing a framework that fosters a sense of security and predictability. By embracing routines, you can create a calmer and more enriching environment for your toddler or preschooler to explore, learn, and grow. So, grab your compass – the journey of parenthood is a beautiful adventure, and routines can help navigate the way! For more information on parenting visit the Peak 456 website.

## Sahara Group Foundation, Plan International Nigeria Sign Strategic Partnership to Deepen Recycling Intervention

**S**ahara Group Foundation, the social responsibility division of international energy conglomerate, Sahara Group, has signed a Strategic Partnership Memorandum of Understanding (MoU) with Plan International Nigeria to deepen inclusive, community-led recycling interventions through its flagship Sahara Go Recycling Project.

The partnership brings together Sahara Group Foundation's waste-to-wealth expertise and Plan International's global leadership in child rights, gender equality, and community development, reinforcing a shared commitment to environmental sustainability, economic empowerment, and social inclusion, especially for vulnerable children, young people, and women.

Chidilim Menakaya, Director, Sahara Group Foundation, described the collaboration as a powerful intersection of climate action and human development. "Sahara Go

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environmental initiative; it is a deliberate platform for y inclusion, dignity, and sustainable livelihoods. Designed to in unlock economic opportunity at the grassroots, the initiative w transforms waste into value while creating pathways for s income generation and enterprise. Our partnership with Plan o International strengthens this vision by placing c empowerment and resilience at the core of our approach, iv ensuring that environmental responsibility translates into d lasting economic value, social inclusion, and shared n prosperity for households and communities".

0 Dr. Charles Usie, Country Director of Plan International Nigeria, who expressed excitement about the collaboration s said the partnership speaks directly to the kind of future we m want to build for girls and their communities.

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## Salt Consumption Takes Lead at Mirror Newspaper Conference

**S**alt consumption discuss will take the lead at Mirror Newspaper conference on April 23, 2026, at the LCCI, Ikeja, Lagos. The conference which is aimed at a promoting public health awareness and recognising outstanding but often overlooked contributors to national development, is with the theme: "X-raying the Salt: Safeguarding National Health". Stanley Ihedigbo, Managing Director and Editor-in-Chief of The Mirror Newspaper, organisers of the conference Ihedigbo, said Akinbode Oluwafemi, the Executive Director, Corporate Accountability and Public Participation Africa (CAPPA), will deliver the keynote address. According to Ihedigbo, Oluwafemi was selected



in recognition of his outstanding contributions to public health advocacy, corporate accountability and citizen participation across Africa. "Salt consumption remains one of the silent drivers of preventable illnesses in our society. This conference is our modest contribution to national development by drawing attention to an issue that affects millions of Nigerians daily," Ihedigbo noted. The organiser says the conference will bring together policymakers, public health experts, industry leaders and civil society organisations to examine the growing health risks associated with excessive salt consumption and its impact on national wellbeing.

## TikTok faces Widespread Outages Following Ownership Change

**I**n its first few days under new ownership, the U.S. version of popular video-sharing platform TikTok has faced widespread outages — as well as backlash from users, celebrities and politicians and rising interest in an alternative open-sourced video app and potential rival called Skylight Social, according to a report by Mediapost. On Thursday, TikTok announced that it had closed a deal to transition its U.S. business to TikTik USDS Joint Venture LLC, a consortium of investors which includes U.S.-based tech company Oracle, a tech company run by Larry Ellison, a Republican donor and close ally to President Donald Trump. According to TikTok's statement, the new, U.S.-based version of TikTok will operate under "defined safeguards that protect national security through comprehensive data protections, algorithm security, content moderation and software assurances for U.S. users." However, criticism has erupted over alleged censorship concerns on the



new U.S. TikTok, with creators like singer-songwriter Billie Eilish claiming that "TikTok is silencing people" with regard to unprecedentedly low views on videos that would typically succeed on the platform.

