



**Not Another New Year Message – Gratitude for 20 Years of Credible Engagements.**



Image Credit: Proshare Graphics

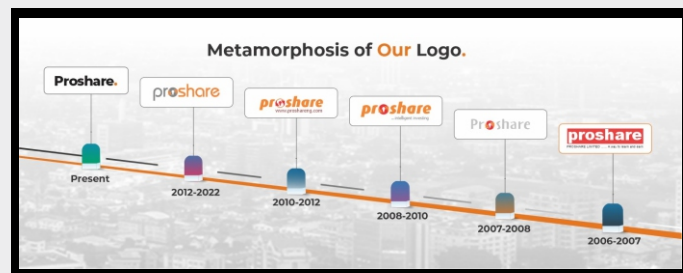
**Proshare.**

Issue Date:  
**Thursday, January 01, 2026**

A Market Intelligence and Strategic Advisory Group Report

Production:  
**Proshare Graphics.**

*"If a man will begin with certainties, he shall end with doubts, but if he will be content to begin with doubts, he shall end in certainties." - Francis BACON*



Unlock **exclusive access** to reliable **market information**, **comprehensive reports**, and **expert analysis**.



Visit [www.proshare.co](http://www.proshare.co)

**Proshare.**

Dear Proshare Community,

Welcome to 2026. As we step into this new year, I want to express my sincere gratitude for your continued patronage, thoughtful feedback, and active engagement throughout 2025. Your insights and support have been invaluable in shaping our organization's direction and strengthening the quality of our work.

Heading into the 20th year of this work, we have learned a few lessons about the drivers of growth, paradigm shifts, and value creation, lessons that offer us hope as we step into 2026, a year of both uncertainties and unlimited possibilities, and consequential challenges and infinite possibilities.

**BEYOND PROFIT**  
How a Nigerian Company Built a Culture of Credibility

Available at the following Outlets:

**Proshare.**

### Understanding **What We Truly Represent.**

Twenty years ago, we started Proshare with a simple conviction: Nigeria's capital markets, as a nexus of the economy, deserved better. Better information. Better analysis. Better advocacy. Two decades later, that conviction only strengthened.

A company, as an entity, must be understood for what it truly represents. In our case, Proshare was, and remains, a bold experiment in bringing together three distinct services, cultures, and practices under one roof: to operate seamlessly amidst evident contradictions.

We "**cobbled together**" three unique propositions into a single offering, driven by our means-tested understanding of the shifting dynamics of an economy, a market, an industry, and a people desirous of best-in-class services despite operating-environment limitations.

### Our Journey and **Strategic Integration.**

To overcome these challenges, we needed a strategic countermeasure that leveraged the strengths of each part and deployed the collective value of their combined impact to deliver a net positive for stakeholders.

In this strategic quest, we integrated:

- Ⓟ **Best-in-class analyst services** (data-backed analytics and research).
- Ⓟ **News and media capabilities** (financial journalism and digital media).
- Ⓟ **Advocacy platform** (ombudsman role through stakeholder engagements).

We merged all three into a unified practice model, backed by a common technology-driven platform, a financial control ecosystem, a service excellence framework, and comprehensive business and market support services, creating what we have today.



### Twenty Years **of Evolution.**

This service has undergone at least fifteen (15) iterations since 2006 and continues to be an agile, adaptable, process-driven ecosystem designed to balance its inherent contradictions. We have

learned, adapted, failed, rebuilt, and emerged stronger with each cycle.

Through economic downturns, regulatory changes, technological disruptions, and market volatility, one truth has remained constant: the market we serve is far better off because we exist.



### Timeless Lessons **from Two Decades.**

If there's anything the pursuit of a legacy of excellence has taught us, it must be this statement by Logan Pierce: "**Every technology ages and is soon replaced. What does not age is connecting with people and value creation.**"

Constantly evolving is necessary and part of our DNA, but it will not keep us from going extinct. *Value and Quality for our clients and customers are what will keep us, and we have consistently focused on this by ensuring our go-to-market strategy is premised on the pain-gain matrix we've developed and refined over 20 years.*

