



FACTS BEHIND THE LISTING

Haldane McCall Plc



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Haldane McCall Plc

RC.1020941

Listing by Introduction

on the Main Board of Nigerian Exchange Limited (NGX)

of

3,122,000,000 Ordinary shares of 50 kobo per share

at

₦3.84 per share

&

Presentation of Facts Behind The Listing
on Wednesday, November 20, 2024

Financial Advisers

FINMAL FINANCE SERVICES LIMITED



Issuing House/Stockbroker
to the Listing

TOLG ADVISORS



AFRICA PRUDENTIAL PLC



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Our Vision & Who we are

Brief History

Haldane McCall Plc (RC: 1020941), formerly Haldane McCall Ltd, was incorporated in September 2012 as a private limited company focused on the real estate business, with a very promising outlook. The company has successfully developed and marketed luxury residential apartments in the upper neighborhoods of Ikeja GRA and other locations in Lagos State. It became a public limited liability company on January 11, 2021.

Our Mission

To create sustainable real estate and hospitality business models by investing in and contributing to the socioeconomic development of Nigeria, in particular, and the West African sub-region and Africa, in general.

Our Vision

Our vision is to create a company that enables the establishment of a sustainable developmental framework for Africa. We will achieve this vision by positively engaging all stakeholders in every area of our operations.

Core Values

- Professionalism
- Integrity
- Passion
- Leadership
- Spirit to serve
- Diversity

Our Business- Suru Homes Ltd



Introduction to Suru Homes Ltd (SHL)

Suru Homes Ltd ("SHL"), a subsidiary of Haldane McCall Plc, was incorporated in June 2008 as a private company under the Companies and Allied Matters Act. Specializing in real estate, SHL has made significant strides in developing residential properties. Through strategic investments, SHL has built residential apartments in prime locations including GRA Ikeja, Surulere, Ikorodu, Ikoyi, Ebute Metta, Ketu, and other locations across Lagos. These properties cater to middle-class and upper-class clientele, consistently delivering value-driven homes that meet the diverse needs of Lagos residents.

SHL's Impact and Value Creation in Real Estate

SHL's real estate investments are delivering substantial value, with its growing asset portfolio making a positive impact. Beyond its developments, SHL's construction projects are enriching communities by enhancing the quality of life for residents. In response to Lagos State's critical housing deficit, where high population density results in an average household size of 10, SHL is positioning itself as a leading force in addressing the region's housing shortage.

Future Plans for Affordable Housing and Expansion

Looking ahead, SHL is committed to addressing the housing deficit with a large-scale initiative to develop affordable housing across Lagos. In collaboration with the State government, SHL aims to meet the growing demand for quality housing. Backed by the full support of Haldane McCall Group, SHL is set to construct 1,000 low-cost residential units, directly contributing to the Federal Government's vision of providing affordable housing for all Nigerians. This strategic initiative positions SHL as a key player in shaping the future of housing in Lagos and beyond.

The Nigeria Real Estate Sector

Overview

The Nigerian real estate industry has grown significantly since the country's return to democratic rule in 1999, with substantial inflows from both domestic and foreign investors. In particular, investments from South Africa, the Middle East, Asia, and the United States, along with increased involvement from local institutional players, have played a crucial role in the development of the Nigerian real estate industry over the past two decades. Additionally, investments by high-net-worth individuals (HNIs) and targeted interventions by the Federal Government of Nigeria (FGN) in housing finance have also contributed to the industry's growth. Despite this progress, Nigeria continues to face a substantial demand-supply gap, with the national housing deficit currently estimated at 22 million.

Key Market Trends

The Nigerian real estate industry is predominantly led by the markets in Lagos, Abuja, and Port Harcourt. The Lagos market is the largest, holding an estimated 37% share, while Abuja and Port Harcourt represent around 22% and 6% of the national real estate market, respectively. Although emerging markets such as Ogun, Kano, and Oyo are developing, it is anticipated that the top three will continue to command the largest share of the Nigerian real estate market in the medium term. Lagos is expected to remain the leading market due to its high level of economic activity and rapid population growth.

