

THEME

FOCUS
2020

**The State of the
Nigerian Real Estate
Market**



**Thursday 20th
FEBRUARY, 2020**



10:00AM



**CIVIC CENTRE, OZUMBA
MBADIWE, VI., LAGOS**

THE VISION & OBJECTIVE OF THE REFINED INVESTOR SERIES

The Refined Investor Series will generate high level conversations about unlocking Africa's real estate investment strategies and opportunities using the Nigerian property market as a spring board. It will also showcase a highly profiled and selective pool of value engineered investment opportunities in key locations. The Refined Investor Series will attract Affluent and High Net worth Nigerians, along with Executive level professionals and real estate investors based in Nigeria and abroad.

Our key objective and mission through the Refined Investor Series have always been to "Inspire Confidence" in the Nigerian real estate market, through providing a platform for high-level insights and intelligence. As a company, we are on a quest to raise the standards in the real estate sector to international levels as we contribute to building the future of Real Estate in Nigeria.

UDO OKONJO

CHAIRMAN/CEO, FINE & COUNTRY WEST AFRICA



WHO SHOULD ATTEND?

- Real Estate Developers
- Professionals and Entrepreneurs
- Real Estate Investors
- Wealth Portfolio Managers
- Real Estate Practitioners
- First time home buyers
- Millennials
- Nigerians in Diaspora
- High Net worth Individuals



The State of the Nigerian Real Estate Market

This year's Refined Investor Series will provide actionable insights for Real Estate investors to connect, co-create and leverage rare, mutual opportunities in the sector which will be curated by Fine and Country WA. This year's edition will point smart investors to strategic collaborations as well as guide them through efficient visioning, planning and management of their real estate investments.

It will also showcase a highly profiled and selective pool of value-engineered investment opportunities in key locations.

The Refined Investor Series will attract Affluent and High Net worth Nigerians, along with Executive level professionals and real estate investors based in Nigeria and abroad.

DEMOGRAPHICS OF PARTICIPANTS

BY INDUSTRY



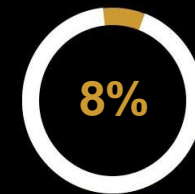
PROPERTY DEVELOPERS



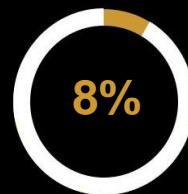
INSTITUTIONAL INVESTORS



HNI / PRIVATE WEALTH INVESTORS



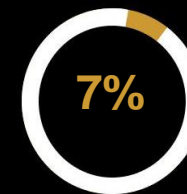
FINANCIERS / FUNDS AND ASSET MANAGERS



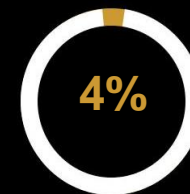
ENGINEERING & CONSTRUCTION



LEGAL & PROPERTY



REITS



4%



PROGRAM



10:00am – 2:00pm



ASTUTE INVESTORS ROUNDTABLE

- FOCUS 2020; State of the
Real Estate Market

FEATURING

STATE OF THE REAL ESTATE
MARKET REPORT | 2020

WHY ATTEND?

The Annual Refined Investor Series 2020: FOCUS 2020, seeks to achieve the following:

- **Knowledge Share:**
High-value, Accurate, Current, Expert real estate insights beneficial to real estate developers, investors, practitioners and enthusiasts.
- **Thought Leadership:**
Listen and meet thought-leaders within the real estate industry who will highlight prevailing issues in the Real Estate industry.
- **Networking:**
Access to high level real estate and multi-industry stakeholders, decision makers and captains of industry.
- **Exhibition:**
Gain access to a wide array of small to medium good value real estate investments and projects.
- **The 2020 Nigerian State of the Real Estate Market Report:**
The 2020 Refined Investor Series will feature a special report, carefully curated by a professional team of real estate consultants, investors and advisors

Over the years, the Refined Investor Series has attracted global thought-leaders as speakers/keynote speaker:

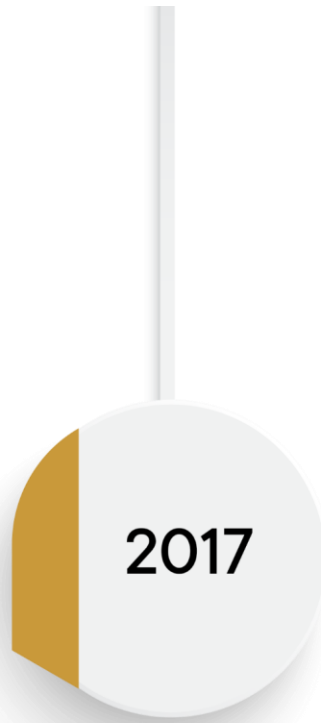
- Mr. Atedo Peterside, Chairman, Stanbic Group.
- Mr. John Woodruff, Head, Trade & Investment, British Embassy, Angola.
- Mr. Jim Ovia, Chairman, Zenith Bank.
- Mr Austin Avuru, CEO/Executive Director, Seplat Plc
- Prof. Fabian Ajogwu SAN, Founding Partner, Kenna Partners.
- Dr. Emmanuel Ibe Kachikwu, Hon. Minister of Petroleum Resources. Etc.

