



**one percent**

# Company Profile



# About Us

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One Percent International Management Services Limited is a media and entertainment company that was incorporated in 2021. The company offers a full range of services in the areas of music label/music licensing, management consulting, event management, advertisement & media consulting, and facilitation of foreign direct investment/business to business matchmaking.

The company has five subsidiaries and associate companies that operate in different areas of the media and entertainment industry. With a PAN African footprint in Tanzania, South Africa, and Rwanda, One Percent International Management Services Limited has established itself as a leader in the media and entertainment industry in Africa.



The operational offices of the company are located in Abuja, Nigeria's Federal Capital Territory. However, the company's international presence means that it is able to face any challenge or collaboration in the entertainment and media industry, with offices in the United Kingdom and the United States of America.

One Percent International Management Services Limited is committed to providing its clients with high-quality services in the areas of music label/music licensing, management consulting, event management, advertisement & media consulting, and facilitation of

foreign direct investment/business to business matchmaking. With a team of experienced professionals, the company is able to offer innovative and effective solutions to its clients, helping them to achieve their goals and grow their businesses.

Overall, One Percent International Management Services Limited is a dynamic and forward-thinking media and entertainment company that is well-positioned to succeed in the rapidly evolving media and entertainment industry.



# CEO

## CEO

Amb. Stephanie Nnadi is the CEO of One Percent International Management Services Limited. As a businesswoman from Nigeria, she brings a wealth of administrative expertise in the media, arts, and entertainment industries to the company. Before taking on her current position, she worked as a consultant and talent manager, collaborating with organizations and artists to plan and execute effective projects and events.

Under Amb. Stephanie Nnadi's leadership, One Percent International Management Services has established itself as a leader in the media and entertainment industry in Africa and beyond. Her dedication to providing high-quality services to clients and her commitment to advancing gender equity and supporting women in the entertainment sector have earned her widespread recognition and accolades.

In 2021, Amb. Stephanie Nnadi was designated one of the "Top 100 Women in Entertainment" by the African Women in Leadership Organization. In 2022, she was

recognized as the "Outstanding Entertainment Personality" by African Fashion and Arts (AFAA) and won the "Best Talent Manager of the Year VIP Award 2022" in partnership with Just Talk. These honors demonstrate her contributions to the industry and her commitment to driving positive change.

Overall, Amb. Stephanie Nnadi's leadership, expertise, and dedication to making a positive impact in the media and entertainment industry have been instrumental in One Percent International Management Services' success. As the company continues to grow and expand its footprint, it seems clear that Amb. Stephanie Nnadi's leadership will continue to be a driving force behind its success.