This includes Eilish's brother Finneas O'Connell's recent video criticizing the killing of protester Alex Pretti in Minneapolis, which received a low "like" count, although Finneas has 4 million followers. On Sunday, Steve

Vladeck, a professor of law at Georgetown University, stated on Bluesky that a video he made addressing ICE officers going into peoples' homes without warrants had been "under review" on TikTok for hours. Once it was uploaded, the video received under 30 "likes," although Vladeck has 13,000 followers. Megan Stalter, an actress known for her work on "Hacks" as well as her TikTok video presence, posted that she "tried for hours to upload the same video and it wouldn't show it to one person." Stalter added that she will delete her TikTok account permanently. These concerns have reached the government level as well, with Senator Chris Murphy (D-Conn.) recently posting about TikTok's alleged suppression of a user's criticism of ICE raids. "I know it's hard to track all the threats to democracy out there right now, but this is at the top of the list," Murphy wrote on X.



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## Lebara Nigeria turns to Agent Onboarding after Missed 2025 Launch

Lebara Nigeria, a subsidiary of the London-headquartered mobile virtual network operator (MVNO), is ramping up infrastructure investments as it seeks to regain momentum following delays to its planned 2025 commercial rollout. The MVNO has launched an Agent Registration Portal (ARP), a digital onboarding platform, designed to expand its retail and point-of-sale (POS) footprint across the country ahead of full-scale operations. “The Agent Registration Portal is a key part of our strategy to scale Lebara’s retail presence nationwide,” Mary O. Akin-Adesokan, Chief Operating Officer of Lebara Nigeria, noted in a statement shared with TechCabal. “It allows us to onboard partners faster, ensure full compliance, and provide both small retailers and large distributors with a transparent and reliable way to do business with Lebara.”

The ARP marks Lebara Nigeria’s latest pre-launch move as the company seeks to build brand presence, distribution capacity, and market readiness while its network launch timeline stretches into 2026. Through the new portal, Lebara aims to create awareness, build trust within the retail channel, and open up partnership opportunities for Nigerians looking to become agents, distributors, or POS operators. Small and medium enterprises, independent distributors, SIM card vendors, and retailers can complete the entire onboarding process online via the Lebara Nigeria website. Once approved, partner locations are activated as Lebara Point-of-Sale outlets and authorised to sell SIM starter packs, data bundles, vouchers, and other services. The rollout forms part of a national onboarding campaign running from



January to March 2026, targeting both small-scale agents and large distributors.

Lebara says the approach is designed to ensure rapid national reach while maintaining strict compliance and verification standards, a key requirement in Nigeria’s tightly regulated telecoms environment. The onboarding process follows a structured digital flow, beginning with account creation and document uploads and progressing through compliance checks, verification, approval, and activation. Applicants are required to submit their National Identification Number (NIN), a valid government-issued Identification card, Tax Identification Number (TIN), and address details. Where documentation is complete, the process can be concluded within 30 minutes, with confirmation and next steps sent by email. The Agent Registration Portal builds on Lebara Nigeria’s earlier Number Reservation Portal, launched to give

prospective customers early access to personalised phone numbers ahead of the network going live. Through that platform, users can reserve preferred numbers, such as memorable dates or culturally significant digits. This signals Lebara’s readiness and early interconnectivity with Nigeria’s major mobile networks, including MTN, Airtel, Glo, and 9mobile. Lebara was licenced by the Nigerian Communications Commission (NCC) as a Mobile Virtual Network Operator and had planned to launch commercial services in the third quarter of 2025, using leased capacity from existing mobile networks rather than building its own infrastructure. While that timeline has slipped, the company says its market proposition remains intact. Positioned as a challenger brand, Lebara Nigeria plans to “sell minutes, not airtime,” offering usage-based voice bundles and tailored data packages.

## Airtel Africa Hits 81,500km Fibre Network as Data Demand Surges

Airtel Africa, one of the largest telecommunication companies on the continent, expanded its fibre network to more than 81,500 kilometres as of December 2025, reinforcing its drive to improve connectivity across its 14 markets, according to the company’s latest financial report. The company added about 4,000 km of new fibre in the past nine months, pushing population coverage to 81.7%, up 0.6 percentage points from last year. The fibre rollout is part of an accelerated investment programme that saw Airtel Africa spend \$603 million in capital expenditure, up 32.2% from the previous period. The company also deployed around 2,500 new sites to enhance network coverage and capacity, as demand for high-speed data continues to surge across the continent. Chief executive officer, Sunil Taldar, said the continued infrastructure build-out reflects the operator’s confidence in the long-term growth potential of its markets.