Low-Cost Housing: Nigeria's Leading Residential Segment

Given the high and rapidly growing population in Lagos and Nigeria, low-cost housing aimed at the mass market remains the most active sub-segment within the residential sector. This includes apartments, bungalows, and studio units (often referred to as self-contained apartments). While the government is the primary developer in this space, a limited number of private developers are also engaged in providing affordable housing. The sub-segment is highly fragmented, consisting of property development firms, government bodies, and individual developers, with real estate agents playing a key role in connecting landlords and tenants.

Our Business- Suru Express Limited

Overview of Suru Express Hotel

Suru Express Limited, a subsidiary of Haldane McCall Plc, was incorporated on May 22, 2009, and operates as a prominent player in Lagos's hospitality sector. Established as a chain of three-star hotels, it caters to business districts across Lagos, Nigeria, offering modern, tastefully furnished accommodations. With three locations in Ikeja GRA, Surulere, and the newly opened Ikorodu, Suru Express Hotel embodies a commitment to providing quality, budget-friendly hospitality under a trusted brand name.

Market Position and Growth Potential

The hospitality sector in West Africa faces challenges, particularly in the budget hotel segment, where quality accommodations are limited. The landscape is influenced by various socio-economic trends, and demand is fueled by business and corporate travel, growing domestic and religious tourism, urbanization, population growth, an emerging middle class, improved transport links, safety concerns, and the expatriate community. Despite this, supply remains insufficient. In response, Suru Express Hotel is poised for long-term growth, focusing on developing budget and mid-range hotels with 20-100 rooms in key Nigerian cities to meet the demand for affordable, quality lodging across West Africa.

Unique Value Proposition and Future Vision

Suru Express Hotel differentiates itself by offering clean, comfortable accommodations with essential amenities, strategically located to serve its target market. Committed to delivering value, the brand prioritizes guest experience, operational excellence, and environmental responsibility. The focus remains on creating value for stakeholders while nurturing a loyal and motivated workforce. Through its brand values and dedication to quality, Suru Express Hotel aims to remain a leader in affordable hospitality, supporting a sustainable, guest-centered experience in Nigeria's budget hotel segment.



Suru Express Plus GRA Ikeja- 32 rooms hotel



Suru Express Plus Ikorodu- 92 rooms hotel



Suru Express Hotel Surulere- 21 rooms hotel

The Nigeria Hospitality Sector

Overview

The demand for hotels in Nigeria is largely driven by business travel which negates the norm across the continent, where hotel lodgings are largely driven by tourism. Therefore, only a small fraction of the Industry's revenue is contributed by tourism. Notwithstanding, Nigeria is endowed with a number of tourist attractions across the country. Major cities like Lagos, Abuja and Port Harcourt account for the bulk of hotel business in Nigeria due to the significantly higher levels of commercial activities in comparison to other cities across the country.

Lagos: Hub of Nigeria's Thriving Hotel Industry

Lagos is one of the fastest growing cities in West Africa with considerable commercial and public sector activities. Unlike Abuja and Port Harcourt which receive business travelers in relation to a limited number of sectors, Lagos hosts business travellers from a broad range of sectors.

The Nigerian Hotel Industry is a key component of the Accommodation and Food Services sector. The Industry has evolved over the years with the influx of international chains such as Sun International, Swiss International and Radisson Hotel Group into the Nigerian market.

Board of Directors



Chief George Oguntade (SAN, MCI Arb)

Chairman

Chief Oguntade, the Bamofin of Epeland, is a seasoned commercial lawyer and Senior Advocate of Nigeria (SAN) with 30+ years of experience. A graduate of the University of Southampton, he leads Litigation and Arbitration at GMO LEGAL, specializing in commercial disputes. As a member of the Chartered Institute of Arbitrators (UK), he has co-arbitrated multimillion-dollar cases and advised on key infrastructure projects. His dedication to legal excellence includes serving on the Ogun State Judicial Service Commission (2013–2019).



