

# COMPANY PROFILE



# Simplifying Cross border Payments for **African Businesses**



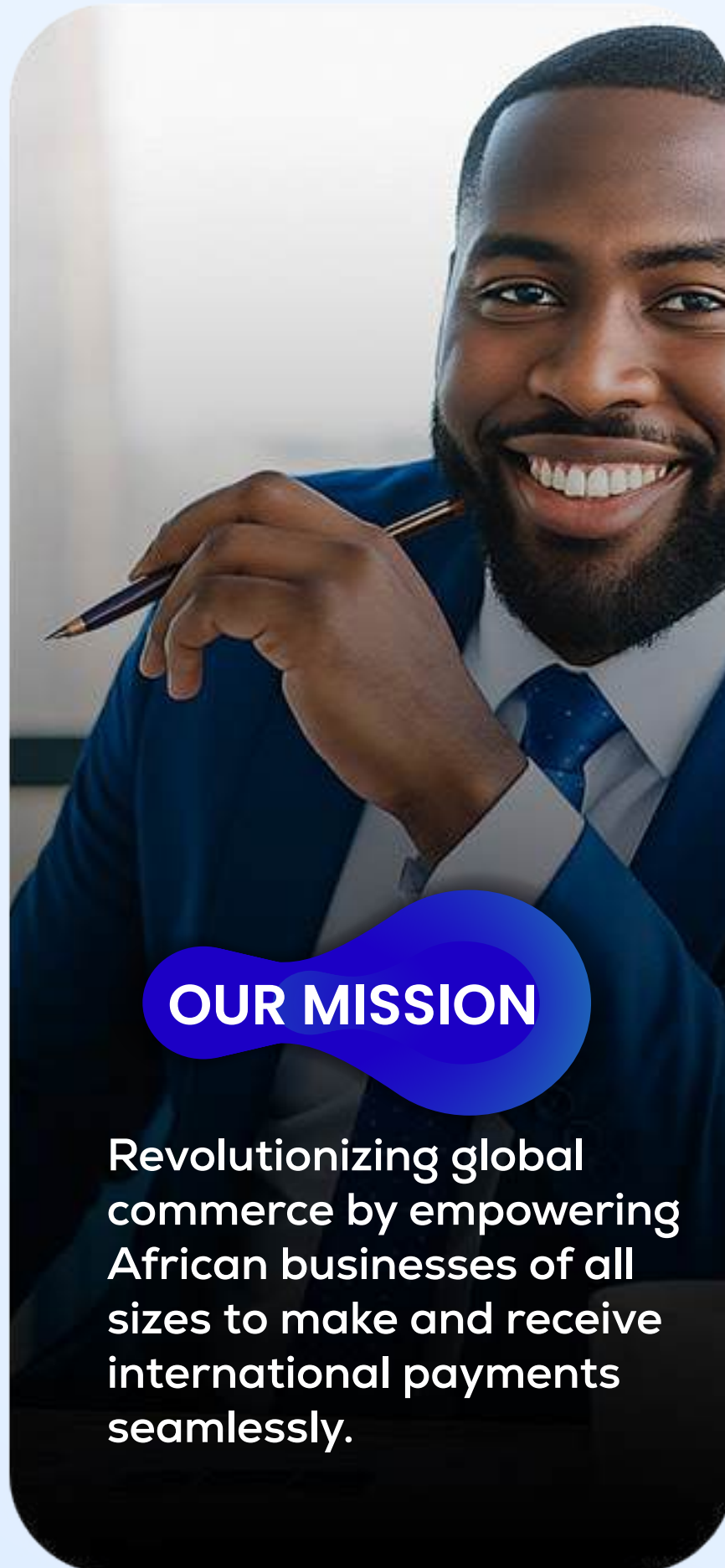
# WHO WE ARE

We are a financial technology company simplifying cross border payments for African businesses. Our desire is to ensure companies can make payments to global suppliers and get paid anywhere.

As a leading currency exchange and B2B cross-border payments provider, we take pride in revolutionizing the way businesses navigate the intricate world of international finance. We are dedicated to providing unparalleled financial solutions that elevate your business to new heights.