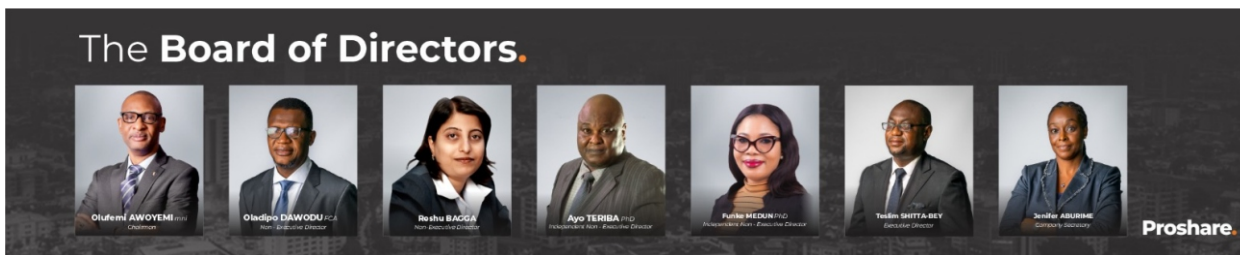
In 2026, our AI integration and innovation project, which began four (4) years ago, will be a key challenge and opportunity. We are optimistic about a 2026 beta rollout of **#AskProshare**, our Artificial Intelligence platform, which will enable us to deliver an information and knowledge bridge for our subscribers and users.

We will also be making several changes – everything has been reimaged, as you asked us to.

### What **Endures.**

As we celebrate this milestone, we recognise that:

- Ⓟ *Technology is a medium, not the message. Our people and processes matter.*
- Ⓟ *Technologies change, but relationships endure.*
- Ⓟ *Platforms evolve, but integrity remains fundamental.*
- Ⓟ *Methods improve, but our commitment to credibility stays constant.*
- Ⓟ *News gets reported, but transparency in analysis and context remains.*
- Ⓟ *Markets fluctuate, but our mission to serve Nigeria's investment community is unwavering.*



Our 2026 **Commitment.**

This year, we're not just celebrating 20 years, we're recommitting ourselves to the principles that brought us here:

- Ⓟ **Excellence** in research and analysis.
- Ⓟ **Integrity** in analyst coverage and bridging the same with journalism and reporting.
- Ⓟ **Service** to our community of investors, analysts, and market participants.
- Ⓟ **Innovation** in how we deliver insights and create value.
- Ⓟ **Advocacy** for transparent, efficient, and inclusive capital markets.

We remain focused on the fundamentals: connecting people with actionable intelligence, creating value through clarity, and building trust through consistency.

Looking **Ahead.**

The next 20 years will demand even more from us - new technologies, evolving regulations, shifting market dynamics, and changing investor expectations. We're ready. Not because we have all the answers, but because we've learned that staying grounded in our core values while remaining agile in our approach is the only sustainable path forward.

Thank you for being part of this 20-year journey. To our team members past and present, to our subscribers and partners, to the regulators and market participants who've challenged and supported us - this milestone belongs to all of us.

Welcome to the next chapter of unlimited probabilities and infinite possibilities.

With gratitude and renewed purpose,

**Olufemi M. AWOYEMI,**  
 FCA, FCTI, FCIB, FCIoD, FIamp, FICA, FIIM, FAERP, ACS, mni  
 Founder Proshare LLC

About the **AUTHOR.**

**Olufemi M. AWOYEMI** FCA, FCTI, FCIB, F.CIoD, FIIM, FERM, FICA, FIAPM, ACS, mni is the founder of Proshare LLC, Nigeria's leading financial information hub. He holds several memberships and fellowships with various professional bodies. With a distinguished career at leading corporate entities spanning nearly four decades, Olufemi has built expertise in business strategy and governance and is highly regarded for credible interventions in economic intelligence, market governance, and public policy. Olufemi is currently a Governing Council Member and Vice President of the Association of the Investment Advisers & Portfolio Managers (IAPM), Trustee of the African Fintech Network (AFN), Governing Council member of the Association of Corporate and Individual Investment Advisers (CIIA), Executive Council member of the Nigerian British Chamber of Commerce (NBCC), member of the CIBN's Business and Government Relations Committee, member of the Advisory Board of FITC Sustainability ESG Institute, Co-Chair of the Policy, Strategy and Innovation Committee of the Alumni Association of the National Institute (AANI), and Secretary-General of its Lagos Chapter. You can follow him on X or email him at [ceo@proshare.co](mailto:ceo@proshare.co)

About **Proshare.**

Proshare is Nigeria's leading capital markets intelligence platform, providing institutional-quality research, real-time market data, and independent analysis to investors and market participants across Africa. For more information, visit [www.proshare.co](http://www.proshare.co) or contact [ceo@proshare.co](mailto:ceo@proshare.co) and [research@proshare.co](mailto:research@proshare.co)



