



AXIELLE LIMITED

**BECOME
PART OF
SOMETHING
TRULY
EXCEPTIONAL**





WHAT IS THIS ABOUT?

This material was *tailored* for you as a special invitation to invest and partner with the AXIELLE brand. We are certain that people who want great and secured Returns of Investments as well as being part of a transformational Business Model will find the contents interesting and stimulating. More importantly, we want you to be part of something truly exceptional.





Earn by Investing in the **AXIELLE GROUP**

You can participate and earn returns through
SHAREHOLDING...

Purchase out of 200,000,000.00 Shares available
@ 0.80k per share which is 20% value of the
AXIELLE GROUP

OR

DEBT

Invest your funds for 1yr @ <30% PA.

[The rates can vary from time to time] .

Interest and Principal will be paid @ the end of the
tenure.

TO PARTICIPATE; Fill out the Investment form
<https://forms.gle/Po267goTxvtefF7i8> **OR** go to
www.axielle.com.ng/partnerships

08035882744, axielleltd@gmail.com; www.axielle.com.ng

Funds will be used for

- Customer Base Expansion
- Opening of more business operating outlets
- Robust Marketing
- Strengthening Technology platforms
- Increase Business Reach towards being an International Brand
- Improve Corporate Governance
- Increase Profitability and Profits
- Increase Shareholders and Stakeholders returns





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Planning Framework for this Material

The framework adopted for this strategic plan development is the typical strategy planning concept that is schematically presented, starting from status analysis, vision revalidation, objectives setting to the call for participation.



The strategic planning process evolved through various management sessions to harmonise opinions, and agree on the group's overall strategic direction.



About Axielle

Axielle is a Marketing and Lifestyle Company that offers platforms and smart solutions in Marketing, Advertising, Sales and ICT integrations for a wide variety of products. The way we buy, sell, transact, relate and do business is changing and Axielle is positioning itself to be in the forefront of the tide. We are one of the few companies that is structured to promote buyer/seller connections and relationships. We set up single/multi product smart shops and also provide online/physical retail spaces for producers, entrepreneurs and wholesalers to advertise and sell their products. We also develop our own products to suit what the market needs. So whether its ours or that of our clients, we place businesses in the driving seat, of the new and smart ways of selling all categories of products both online and physically. Our smart selling spaces, stores and platforms afford our clients the most efficient, convenient and cost effective ways of selling and doing business thus enhancing the buying experience for our end users.

What we are



Vision

To be the go to company for patronage of a wide variety of commodity and lifestyle products and to provide the best and most effective marketing, advertising, sales and lifestyle solutions to our clients.



Mission

To be the best and most sought after Marketing and Lifestyle solutions company and to continually be in the fore front of innovation and customer preference..