Mr. Edward Akinlade

GMD

Mr. Akinlade Edward Olanrewaju is a distinguished leader in finance, management, and real estate development. A Fellow of CIMA and ICAN, with an MBA from the London School of Business Studies, his career includes key roles such as Head of Treasury at Alpha Merchant Bank in London and Managing Director of Lambro Limited. He currently leads Suru Express Hotel and Suru Homes. An expert in high-end commercial and residential development, Mr. Akinlade introduced the U.S. Best Western Plus to Lagos and pioneered luxury cooperative housing in Nigeria. His strategic vision in property finance and project implementation has made a significant impact on the hospitality industry across West Africa.



Prince Wole Olurin

Company Secretary

Mr. Wole Olurin started his legal career at Bamidele Olurin & Co and later joined Oba Oyeneye & Co, gaining expertise in corporate law. He is now Principal Partner at Wole Olurin & Co. As Company Secretary for a real estate and hospitality firm, he focuses on corporate governance, taxation, and regulatory compliance, advising management to support growth.



Sir. Wole Farinu

NED

Sir Adewole Farinu, with over 30 years in strategic planning, business development, and project management, began his career in operations, quickly showing strong leadership. Founder of Wolban Enterprises (1998) and Wolban Travels (2007), he has built a trusted brand with high-profile clients. He serves as CEO, Director, and Managing Director of Wolban Properties and is an active member of prestigious clubs and the Institute of Directors. In 2019, he was honoured with the Knight of John Wesley (KJW).



Mr. Adedapo Adekoje

INED

Mr. Dapo Adekoje, with over 30 years in capital and money markets, is CEO of Professional Stockbrokers Limited. A former president of the Chartered Institute of Stockbrokers, he's known for building high-profile companies and global client relationships.



Mrs. Abiola Elugbaju

ED

Abiola Elugbaju, with an Accountancy degree from the University of Ado Ekiti and Brand Management training from London Business School, has over 14 years of experience in sales and marketing. As Director of Hotels at Suru Express Hotel, she is a hospitality leader, expert in training and best practices, and an influential figure in Nigeria's hospitality sector.



Mrs. Olajumoke Oluwagbemiro

INED

Olajumoke has 20 years experience in Investment Banking, Corporate and Structured finance. She has led notable mergers and financial transactions, including Unity Bank's formation, ARM / First Alliance Merger, a Real Estate Investment Trust (REIT), several Capital raising exercises and listings on the NGX among others.





Mr. David Emuloh

ED

An IT professional with expertise in digital marketing, project management, cloud computing, and digital transformation. With a Bachelor's degree and multiple certifications, he has successfully led IT projects and digital strategies across Nigeria. Passionate about leveraging technology to drive business growth, he is a member of NIM and IIBA, committed to delivering impactful solutions.



Mr. Tobenna Nnamani

INED

Tobenna is a seasoned legal practitioner with over 9 years of experience and a Partner at PUNUKA Attorneys & Solicitors. He is one of Nigeria's five Fellows of INSOL International. With expertise in complex transactions, insolvency, corporate governance, and restructuring, he has represented major companies and advised on key legal reforms. Tobenna also contributes to training legal professionals and advocates for the rule of law.



Prince Samuel Oyebola

NED

Prince Samuel Oyebola holds a B.A. in Politics and an M.A. in International Finance, both from London universities. A seasoned professional with over 37 years of experience, he is the CEO of VOE Projects Nigeria Limited and Principal Partner of SAO International Finance/Political Constituency Services, UK. Prince Oyebola has held key financial and consultancy roles across multiple sectors and is a member of several prestigious professional bodies.



Mr. Bidwell Onyeakosi

INED

Mr. Bidwell Onyeakosi is a litigation lawyer with 17 years of experience in criminal defence, civil litigation, human rights, and company law. Known for his work in public interest litigation and policy reform advocacy, he founded Bidwells Attorneys in 2013. He has also served as a legal consultant and held leadership roles with various organizations, including The Inclusion Project.

Board of Directors



Princess Ifeoluwaseyi Adesola

NED

Princess Ifeoluwaseyi Adesola holds a degree in Broadcast Journalism from the Nigerian Institute of Journalism and a BSc in Computer Science from Lagos State University. With expertise in broadcasting, nursing, aesthetics, and entrepreneurship, she brings a versatile skill set. As a Non-Executive Director, she aims to contribute to HMK Plc's growth and reputation.