# Our Mission

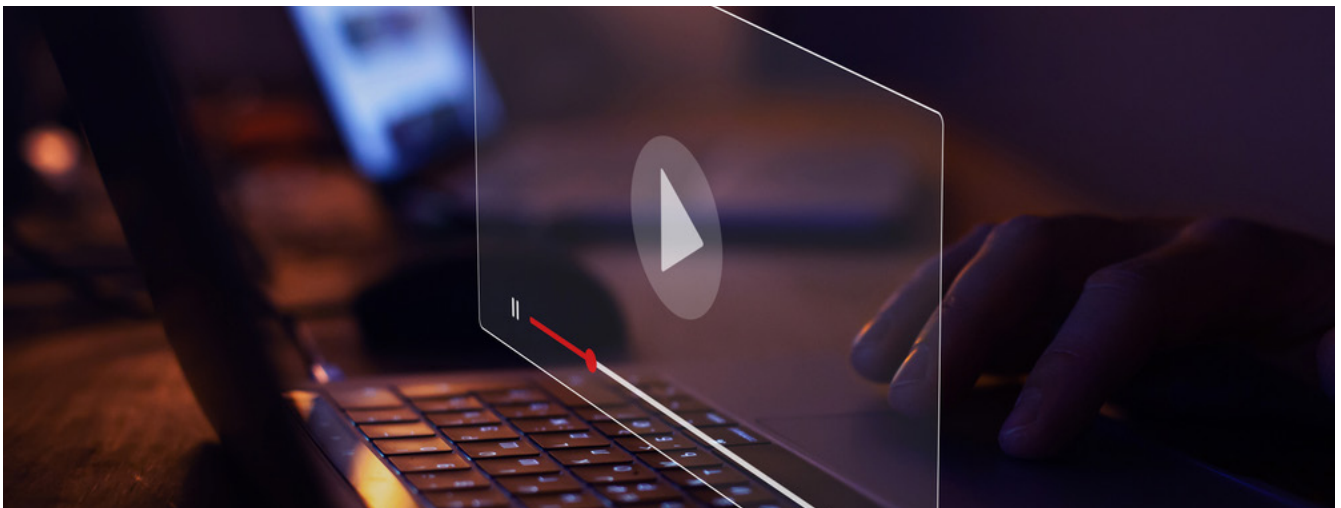
## Our Mission

One Percent International Management Services Limited has a clear and ambitious mission statement that drives its work in the media and entertainment industry. The company is dedicated to fostering artistic growth and unlocking early talent, and it does this by being data-driven, creatively obsessed, and revolutionary in its approach to management.

At its core, One Percent International Management Services is committed to helping talented artists and brands reach their full potential. The company champions its clients and elevates them to fame, providing strategic guidance, marketing expertise, and a host of other services to support their success.

In addition to its commitment to artists and brands, One Percent International Management Services is also focused on enhancing brand reputation in all respects. By working closely with clients to develop a strong and compelling brand image, the company is able to help them stand out in a crowded marketplace and build lasting relationships with their audiences.

Overall, One Percent International Management Services' mission is to be a powerful international advocate for gifted artists, labels, and brands. By leveraging its expertise, network, and innovative approach to management, the company is well-positioned to continue driving success and pushing the boundaries of what is possible in the media and entertainment industry.

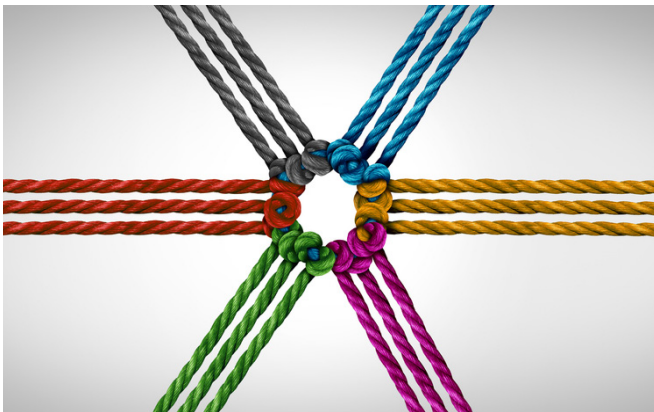


# Our core values

## Our Core Values

One Percent International Management Services Limited has a set of core values that guide its work in the media and entertainment industry. These values include:

**Partnership and Collaboration** - One Percent International Management Services is committed to building strong and mutually beneficial partnerships with labels, distribution, and licensing partners. By working together, the company can drive success and innovation in the media and entertainment industry.



**Global Branding and Tour Management** - One Percent International Management Services recognizes the importance of building a strong and recognizable brand identity that resonates with audiences around the world. The company provides global branding and tour management services to

help clients navigate the complexities of touring and build a strong and consistent brand image.



**Family and Ownership** - One Percent International Management Services believes in fostering a sense of community and shared ownership among its clients and team members. By working together like a family, the company can create a positive and supportive environment that enables everyone to reach their full potential.



**Creativity and Innovation** - One Percent International Management Services is creatively obsessed and committed to pushing the boundaries of what is possible in the media and entertainment industry. The company leverages data-driven insights and innovative management techniques to unlock early talent and drive success for its clients.



**Integrity and Accountability** - One Percent International Management Services operates with the highest levels of integrity and accountability. The company is transparent and ethical in all its dealings, and it holds itself and its partners to the highest standards of performance and conduct.

Overall, One Percent International Management Services' core values of partnership and collaboration, global branding and tour management, family and ownership, creativity and innovation, and integrity and accountability are all key to its success in the media and entertainment industry. By adhering to these values, the company is well-positioned to continue driving

success and innovation in this exciting and dynamic field.



# Core competence

## Core competence

We not only look for possibilities but also develop strategies, facilitate meetings, manage projects and events, put ideas into practice, and we are strategic and focused with the management and promotion of artists, brands, and entertainment. We work closely with you to find the best candidates for the job and make it happen by listening and practicing honestly.

**Talent Management:** Our core competence include the ability to identify and manage talented individuals in the entertainment industry. This includes providing guidance and support to help them achieve their full potential and build successful careers.