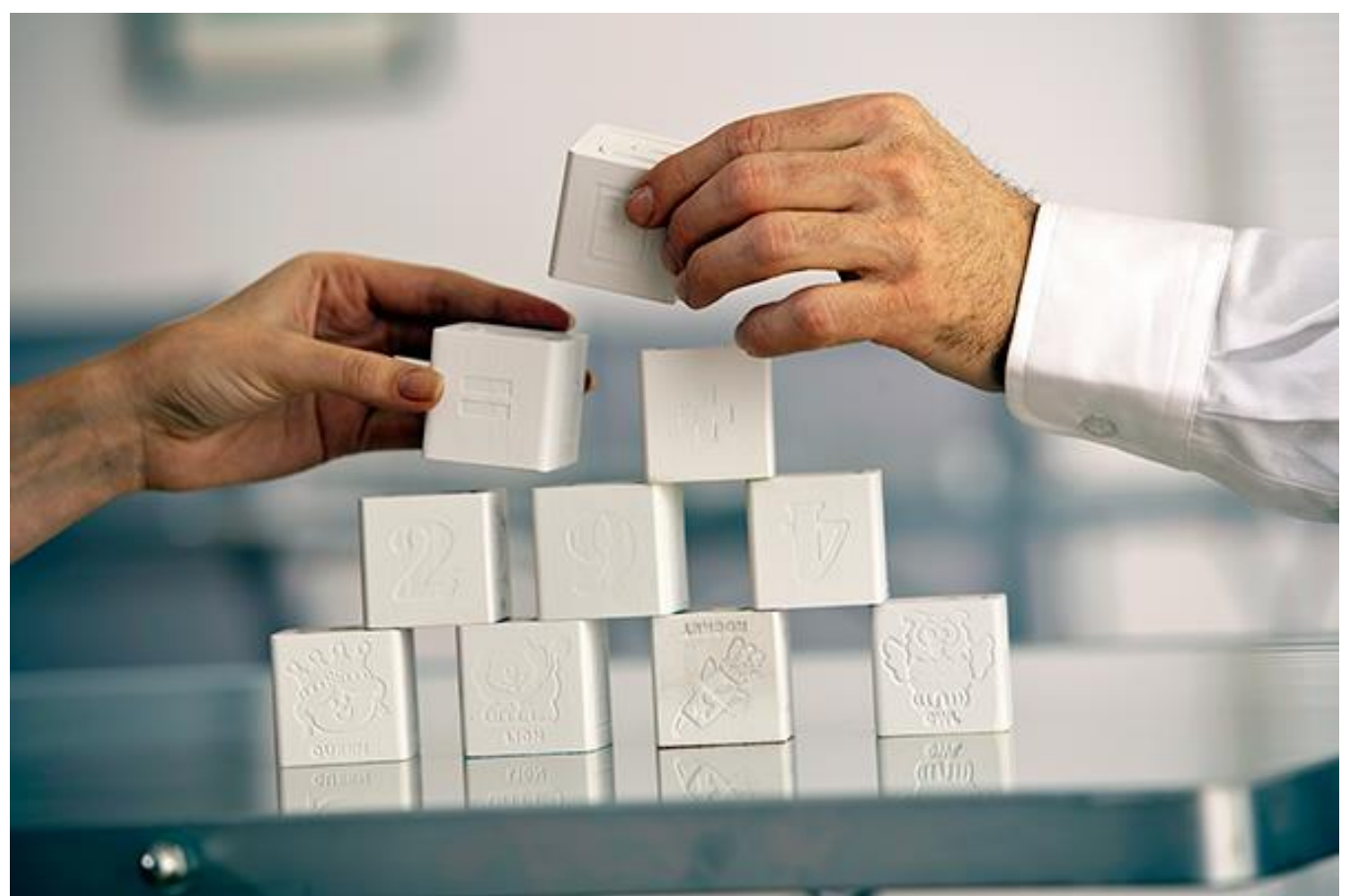


Values

Innovation,
Competitiveness,
Customer
Centeredness ,
Professionalism,
Excellence, Integrity &
Effectiveness

AXIELLE LIMITED was incorporated in 2017. Its first business was an online marketing store 'axielle.biz' that provided a platform for business persons to sell and advertise their items to customers. We ran the online platform for one year. From interactions with our clients and other studies, we decided to evolve into smart selling spaces which is a seamless hybrid of physical and online platforms. Due to the high cost of setting up the smart malls, we decided to put up mono product/sector platforms. The first was the Freshmealsx platform designed to provide and supply a wide variety of fresh homemade meals. To achieve this, we engaged cooks and created a platform for them to sell meals. We earned commissions on meals sold. Next on stream was the Fresh Farm Produce platform where we get fresh farm produce from our partner farms at off taker prices and supply to our consumers at retail prices. For this we set up the Fresh Farm Produce Shop and office in Abuja. At this stage we also partnered with some investors and started the monthly returns program where we paid them monthly returns from sales. The program was designed to run for a year ended on 31st March 2022. we would like to add that the program was over subscribed by 20% and during the one year period that the program ran, all investors were paid their dues and there were no infractions. As part of our growth strategy, we have charted a new course for the company which will involve shareholding as well as long term investment options to enable us achieve set targets and milestones for the next phase of our journey.

I am glad to have shared with you what our journey has been but I am more than glad to share with you where we are and the exciting things we have ahead.



Our Journey



Where we are

This is to show what our present products and operations are

AXIELLE Fresh Farm Produce Shop



What are we doing?

Consumers mostly get their food items from their local supermarket and market place. These food items are mostly supplied by wholesalers and farm off takers. Sometimes in a bid not to make losses due to bad sales, food is preserved via unhygienic and dangerous means only to be sold later. These items when consumed can cause serious medical complications to people. Also, a good number of farmers in spite of general food insufficiency loose their products because they don't have ready buyers for their products or the facilities to preserve them . The Axielle fresh Farm produce Business solves these problems by getting food items straight from the farms and supplying to our clients fresh. So the farmers on our platform get orders for their produce hence reducing waste and loss and also people can have access to fresh uncontaminated food. Axielle ensures that all the food we supply are same day fresh. Beyond business, Axielle is helping to promote healthy eating and living.



How are we going about it?

Axielle contacts the farms on what is available. We advertise to our clients and to the public. Our clients connect to us via whatsapp, phone calls ,social media, etc. When the orders are confirmed and the prices agreed on , we request for the items from the farms and supply to the clients. The clients either come to the shop for pick up or its supplied to their destinations at a fee.

AXIELLE Fresh Farm Produce



Status



Business Locations

The business presently has an office and pick up shop @ Wuse Zone 5 in Abuja, Nigeria, Africa.



Personnel

The shop has a Shop assistant with a shop manager.



Partnerships

The shop has 20 farms we are partnering with that supply a wide range of products e.g. vegetables, poultry, eggs, fruits, etc. For logistics, we also partner with 2 logistic companies for the supply distribution of fresh farm produce.



% Return on Investment

The business posts an average 15% Return on every sale



Profit

Profit after Tax and Investor Payments stood @ N3,200,00.00 during the Fresh Farm Produce Monthly Returns Program



Investment Program

For the entire period that we did the Fresh Farm Produce Investment Monthly Returns program, all dividend payments were paid to all investors



Next Steps

We would like to share with you what we would be doing next as part of our growth strategy




AXIELLE

Smart Fresh Farm Produce Shop




Next Steps...