Miss. Ojunde Shola

ED

Miss. Shola Ojunde is a skilled HR generalist with expertise in hospitality and a Bachelor's in Health Education from Tai Solarin University. A member of CIPM, she holds certifications in Health, Safety, Leadership, and Human Resources. Shola has extensive experience in policy formation, employee benefits, performance management, and industrial relations, aiming to drive organizational growth.



HRM Nosirudeen Babatunde Akanbi

INED

HRM Nosirudeen Babatunde Akanbi, MD and CEO of KLOBAN Ventures, is a distinguished business leader with expertise in transportation, supplies, and client relations. As Oba Onisasa of Shasha, he has earned recognition for his leadership. With numerous accolades, HRM Babatunde brings valuable experience to Haldane McCall Plc, contributing to its strategic growth and success.



Mrs. Ebby Akala

INED

Chief Mrs. Ebby Akala is a results-driven leader with exceptional skills in staff development, project management, and crisis resolution. With over 17 years of leadership experience at Silver Services Ltd. and Silver Services Global LLC, she has significantly contributed to their success. Her extensive education and qualifications further enhance her value as a strategic asset.

Overview

At Haldane McCall Plc, robust corporate governance is fundamental, serving as the backbone of our operations and ensuring that ethical standards drive every decision and interaction. We have enhanced our governance framework by extending oversight to subsidiary boards, including Suru Homes Limited, and Suru Express Hotel. This expansion enables us to uphold stringent governance standards across the group, strengthen oversight, and ensure effective, transparent management throughout each entity.



The Board Risk Committee

Chairman: Sir Adewole Farinu

Responsible for proactively identifying, assessing, and managing risks and compliance. Charged with regularly reviewing the risk management framework and policies that guide the Company's operations.



Board Audit & Finance Committee

Chairman: -Prince Samuel Oyebola

Assists the Board in its oversight responsibility to ensure the integrity of the Company's financial statements, compliance with legal and regulatory requirements, the external auditor's qualifications and independence, and the performance of the internal audit function and external auditor



The Board Nomination, Governance and Remuneration Committee

Chairman: -Mr. Tobenna Nhamani

Ensures compliance with all corporate governance standards and assists the Board in defining and evaluating qualifications for Board membership, including overseeing the recruitment process for potential candidates.

Management Team



Mr. Edward Akinlade

Group Managing Director

Edward, a real estate guru, is known for his exceptional leadership and dedication to driving organizational growth and success



Abiola Elugbaju
Hotel Director



Shola Ojunde
HR Director



David Emuloh
IT Director



Akintoye Adeyemi
Head of Legal



John Okoro
Marketing Manager



Emmanuel Banwuna
Compliance Officer



Oluwole Oluwagbemi
Internal Auditor



Noel Adepoju
Manager, Sales & Project



Samson Awobotu
Group Accountant



Ajibade Boladale
Operations Manager



Rukayat Abdulsalam
GM, Ikorodu hotel



Daniel Alade
GM, GRA Ikeja Hotel



Bakare Ololade
GM, Surulere hotel



Blessing U. Ndubueze
Hotel Sales Manager

Some current projects



16 units of 2 bedroom apartments in Owode, Mile 12, Lagos.

(For Sale)



3 units of 3 bedroom terrace Alade close, Ikeja Lagos.

(For Sale)



48 units of mixed development in Port Novo

(Multipurpose)



34 units of 3 bedroom apartments in Ketu, Lagos.

(For Sale)

Landbank

- 100 acres at Majidun, Ikorodu
- 4,120 sqm at Opebi Road, Ikeja
- 7,806 sqm at Oyingbo, Ebute Metta.
- 30 acres at Isihun, Abeokuta, Ogun State.
- 3,310 sqm at Akin Olugbade, Victoria Island
- 1,200 sqm at Alade Street, Ikeja among others.

Some Past Projects



A 6-bedroom townhouse in Ikeja GRA, Lagos, completed in December 2011 over 6 months.



A 32-unit block of 3-bedroom flats on Abeokuta Street, Ebute Metta, Lagos, completed in September 2015 over 12 months.