“These results highlight the strength of our strategy, with strong operating and financial trends across the business,” Taldar said. “We accelerated investment to enhance coverage and data capacity while also expanding our fibre network. Coupling this investment with innovative partnerships strengthens our customer proposition and positions us to capture the considerable growth opportunity across our markets.” Airtel Africa’s growing fibre footprint is critical to supporting rising smartphone adoption, now at 48.1% penetration, as well as the increasing need for reliable, high-speed connectivity for homes, businesses, and digital services.



A broader fibre backbone lowers the cost of delivering data, improves network resilience, and enables the faster rollout of advanced services such as mobile money, home broadband, and enterprise connectivity.

The expansion also positions Airtel Africa to better integrate emerging technologies, such as AI-driven network optimisation and digital service automation, to improve customer experience. The investment push coincides with robust financial performance. Group revenue grew 28.3% in reported currency to \$4.67 billion, while constant currency revenue rose 24.6%. Nigeria led growth with a 50.6% constant currency revenue expansion, driven by tariff adjustments and supported by a sharp appreciation of the naira during Q3 2026.

Francophone Africa and East Africa also recorded double-digit growth.

Mobile services revenue rose 26.6%, with data revenue surging 36.5%, while mobile money revenue climbed 34.9%, reflecting the growing relevance of digital financial services. Airtel Africa is also deepening partnerships to complement its fibre rollouts. In December 2025, it became the first African operator to partner with SpaceX’s Starlink Direct-to-Cell service, enabling satellite-based mobile connectivity in areas without terrestrial coverage. The company also signed major infrastructure-sharing agreements with Vodacom and MTN to accelerate network expansion in Tanzania, the DRC, Uganda, and Nigeria.

## Alpha Morgan Bank Backs Cultural Preservation at the 2025 Iganmode Festival

Alpha Morgan Bank was among the major sponsors of the recently held Iganmode Cultural Festival (Odun Omo Iganmode) in Sango-Otta, an event that celebrated the rich cultural heritage, history, and identity of the Awori people of Ota.

The festival, a significant annual cultural gathering in the ancient town of Ota, came alive with a vibrant display of tradition, music, dance, colourful regalia, and performances that reflected the deep-rooted customs of the Awori people. Following the recent launch of Alpha Morgan Bank's Sango-Ota branch, the event sponsorship further underscores the Bank's commitment to supporting local initiatives, preserving culture, and promoting community development in Ota.

The ceremony attracted an impressive lineup of distinguished guests, including former President of Nigeria, His Excellency Chief Olusegun Obasanjo; the Deputy Governor of Ogun State, Engr. (Mrs.) Noimot Salako-Oyedele and the Olota of Ota, His majesty Prof Adeyemi Obalanlege, alongside several other traditional rulers and members of royal households from across Ogun State. Their presence further underscored the cultural and historical importance of the festival to the people of the state.

Alpha Morgan Bank's participation as a major sponsor highlights its commitment to supporting initiatives that strengthen community values and promote Nigeria's cultural heritage. The Bank joined thousands of attendees in celebrating a festival that has continued to serve as a symbol of unity, pride, and continuity for the people of Ota.

The 2025 edition of the Iganmode Festival was widely regarded as a success, leaving participants and guests



with lasting impressions of a colourful, well-coordinated communal harmony. celebration that honoured tradition while fostering

## PalmPay celebrates Valentine's with #LoveWithPalmPay Campaign

This Valentine's Day, PalmPay is celebrating love in all its forms with the launch of #LoveWithPalmPay, a campaign highlighting how simple, everyday shared money moments can bring relationships closer.

Valentine's Day is more than grand gestures; it's built on the small, meaningful actions that shape relationships, sending timely support, saving together, or managing shared responsibilities. PalmPay encourages users to share 30-60 second real-life stories, either solo or duet style, showing how PalmPay always works and has helped them support or stay connected with someone they love. The campaign runs from February 9th to 21st across Facebook, Instagram, X (formerly Twitter), and TikTok. Four winners will receive N100,000 each week for two weeks, totalling a prize pool of N800,000. Entries can take many forms, including couple videos, solo stories, split-screen duets for long-distance couples, or voiceover narratives with photos or clips, making the campaign inclusive for marr

How to participate:

Share an authentic love story about your partner Clearly show PalmPay in action (transfers, savings, or other in-app activities) Be creative and emotionally engaging Post between February 9th - 21st with the hashtag #LoveWithPalmPay Share on any of PalmPay's social media platforms "Love evolves, and so do relationships," said Olorunfemi Hanson, Head of Marketing and Communication, PalmPay. "From dating to parenthood, the small money moments we share every day play a big role in keeping us connected. With #LoveWithPalmPay, we want to celebrate those stories and show how PalmPay always works, making everyday love simpler, reliable, and meaningful." This Valentine's Day, PalmPay celebrates love as it truly is real, intentional, and built on shared moments.



