

**CELEBRATING
SEVENTY-FIVE
YEARS OF
GREATNESS**



OUR COMMERCIAL DIRECTOR MAKES A BOLD MOVE

After twelve remarkable years of positive impact and growth, our Commercial Director, Adesanya Olusanya (**Sanya**) has taken a decision to make a bold move that will see him exit the Guinness Nigeria, effective October 2025, to pursue a personal passion.

Sanya joined Guinness Nigeria in 2013 as a Sales Rep and his journey has been one of remarkable personal growth and contributions to Guinness Nigeria. The business is truly proud of what Sanya has achieved and his leadership. In the twelve years, Sanya has demonstrated exceptional dedication and leadership, driving retail growth and commercial transformation and has worked across the South-East, Lagos and South-West of our business ultimately attaining the position of Commercial Director in 2023.



He successfully launched Project REAP, revolutionizing retail execution, expanded our distribution base primarily to grow numeric distribution and contributing to Group transformational projects in Ghana and Kenya. Under his leadership, the Commercial team achieved double-digit topline growth, improved gross margin, trade spend efficiency, fostering excellence in people and distributor profitability, all driven by his mantra "always go the extra mile".

His achievement in the last 12+ years has earned him critical awards, including the Prestigious African President Awards 2021, MAD Awards 2014 and 2015.

Speaking on his impending move, Olusanya said: *"I am truly honoured for the opportunity to have been part of the journey of Guinness Nigeria over the last twelve years. The chance to have been part of the journey of a business with such rich heritage is a privilege that I have embraced with gratitude and humility. As I make this life-changing decision for the next move in my career, I wish the business and my wonderful colleagues in Guinness Nigeria, particularly the Commercial team, as well as our truly wonderful Trade Partners all the best for the future".*

Please join me in appreciating and wishing Sanya resounding success as he continues his life's journey. Following the exit of Sanya, the business decision on a successor to the role of Commercial Director will be the subject an Announcement in due course

Girish Sharma

MD/CEO Guinness Nigeria Plc.