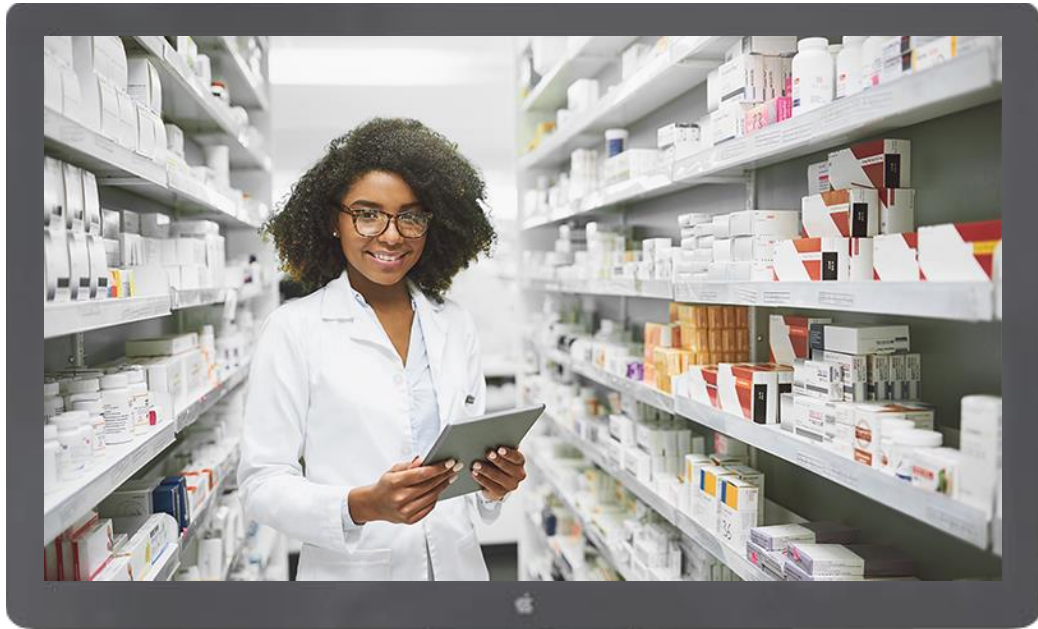
Fresh Farm Produce Our Growth Targets

ICON	DESCRIPTION	STATUS APRIL 2022	JUNE 2023	DECEMBER 2024
	BUSINESS LOCATIONS	* 1 SHOP/ OFFICE IN ZONE 5, ABUJA.	<ul style="list-style-type: none"> 4 BUSINESS LOCATIONS. [2 IN ABUJA, 1 IN LAGOS, 1 IN PORT HARCOURT] 	<ul style="list-style-type: none"> 9 BUSINESS LOCATIONS. [WITH AT LEAST ONE OUTSIDE NIGERIA]
	PERSONNEL	3	15	35
	PARTNERSHIPS	20 FARMS, 2 LOGISTICS COMPANIES	70 FARMS, OWN OUR OWN DELIVERY BIKES, PARTNER WITH 3 LOGISTIC COMPANIES,	150 FARMS, OWN LOGISTICS ARM
	% RETURNS ON INVESTMENT	15% AVERAGE	17% AVERAGE	17.5% AVERAGE
	YEAR END PROFIT	N3,200,000.00	N7,000,000.00	N10,000,000.00
	INVESTMENT	FRESH FARM PRODUCE MONTHLY REPAYMENT PROGRAM [FULLY EXECUTED WITH ALL DIVIDENDS PAID UP]	<ul style="list-style-type: none"> STOCK OPTIONS 1-5 YR LONG TERM SOFT DEBTS 	<ul style="list-style-type: none"> STOCK OPTIONS 1-5 YR LONG TERM SOFT DEBTS

Fresh Farm Produce Our Growth Targets

ICON	DESCRIPTION	STATUS APRIL 2022	JUNE 2023	DECEMBER 2024
	NO OF REPEATING CUSTOMERS	100	• 200	• 500
	MARKET POSITIONING : THE NUMBER OF RESTAURANTS, EATERIES IN THE BUSINESS AREA AND THE MEASURE OF THE POPULARITY OF THE BRAND. OF RESTAURANTS AND TARGET CLIENTS WITHI OUR OPERATIONAL AREAS	LESS THAN . .	4%	7%
	OPERATIONS	FRESH FOOD ITEMS REQUESTS ARE MADE VIA PHONE CALLS AND WHATSAPP. PRICE CONFIRMATIONS ARE MADE TO FARMERS. CUSTOMERS ARE INFORMED OF THE AXIELLE RETAIL PRICES AND SALES ARE MADE	THE FRESH FARM PRODUCE ONLINE PRICE INDEX IS USED FOR REAL TIME PRICING AND ORDERS AND PAYMNTS CAN BE MADE ONLINE. THE FARM LIASION OFFICERS RUN THE PRICE PLATFORM	A FULL DIGITAL SYSTEM THAT CONNECTS ALL THE FARMS AND CUSTOMERS

AXIELLE Smart Pharmacy



What are we doing?

We are putting together a modern and smart pharmacy and store. At our store, people will be able to view the drugs we have on our shelves online and real time. Suppliers will also be able to track their supplies and their earnings online real time. We are also targeting very attractive locations and have started discussions with Pharmaceutical companies and representatives.