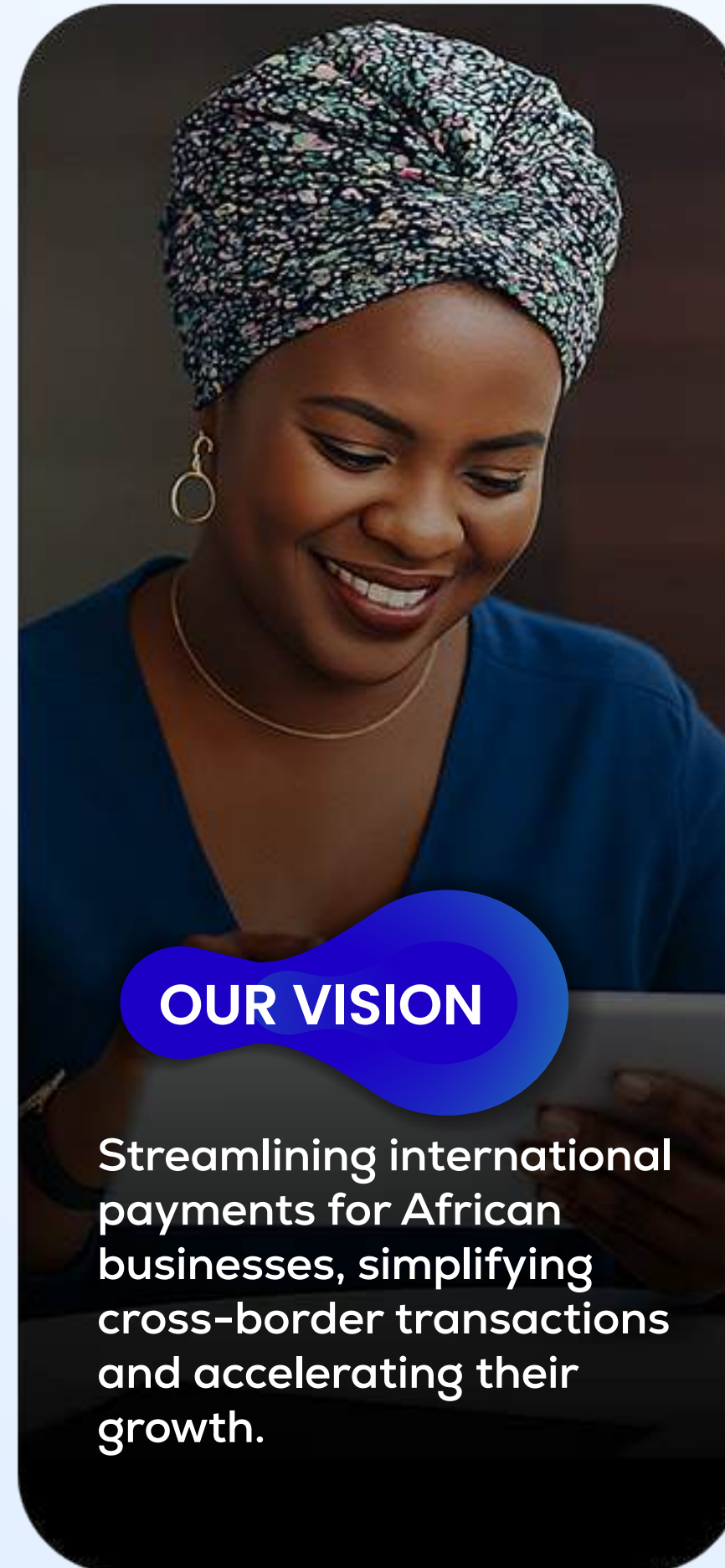
Established with a vision to simplify international trades, we bring together cutting-edge technology, financial expertise, and a customer-centric approach to redefine the way businesses handle their cross-border payments.





**OUR MISSION**

Revolutionizing global commerce by empowering African businesses of all sizes to make and receive international payments seamlessly.



**OUR VISION**

Streamlining international payments for African businesses, simplifying cross-border transactions and accelerating their growth.



**OUR CULTURE**

- Promote the organization everywhere we go
- Reward performance and committed team members
- Over communicate the little details
- Never compromise on integrity
- Take employee welfare seriously
- Take ownership in all we do

# OUR ROADMAP



**2019 - 2022**

Operational Readiness |  
Brand & Trust Building

**2023 - 2024**

License Acquisition |  
Capital Building

**2025**

Product & Technology  
Development

**2026**

BANKING AS A  
SERVICE

# OUR GROWTH 2024

**\$3B+**

Processed



**813**

Unique Customers  
Served



**800+**

African Corporate  
Businesses



**31**

Transaction  
Partners



**6**

Currencies  
Traded



**5**

Licenses  
Acquired



# OUR SOLUTIONS



## PAYOUT



Disburse payments to over 190 countries using our real-time infrastructure, built for agile, on-demand global businesses.