**Event Management:** Our company is able to plan, organize, and execute successful events, including concerts, festivals, and other

entertainment-related gatherings. This involves managing logistics, securing venues, and coordinating with talent and vendors to ensure that the event runs smoothly.



**Media Production:** Our company have the ability to produce high-quality media content, such as movies, TV shows, and commercials. This includes having a team of experienced writers, producers, and directors who can bring creative ideas to life.



**Marketing and Promotion:** We have a deep understanding of marketing and promotion strategies in the entertainment industry. This involves developing and executing effective marketing campaigns that reach the target audience and generate buzz for events and media projects.



**Industry Connections:** We should have a strong network of industry contacts, including agents, producers, directors, and casting directors. This enables you to secure opportunities for clients and stay up-to-date with industry trends and emerging opportunities.

We prioritize open communication, transparency, and collaboration throughout our work with clients. We believe that the key to success is working closely with our clients to understand their specific needs and goals, and developing customized solutions that are tailored to their unique situation and objectives.

We specialize in transforming entertainment into a profitable brand identity and enhancing your

brand image at **ONE PERCENT INTERNATIONAL** as well-known industry experts who combine innovative thinking with traditional expertise and a willingness to break the norms.

Overall, the core competence of our consulting, talent, and entertainment and media management company is our ability to provide comprehensive, customized services that are designed to help our clients achieve their goals and maximize their success. We are committed to providing high-quality, professional services that meet our clients' needs and exceed their expectations.



# Our Milestone

## Our Milestone



One of our achievements as an entertainment management company is the successful planning and execution of events. We work as the major partners with other industries for the **ECOFEST MUSICAL FESTIVAL**. We also co-hosted the Real Warri Pikin Unfiltered 2022 that happened live in Ghana

One of the key strengths of One Percent International Services is her expertise in talent management. The team has an eye for identifying talented individuals in the entertainment industry and is skilled at developing those talents to help them achieve their full potential. This has been demonstrated by the successful signings and career development of individuals like:



## VENITA AKPOFURE

Venita Akpofure is a Nigerian actress, model, and former Big Brother Naija (BBNaija) housemate. She started her career as a model and competed in the 2008 edition of the Miss Nigeria beauty pageant. She later transitioned to acting and has since appeared in several Nollywood movies and television series.

Akpofure gained widespread recognition when she participated in the 2019 edition of the BBNaija reality show. Her time in the house was characterized by her confidence, independence, and outspokenness. She was evicted from the show on Day 42 but has since become a popular figure in the Nigerian entertainment industry.

Akpofure's professional achievements include her roles in popular Nollywood movies such as "Unmarried" and "Swings". She has

also been featured in several music videos, including 2face Idibia's "The Neme" and Skales' "Mukulu". Additionally, she has modeled for top fashion brands and has appeared in several commercials.

In 2020, Akpofure was appointed as a brand ambassador for Darling Nigeria, a leading hair extension brand. She has also used her platform to advocate for various causes, including mental health awareness and the empowerment of women.



Overall, Venita Akpofure's professional achievements demonstrate her talent, versatility, and determination to succeed in the entertainment industry. She continues to inspire others with her work and her commitment to making a positive impact on society.

## **NEMEYE PLATINI**



Platini P is a talented stage performer and an international African Afropop artist. started his music career in 2009 while still a high school student with a band called Dream Boys. Platini P announced his solo career in 2019 and released his debut single (fata amano) in 2020. Platini P worked on numerous large-scale projects at this time, including campaigns against HIV with RBC (Rwanda Biomedical Center), the Tour du Rwanda with Coge Bank, the Airtel Money campaign, and his current role as a brand ambassador for Canal Plus Rwanda and Belgian Legacies.

Platini P has signed a recording

contract with One African Image Making management organization with the One Percent International Management organization. Platini P has played in Burundi, Uganda, Dubai and Belgium (for the Rwandan diaspora) in addition to touring nearly the entire country of Rwanda, America and Dubai. Platini P has a degree in media and communication and is fluent in four languages: English, French, Swahili, and Kinyarwanda.

## **ADOARA ONYECHERE**



Adaora Onyechere is a Nigerian journalist, media personality, and educationist, entrepreneur, motivational speaker, poet and author. Onyechere has over a decade of experience in journalism and has worked for several reputable media organizations in Nigeria, including Channels Television,

Nigeria Television Authority (NTA), and Radio Nigeria. She is a former co-anchor of Kakaaki, a daily talk show on Africa Independent Television. She currently hosts her own show, Talk to Adaora commonly known as Talk2Adaora on Kiss 99.9 FM Abuja.