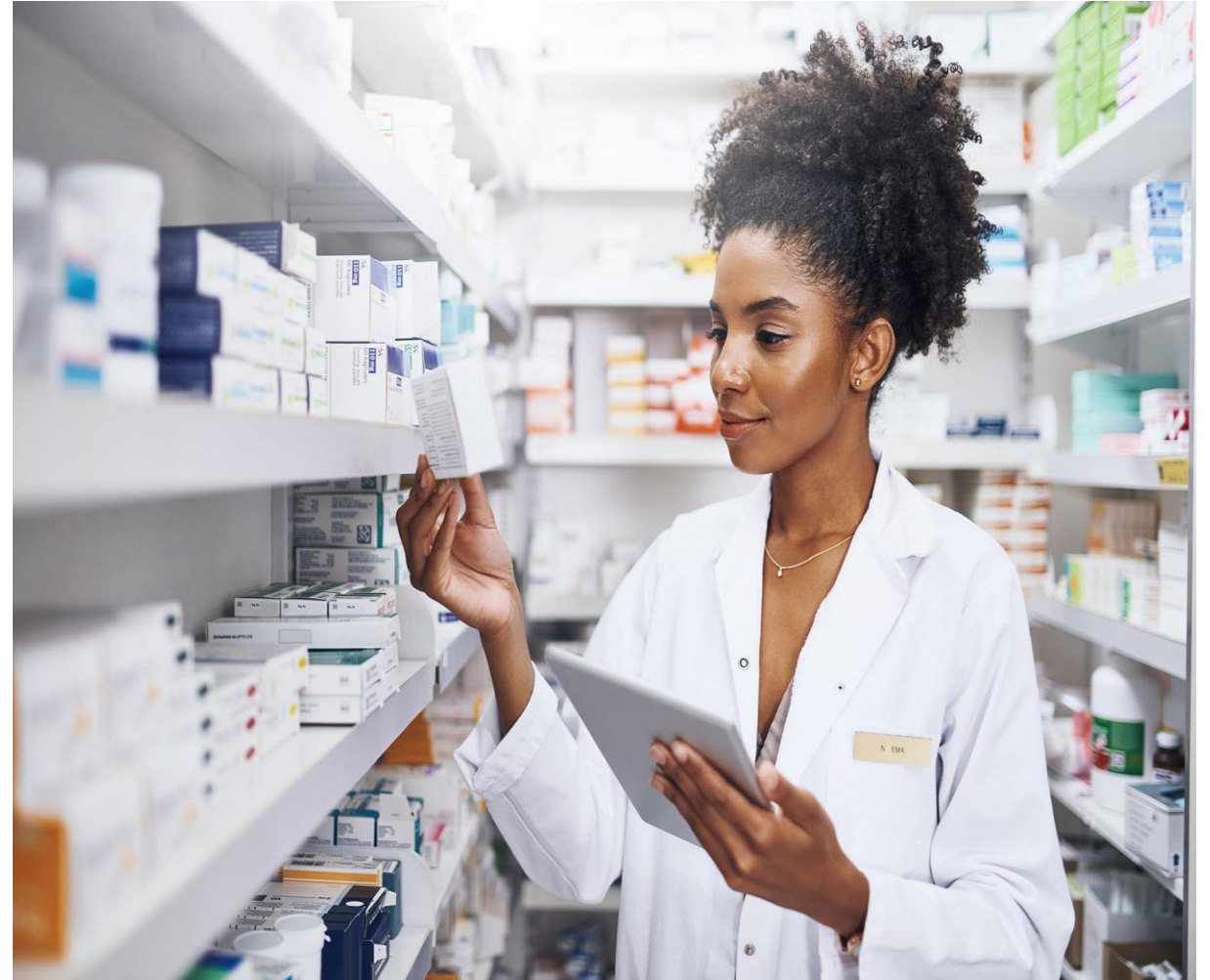


How are we going about it?

Our partner pharmaceutical companies and wholesalers will place their items on our store and platform and we market and dispense. We will leverage on technology for better service delivery and sales of pharmaceutical products. There will be service charges to be paid to Axielle. This ensures quick and decent returns on investment.



AXIELLE Smart Pharmacy Next Steps...