PalmPay is a leading digital banking platform driving financial inclusion and economic empowerment in underserved emerging markets. Through its secure, user-friendly, and inclusive suite of financial services, PalmPay empowers individuals and businesses with tools to manage and grow their money.

PalmPay offers a comprehensive range of products, including mobile payments, savings, and micro-

insurance via its app and mobile money agent network.

Since launching in Nigeria in 2019 under a Mobile Money Operator license, the platform has grown to over 35 million app users and processes up to 15 million transactions daily. PalmPay has operations in Nigeria, Ghana, Tanzania, and Bangladesh. For more information, visit [www.palmpay.com](http://www.palmpay.com) married couples, parents, and long-term partners.



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## Men's Football Transfer Fees Hit Record \$13bn – FIFA

International transfer fees in men's football hit a record \$13.08 billion (10.9 billion euros) in 2025, world football's governing body said on Wednesday.

FIFA said in its annual Global Transfer Market report that there was an all-time record of 86,158 international transfers completed in 2025. Women's football accounted for 2,440 transfers (+6.3%) and total spending of \$28.6 million, a year-on-year increase of more than 80%. The joint transfer total from men and women's football, professional and amateur, of \$13.11 billion represents more than 50% above the spending in 2024 and 35.6% higher than the previous record, set in 2023.

In men's professional football, clubs from England were

# FIFA

once again both the number-one spender and the number-one recipient of transfer fees, with \$3.82 billion spent on

incoming transfers and \$1.77b received for outgoing transfers in 2025.

Brazilian clubs led the way in terms of the total number of transfers, with 1,190 incoming and 1,005 outgoing transfers.

French players were those for whom clubs shelled out the most (\$1.67b), followed by Brazilians (\$1.21b).

The three biggest spending clubs were Premier League outfits Manchester City, Liverpool and Chelsea. City take top spot from current Champions League winners Paris Saint-Germain, who now do not figure in a top 20 dominated by 11 English clubs.

## Porto Battle Besiktas for Moffi

Portuguese giants Porto and Turkish side Besiktas are both monitoring the situation of Nigerian striker Terem Moffi, whose future at OGC Nice is increasingly uncertain, PUNCH Sports Extra reports. The 26-year-old forward is reportedly seeking to terminate his contract following tensions with supporters, opening the door for potential moves elsewhere. Porto are considering signing him on loan, with coach Francesco Farioli, familiar with the striker from their time on the Côte d'Azur, reportedly leading the push. Moffi is among Porto's attacking targets alongside Fabio Silva, and his market value is estimated at €10m.

"Like Fábio Silva, Terem Moffi (26 years old) is on FC Porto's list of potential recruits for the striker position. The forward has played 786 minutes this season with Nice for just 3 goals," Antena1 RTP reported. Meanwhile, Besiktas, preparing to part ways with Tammy Abraham, have also previously shown



interest in the Nigerian forward.

Sabah reported that the Turkish club is monitoring Moffi's

situation closely, though no formal approach has been made, and the Black-Whites are yet to take a definitive stance on the potential signing.

Moffi has enjoyed a productive career across Europe, previously featuring for Kortrijk, Riteriai, Kauno Zalgiris, Lorient, and now Nice. In 213 appearances, he has scored 86 goals and provided 12 assists. With 19 caps and 4 goals for Nigeria, he remains a sought-after talent capable of bolstering either Porto's or Besiktas' attacking options. Since joining Nice from Lorient for €22.5m in the 2023/24 season, he has endured a difficult spell in Ligue 1. Incidents during the matchday 14 of the ongoing campaign, when Nice lost 3-1 to Lorient, saw the team bus blocked and players, including Moffi and Jeremie Boga, physically and verbally attacked by frustrated fans. The French Football Players Association publicly supported both players following the events.

