

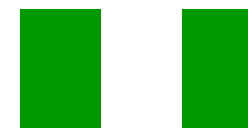
Global Family Business Survey 2018

Nigeria snapshot

Launch date : TBD

Sponsor : Esiri Agbeyi

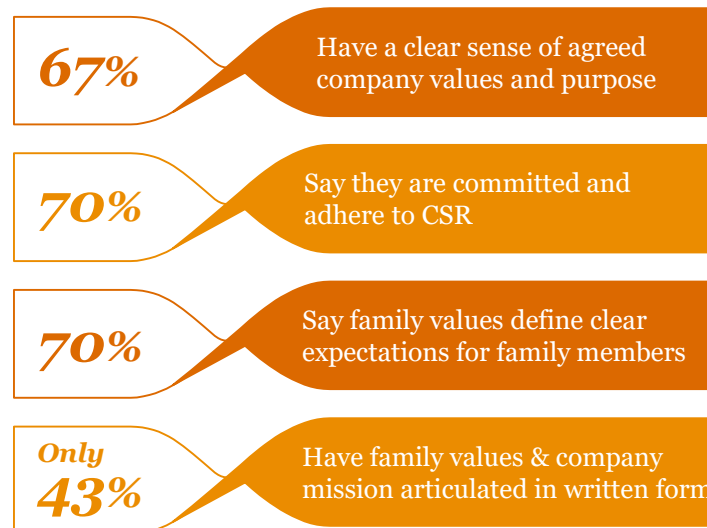
Driver : Ade Ogunsanya



At a glance

- Growth is lower than the global average (52% vs. 69%). However, 87% expect to grow over the next two years.
- 53% of Nigerian family businesses expect to change their business model over the next two years (vs. 20% globally) and approaching half (47%) think they will earn the majority of revenues from new products and services (vs. 18% globally).
- Nigerian family businesses are much more likely than the global average to see corruption and the economic environment as key challenges than the global average.
- Improving profitability is the most important personal and business goal, followed by maintaining company talent and contributing to the community.
- 67% have a clear sense of agreed values and purpose as a company but only 43% have these values or a company mission in a written format.
- 77% intend to pass on management and/or ownership of the company to the next gen.

Values and Philanthropy



| Interviews | | |
|------------|-----------------------------------|---------|
| | Total number of interviews | 30 |
| | Total turnover | \$8.9bn |
| | Report requested | 28 |

Key findings