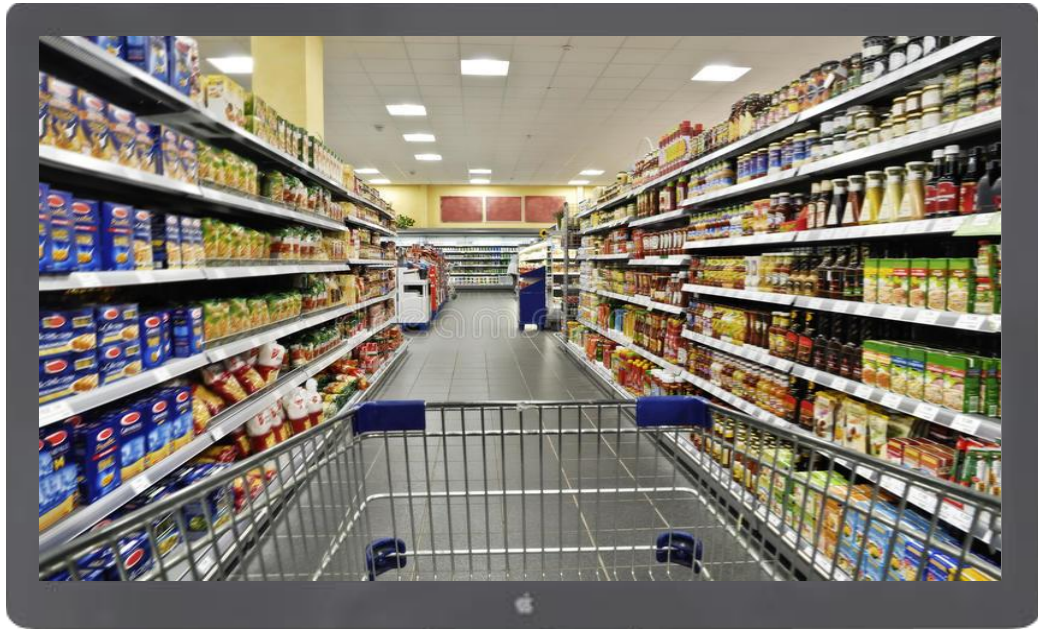
Smart Pharmacy..... Our Growth Targets

ICON	DESCRIPTION	STATUS APRIL 2022	JUNE 2023	DECEMBER 2024
	BUSINESS LOCATIONS	* IN THE PROCESS	• 2 BUSINESS LOCATIONS	• 3 BUSINESS LOCATIONS
	PERSONNEL	NIL	7	12
	PARTNERSHIPS	DISCUSSIONS IN PROGRESS	30 PHARMA COMPANIES	70 PHARMA COMPANIES
	% RETURNS ON INVESTMENT		30%	30%
	YEAR END PROFIT	N3,000,000.00	N5,000,000.00	N12,000,000.00
	INVESTMENT		<ul style="list-style-type: none"> • STOCK OPTIONS • 1-5 YR LONG TERM SOFT DEBTS 	<ul style="list-style-type: none"> • STOCK OPTIONS • 1-5 YR LONG TERM SOFT DEBTS

Smart Pharmacy..... Our Growth Targets

ICON	DESCRIPTION	STATUS APRIL 2022	JUNE 2023	DECEMBER 2024
	NO OF REPEATING CUSTOMERS		100	• 500
	MARKET POSITIONING : THE NUMBER OF RESTAURANTS, EATERIES IN THE BUSINESS AREA AND THE MEASURE OF THE POPULARITY OF THE BRAND. OF RESTAURANTS AND TARGET CLIENTS WITHI OUR OPERATIONAL AREAS		6%	9%
	OPERATIONS		CUSTOMERS CAN WALK IN AND PURCHASE DRUGS AND OTHER ITEMS AND ALSO VIEW ITEMS ONLINE AND COME FOR PURCHASE.	WE WILL GO FULLY DIGITALAND PROVIDE A PLATFORM WHERE CUSTOMERS CAN ORDER ONLINE.THIS WILL DEPEND ON THE PHARMACEUTICAL COUNCIL APPROVING IT.

AXIELLE Smart Store



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What are we doing?

We are putting together a modern and smart mono and multi product store. Its to be a place where different categories of producers, designers and wholesalers can place their products in our smart store. We will display, advertise and sell their products. We will leverage on technology to give our clients a taste of the future of sales.



How are we going about it?


We will advertise to various wholesalers and producers and present the with the opportunity to place their items @ a premium. This ensures quicker returns on investment and reliable data on the profitability of every item. This is a workable and profitable model which will ensure brisk growth and profits.



AXIELLE Smart Store Next Steps...



Smart Store..... Our Growth Targets

ICON	DESCRIPTION	STATUS APRIL 2022	JUNE 2023	DECEMBER 2025
	BUSINESS LOCATIONS	* IN THE PROCESS	• 2 BUSINESS LOCATIONS	• 3 BUSINESS LOCATIONS
	PERSONNEL	NIL	8	20
	PARTNERSHIPS	DISCUSSIONS IN PROGRESS	50 WHOLESALERS	200 WHOLESALERS
	% RETURNS ON INVESTMENT		30%	30%
	YEAR END PROFIT	N5,000,000.00	N7,000,000.00	N12,000,000.00
	INVESTMENT		<ul style="list-style-type: none"> • STOCK OPTIONS • 1-5 YR LONG TERM SOFT DEBTS 	<ul style="list-style-type: none"> • STOCK OPTIONS • 1-5 YR LONG TERM SOFT DEBTS

Smart Pharmacy..... Our Growth Targets

ICON	DESCRIPTION	STATUS APRIL 2022	JUNE 2023	DECEMBER 2024
	NO OF REPEATING CUSTOMERS		150	• 400
	MARKET POSITIONING : THE NUMBER OF RESTAURANTS, EATERIES IN THE BUSINESS AREA AND THE MEASURE OF THE POPULARITY OF THE BRAND. OF RESTAURANTS AND TARGET CLIENTS WITHI OUR OPERATIONAL AREAS		6%	9%
	OPERATIONS		CUSTOMERS CAN WALK IN AND PURCHASE ANY ITEMS	WALK IN AND ONLINE PURCHASES