Onyechere is well-known for her work in education advocacy and has been involved in several initiatives aimed at improving the quality of education in Nigeria. She has served as a National Goodwill Ambassador for the Nigerian Union of Teachers (NUT) and has been actively involved in promoting educational policies and programs.

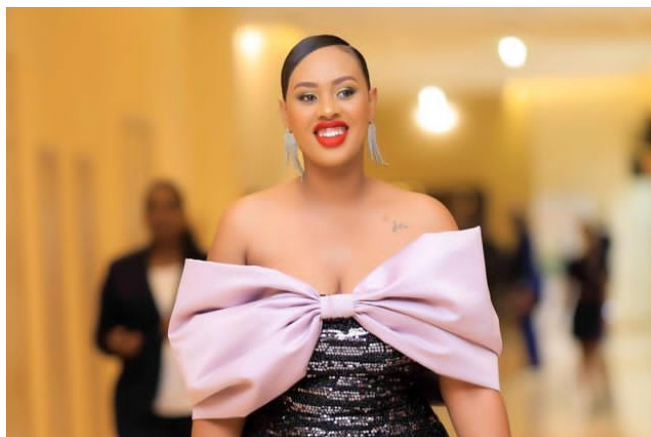
Onyechere has also been recognized for her professional achievements, including being named as one of the 100 Most Influential Young Nigerians in 2018 by **Avance Media**. She has received numerous awards for her work in journalism and education, including the Nigerian Union of Journalists (NUJ) Merit Award for Best Education Reporter in Nigeria. She recently signed to a management contract with One Percent International Management Services.

Additionally, Onyechere is a public speaker and has been invited to speak at various national and international events, including the United Nations Educational, Scientific and Cultural Organization

(UNESCO) conference in Paris.

Overall, Adaora Onyechere's professional achievements demonstrate her commitment to promoting education and advocating for positive change in Nigeria. She continues to inspire others through her work and her dedication to making a difference in her community.

## ALLIAH ISIMBI



Isimbi Alliance, better known by her stage as ALLIAH, is a celebrated actress, journalist, UN PACE AMBASSADOR, director/producer, and the founder and CEO of ALLIAHCOOLFILMS. In 2010, the Rwandan-born actress made her debut on the country's cinema screen as the lead in "Rwasa." She is currently one of the top African actresses working today. English, Kinyarwanda, Swahili, and French are the languages spoken by Isimbi Alliance.

Alliah received her first big honor

from the Rwandan Movie Award in 2010 for her performance in her debut film, “Best Actress in Rwandan Movie.” She continued acting after that, appearing in popular Rwandan films such as **Serwakira, Rwasibo, Gica, Nkuba, and Jibu (a Tanzanian film she appeared in).**

She began her journalism career in 2015 while working for Flash Tv. Her four-year contract with Flash Tv ended when she realized there were more prospects and doors opening up for her. In 2020, she developed a film that bears her nickname (ALLIAH MOVIE). ). Isimbi Alliance is signed under One Percent International Management Services.

The company also has a strong reputation in media production, having produced high-quality movies such as Alliah and Accidental Vacation that have been sent to major streaming platforms like Netflix and Amazon. This demonstrates that the company has the expertise and industry connections necessary to produce media content that can attract a wide audience and generate significant revenue.

Overall, the consulting, talent and event and media management company is a forward-thinking organization that is committed to helping its clients achieve their goals and maximize their success in the entertainment industry. With its specialized expertise, industry

connections, and customized solutions, this company is well-positioned to continue to thrive and succeed in the future

## JULITHA KABETE



A model, a certified brand strategist, and the former Miss World Tanzania 2017, Miss Africa Tanzania 2016. Julitha Kabete is a content producer that has collaborated with various brand houses because she loves fashion and style. She wants to become a woman who exudes luxury, fashion, and travel in order to provide a platform where African creatives may explore their chances and expand their network. She has therefore had experience working with hotels and fashion firms abroad. Her aspiration is to become a clean, affluent African woman who can represent the continent.

She has worked with brands like Soneva Jani, ExecuJet aviation

group, Hyatt Regency, The Residence Zanzibar, Miss Lola, Club L. London, , hotels in Cape Town and fashion houses all over the world and yet the work has just begun to take it to the world, her creativity and more to unravel in this space. Brands that focus on fashion, travel, and lifestyle aesthetics get the best results from Julitha. To deliver the finest material to my social media viewers, she values the quality of her craft. Her community has grown, and they are loyal to experiences that are produced with the utmost authenticity. By profession, she works as a brand strategist.



Additionally, she pays attention to how social media marketing affects the travel and hospitality industries. Julitha enjoys sharing her everyday outfits for inspiration to young women, from casual wear, travel styles to evening wear. She loves traveling and making it easier for her audience to access insight from airlines, hotels, restaurants

to touristic attractions that capture the beauty of the country. With the growth of social media, pictures and videos, tell it all nowadays and she uses the best way to share her lifestyle in a naturally beautiful captured picture.”

## **ANITA ASUOHA (Real Warri Pikin)**



Anita Asuoha, popularly known as Real Warri Pikin, is a Nigerian comedian, actress, and social media influencer who has achieved significant success in her career. She began her career in comedy in 2018, and since then, has gained a massive following on social media, with over 1 million followers on Instagram. Her comedic style, which involves the use of Warri pidgin English, resonates with her fans, and she has used her platform to address social issues in a humorous way.

Apart from her success as a comedian, Asuoha has also ventured into acting and has appeared in several movies and television shows. She is a recipient of the City People Entertainment Award for Best Comedian, an award she won in 2020. Asuoha is also known for her philanthropic work, particularly in supporting underprivileged children and women. She is the founder of the Real Warri Pikin Foundation, which aims to provide education and healthcare support to underprivileged children and women.



Overall, Anita Asuoha's professional achievements demonstrate her talent, creativity, and commitment to making a positive impact on society. She is a role model for many young people and continues to inspire others with her work.

## RAQUEL HAGE



Raquel Hage began singing at the young age of six, but her first studio experience didn't come until 2019. The Liberian, who spent part of her childhood in Lebanon and studied music and dance in high school, made the trip to Chicago, Illinois, where she remained for four years and earned a Bachelor's degree in psychology. In addition to speaking some French, Raquel is also fluent in Arabic and the WOLOF dialect of West African Senegalese. She recently agreed to a management contract with One Percent International Management Services. She is eager to collaborate with other African artists, particularly those in Nigeria.

Raquel sees opportunity for progress and believes she has promise. Her most recent song, Abule, was inspired by her upbringing in Liberia's underworld.



## Why One Percent

**Expertise:** Our team has a wealth of experience and expertise in event and entertainment management, as well as talent representation and management. We have worked with a wide range of clients and events, and can bring that experience to bear in developing effective strategies and solutions for our clients.

**Connections:** We have a vast network of contacts in the entertainment and event industry, including vendors, performers, and other professionals. This enables us to identify and secure the best talent and resources for our clients, and to negotiate favorable contracts and deals on their behalf.

**Customized solutions:** We understand that every client is unique, with their own specific needs and goals. As a result, we work closely with each client to develop customized solutions that are tailored to their particular situation

and objectives.

**Efficiency:** Planning and executing events or managing talent can be a time-consuming and complex process. By collaborating with us, companies can save time and resources, and can focus on their core business operations while we handle the details.

**Results-driven:** Our ultimate goal is to help our clients achieve their desired outcomes, whether that's a successful event, a successful talent career, or both. We are results-driven, and will work tirelessly to ensure that our clients' objectives are met or exceeded.

The significance of supporting what we stand for and the mission of 1% International Management Services to rule Africa and carry the flag of young emancipation and empowerment into the world entertainment championship.

# Brands our Artists have worked with



The following are the list of our Artists and their Endorsements

## **Isimbi Alliance**

Isimbi Alliance was appointed as International Peace Ambassador

## **Platini P.**

Platini P is a Brand Ambassador of 200-year-old Belgian Legacy

## **Venita Akpofure**

The following are among the brands that Venita Akpofure has endorsed: Martini, Mouka Foam, First City Monument Bank (FCMB), Hawaii

Soap, Zaron cosmetics, Brand Ambassador of Darling Nigeria, and My Laida Beauty. She was also one of the intriguing roommates in the earlier 4th Season of the BB Naija reality tv show in 2019.

## **Mrs. Adaora Onyechere Sydney Jack**

Mrs. Adaora Onyechere Sydney Jack is the Nigerian Women's Cricket Ambassador.