This 12-unit luxury block of 3-bedroom flats on Adeyemi Lawson Street, Ikoyi, Lagos, was completed in June 2016 after a 12-month construction period.



A 56-unit block of luxury 4-bedroom townhouses in Ikeja GRA, Lagos, completed in June 2012 over 24 months.



A 106 affordable housing units for the Federal Government, completed in June 2011.



Completed in September 2012, this 26-unit low-cost housing project in Ibeshe Ikorodu, Lagos, was delivered in 6 months.



A 24-unit block of luxury 3-bedroom townhouses on Ojora Road, Ikoyi, Lagos, completed in June 2017 over 18 months.

Financial Performance Overview: Last 3 Years



	Turnover	Profit after Tax	Total Assets	Total Liabilities	Total Equities	Net Asset
2021	1,309.32	53.72	19,785.97	608.13	15,071.71	19,177.85
2022	3,039.67	97.95	17,641.06	3,975.86	13,782.70	16,781.44
2023	1,738.75	397.32	17,109.84	3,971.14	13,779.90	14,595.36
Sep-24	3,319.33	485.58	18,676.18	3,668.48	15,007.71	16,161.71

Financial Performance Overview: Visual Representation



Future Plans



Suru Express Hotel Limited

- ❑ Expansion in Lagos - 4 new Hotels
- ❑ Expansion in Abuja - 2 new Hotels



Suru Homes Suru Homes Limited

- ❑ Development of 1,000 affordable units in Lagos over 5 years.
- ❑ Development of 100 middle-class homes across Lagos per annum.
- ❑ Development of 50 rental homes across Porto-Novo, Republic of Benin.
- ❑ Expansion of our landbank holdings.



Haldane McCall Plc

- ❑ Working with financial institutions on its repossessed portfolios.
- ❑ Expansion through the acquisition of similar companies in Nigeria.

5-Year Financial Projection



Haldane McCall Plc - DCF Valuation (Sensitised)

NGNm						
Fiscal Year						
Forecast Period		2025	2026	2027	2028	2029
		2.5	3.5	4.5	5.5	6.5
Revenue		6,315.9	14,168.4	12,420.0	19,150.3	17,042.9
EBITDA		2,216.2	5,888.6	5,162.0	7,959.2	7,083.3
Depreciation		(675.8)	(681.2)	(692.2)	(707.9)	(728.0)
EBIT		1,540.8	5,207.9	4,470.2	7,251.7	6,355.7
Income Taxes	32.5%	(500.8)	(1,692.6)	(1,452.8)	(2,356.8)	(2,065.6)
Net Operating Profit After Tax		1,040.0	3,515.3	3,017.4	4,894.9	4,290.1
<i>Plus:</i> Depreciation		675.8	681.2	692.2	707.9	728.0
<i>Less:</i> Capital Expenditures		(188.2)	(796.9)	(928.4)	(1,046.1)	(1,159.4)
<i>Less:</i> Incremental Net Working Capital		7,027.7	(2,281.9)	3,686.3	(1,622.2)	1,801.5
Net Available Cash Flow		8,555.3	1,117.7	6,467.5	2,934.4	5,660.3
Present Value Factor	25.0%	0.6	0.5	0.4	0.3	0.2
Present Value of Cash Flow		4,895.5	511.6	2,367.8	859.3	1,325.9
Present Value of Discrete Cash Flows		11,346.8				
Present Value of Terminal Year Value		3,630.4				
Indicated Business Enterprise Value		14,977.2				

Our promises to the market



- PAT Growth
- Regular dividend payment of 30% PAT
- Strong investor confidence
- Maintenance of strong investor relations.
- Provision of timely information of the company's activities in line with the Post Listing Requirements of NGX.

Corporate Social Responsibility



Sponsorship of out-of-school children through the IA Foundation



"Roofing of the applicants' waiting area at the NIMC Office, 9 Obafemi Awolowo Way, Ikeja.



Monthly and seasonal support for Bales of Mercy Orphanage Home



Monthly feeding of more than 500 people in Agege & other locations



Q & A

Come, invest, & partner with us.

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