*Click on the links here for updates on [Business | Frauds & Scandals, Economy | Oil & Gas, People, Products & Services, Market | Stock Picks, Economy | Opinions and Analysis, Finance | Personal Tax, Economy | Taxes & Tariffs, Personal Tax, Bonds & Fixed Income, Global Markets, Mergers & Acquisitions, Regulators | Regulators, Pensions n Retirement, Trade Investment, Reviews & Outlooks, Global Markets, and World Bank IMF and Dev Agencies.](#)*

### Related Items.

1. Nigerian Capital Market Outlook 2026: The Capital Market and Nigeria's Economic Recovery Path.
2. Full Report: Nigerian Capital Market Outlook 2026: The Capital Market and Nigeria's Economic Recovery Path.
3. Executive Summary: Nigerian Capital Market Outlook 2026: The Capital Market and Nigeria's Economic Recovery Path.
4. WebTV Focus Top 5 Issues Discussed in 2025.
5. Major Events Covered by WebTV in 2025.
6. Proshare's Top Ten Reports in 2025: Of Hits, Misses and Future Sweet Spots.
7. Top 10 Economy and Politics Issues Discussed in 2025.
8. Top 5 Key Islamic Finance Issues Covered for the year 2025.
9. Proshare 19th Anniversary.
10. Economic Outlook Report 2026: Hope and the Politics of Economic Recovery.
11. The Rapporteur's Report on Nigeria's 2026 Economic Outlook: Hope and the Politics of Economic Recovery
12. Macroeconomic Outlook 2026: From Risk to Recovery, Understanding the New Economic Risks and Unfolding Opportunities.
13. When Nothing is Normal: Bridging Nigeria's Economic Uncertainty Gap with Fresh Thinking and Bold Action.
14. The Rapporteur's Report on Tier 1 Banks Report Launch Getting Bigger, Braver, and Dominant – The Class of 2025.
15. Proshare 2025 Tier 1 Banks Report Launch - 4th Edition.
16. Proshare Launches Fourth Edition of Tier 1 Banks Report.
17. Tier 1 Banks Report: Getting Bigger, Braver, and Dominant - The Class of 2025.
18. Bank Recapitalisation and the Evolution of Nigerian Banking: Matters Arising.
19. A Fit-for-Purpose Regulatory Environment for An Inclusive Nigerian Capital Market.
20. Proshare 2025 Economists' Conference to Discuss Navigating the Nigerian Economy and Household Realities: Policies, Programmes and Projects.
21. Sterling Bank CEO Abubakar Suleiman Assesses Ongoing Economic Reforms in Nigeria.
22. Nigeria's Capital Market 2025 Outlook Report: The Capital Market and the Quest for a \$1trillion Economy.
23. Proshare's Top Eight Reports in 2024: Of Innovations, Market Dynamics, Business Growth, and Regulatory Changes.
24. Proshare's Top Ten Articles in 2024: A Year of Renewed Hope, Shocks and Corporate Shifts.
25. Top 10 Economy and Politics 2024 Videos.
26. Top 5 Islamic Finance Issues Covered in 2024.
27. Celebrating Proshare at 18.
28. Proshare Formally Joins the Nigeria Economic Society and CloD Centre for Corporate Governance (IODCCG).
29. Being Unafraid to go Against the Norm, to Enable a Future-ready Market.
30. Evaluating Tier 1 Banks in Nigeria: The Quest for Sustainable Financial Institutions.
31. Financial Market Leaders Laud Proshare for Building a Culture of Credibility.
32. Beyond Profit: The Story of Proshare.
33. Proshare's Culture of Resilience and Credibility Attracts Capital Market Commendation.
34. Beyond Profit: How a Nigerian Company Built a Culture of Credibility - A Fireside Chat.
35. Proshare Tier 1 Banks Report 2024: Access Corp, Zenith Bank, FBNH Lead in PBSI Ranking.
36. Executive Summary: Proshare's PBSI 2024: An Unexpected Return to FUGAZE.
37. Proshare Presents Third Edition of its Tier 1 Banks Report on Wednesday, July 3rd, 2024.
38. Real-Time Market Information: Proshare Announces Affordable Subscription Plans.
39. The Rapporteurs Report on Policy Crossroads: The Choice between Strangulation and Expansion.
40. NCM 2024 Outlook Report -Working Towards a Fit-for-Purpose Capital Market: Issues, Insights and Strategy.
41. Proshare's Top Ten Articles in 2023: From Currency Redesign Missteps to Subsidy Removals - Surviving the Age of Uncertainty.
42. Key Findings from The Second Proshare Tier 1 Banking Report.
43. Proshare Tier 1 Banking Report: Experts Harp on Digitalization and Sustainability.
44. Full Report: Reassessing Tier 1 Banks: The New Class of 2023 - October 13, 2023.
45. Proshare's Top Seven Reports in 2022: Rethinking, Reimagining, and Reworking Corporate Nigeria- What Mattered Most.
46. Proshare's Top Ten Articles in 2022 - Of Bluster, Brigandage, and Policy Bombings.
47. FIRS Lists NNPC Ltd as Highest Taxpayer in 2021; Proshare Nigeria Receives Recognition Award.
48. Changes at Proshare: Building a Purpose-led Firm for the Future Market.
49. Proshare Appoints Funke Medun as an Independent Director.
50. Redefining Tier 1 Banks in Nigeria.
51. Nigeria's Banking Industry: The Case for Redefining

