

PRESS RELEASE

MIXTA AFRICA SPONSORS NIGERIA'S FIRST MUSICAL TO LONDON

Mixta Africa, Africa's leading real estate firm is sponsoring Wakaa, the musical in London's west end. This was made known by the Chairman/ CEO Mixta Africa, Deji Alli, at a joint press conference with Bolanle Austen-Peters Productions (BAP) the award winning production company and producers of Wakaa as well as the hugely popular Saro the musical. The announcement was made during a press briefing held at Mixta head office in Victoria Island, Lagos.

According to Imma Puche, the Communications Manager of Mixta Africa based in Barcelona, Spain, we are proud to be Lead Sponsor of Wakaa! The Musical. Wakaa! is an original African export that tells the African story, the African way. It illustrates the current reality of the typical African youth who is looking for a way out of Africa and failing to see the opportunities that exist in here. When BAP Productions approached us about their intention to take Wakaa to the global stage, it was easy for us to connect with; firstly, because we want to support the arts, an industry with immense potentials. Our support also demonstrates what Mixta Africa is about: harnessing opportunities, which we do by building communities across Africa.

Wakaa! The Musical is a play about the trials, successes and experiences of young graduates with varied background. A wager between them after graduation has a twist when the realities of life and the folly of their choices hit them. The story reveals the struggle and challenge young people face in present day Africa and abroad. WAKAA! The Musical takes you on an emotional roller coaster and is a strong satire of the Nigeria's politics. Wakaa! first ran in December of 2015 in Lagos and it was a huge success. Wakaa! The Musical will hold form July 21st to 25th in London's West End with a total of 7 shows throughout the 5 days.

Managing Director of Mixta Nigeria, Mr. Kola Ashiru-Balogun, also stated that, Mixta's support for Wakaa on the London project is also well aligned with our strategy for the diaspora market. As you know, the African real estate sector currently offers huge opportunities for investment: right from affordable homes to luxury homes. There is a very strong African presence in London and we want to use this medium to reach out to them about the opportunities back home.

On taking Nigeria's first musical to London, Bolanle Austen-Peters had this to say: "We should start exporting products, especially culture, from Nigeria and our musicals present us that opportunity. Creating jobs has always been my primary motivation. For example, previously outsourced cottage industries such as costume designing and training for technical roles are now being done in-house. We

are birthing industries and developing talent that can rival any of the big institutions in the world," She further went on to say.

As part of the sponsorship, Mixta Africa will be hosting a Real Estate Investment Cocktail on the 22nd at the Pullman Hotel. In addition, Mixta Africa will be hosting Africans living in London on the 31st of July, 2016 at a family fun day event which promises to be home away from home

About Mixta Africa

Founded in April 2005, Mixta Africa is Europe's first-mover and active player in the fast growing African Real Estate sector with offices in Morocco, Senegal, Tunisia, Côte d'Ivoire, Nigeria and Mauritania and projects in Algeria and Egypt. Mixta Africa is a wholly owned subsidiary of Asset & Resource Management Company (ARM), an established asset management company headquartered in Lagos, Nigeria with circa US\$3.5 billion under management. ARM has over the last decade built a large and successful real estate business in Nigeria under its subsidiary ARM Properties (now Mixta Real Estate Plc).