THE JOURNEY...

REFINED INVESTOR SERIES
accurate, current & expert real estate insight



Theme:
COLLABORATING
FOR NEW HEIGHTS
AND NATIONAL
GROWTH; LAGOS,
NIGERIA



Theme:
TAKING NIGERIA TO
THE WORLD
LONDON, UK



Theme:
OUT OF THE BOX;
UNLOCKING SMART REAL
ESTATE OPPORTUNITIES
DURING A RECESSION.
IKOYI, LAGOS, NIGERIA



Theme:
BUILDING THE
FUTURE OF REAL
ESTATE IN NIGERIA
VICTORIA ISLAND,
LAGOS, NIGERIA



2018: COLLABORATING FOR NEW HEIGHTS AND NATIONAL GROWTH; LAGOS, NIGERIA

The 2018 Refined Investor Series was a huge success (or if you prefer- another mega-hit!). Fine & Country collaboration with PwC (as knowledge partners) presented a platform for high level, accurate, current & expert real estate insights, intelligence & solutions for the real estate industry with a special feature on Real Estate Joint Ventures.

The Refined Investor Series undertook a multi-sector industry approach, drawing lessons from Oil & Gas, Finance, Taxation, Legal, Media, etc. to develop a detailed and comprehensive discourse for successful joint ventures in the real estate sector.

The special feature; **Joint Venture Roundtable** conducted a thorough evaluation of case studies in the real estate sector with various industry leaders sharing from the lessons, war stories & wins, bringing to fore salient tools & strategies for navigating success real estate joint venture partnerships.





2017: TAKING NIGERIA TO THE WORLD LONDON, UK

The 2017 Refined Investor Series (UK Diaspora and International edition) held on the 6-7th of October in the exclusive and historic Landmark Hotel, London. It was our company's joint attempt with our partner Business Day to create a platform for inspiring confidence amongst a critical but often left out and underserved constituent, Nigerians in Diaspora, who have the potential to play a significant role in our national development if they are engaged in a meaningful way. Our mission was to create an opportunity for these accomplished professional and business men and women to connect with and celebrate the Nigeria that is emerging, the Nigeria that is possible and the Nigeria that is now- which they can get a slice of, whether through real estate investment or through buying into a future that we all have a responsibility of building.



REFINED INVESTOR SERIES
UK DIASPORA EDITION
TAKING NIGERIA TO THE WORLD
LONDON, 2017

Event: Fri, 6th - Sat, 7th October 2017 | Time: Day 1: 8:00am - 9:30pm | Day 2: 9:00am - 4:00pm | Location: Landmark Hotel, 212 Manchester Road, London W14 9AG, Greater London, UK

The Refined Investor Series created by Fine & Country in collaboration with Business Day is a collaboration of like-minded individuals, working together to create a platform for inspiring confidence and connecting like-minded individuals with the opportunities for growth and investment in Nigeria.

Speakers include: **MARKUS GUNDEL** (CEO, Fine & Country), **DAVID GUNDEL** (CEO, Fine & Country), **DR. PHILIP OBI** (CEO, Access 360), **DR. JAY OBI** (CEO, Access 360), **DR. JAY OBI** (CEO, Access 360), **DR. JAY OBI** (CEO, Access 360).

Sponsors: **FINE & COUNTRY**, **BUSINESS DAY**, **ACCESS 360**, **ONE FORTY ONE TOWER**, **AMARA**, **AMARA**, **AMARA**.

FINE & COUNTRY
fineandcountry.com
REFINED INVESTOR SERIES

2020



The State of the Nigerian Real Estate Market



2016; OUT OF THE BOX; UNLOCKING SMART REAL ESTATE OPPORTUNITIES DURING A RECESSION; IKOYI, LAGOS, NIGERIA

As Nigeria plunged into a biting recession in 2016 - it was imperative for Fine & Country as industry and thought leaders to spark the conversations about creative & strategic methods to keep the industry positive and profitable in the midst of unfriendly economic factors. The Refined Investor Series which held again at The Wheatbaker Hotel, Ikoyi, Lagos, Nigeria, had in attendance over 150 private investors with the participation of leading real estate stakeholders and high profile speakers including Mr. Atedo Peterside (Chairman, Stanbic Group), Mr. John Woodruff (Head, Trade & Investment, British Embassy, Angola), Mrs Udo Okonjo (CEO/Vice Chair, Fine & Country West Africa), Dr Femi Akintunde (MD, AM Facilities), Mrs Ugo Arinze (MD/CEO, Onyx Property Consultants, UK) Andrea Geday (MD, Elalan Construction) amongst other notable special guests and speakers. We also had in partnership-First Bank Private Banking, Standard Chartered, Fidelity Bank, Business Day, Giant Beverages, Ventures Africa, etc.





