

Wapic Insurance Plc. Emerges Official Insurance Services Provider and Co-sponsor of the Nigeria Football Federation (NFF)

Lagos, January 22nd, 2018: Wapic Insurance Plc. (“Wapic.”) wishes to notify its shareholders, stakeholders and The Nigerian Stock Exchange (“the Exchange”) that it has signed a Memorandum of Understanding (MoU) with the Nigeria Football Federation (NFF) thus, making Wapic the official insurance services provider to the NFF and co-sponsor of the NFF. By this, Wapic becomes the Official Insurer of the NFF; Official Insurer of the Super Eagles and other national teams; Co-Sponsor and Official Partner of NFF.

The MoU was signed by the President, Nigeria Football Federation, Mr. Amaju Pinnick, and the Managing Director of Wapic, Mrs. Yinka Adekoya, in the presence of other Football Federation dignitaries which included the Independent Chairperson of the Nigeria Women Football League (NWFL), Ms. Aisha Falode, the Executive Director, Wapic Insurance, Mr. Olufemi Obaleke, the Chairman, Senforce Insurance Brokers, Mr. Anirejuoritse Ojuyah, the first Vice-President of NFF, Barr. Seyi Akinwunmi, the 2nd Vice-President of NFF, Mr. Shehu Dikko and other distinguished guests.

Under this partnership and commencing immediately, Wapic Insurance Plc. will provide comprehensive insurance coverage for all national team players and officials for every match to be played as well as all other events and programs organized by the NFF. The insurance partnership also covers all the assets of the NFF. The national representative football teams of Nigeria include The National Team (the Super Eagles), National U23 Team (the Dream Team), National U20 Team (the Flying Eagles), National U17 Team (the Golden Eaglets), National U15 Team (the Future Eagles), National Beach Football Eagles (the Sand Eagles), the National Futsal Team, The National Women Team (the Super Falcons), National Female U20 Team (the Falconets), The National Women U17 Team (the Flamingoes) and any other national team to be created by NFF. The sponsorship is a 5 (five) year deal with option of renewal. The NFF also appointed Senforce Insurance Brokers as the Official Insurance Brokers under the arrangement. Senforce will provide advisory services to NFF on the best insurance packages to procure and to ensure an effective insurance coverage for the NFF.

Wapic Insurance Plc. is a leading full line insurance company licensed by the National Insurance Commission (NAICOM) offering a diverse range of products and services covering life, general and special risk businesses. The company underwrites life insurance business through its wholly owned Nigerian subsidiary, Wapic Life Assurance Limited. It also operates a general business licence in Ghana under the name Wapic Insurance (Ghana) Limited.

The NFF President in his remarks stated that “we are not just looking for a partner because of money, we want to give our players a life, we want to give them hope and a future. We also want to help them invest their money wisely. Encouraging smart investment among players is important to the NFF, and so, together with Wapic, players will be mentored and influenced towards investment so that they have something to fall back on upon retirement”.

Mrs. Yinka Adekoya, the Managing Director of Wapic Insurance Plc. said that “as Nigeria moves towards securing a sustainable future for sports- the games, institutions and players alike, Wapic is proud to play a pivotal role in facilitating these, as sports enjoys a spotlight in Wapic’s sustainability and social development programs.”

Mrs. Adekoya also commended the current NFF administration stating that “Mr. Pinnick’s administration in NFF has proven to be one with a vision to drive the NFF to the greatest heights attainable, to enable NFF transcend its past glory. Wapic too, is driven by a vision to transform and illuminate the insurance industry for the benefit of its customers and other stakeholders. With the Wapic and NFF vision and synergy, you will agree with me that this is an ideal partnership.”

The partnership was borne out of the realization that the football players need all necessary support through the duration of their careers and lives. Partnership with a strong brand like Wapic will bring about a wide range of support including financial, emotional, psychological etc. as all players will know that with insurance, they have a beautiful future to look forward to. This Wapic- NFF partnership is wholly beneficial not only to the NFF, but also to Wapic as football is one of the strongest platform for corporate entities to align with.

Wapic has been provided the opportunity to not only champion the insurance and sustainability of the NFF, but also to showcase its products on the NFF platform. Wapic therefore has the rights to, in the next 5 years, not only use a composite logo of Wapic & NFF brands, but also to use designations and the NFF logo, images, trademark, clips and footage for merchandising and advertising activities as well as on promotional and marketing materials – Print, TV, Point of Sale (POS), Digital and other media to indicate a sponsorship relationship.

The partnership will see Wapic offer a number of exclusive NFF related benefits to the insuring public. Wapic customers will also be able to tap into a range of match and player exclusive content- highlights, club news and interviews, all of these developments that will appeal to, and be appreciated by customers.

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