Other Income Opportunities for the **AXIELLE GROUP**



Axielle Boutique



Axielle Salon & Spa



Farmers Smart Spaces



Axielle Smart Storage



Axielle Properties



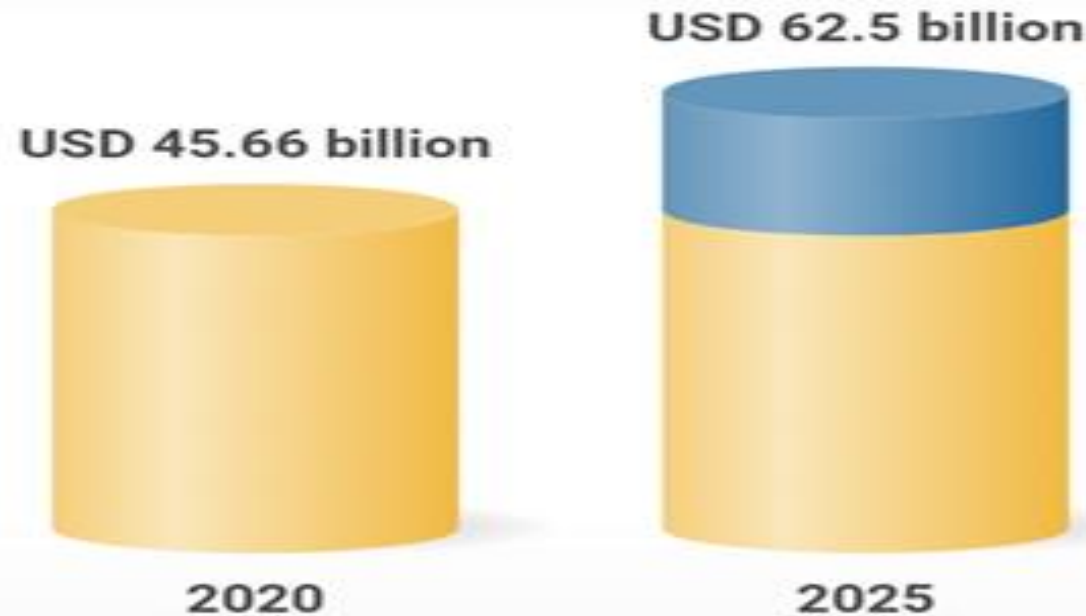
Axielle Oil & Gas Retail

Market Opportunity

This is a brief of the market opportunity of the business we are into

Food and Grocery Retail Market in Nigeria

Market forecast to grow at a CAGR of 6.5%



Axielle Group Traction

Our Group Business Objectives presented in a Table.

Key Metrics

Year	Clients	Orders	Gross Revenue [N]
2022	200	1000	11,200,000
2023	500	2500	19,000,000
2024	1000	4000	34,000,000

Note: These figures are tied to our ability to raise at least **N50M** in stocks and debts

Axielle Group Timelines



2022

Completion of FFP Monthly Return Program, 2 Fresh Farm Produce Sales points, 1 pharmacy, 1 smart store, Administration office, Dividend Payment. Raise @ least N50M in debt/ Investment, Profit of N11.2M, FFP Online Price Exchange, Form Board, Initiate Structures

2023

4 Fresh Farm Produce Locations, 2 pharmacies, 2 stores, 19M Group PBT, Complete the 100M target in Debt/ Investment, Attract best talents in ICT, Pay Dividends

2024

9 FFP locations, 3 Pharmacy locations, 3 Smart Store Locations, Group PBT @ N24M, Execute other Income lines, Pay Investors Dividends

Expected Funding Mix



Axielle Group Strategic Intent

Digital transformation

- Leverage technology for enhanced seamless operations and service delivery.
- Deploy and expand, alternative delivery channels through collaborations.
- Engage 'digitally fit' talents to drive the group's business and digital transformation.

Grow Market Share

- Penetrate target markets through branch expansion and grow portfolio in existing target market segments.
- Leverage technology, digital marketing and traditional marketing campaigns to deepen outreach in identified market segments.

Transition to a Global Brand

- Raise fresh capital to meet up with growth and profitability objectives
- Upgrade and drive the visibility of the brand in the newly identified markets.

To achieve this, AXIELLE GROUP will implement specific strategic initiatives in strategy pillars of:

- Recapitalization and Funding
- Digital Transformation
- Product and Services
- Market Deepening and Branch Expansion
- People Performance Management



SUPPORTING DATA FOR THE BUSINESS





3.0: Operating and Competitive Environment



3.1: Global and Local Macroeconomic Environment

Global Economy

Since the last recession experienced in 2011, the global economy has been on the growth trajectory. However, the effect of Covid-19 dragged the global economy to negative growth. The global economy is experiencing a strong but uneven growth with most emerging and developing economies recovering.

The global economic growth was estimated at 5.9% in 2021 and expected to decelerate to 4.4% in 2022 (IMF). Global economy is expected to top \$100 trillion in 2022. (Reuters)

The emergence of the new variants of Covid-19 remains a major threat to global economy growth prospects.

Global GDP Growth



Members State	2021	2022	2023
World	5.9	4.4	3.8
Advanced Economies	5.0	3.9	2.6
Emerging Markets and Developing Economies	-2.1	6.4	5.1
China	2.3	8.0	5.6
India	-7.3	9.5	8.5
Russia	-3.0	4.7	2.9
Brazil	-4.1	5.2	1.5
Middle East and Central Asia	1.4	-3.2	3.0
Saudi Arabia	0.3	-3.9	2.6
Sub-Saharan Africa	3.2	-2.6	3.2
Nigeria	2.2	-3.2	1.5
South Africa	0.2	-7.5	2.8
Middle East and Central Asia	1.4	-3.2	3.0

Global and Local Economic Developments 2021

Global economy is projected to grow by 4.4% in 2022. (IMF)

Increased global energy prices triggers global inflationary pressures.

Shifting economic growth to energy-exporting countries from energy-importing ones.

Rebound of economic output in Europe along with international trade.

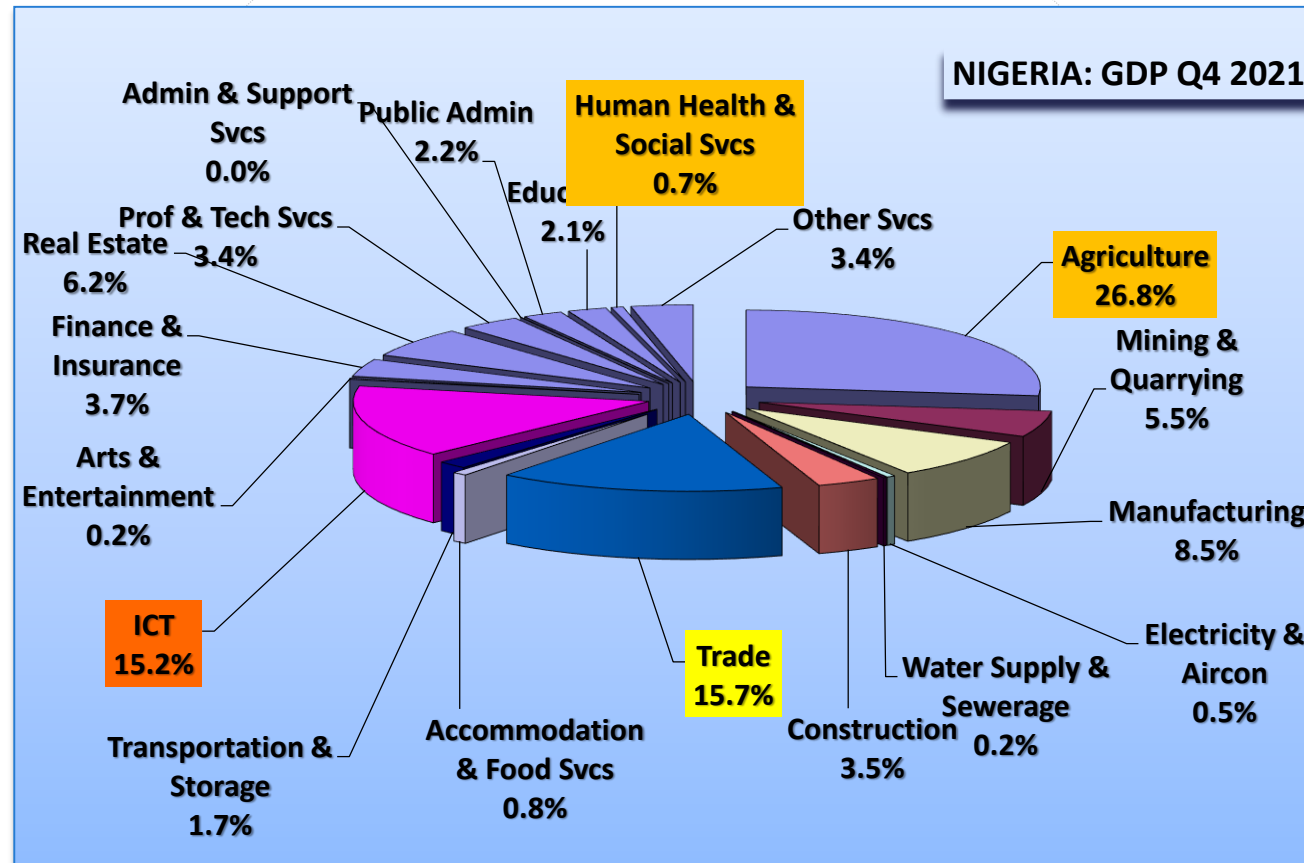
The Nigerian economy grew by 3.4% in 2021.

- GDP growth exceeded population growth rate of 2.55% in 2021; threatened though by insecurity.
- Inflation rate trending downwards.

Liquid external reserves of \$40.52 billion as of 31st December 2021 and a monthly import bill of \$8.92 billion resulted to 4.54 months' cover.

Diversified Nigerian Economy

Growth Prospects in several Sectors



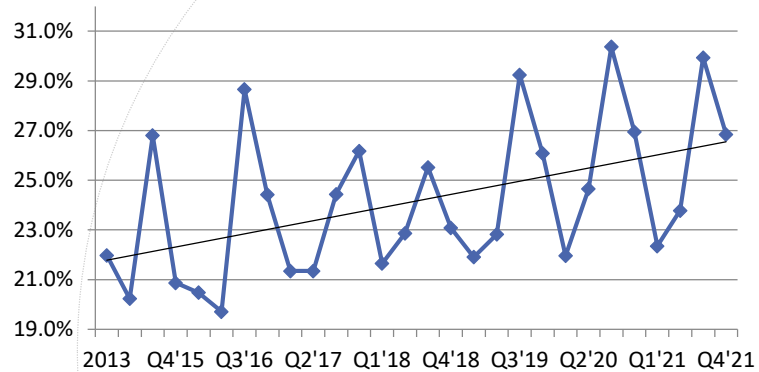
- 3.4% GDP growth in 2021 of the Nigerian economy creates opportunities for SMEs to thrive.
- 41.5 million MSMEs employed about 59 million Nigerians (2017), and this continues to create market for consumption of essentials
- Contribution of MSMEs to Nigeria GDP is estimated at about 48%, creating opportunities in the retail space for AXIELLE
- Intervention policy, full reopening of the domestic economy and partial opening of the global economy, the base effects which reflect in transportation and trade contribute to steady economic recovery.

Source: National Bureau of Statistics

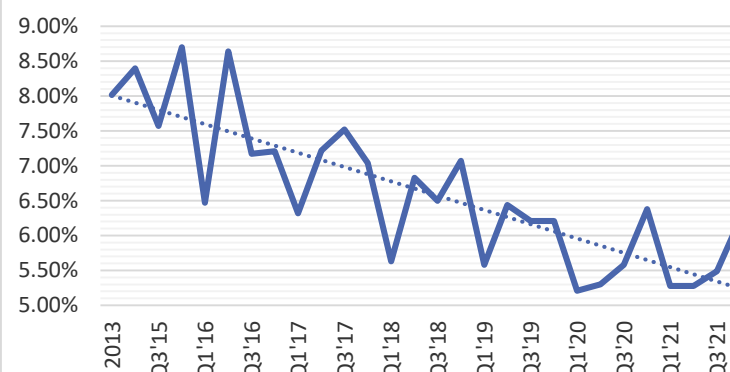
- Oil** accounted for **89%** of foreign trade up to Q3'2021 but only **7.24%** of GDP in year 2021!
 - A disconnect of sort, having weak linkage to the rest of the economy!
- Agriculture** (25.9%), **Trade** (15.7%) and **ICT** (15.5%) dominant in year 2021.