## PAYIN



Streamline inbound funding, currency conversion, and disbursements, all in one place to support seamless international growth.



## FOREIGN EXCHANGE



Competitive FX rates, timely settlements, and transparent processes.



## COLLECTIONS



Easily receive payments from clients around the world through local and international rails, accelerating cross-border cash flow.



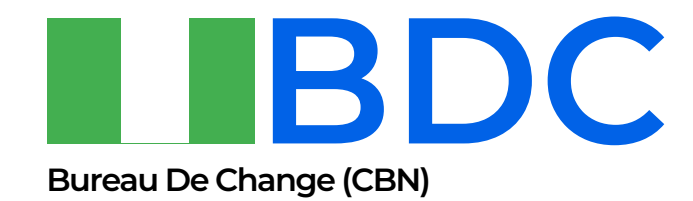
## TREASURY MANAGEMENT



Smart treasury solutions for liquidity, FX exposure, and strategic planning.

# LICENSES, PARTNERSHIPS AND CERTIFICATIONS

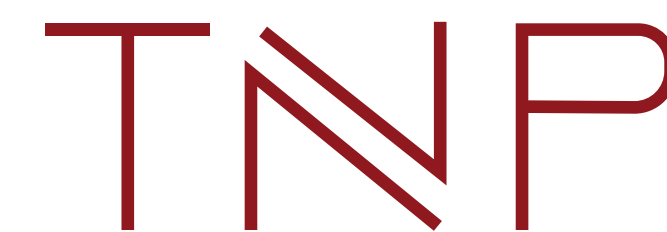
## LICENSES



## CERTIFICATIONS



## PARTNERSHIPS



# CASE STUDY 1

## Converting USD to Naira for Local Settlement

**Tunde**  
Oil & Gas Consultant



### Background

Tunde, an independent oil and gas consultant, works with international firms and is often paid in USD for his services. However, he needs Naira to cover business expenses, payroll, and local operational costs. He has once experienced unfavourable exchange rates and delayed settlements, which affected his cash flow.

### Solution

Frustrated by the unfavourable exchange rates and delayed settlements, Tunde knew he needed a more reliable way to convert his earnings. That's when he turned to Bluebulb.

While dealing with Bluebulb, Tunde received timely updates at every stage of his transactions, regular telex confirmations, and a dedicated account officer who ensured a smooth customer experience.

Since partnering with Bluebulb, Tunde has consistently received the best value for his USD-to-Naira exchanges, allowing him to expand his business, maintain financial stability, and lock in higher profits.

### Impact

Tunde now spends less time worrying about rates and more time scaling his consultancy business. He received Naira promptly, allowing him to settle all financial obligations smoothly and reinvest in his business without delays.

# CASE STUDY 2

## Effortless Cross-Border Payments for Import Businesses

*Chuks*

Lagos-based  
Electronics Importer



### Background

Chuks runs a successful electronics import business and frequently purchases goods from China. He struggles with sourcing USD at competitive rates to pay his suppliers. He is tired of long processing times and high transaction fees, leading to supply chain delays.

### Solution:

He reached out to Bluebulb, and from that moment he was met with a dedicated team ready to simplify his payment process. We provided seamless cross-border payments, ensuring he could pay his suppliers directly in their preferred currency, whether USD, Yuan, or Euros.

Beyond just the ease of doing business with us, Chuks received real-time exchange rate updates and direct access to a dedicated account officer to handle all his concerns.

### Impact:

Chuks secured his shipments on time, saved significantly on FX costs, and maintained strong supplier relationships, keeping his business running efficiently. Today, he focuses on growing his business, confident that Bluebulb has his FX needs covered.

# CASE STUDY 3

## Treasury Manager Seeking a Reliable FX Partner

*Adamu*

Treasury Manager  
at a Multinational  
Company

### Background

Adamu is responsible for managing foreign exchange transactions for a multinational company. He struggles with foreign exchange volatility, inconsistent rates, and slow processing time, making financial planning and supplier payment challenging.

### Solution

His problem was solved after a partnership with Bluebulb. We continually offered him competitive exchange rates, seamless cross-border payments for quick settlements and dedicated support for proactive treasury management.

What truly made a difference was our dedicated Relationship Managers, who took the time to understand the nuances of Adamu's business. We provided proactive support, offering insights into potential market trends and ensuring that each transaction was managed with precision and care.

### Impact

Adamu can now sleep better at night knowing his company gained better control over FX transactions, reduced costs, and improved financial planning for smooth global operations. He's confident that with Bluebulb by his side, his treasury operations will continue to thrive.

# CASE STUDY 4

## Businesswoman Converting USD to Telegraphic Funds



### Background

Sandra runs a successful export business and receives USD payments from international clients. However, she needs to convert her USD into Telegraphic Transfers (TT) or inflows to settle business obligations abroad.

### Solution

Bluebulb provided a swift USD conversion and telegraphic transfer service, ensuring direct settlement into her foreign accounts with optimal exchange rates.

### Impact

Sandra avoided delays and financial losses, ensuring her business transactions were seamless, efficient, and cost-effective.

*Sandra*  
International  
Businesswoman

# CASE STUDY 5

## Family Man Paying School Fees Abroad

**Femi**

Dedicated  
Father



### Background

Femi's daughter was admitted to a university in the UK for her master's degree, and he needed to pay her tuition fees before the approaching deadline. However, he struggled to source foreign exchange at a competitive rate, while his bank's extensive paperwork, high fees, and slow processing only added to the delays and stress.

### Solution

Bluebulb facilitated a seamless tuition payment experience for Femi and his daughter with our cross-border payment solutions, allowing direct, fund transfers to the university at competitive exchange rates with ease and speed.

### Impact

Femi's daughter's tuition was paid on time, avoiding penalties. He helped secure his daughter's educational dream with our seamless cross-border payment solution.

Impressed by the smooth process, Femi returned to Bluebulb for subsequent tuition payments, while also planning for the other siblings.

# OUR CLIENTELE

Oil & Gas



Renewable Energy



Aviation



FMCG /Manufacturing



Financial Institutions



Construction



Legal Services



Pharmaceuticals



Telecommunications



# OUR DIRECTORS



**OTUNBA ABIMBOLA ASHIRU**

Chairman

Chairman, Odu'a Investment Company Limited  
30 Years Banking (Director, Stanbic IBTC Bank)  
Fellow, Chartered Institute of Bankers (FCIB)  
Former Commissioner, Ogun State Government



**OLUYEMISI DARAMOLA**

Chairman/Managing Director

17 years at KPMG  
5 years Banking  
Fellow ACCA, London



**AHMAD DAMCIDA**

Director

MD/CEO, Energy Culture Limited  
Founder, Folti Technologies  
25 years Business Operations



**ADETORERA BANJO**

Director

Strategy & Transformation Professional  
15 years KPMG  
5 years Banking



**DIPO OGUNBIYI**

Director

Investment Banking Professional  
Executive Director & Chief Finance Officer  
18 years Banking



**OLA DARAMOLA**

Executive Director

M.Sc, University of Nottingham  
15 years Engineering, PropTech, Finance  
3 years Peritus, 5 years Dangote refinery company

# OUR MANAGEMENT TEAM



**SOLA AWOLOLA**

Assistant Director & Group Head,  
Strategy & Innovation

M.Sc, Business Admin.  
Associate Member, ARCON & IBS  
16 years in Banking, Strategy Direction, Product Dev.



**OLUWASEUN OLADIMEJI**

Assistant Director & Group Head,  
Business Growth

B.Sc, Accountancy  
Member, CIBN  
17 years of managing Corporate  
& Commercial Business Relationships



**TOLULOPE SOFELA**

Financial Controller

B.Sc, Accountancy  
Associate Member, ICAN & IFA  
8 years in Financial Services



**OMOTOSO ABIMBOLA**

Group Head, Human Resources

B.Sc. Psychology  
Member, CIPM, SHRM  
25 years of people management



**SOLOMON IZEBEKHAI**

Group Head, Treasury & Operations

B.Sc. Finance Associate Member,  
ACI, ACIS  
18 years in Financial Services




**OLANIYI AKINSULIRE**


Group Head, Internal Control & Audit

B.Sc, Accountancy  
Associate member, CIBN  
10 years Inventory Control & Investigation



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