## FIFA silent as Spain claims host of 2030 World Cup final

The 2030 men's World Cup final will be held in Spain, according to the president of the country's football federation.

As reported by BBC Sport on Tuesday, Spain is co-hosting the tournament alongside Portugal and Morocco, with the opening three matches set to be played in Uruguay, Argentina, and Paraguay to mark the competition's 100th anniversary.

Spanish Football Federation president Rafael Louzan said Spain would stage the final, pointing to the country's experience of hosting major sporting events. "Spain has proven its organisational capacity over many years," Louzan said. "It will be the leader of the 2030 World Cup and the final of that World Cup will be held here."

No further details were provided on the venue, but Real Madrid's Santiago Bernabeu stadium and Barcelona's Nou Camp are viewed as the leading candidates.

World governing body Fifa, which has the final decision on match venues, has not yet confirmed where the final will be staged.

The BBC has approached FIFA, as well as the Portuguese and Moroccan football federations, for comment.

Morocco has previously expressed a desire to host the final in Casablanca at the Grand Stade Hassan II. The



stadium, which is due to be completed in 2028, is expected to have a capacity of 115,000, making it one of the largest football stadiums in the world. Last year, Morocco's Royal Football Federation president Faouzi Lekjaa said he hoped the stadium would stage a World Cup final, potentially against Spain. The 2030 World Cup will be the first to be staged across three

continents, with matches in Europe, Africa and South America. The tournament marks 100 years since the first World Cup, which was held in Uruguay in 1930. While Spain's football federation has expressed confidence about hosting the final, the decision ultimately rests with FIFA, which is expected to confirm key venue details closer to the tournament.



## Brandessence Team

Publisher: 3BrothersMedia

Creative Director/Editor - in - Chief: Udosen Oma Melvin

Editors: Adwin Monoyo, Gladys Johnson, Chidubem Nwaoso

Marketing & Circulation: Godwin Etchie, Morgan Thomas, Chidiebere Ohadebere, Rasaq Awosanya

Layout and Design: 3BM Team

Client Services: Mary Princess Udosen, Keri Idong

Media Consultants: Ikem Okuhu, Goddie Ofose, Azuka Onwuka

Contributing Editors: Daniel Obi, Adedeji Ademigbuji

Photography: Ochai Samuel | Amine Imagery

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Brandessence is a knowledge base promotional magazine that collaborate brands and consumers together by providing information about brands through promotional content, campaigns, advert, events and interviews. Our goal is to connect brands with customers. Our philosophy is to strategically connect the best, upcoming and most respected brands to the customer in a way that is targeted, relevant and effective.

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Office: Plot 1436, Sanusi Fafunwa Street, Victoria Island, Lagos, Nigeria

Tel: +234 803 043 5456, 0816 299 8402

Email: info@brandessencenigeria.com

Website: www.brandessencenigeria.com

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All correspondence to info@brandessencenigeria.com

BRAND NEW



## Unity Bank Boosts Customer Experience with Enhanced Unifi Mobile app

Unity Bank has launched an upgraded version of its mobile banking platform, Unifi, as part of ongoing efforts to improve customer experience on the Bank's digital Banking platform and reinforce its proposition in ebusiness.

The latest update, Unifi version 2.3, introduces a suite of improved features designed to enhance usability, security, and convenience for customers.

Key upgrades include enhanced security protocols, expanded quick-action functionalities, improved bill payment options, and an updated Nigeria Quick Response (NQR) feature to support faster and more secure QR code transactions.

A key aspect of the rollout builds on the Bank's continued investment in digital and security infrastructure, aimed at safeguarding customer data, ensuring secure payments and enabling safe, real-time transactions across channels. Adenike Abimbola, Divisional Head, Retail, SME, Digital Banking & Fintech Partnerships at Unity Bank, said the improvements are built on the back of continuous interrogation of the platform to be more responsive to customer feedbacks which are being received overtime in our interactions



and engagements. "Digital banking has become an integral part of everyday life, particularly for retail customers who expect speed, dependability, convenience, and security as standard. With the latest upgrade to Unifi, we are responding directly to these expectations by enhancing functionality, strengthening security, and simplifying key payment and transaction journeys. Our goal is to ensure that customers can carry out their banking activities seamlessly, confidently, and without friction, anytime and anywhere."

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