2015: BUILDING THE FUTURE OF REAL ESTATE IN NIGERIA VICTORIA ISLAND, LAGOS, NIGERIA

The maiden edition of the Refined Investor Series which held at the Civic Centre in Lagos, Nigeria, had in attendance over 200 private investors with the participation of leading real estate stakeholders including Quantum Luxury Properties, Cadwell, Luxury Villas Group, Granadines Homes, Asokoro Gardens, Zenith Bank, South Energyx Nigeria Limited, Eko Atlantic, Nestoil Limited, First Bank Private Bank, Orange Island, UPDC, Lagos State Ministry of Housing amongst others.



PARTNERSHIP/SPONSORSHIP PACKAGES

Refined (Exclusive) Developer Partner (N5,000,000)

- Speaking opportunity for 20 minutes.
- Provision of a prominent exhibition stand for video showcase of products and services to a select High Net worth audience in a focused environment.
- A full-page advert or editorial feature on your company in the event commemorative magazine. (Digital and hard copy edition).
- Logo representation in the event's brochure as a "Refined Corporate Partner to the Refined Investors Series (RIS) and the Institute of Real Estate Excellence (IREE) and in all pre and post communication collateral.
- Opportunity to distribute company or project brochure which will be handed to guests at the event.
- Complimentary full-page advert in the first quarter of the 2020 Refined Magazine. (Refined is a niche premium real estate marketing publication with 20,000 copies in printed quarterly and a digital distribution that reaches a highly targeted audience online of about 100, 000 eyeballs.)
- 5 VIP seating for your clients and corporate executives.
- Networking with all categories of speakers and guests.

PARTNERSHIP/SPONSORSHIP PACKAGES

Gold Developer Partner (N2,500,000)

- Speaking opportunity for 10 minutes.
- A full-page advert or editorial feature on your company in the event commemorative magazine (digital and hard copy edition).
- Logo representation in the event's brochure as a "Gold Corporate Partner to the Refined Investors Series (RIS) and the Institute of Real Estate Excellence (IREE) and in all pre and post communication collateral.
- Complimentary half page advert in first quarter of the 2020 Refined Magazine. (Refined is a niche premium real estate marketing publication with 20,000 copies in printed quarterly and a digital distribution that reaches a highly targeted audience.)
- 3 VIP seating for your clients and corporate executives.
- Networking with all categories of speakers and guests.

ADVERT PACKAGES

GOLD AD PACK

N1,000,000

A full page (outside back cover) advert (Digital and hard copy edition) in the Refined Investor Series commemorative magazine, which would be distributed to the over 1000 high net worth investors. - includes one month online marketing on Fine and Country digital platforms. Two delegate passes to attend the Refined Investors' Series.

SILVER AD PACK

N500,000

A full page (Inner pages) advert in the event commemorative magazine (Digital and hard copy edition) - includes 1-month online marketing on Fine and Country digital platforms. 1 delegate pass to attend the Refined Investor Series.

BRONZE AD PACK

N350,000

A half page (inner pages) advert or editorial feature on your company in the event commemorative magazine (Digital and hard copy edition) and 1 ticket to attend the Refined Investor Series.

EXHIBITION OPPORTUNITY

Gold Exhibition Pack (N700,000)

- i. 1 VIP access into the Refined Investor Series masterclass.
- ii. Exposure to 150 + HNI and 150+ upwardly mobile audience.
- iii. Feature in Refined Investor Series Commemorative Magazine.
- iv. Prominent feature of your brand in pre-event media awareness (online & offline).
- v. Prominent feature of your brand in post-event media awareness (online & offline).

Silver Exhibition Pack (N500,000)

- i. Exposure to 150 + HNI and 150+ upwardly mobile audience.
- ii. Feature in Refined Investor Series Commemorative Magazine.
- iii. Feature of your brand in pre-event media awareness (online & offline).
- iv. Feature of your brand in post-event media awareness (online & offline).

SOME OF OUR PREVIOUS SPONSORS



THE NEED

Africa's real estate landscape usually referred to as developing- presents a unique opportunity for Nigeria to take the lead and provide direction for local, diaspora & foreign investors to foster development. The prevalent need for current, accurate & expert real estate and economic insight must be matched with innovative solutions and consolidation of the advantages to be found in the continent-with Nigeria as a springboard.

THE SOLUTION

The Refined Investor Series is a distinctive high-level platform that drives solution oriented accurate, current and expert insights that proffer solutions to industry concerns and also focused on exceptional real estate opportunities that are safe, secure and sustainable. The event is targeted at Affluent and High Net Worth Individuals, Astute Investors, Private Wealth Advisors, Nigerian Professionals and Entrepreneurs.



The State of the Nigerian Real Estate Market

FOR REGISTRATION, SPONSORSHIP & EXHIBITION

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