- Tier1Banks.
52. Why we Migrated from proshareng.com to Proshare.co - Olufemi Awoyemi.
  53. Proshare Rebrands, Launches New Website, and Commits to Delivering more value to Subscribers and Clients.
  54. Proshare moves to a new home.
  55. Financial Intelligence in a Decade of Uncertainty; The Proshare Model.
  56. Proshare @15: Celebrating Consistency and Credibility As a Financial Intelligence Hub.
  57. Team Proshare Emerges the Corporate Winner of the 2021 Nigerian-British Golf Tournament.
  58. My Internship Experience at Proshare - First Class Graduate of Law.
  59. ComX Partners Proshare for a Twitter Chat on Trading of New Products.
  60. The Impact of Proshare 5.0 on the Nigerian Financial Market - Olufemi Awoyemi.
  61. is proshare rebranding - Olufemi Awoyemi.
  62. What is the latest from Proshare.
  63. Is Proshare rebranding? - Olufemi Awoyemi PART 2.
  64. What is new from Proshare - Olufemi Awoyemi.
  65. The benefits of the Proshare Investment Community - Olufemi Awoyemi.
  66. Proshare's New Year Message - Change, Technology, and The New Corporate Calling.
  67. Proshare Announces Leadership Changes, Ahead of its Service and Business Process Restructuring.
  68. Proshare Nigeria, 633 Others Listed Among Data Protection Compliant Organizations in Nigeria.
  69. AFEX Partners Proshare on a Webinar on the Impact of COVID-19 on Nigeria's Food Systems.
  70. Proshare Donates to CACOVID, Launches CoronaWATCH to track the COVID-19 Effect on Markets.
  71. COVID-19: Business Continues with Remote Work Operations at Proshare Nigeria.
  72. COVID-19: Our Compliance with Lockdown and Measures Put in Place To Serve You.
  73. PEBEC 3.0 Awards: Proshare, CBI, FIRS, NAFDAC Others Receive Recognition.
  74. Proshare, Deloitte, Others Listed As Value Added Service Providers For the NSE Growth Board.
  75. Proshare Subscribes to Business Action Against Corruption; Appoints Chief Compliance Officer.
  76. On This 13th Year of Proshare's Founding - A Message from The Founder.
  77. Proshare's Olufemi Awoyemi Receives 2019 Institute of Service Excellence Award.
  78. Proshare Receives Special Recognition at the Launch of Nigeria's Fintech Roadmap 2019.
  79. CBI Partners Proshare on the Business Action Against Corruption (BAAC) Nigeria Project.
  80. NESG Visits Proshare, Solicits Strategic Media Collaboration Ahead of NES25.
  81. Proshare Creates "Dangote Index" and "Elumelu Index"; Monitors Large Cap Equity Value Movements.
  82. Proshare Trains Outgoing Corp Members on Project Management at Phillips Consulting.
  83. Proshare and AFEX Form Strategic Partnership to Boost the Nigerian Commodities Market.
  84. Proshare's 2018 Review and 2019 Outlook Page Now Live.
  85. Proshare Identified In London Stock Exchange Group's 'Companies to Inspire Africa 2019' Report.
  86. Proshare Receives Special Recognition at the Inaugural FMDQ Gold Awards.
  87. The Newly Redesigned Proshare Market: 8 Things to Note.
  88. Announcing the Launch of the Newly Redesigned Proshare Markets; Replaces #TheAnalyst.
  89. Awoyemi, Proshare receive Awards at the 2nd National Fintech Conference 2018.
  90. Proshare's 2017 Review and 2018 Outlook Page now Live.
  91. Proshare Nigeria Launches IOS Version of Mobile App.
  92. Proshare Nigeria Launches Mobile App.
  93. Proshare migrates its WebTV website to Proshare WebTV on the new hub.
  94. FMDQ collaborates with Proshare, Launches Fixed Income & FX Price Ticker Tape on Proshare Website.
  95. Proshare Improves on Market Coverage - Adds NASD Page and APO News Feed.
  96. Proshare migrates its Economy & Politics website to Proshare Economy on the new Hub.
  97. My Internship Experience at Proshare - 9th Grader at Corona.
  98. NASD Plc Signs MoU with Proshare Nigeria Limited.
  99. Proshare and NASD Plc Form Strategic Partnership to Boost the Nigerian Financial Market.
  100. Proshare launches a more robust information hub; consolidates its subsidiaries.
  101. Proshare 10.0 and the Future of Investing & Finance in Nigeria.
  102. Changes in subscription cost for TheAnalyst dedicated data service.
  103. Proshare WebTV bags 2015 Pearl Media Award for Quality Capital Market Reporting.
  104. Proshare CEO awarded the GCA African Financial Analyst for 2015.
  105. Proshare wins 2015 IFM Award as the "Most Innovative Capital Market Service Team, Nigeria".
  106. Tracking 2015 Elections: Between Politics and the Economy, The Market Often Wins.
  107. WebTV and TheAnalyst wins top industry award for innovation.
  108. What is Proshare? – 081212.
  109. Proshare at Five - Olufemi Awoyemi: 021212.
  110. Letter from CEO - Proshare 5.0 Launch Inspired by Changing Realities.

