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NASD PLC
Creating liquidity ...transparently
RC 336267

NASD PLC

REQUEST FOR PROPOSALS

Appointment of a Strategic Media, Communications and Public Relations Agency

Proposed initial term: 12 months
Issue date: 11 November 2026 | Submission deadline: 25 November 2026, 5:00 pm WAT
RFP reference: NASD/PROC/MPR/2026/11/004

This RFP is an invitation to submit proposals and does not constitute an offer or commitment to appoint.

BOARD: Kenechi Ezezika (Chairman), Arese Ugwu (Managing Director),Olayimikah Bolo, Ishmael Ebhodaghe. Fatumata Soukouna Coker, Dr. Oreoluwa Sofekun, Obiageli Chiki-Ijegbulem, Abiola Adediran, Zainab Sanusi Monguno

The NASD OTC Securities Exchange is an Over the Counter (OTC) market and a Self-Regulatory Organisation, registered with and regulated by the Securities and Exchange Commission, Nigeria.

1. Invitation and procurement timetable

NASD PLC ("NASD" or "the Company") invites suitably qualified media, communications and public relations agencies to submit proposals for the provision of integrated media and communications services. The appointed agency will support NASD's corporate reputation, market visibility, stakeholder communications and public-facing content through a coordinated, measurable and professionally managed program.

NASD is seeking an agency partner that can combine strategic communications, media relations, content planning and production, digital channel management, brand storytelling and performance reporting. The agency must work closely with NASD's designated internal lead and relevant executives, and must operate within NASD's approval, governance and confidentiality requirements.

Requirement	Instruction
Issue date	11 November 2026. RFP reference: NASD/PROC/MPR/2026/11/004. The issue date is day zero for this timetable.
Clarification deadline	5:00 pm Lagos time on 18 November 2026, the fifth working day.
Submission deadline	5:00 pm Lagos time on 25 November 2026, the tenth working day after the issue date.
Clarifications	Material answers will be shared with all invited bidders at least two working days before the submission deadline. If this is not possible, NASD may extend the deadline for all bidders.
Submission route	Email procurement@nasdng.com only, quoting the RFP reference. Do not copy other bidders.
Offer validity	60 calendar days after the submission deadline.
Currency	All prices must be quoted in Nigerian naira (NGN), excluding VAT, with applicable VAT shown separately.
Working days	Monday to Friday, excluding public holidays observed in Lagos, Nigeria. All times are West Africa Time (UTC+1).

Bidders must submit (i) a technical proposal in PDF, (ii) a separate financial proposal in PDF, and (iii) an editable pricing schedule in Excel. The technical proposal should not exceed 15 pages, excluding CVs, references and up to three work samples. No pricing information should appear in the technical proposal.

This is a non-binding invitation. No appointment or authority to commence work arises until a written contract is signed and NASD issues an authorized written commencement instruction.

2. Background and objectives

NASD is seeking to strengthen the consistency, quality and impact of its corporate communications and media presence. The agency will help translate NASD's strategic priorities, market activity, products, services, milestones and leadership perspectives into clear, credible and engaging communications for relevant audiences.

The objectives of the engagement are to:

- Build and protect NASD's corporate reputation and strengthen its positioning within Nigeria's capital-market and broader business ecosystem.
- Increase awareness and understanding of NASD, its market proposition, products, services and role among issuers, investors, intermediaries, regulators, policymakers and other relevant stakeholders.
- Establish a consistent, forward-looking communications rhythm across approved digital, social and traditional media channels.
- Improve the quality, consistency and timeliness of content featuring NASD and its leadership, including executive thought leadership and market commentary.
- Secure relevant and credible earned-media coverage and improve the quality of media engagement.
- Create a disciplined content production and approval process, supported by clear ownership, measurable outputs and regular reporting.
- Build an organized media and content capability that can work effectively with NASD's internal team and designated specialists.

3. Scope of services and deliverables

The agency will provide an integrated service across the workstreams below. Bidders must price the common base scope in full and identify any proposed alternatives or optional services separately. The quantities below are proposed procurement baselines for comparability; bidders should confirm compliance and state any assumptions or exceptions explicitly.

3.1 Strategy, planning and account management

- Conduct an onboarding and communications audit covering NASD's existing public-facing channels, content, media presence, audience priorities and available brand materials.
- Develop a 12-month communications strategy and a practical quarterly implementation plan aligned to NASD's corporate priorities and approved business calendar.
- Develop audience and stakeholder messaging, key message pillars, proof points, tone-of-voice guidance and a corporate narrative framework.
- Prepare a rolling monthly editorial and campaign calendar, with themes, formats, channels, owners, dependencies and proposed publication dates.
- Appoint a senior account lead as the agency's single point of accountability and provide a named delivery team and backup cover.
- Hold a monthly planning and performance meeting with NASD and provide a concise monthly account report.

3.2 Media relations and public relations

- Develop and maintain a targeted media database covering relevant business, financial, capital-market, national and specialist media.
- Prepare and distribute approved press releases, media statements, media advisories, background notes, Q&As and briefing materials.
- Proactively identify and pitch relevant stories, interviews, expert commentary and thought-leadership opportunities for NASD and its authorized spokespeople.
- Coordinate media interviews, press briefings and journalist engagement, including preparation of briefing notes and post-engagement follow-up.
- Monitor media coverage and provide coverage logs, links, reach or equivalent available indicators, sentiment assessment and key themes.
- Provide issues and reputation counsel, including draft holding statements and response options when requested. All external responses remain subject to NASD approval.
- Maintain a forward media opportunity calendar and report on pitching activity, responses, placements and outcomes.

3.3 Content development and executive communications

- Develop content concepts and scripts for NASD's corporate channels and approved leadership platforms.
- Draft and edit corporate announcements, website copy, newsletters, articles, opinion pieces, speeches, talking points, interview notes and executive messages as commissioned within the agreed monthly plan.
- Develop thought-leadership themes for the Managing Director/Chief Executive Officer and other authorized executives, subject to their availability and approval.
- Translate approved market, product and institutional information into accessible, accurate and audience-appropriate content without changing its substance.
- Maintain a content bank and an approved repository of biographies, boilerplate descriptions, factsheets, key messages and reusable corporate materials.

3.4 Digital and social media management

- Prepare and manage a monthly content calendar for NASD's designated social media channels, which may include, but not be limited to LinkedIn, X, Instagram, Facebook and YouTube, subject to NASD's channel priorities.
- Create, adapt, schedule and publish approved content in line with the agreed calendar and access controls.
- Manage routine community engagement, monitor comments and direct messages, escalate material enquiries and flag reputational or customer-service issues promptly.
- Recommend channel-specific formats and platform improvements, based on audience behaviour and performance data.
- Provide monthly analytics covering publishing consistency, audience growth, engagement, content performance, referral activity where available and recommendations.
- Not use paid promotion, influencer partnerships, competitions or sponsored placements without a separate written approval and agreed budget.

3.5 Photography, videography and creative production

- Provide professional photography and video coverage for agreed NASD events, executive engagements, announcements and corporate activities.
- Plan and produce short-form video, interviews, explainers, event highlights, executive messages, motion graphics and other agreed content formats.
- Capture and edit suitable B-roll and supporting footage for use across NASD's communications channels, including where filming takes place at locations that are not purpose-built studios.
- Provide post-production, editing, captions, subtitles, graphic overlays, resizing and channel-specific versions of approved assets.
- Maintain an organized, searchable digital asset library with dates, event or subject labels, usage rights and final approved versions.
- Ensure production quality, appropriate equipment, backup arrangements, timely delivery and compliance with agreed brand standards.

3.6 Brand consistency and creative services

- Apply NASD's approved visual identity and brand guidelines consistently across all deliverables.
- Develop campaign concepts, design templates, infographics, presentation graphics, event collateral and other creative assets included in the agreed plan.
- Flag inconsistent or outdated public-facing materials and recommend practical improvements.
- Obtain NASD approval before materially changing logos, brand elements, corporate descriptions or established design standards.

3.7 Monitoring, reporting and evaluation

- Establish a baseline during mobilization and agree a concise KPI scorecard with NASD.
- Provide a monthly report covering activity delivered against plan, media coverage, digital performance, content output, stakeholder engagement indicators, issues, risks and next-month priorities.
- Provide a quarterly review assessing progress against objectives, lessons learned, audience and channel insights, and recommended adjustments.
- Maintain a live action tracker showing deliverable, owner, due date, status, approval dependency and next action.
- Distinguish measurable results from estimates and clearly disclose the source and methodology for reach, impressions, equivalent advertising value or other reported metrics.

3.8 Proposed base-scope quantities

Output / activity	Proposed minimum quantity / boundary

Communications strategy	One 12-month strategy, messaging framework and initial channel recommendations.
Implementation planning	One annual high-level plan and 12 monthly editorial/content calendars.
Account management	One named senior account lead; weekly status update; one monthly review meeting.
Media relations	Targeted media list maintained throughout; proactive pitching and follow-up each month; activity log.
Press materials	Up to 2 press releases/media statements per month, subject to approved news and information.
Executive thought leadership	Up to 2 substantive executive content pieces per month, such as articles, talking points or interview briefs.
Social content	Up to 12 feed posts per month across agreed channels, with channel adaptations where appropriate.
Short-form video	Up to 4 edited short-form videos per month, based on agreed filming inputs and access.
Photography	Coverage of up to 2 agreed events or engagements per month within the agreed location and production assumptions.
Campaigns	Up to 1 integrated campaign concept per quarter, with agreed creative assets and channel plan.
Media monitoring	Monthly coverage report and prompt escalation of material issues identified by the agency.
Reporting	12 monthly reports and 4 quarterly performance reviews.
Knowledge transfer	2 practical training / handover sessions for designated NASD personnel during the term.
Asset handover	Monthly delivery of final assets and, at contract end, organized editable/source files and asset register.

The quantities are intended to establish a comparable base package, not to imply that NASD will necessarily have news, events or approved content every month. The agency must state all assumptions, including filming days, locations, turnaround times, revisions, event duration, travel and any limits on production complexity. