



HALDANE MCCALL PLC

COMPANY PROFILE

RC 1020941

4 Etsoye Close, Off Olaperi, Shonibare
Estate, Maryland Lagos

www.hmkplc.com



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ABOUT HMK PLC

Haldane McCall Plc (RC: 1020941), formerly known as Haldane McCall Ltd, was officially incorporated in September 2012 as a private limited company. Its primary focus was on the real estate business, which showed a highly promising outlook at the time. Over the years, the company made significant strides in the real estate industry, with successful developments and the marketing of luxury residential apartments, particularly in the upscale neighborhoods of Ikeja GRA and various other locations within Lagos State.

In addition to its real estate ventures, Haldane McCall expanded its business horizons to include the hospitality industry. The company established three chains of hotels under the Suru Express brand, a testament to its diversification and commitment to providing exceptional hospitality services. This strategic move allowed Haldane McCall to not only flourish in real estate but also establish a strong presence in the hospitality sector, catering to the needs of travelers and tourists.

However, a major turning point in the company's history occurred on the 11th of January, 2021, when Haldane McCall transitioned from being a private limited company to a public limited liability company. This transition marked a significant milestone in its growth and expansion. Following the transition, the company authorized a substantial share capital of ₦1,561,000,000, divided into 3,122,000,000 ordinary shares, each valued at 50 Kobo.

Haldane McCall's journey from a private limited company to a public limited liability company reflects its commitment to growth and its ambition to seize new opportunities in both the real estate and hospitality sectors, further solidifying its presence and influence in the market.

WELCOME MESSAGE

Edward Akinlade

GMD Haldane McCall Plc



Dear Stakeholders, Partners, and Friends,

As the Group Managing Director of Haldane McCall Plc, I am honored to present our corporate profile. Our journey, deeply rooted in innovation, integrity, and an unwavering mission, is made possible by your collective support.

Haldane McCall Plc, a publicly-listed company, stands at the crossroads of real estate and hospitality, offering excellence and value. Our corporate profile illustrates our significant achievements, from pioneering innovations to our strong commitment to corporate social responsibility and unwavering client dedication.

As stakeholders, you have played a pivotal role in our success. We value your trust and support. Our profile is an opportunity to share our accomplishments, anticipate new collaborations, and embrace a future filled with exciting prospects.

I encourage you to delve into our story, values, and aspirations. We are eager to take the next steps together. Thank you for your continued interest in Haldane McCall Plc.

Warm regards.



OUR VISION

Vision

To be the leading real estate and hospitality company in Africa

Vision Parameters

- Transparency – We are transparent in all our operational processes.
- Innovation – Innovation defines our value proposition.
- Efficient – We ensure that our people, processes and tools are efficient in delivering our optimal output.
- Best – We strive to be the best in every sector we operate.
- Proactive – We have a proactive approach in all our business operations.



OUR MISSION

Mission

To provide innovative and quality real estate and hospitality services that sets new standards in Africa.

Quality Objectives

1. Achieve 90% customer satisfaction through continuous feedback, quality assurance, and innovative services.
2. Ensure regulatory compliance (e.g., ISO 9001:2015), effective risk management, and safety through audits, assessments, and safety protocols.
3. Enhance operational efficiency by automating processes, reducing faults, and fostering a culture of quality and employee development, with 90% engagement in QMS-related training.
4. Promote sustainability by reducing environmental impact, and introducing high-quality services annually to maintain market relevance.
5. Increase shareholder value significantly year in year out through resource optimization, quality service delivery, and consistent financial growth.

Core Values

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



OUR BRANDS



At Suru Homes Ltd, we specialize in the development of middle-class and affordable homes, providing a perfect blend of quality and affordability. We also offer meticulously designed serviced apartments for sale and letting. Additionally, we provide a wide range of land options for both individuals and corporate bodies, ensuring that your real estate needs are met with expertise and care. With a strong legacy of excellence, we have successfully executed numerous projects in the past, demonstrating our commitment to creating quality homes and spaces for our valued clients. We look forward to continuing this tradition of excellence in the future.



At Suru Express Hotel, hospitality defines what we do. Situated in key Lagos locations, the Suru Express brand comprises three distinct accommodations. Suru Express, with 21 comfortable guest rooms, offers a variety of fully air-conditioned options. Suru Express Plus Ikorodu, boasting 92 Standard rooms, provides budget-friendly luxury. Suru Express Plus Ikeja, home to 32 guest rooms across four categories, ensures top-quality stays. Each of our locations combines the comforts of home with city center convenience, caters to both business travelers and explorers, and provides excellent services with first-class facilities.



OUR BUSINESS

*Delivering homes &
offering exceptional hospitality service*



- Development of middle-class and affordable homes.
- Development of serviced apartments for sale and letting.
- Sales of land to individuals and corporate bodies.



- Development of a chain of quality affordable budget hotels across Africa, offering clean, comfortable, and affordable hotel accommodation with modern facilities.
- Development of chains of function halls.



CURRENT HOTEL PORTFOLIO



Suru Express Plus GRA Ikeja

- 49A, Joel Ogunnaike Street, Off Mobolaji Bank Anthony, G.R.A Ikeja, Lagos State
- 09050358028, 07033988703



Suru Express Plus Ikorodu

- 1 Omologede Street, Obasekunmade Road Ikorodu Lagos.
- 07016474557 / 0905 393 4640

PAST & CURRENT PROJECTS



Please visit suruhomes.com for more details

MEET THE BOARD



George Oguntade (SAN)
Chairman



Edward Akinlade
GMD



Mr. David Emuloh
Executive Director



Sir. Adewole Farinu
Non-Executive Director



Mr. Olufemi Ojewande
Executive Director



Mr. Adedapo Adekoje
*Independent
Non-Executive Director*



**Mrs Oluwagbemiro
Olajumoke**
*Independent
Non-Executive Director*



Mr. Tobenna Nnamani
*Independent
Non-Executive Director*



HRM Nosirudeen Babatunde A.
*Independent
Non-Executive Director*



Princess Ifeoluwaseyi Adesola
Non-Executive Director

CHAIRMAN'S PROFILE

George Oguntade (SAN, MCI Arb)

Chairman Board of Directors
Haldane McCall Plc

Chief Oguntade, the Bamofin of Epeland, Lagos State, is a seasoned commercial lawyer and arbitrator. He graduated with honors in Law from the University of Southampton, England, in 1986 and was admitted and enrolled as a Barrister and Solicitor of the Supreme Court of Nigeria in 1989. In 1998, he obtained a Masters Degree (LL.M) in Commercial Law from the University of Lagos, Nigeria. He was appointed a Notary Public in 2003 and was conferred with the rank of Senior Advocate of Nigeria (SAN) in April 2010, in recognition of his excellence and distinction at the Nigerian Bar.

Chief Oguntade heads the Litigation and Arbitration Services units of his firm, GMO LEGAL, with over 30 years of cognate experience. He specializes in all aspects of commercial litigation at both trial and appellate courts in Nigeria. He is a member of the Chartered Institute of Arbitrators (UK) and has also served as Co-Arbitrator in a number of multimillion-dollar commercial disputes. He has advised both private and public institutions on several infrastructural investment projects.

He was a member of the Ogun State Judicial Service Commission from 2013 to 2019.



GMD'S PROFILE



Edward Akinlade

Group Managing Director
Haldane McCall Plc

Mr. Akinlade Edward Olanrewaju, born on April 3, 1965, is a distinguished Fellow of both the Chartered Institute of Management Accountants (CIMA) and the Institute of Chartered Accountants of Nigeria (ICAN). Holding an MBA from the London School of Business Studies and a CIMA qualification from the London School of Accountancy (1990), he also earned a National Diploma in Business Administration from Lagos State Polytechnic in 1983 and a General Certificate of Education from Western College of Commerce, Lagos, in 1981.

With a rich professional journey, Mr. Akinlade served at South East Business Services (1993-1999) and later as the Head of Treasury at Best Value Associates, London (1999-2003). He assumed the role of Managing Director at Lambro Limited, London (2003-2006), before registering as the Group Managing Director of Suru Group Limited in 2007. Currently, he serves as the CEO of Haldane McCall Plc and also chairs Prolific Micro-finance Bank Limited.

As a seasoned real estate professional, Mr. Akinlade excels in high-end Commercial and Residential Real Estate Development. His expertise spans property finance, trading, and the successful development of cooperative upscale luxury terraced housing units in both local and international markets. Notably, he played a key role in introducing the Best Western Hotels brand into Ikeja, Lagos, showcasing his profound influence on the emerging hospitality industry in the West African sub-region. His board leadership has consistently made a remarkable difference in various companies.

PROFILE

Adewole Farinu

Non- Executive Director
Haldane McCall Plc



Sir Adewole Farinu embarked on his career in Operations, showcasing leadership in diverse and competitive industries. With over 30 years of hands-on experience, he excels in strategic planning, business development, project management, and system engineering. His proven ability includes analyzing critical business requirements, identifying opportunities, and devising cost-effective solutions to enhance competitiveness and customer service.

In 1998, he realized his entrepreneurial dream with Wolban Enterprises Limited, a renowned service company that evolved into a world-class entity with blue-chip clients and a stellar portfolio. Adding Wolban Travels in 2007, he serves as CEO of Wolban Enterprises, a Director in Wolban Travels, and Managing Director of Wolban Properties.

A member of the Institute of Directors (IOD) Nigeria, Sir Farinu is also affiliated with Ikeja Golf Club, Ikeja Country Club, and Rotary International. A soccer enthusiast and avid reader, he received the Knight of John Wesley (KJW) honor in May 2019 from the Methodist Church. Married to Lady Adetunji Farinu, they are blessed with two children.

PROFILE

Emuloh David

Executive Director
Haldane McCall Plc



An accomplished IT professional, well-versed in Commercial Banking, Digital Marketing, Project Management, Capacity Development, Digital Transformation, Cloud Computing, IT Infrastructure Management, Networking, Design, and Development.

With a Bachelor's degree and a plethora of certifications covering project management, cloud computing, analytics, advertisement, digital marketing, search engine marketing, banking, and finance, among others, he brings a robust skill set to his roles.

Commencing his career as an IT Support staff, he transitioned to First Bank in the commercial banking department. Since then, he has served as an IT consultant for various organizations, specializing in web and app development, digital strategy, marketing, and digital transformation.

His experience includes supervising and executing IT projects and digital transformations for businesses both within and outside Nigeria. Passionate about leveraging IT skills, tools, and processes, he is dedicated to enhancing both the topline and bottom-line of organizations. Additionally, he is a proud member of the Nigeria Institute of Management and the International Institute of Business Analysis.

PROFILE

Mr Adedapo Adekoje

Independent Non- Executive Director
Haldane McCall Plc



Mr. Dapo Adekoje is a versatile and multi-talented executive with over thirty years of experience in capital and money market operations. He has a proven track record of building and leading high-profile companies and is consistently successful in developing and nurturing both international and domestic client relationships.

An investment and securities expert with extensive knowledge of global capital market operations, Mr. Adekoje currently serves as the CEO of Professional Stockbrokers Limited. He is a graduate of the University of Hull and the University of East London in the United Kingdom. Additionally, he is a past president of the Chartered Institute of Stockbrokers and a former board member of the Financial Reporting Council of Nigeria.

PROFILE



Mr Olufemi Ojewande

Executive Director
Haldane McCall Plc

Ojewande Adekunle Olufemi is a seasoned finance professional with over 30 years of experience in accounting, financial management, taxation, risk control, and strategic business leadership. He currently serves as the Finance Director of Haldane McCall Plc, a publicly listed company on the Nigerian Exchange (NGX).

A Fellow of the Institute of Chartered Accountants of Nigeria (ICAN) and a certified professional in taxation, personnel management, and corporate governance, Adekunle has built a solid career across leading multinational organizations such as Unilever Plc and Seven-Up Bottling Company Plc, where he held key roles in finance, risk management, and operational strategy.

During his tenure at Seven-Up Bottling Company, he rose through the ranks to become the Regional Accounts Manager (West) and later Acting General Manager, where he played a pivotal role in financial planning, cost control, and operational efficiency. His expertise extends to budgeting, compliance, financial reporting, and strategic decision-making, ensuring sustainable business growth.

Adekunle holds an MBA in Accounting & Finance from Obafemi Awolowo University and a Bachelor's degree in Accounting from Ambrose Alli University. He has attended several executive leadership programs on financial strategy, risk management, and business process optimization.

He is recognized for his strong analytical skills, leadership abilities, and commitment to financial excellence, making him a key asset in driving corporate success.

PROFILE



HRM Nosirudeen Babatunde Akanbi

Independent Non-Executive Director
Haldane McCall Plc

HRM Nosirudeen Babatunde Akanbi brings extensive experience in business, leadership, and community development. He is the Managing Director/CEO and proprietor of KLOBAN Ventures, a company specializing in transportation and general supplies, where he oversees business development, public relations, client relations, operations, negotiations, and administration.

He is also a respected traditional ruler, having ascended the throne as Oba Onisasa of Shasha, Shasha Kingdom, Alimosho LGA, Lagos, in May 2012.

His contributions to business and community development have earned him several recognitions, including a Certificate of Commendation from the Nigeria Air Force Base, Lagos, a Certificate of Merit from the Idimu Silva Lions Club, and the Ghana Global Meritorious Award.

With his experience in business management, leadership, public relations, and community affairs, HRM Babatunde brings valuable expertise to the strategic direction and growth of Haldane McCall Plc.



PROFILE

Tobenna Nnamani

Independent Non- Executive Director
Haldane McCall Plc

Tobenna, a seasoned legal practitioner with over 9 years of experience, is a Partner at PUNUKA Attorneys & Solicitors, established in 1947. Recognized as one of the five Fellows of INSOL International from Nigeria, he has excelled in complex transactions, represented major companies in Nigerian courts, and actively contributed to legal training initiatives. Tobenna's expertise includes advising on corporate governance principles, engaging in settlement briefs like the Kano Trovan Clinical Trial Cases, and serving as a local Coordinator to the Attorneys' General Alliance. He has significant experience in insolvency and restructuring, contributing to the successful overhaul of facilities exceeding N30,000,000,000 (Thirty Billion Naira). Notably, he played a crucial role in the drafting of key bills, earning recognition from the Securities & Exchange Commission for his impactful contributions to Nigeria's Capital Market.

Educated at King's College Lagos and the University of Ilorin, Kwara State, Tobenna was admitted as a Barrister and Solicitor of the Supreme Court of Nigeria in 2013. He is affiliated with professional bodies like the Chartered Institute of Arbitrators, UK; Insolvency International (INSOL); the Nigerian Bar Association, Section of Business Law; and the International Bar Association. Currently serving as an officer of the Mining Law Committee at the International Bar Association, Tobenna also contributes as a facilitator at the Business Recovery and Insolvency Practitioner Association of Nigeria. Presently, he holds the position of Publicity Secretary at the Capital Market Solicitors Association.

PROFILE



Mrs Oluwagbemiro Olajumoke

Independent Non-Executive Director
Haldane McCall Plc

Olajumoke has over two decades of experience in Investment Banking, spanning Financial Advisory, Structured and Corporate Finance, Asset Securitization, and Equity and Debt transactions. She is also a compliance professional.

She has led and participated in notable transactions, including the structuring of a Real Estate Investment Trust (REIT), a specialized Fund for a Mortgage Bank, the first merger in the Nigerian Pension Industry between First Alliance Pensions & Benefits Ltd and ARM Pensions Ltd, and the merger of three Capital Market firms now known as Planet Capital. She also recently participated in the ₦3 billion Corporate Bond issuance by Wemabod Financing SPV Limited on FMDQ, alongside various capital market offerings, share capital reconstructions, and company listings on the NGX and FMDQ.

Olajumoke is an Associate of the Chartered Institute of Bankers of Nigeria (ACIB). She holds an MBA in Finance from Obafemi Awolowo University and an HND in Banking and Finance from The Polytechnic, Ibadan.

She is a SEC-registered Sponsored Individual (Compliance) and a member of the Committee of Chief Compliance Officers of Capital Market Operators in Nigeria (CCCOCIN). She has undertaken several professional trainings in Capital Markets, Anti-Money Laundering, Risk Management, and Cybersecurity.

In 2026, she further strengthened her business expertise with Master's degrees in Entrepreneurship and Innovation from Rome Business School, Nigeria, and Valencian International University.

PROFILE

Princess Ifeoluwaseyi

Non-Executive Director
Haldane McCall Plc



Princess Ifeoluwaseyi Adesola is a distinguished professional with a rich educational background. She is a graduate of Broadcast Journalism from the Nigerian Institute of Journalism, Ogba, Lagos State, showcasing her proficiency in effective communication and media skills. Complementing this, she holds a BSc. in Computer Science from Lagos State University, Ojo, Lagos, highlighting her technical expertise.

Princess Ifeoluwaseyi Adesola's career journey reflects her versatility. With experience in News Casting, Nursing, and Aestheticism, she has demonstrated her ability to excel in diverse fields. As an entrepreneur, she has showcased her leadership and business acumen.

In her role as a Non-Executive Director, Princess Ifeoluwaseyi Adesola brings a unique skill set that spans different domains. Her diverse background positions her to contribute effectively to the strategic direction of HMK Plc, aiming to enhance its profitability and reputation in the industry.

MANAGEMENT TEAM



Edward Akinlade
GMD



David Emuloh
IT & Operations Director



Olufemi Ojewande
CFO



Emmanuel Banwuna
Compliance Officer



Olugboyega Falana
HR Manager



Akintoye Adeyemi
Head Legal Services



Ms. Blessing U. Ndubueze
Group Hotel Supervisor



Mrs Hellen Daniel
Group Internal Auditor



Noel Adepoju
GM Homes

STRATEGIC INITIATIVES



1. Commencement of Bungalow Development:

- Initiate the development of approximately one thousand bungalow units on designated land before Ikorodu.
- Allocate N2 billion biennially for new home development, forming a comprehensive long-term plan exceeding N10 billion.

2. Off-Plan Sales Execution:

- Execute an off-plan sales strategy to secure initial capital for the development project.
- Market the project to the public post-groundbreaking, leveraging revenue generated from promoters.

3. Cyclical Real Estate Development:

- Implement a cyclical approach to real estate development, investing in new projects every two years to maintain a consistent revenue stream.

4. Expansion of Mass Housing:

- Extend the mass housing plan to various urban centers in Nigeria.
- Explore potential opportunities for expansion beyond national borders.

5. Capital Market Bond Issuance:

- Formulate a comprehensive plan for capital acquisition through the issuance of bonds in the capital market.
- Channel raised funds to support extensive real estate projects, ensuring sustainable growth and expansion.

6. Enhanced Expertise in Real Estate:

- Strengthen internal capabilities and expertise in real estate development to guarantee the successful execution of projects.
- Invest in training and development initiatives for the real estate team, ensuring they remain updated on industry trends and best practices.

STRATEGIC INITIATIVES



1. Expansion of the Suru Express Brand:

- Acquisition Strategy: Implement a growth strategy by acquiring additional hotels.
- Location Focus: Focus on securing prime locations to enhance the visibility and accessibility of the hotels.

2. Investment and Remodeling in Emerging Markets:

- Opportunity Identification: Intensify efforts to identify and invest in viable opportunities in emerging markets across Africa.
- Renovation Strategy: Adopt a strategy of acquiring existing hotels, investing in renovations, and rebranding for optimal performance.

3. Strategic Plan for Suru Express Hotels:

- Execution of Comprehensive Plan: Execute a comprehensive strategic plan for Suru Express Hotels, emphasizing clean and comfortable accommodation and a quality hotel experience as core virtues.
- Strategic Location: Choose locations strategically to align with the preferences and needs of the target market.



SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY (CSR)

Haldane McCall Plc is unwavering in its commitment to Sustainability and Corporate Social Responsibility (CSR), actively contributing to the betterment of society. Beyond traditional philanthropy, our dedication to health empowerment takes a distinctive form – sponsoring crucial surgical operations. This unique initiative underscores our belief in holistic well-being, ensuring that individuals have access to essential healthcare services. In addition to supporting surgical operations, our CSR efforts encompass diverse partnerships, including orphanage homes, collaboration with esteemed institutions such as the Lagos Teaching Hospital, and empowerment initiatives for widows and businesswomen. Haldane McCall Plc continues to exemplify a socially responsible approach, making a positive impact on lives and communities through purposeful and sustainable practice.

Please visit www.surufoundation.com for more info on our csr.





Our pledge to quality and lasting value, along with our listing on the Nigeria Stock Exchange, highlights our dedication to transparency and accountability.

Financial Strength

Our financial performance remains robust, underpinned by:

- Revenue Growth:** Consistent revenue growth driven by successful project completions and increased market demand.
- Profitability:** Maintaining strong profit margins through effective operational management and prudent financial strategies.
- Investment Portfolio:** A diversified portfolio of high-performing assets across strategic locations, mitigating risk and maximizing returns.

Operational Excellence

Haldane McCall Plc takes pride in operational achievements:

- Real Estate Developments:** Successfully completed projects contributing to our growing asset base and market leadership.
- Hospitality Ventures:** Acclaimed hospitality ventures focusing on excellence, resulting in high occupancy rates and positive guest feedback

Commitment to Sustainability

Our commitment to sustainability is evident through:

- Green Initiatives:** Achieving prestigious green building certifications, showcasing our dedication to environmentally conscious real estate development.
- Community Impact:** Active engagement with local communities, demonstrating our commitment to social responsibility and positive community development

Future Growth and Innovation

Looking forward, Haldane McCall Plc is poised for continued success through:

- Market Insight:** Proactively identifying and capitalizing on emerging market trends to sustain growth and deliver shareholder value.
- Innovation:** Embracing technological advancements to enhance our offerings, improve operational efficiency, and stay ahead in a dynamic business landscape.



FUTURE PLANS



Continued Adaptation to Market Dynamics:

- Regularly evaluate the real estate market for emerging trends and opportunities.
- Maintain adaptability to evolving market dynamics and capitalize on newfound prospects as they arise.



1. Prominence in the Hospitality Industry:

- Establishment of Prominence: Aim to establish a prominent position in the Nigerian hospitality industry and beyond by adhering to the strategic plan.
- Focus on Quality: Emphasize a focus on customer satisfaction, brand consistency, and sustained quality across all Suru Express Hotels.

2. Brand Optimization through Remodeling:

- Optimization Efforts: Optimize existing brands by investing in remodeling efforts to enhance the overall guest experience.
- Alignment with Brand Values: Ensure that rebranded hotels align with the Suru Express brand's values and standards.

3. Market Research and Adaptation:

- Continuous Adaptation: Conduct regular market research to stay informed about evolving trends and preferences in the hospitality sector.
- Adaptation Strategy: Adapt hotel offerings and services to meet changing consumer demands and expectations.





OUR CONTACT

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