

8 April 2020

REQUEST FOR PROPOSAL – BRAND MANAGEMENT AND CONSULTANCY

NASD PLC ('NASD') is a public limited liability company registered by the Securities and Exchange Commission ("SEC") to operate an Over the Counter ('OTC') Market in Nigeria. The market has grown to trading over 40 securities through a community of stockbrokers.

The Board of NASD now seeks to work with a qualified consultant to explore the unique position held by NASD and determine the most effective and efficient approach to creating significant awareness of the opportunities of the platform. In the course of the exercise, the Board expects a review of NASD's Vision, Mission, Brand focus, name and logo.

Scope of Service Required

1. Assessment of the efficacy of current brand, name and logo.
2. Work with NASD to create a brand that is accurately represented and visible and to give NASD a competitive advantage in the capital market industry.
3. Develop and help implement visibility strategies for both new and existing products.
4. Advise on appropriate advertising mix for NASD.
5. Submission of detailed report on findings and recommendations
6. Implementation

Required Information

Proposals are expected to contain:

- Proposed approach, Scope of Service
- A full profile of the firm and the members of the team who will be responsible for the exercise.
- Details of similar exercises undertaken
- Any other issues to be considered by NASD
- A timeline and estimated cost of the exercise

Submissions and Deadlines

Soft Copy Proposals should be submitted the mail box: c.mbagwu@nasdng.com and info@nasdng.com before **5:00 pm, Friday May 22, 2020**. Subject of the mail should read "**Proposal for Brand Management**".

Shortlisted firms will be invited to discuss their proposals with the Governance and General Purposes Committee of NASD.

Signed

**MANAGEMENT
NASD PLC**