Trends in Sectoral Contributions to GDP: 2013-2021

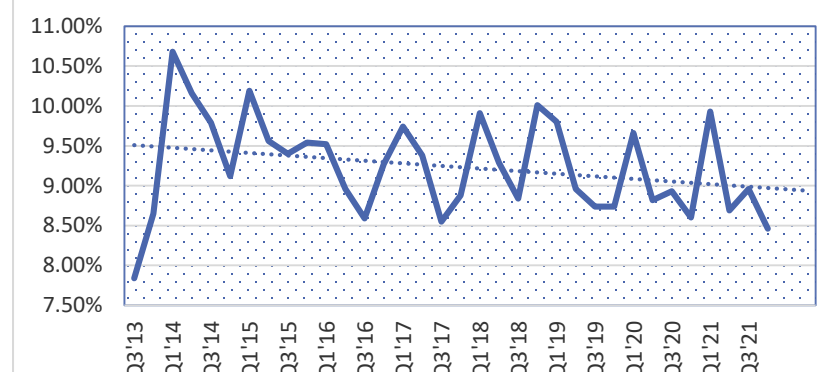
Nigeria: Agric Contribution to GDP



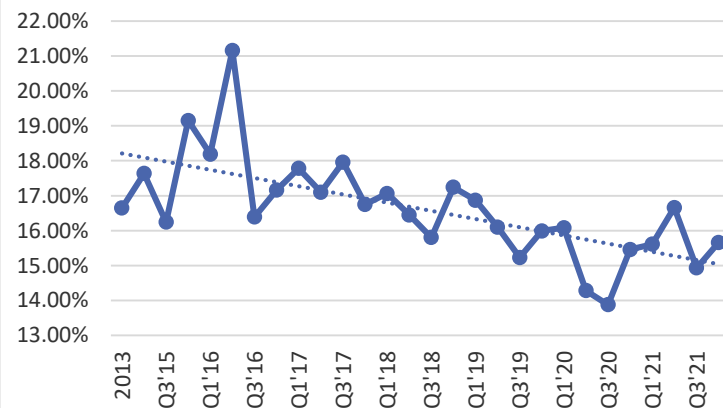
Nigeria: Real Estate Contribution to GDP



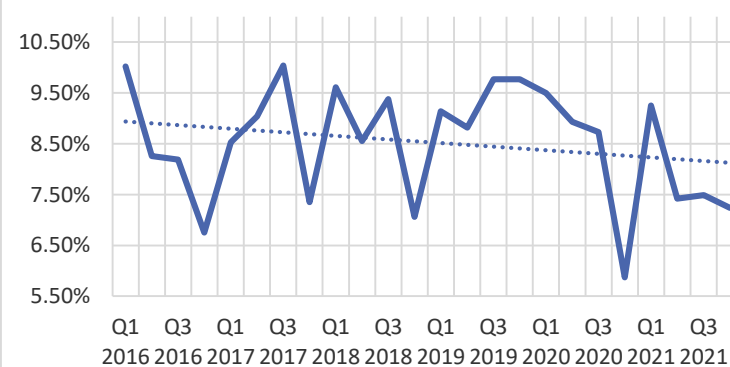
Nigeria: Manufacturing Contribution to GDP



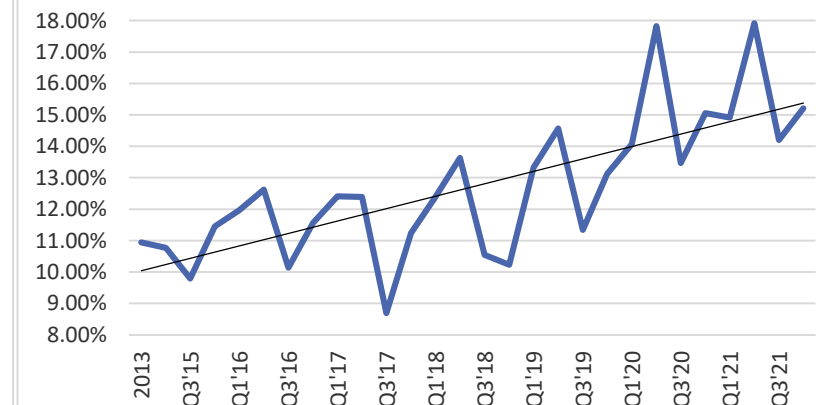
Nigeria: Trade Contribution to GDP



Nigeria: Oil Contribution to GDP (2016-2021)



Nigeria: ICT Contribution to GDP



Invest with Axielle

We are back to where we started which is a call for you to **INVEST WITH US** through Shareholding or Long term Debt.

We have given you information about the company and we are inviting you to be part of what promises to be exciting and rewarding.

We are also assuring you that your investment is safe with us and will yield returns

To Take part? Fill out the form below

<https://forms.gle/Po267goTxvtEf7i8>

Or go to

www.axielle.com.ng/partnerships





Thank you!

To participate, fill out the investment form on <https://forms.gle/Po267goTxvtefF7i8>:

OR go to

www.axielle.com.ng/partnerships

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