### Advice To Users of This Report.

Proshare, founded in 2006, is a trusted professional practice and financial information hub dedicated to serving as a critical bridge between the markets, investors, regulators, and stakeholders. By delivering credible, reliable, and timely engagements, we assist the marketplace to shape thought-led conversations premised on evidence-based insights that hold the firm accountable collaboratively.

#### Practice Ethos and Disclaimer

Proshare does not guarantee any results or investment returns based on the information contained in this report. Although we have used our best efforts to provide the most accurate information, we do not promise verbally or in writing that you will earn a profit when or if you use the information contained therein and/or take the actions that might have been prescribed here by the author or our analysts, any reliance you place on our content for decision making is at your own risk. Reports often contain complex technical language, kindly seek expert analysis or expert opinions to help interpret the findings accurately. Context is key, and understanding is essential to grasp the report's true implications. We encourage our discerning readers to seek additional education and insights as you navigate the complexities of the report. As consumers of news and information, we play a role in responsible reporting, be cautious of spreading unverified or misleading information about the report's contents or corporate entities mentioned in the report.

#### Copyright

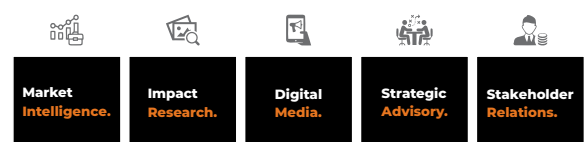
The copyright of the materials in this report belongs to Proshare Nigeria Ltd. While we encourage the dissemination of our work, permission to reproduce or republish any portion of the report should be directed to the office of the MD/CEO of Proshare Nigeria Ltd. This work is licensed under the Trademark and Copyrights Laws of the Federal Republic of Nigeria and is registered accordingly at the National Library and other relevant agencies. Proshare's Reports are critical to its education, empowerment, and enlightenment. It is designed to provide market impact commentary on economic, financial, and business developments. While the partners and acknowledged references are responsible for their work, the report issued is designed to document facts.

#### Creation Date


This report was published on January 1, 2026, and is based on the best publicly available information at that time. The PDF version was created on January 2, 2026. For comments, feedback, and updates, kindly send us an e-mail via [research@proshare.co](mailto:research@proshare.co). Thank you.

  
**Teslim SHITTA-BEY**  
 Managing Editor/CE

  
**Tosin IGE**  
 Head, Research



### Contacts.

 Olufemi <b>AWOYEMI</b> , <i>mni</i> ceo@proshare.co	 www.proshare.co
 Teslim <b>SHITTA-BEY</b> teslim.bey@proshare.co	 +234 902 407 5284
 Tosin <b>IGE</b> research@Proshare.co	 @proshare
 Juliet <b>IKUOMOLA</b> analyst@proshare.co	 proshare.co
	 proshare.co
	 proshare.co

 Plot 590b, Lekan Asuni  
 Close, Off Toyin Omotosho Street,  
 Omole Phase 2, Isheri Olowora  
 Ikeja, Lagos, Nigeria **PC: 105102**  
 Tel: **0700 – PROSHARE**  
 E-mail: info@proshare.co