



Flourish Securities Investment and Trust Limited

Brief Company Profile

September 2020

Flourish Securities Investment and Trust Limited

Company Overview

- Flourish Securities Investment and Trust Limited (“Flourish” or “FSITL”) offers up-to-date Trustee, Investment and Financial Services to clients and investors.
- FSITL is fully registered with the Securities and Exchange Commission (SEC) as the apex regulatory authority of the Capital Market by virtue of the Securities and Investment Act and has met with all the necessary requirement by SEC to provide the following services:
 - Trusteeship
 - Fund Management
 - Portfolio Management
 - Investment Advisory Services
- Flourish was established in 2007 and is headquartered in Lagos, Nigeria.

Strategic Goals

- To be at the forefront in the provision of top-quality asset management and trusteeship services within our core competence areas.
- Build structural and organizational capacities aimed at achieving our vision and mission, thereby winning the lion share of the market.
- Expand and foray into new profitable business / service lines such as stockbroking and unit trust schemes.
- Continue to build a competent, top-tier, driven team with the requisite desire to carve our niche in the evolving market place.
- Become the undisputable market leader with quality mandates, right calibre of clients, a demonstrated track record of shareholder value creation and an efficient delivery of products and services.
- To be a best-in-class asset management company that places a premium on professionalism, personalized services, integrity and attractive return on investment

Our Core Values



1

INTEGRITY

2

PERFECTION

3

PROMPTNESS

4

TECHNOLOGICAL SAVVY

5

EFFICIENCY

Flourish Offers a Diverse, Valuable and Complementary Breadth of Services

*Complementary Range
and Suite of Services*

TRUSTEESHIP

- Charged with the responsibility of safeguarding the interest of investors.
- Ensures that investor's financial assets are properly utilized, managed and realized as agreed.
- Ensures that the return on such investment is forwarded as at when due.
 - Flourish serves in this capacity to debenture and bond holders and Unit Trust Schemes.
 - Draw up appropriate Trust Deeds, which specify the rights that can be exercised by debenture holders, in Unit Trust Scheme and other special purpose vehicle investment transactions.
- Manages endowments, grants, donations, provident funds, estates and wills for individuals

FUND MANAGEMENT

- Offers a wide range of funds management services to individuals, corporate bodies, clubs and societies
- Ensures the safety of clients' funds, maximization of returns on investment, as well as prompt and smooth payment upon maturity of funds.
- Flourish is in a unique position to make the marriage between expertise and delivery in both Pension Funds Administration and Investment Management, thereby producing the very best results for our clients.

PORTFOLIO MANAGEMENT

- Serves institutions, individuals and corporate investors in areas of their needs in the portfolio management
- Provides innovative investment advice on quoted stocks to meet the diverse needs of investors.
- Screens to discover under-valued stocks that can give maximum return in the capital markets.
- Trades quoted and unquoted stocks as per client's mandates

INVESTMENT ADVISORY SERVICES

- Provides advice on the price of securities based on our insightful research resources and rich technical expertise.
- Provides access to our research database – e.g. weekly report distributions on quality investment recommendations.
- Carries out periodic evaluation and assessment of portfolio based on a review of the economic / operating environment, performance of individual, private and global portfolios and information on the future market outlook

Select Board Members & Key Stakeholders



Mrs. Folusho Olu-Ayeni
MD & CEO, FSITL

- Mrs. Folusho Olu-Ayeni is the Managing Director & Chief Executive Officer of Flourish Securities Investment and Trust Limited (FSITL).
- Prior to establishing and founding FSITL, she served as Managing Director & CEO of NICON Trustees Limited.
- She has to her credit more than 20 years of managerial experience in Accounting, Finance, Investment, Fund/Portfolio Management, Real Estate management, Trusteeship and General Corporate Management.
- By dint of hard work and unmatched productivity, she rose to senior management positions at NICON Insurance Corporation and its subsidiaries. Prior to that, she held senior management position in Investment and Accounts NICON Head Office and Lagos respectively where she was responsible for managing 58 branches
- She represented NICON on the Boards of many companies in Nigeria.
- She holds a Master degree in Banking and Finance from the University of Ibadan and a Bachelor's degree in Accountancy. She is an associate member of Chartered Institute of Marketing of Nigeria (ACIMN), and a Fellow of the National Institute of Marketing of Nigeria (NIMN).



Mr. Emmanuel Olu-Ayeni
*President & CEO,
 Starbright Consulting Ltd*

- Mr. Emmanuel Olu-Ayeni is the President and CEO Starbright Consulting Ltd and Starbright Consulting LLC USA
- Prior to that, he had a rewarding and blissful career in Nestle Nigeria, Central and West Africa, with 31 years of experience mainly in the Generating Demand side of the business i.e. Brand Management and Marketing Services (10 years), Sales Operations Management (11 years), Operations Improvement & Project Management (2 years), and General Business Management & Head of Business Unit (8 years).
- He retired in August 2012 as the Head of Business and CEO for Nestle Waters Nigeria (A business he managed from inception to breakeven and very profitable level)
- He is a respected Captain of Industry, serving on the Board of many companies: Chairman of Flourish Securities Investment and Trust Ltd, Chairman of Muyifolu Trading Company Ltd, and a Non-Executive Director of Nestle Trust Nig. Ltd.
- A respected Consultant and trainer on Marketing and Sales Management, Marketing Event Planning and Execution, Water Resources Management and Preservation, Water Education for Community of users, and Speaker in many International Leadership, Marketing and Sales Seminars in Nigeria, Africa, Middle East, Europe and America. A fellow of the Institute of Marketing of Nigeria and many other professional bodies in Nigeria

Select Board Members & Key Stakeholders (Cont'd)



Mr. Dammy Olu-Ayeni
*Executive Director,
 Bank of America*

- Mr. Dammy Olu-Ayeni is an Executive Director in the Investment Banking Division of Bank of America in New York. Prior to that, he was Senior Vice President in Investment Banking for Bank of America with coverage responsibility for the Middle East & North Africa region. Before that, he served as Chief Resource Officer for the Global Consumer & Retail Investment Banking Group at Merrill Lynch in New York.
- Dammy has led over \$125 billion of M&A, strategic advisory and capital raising transactions for the world's leading corporations and selected state governments in Africa.
- His extensive investment banking career spans over a decade with on-the-ground working experiences in New York, Dubai, Charlotte, Johannesburg and Lagos, Nigeria.
- Dammy holds a Bachelors in Finance from Howard University and an MBA with distinction from the prestigious Vanderbilt University.



Mr. Jimi Olu-Ayeni
*Senior Manager,
 PricewaterhouseCoopers*

- Mr. Jimi Olu-Ayeni is a Chartered Professional Accountant who currently works as a Senior Manager with PricewaterhouseCoopers LLP.
- He has over 10 years experience servicing clients from small to large public companies in various auditing and advisory roles. Jimi is a team lead with experience leading projects such as initial public offerings, external audits, assessment of internal controls and other ad-hoc advisory engagements.
- During his career, Jimi has been recognized for his strong ability to connect and engage with people developing deep business relationships. Jimi understands challenges that clients face in the evolving global business climate and leverages his extensive network to provide practical solutions.
- Jimi holds a Bachelor of Commerce degree from the University of Toronto (Canada).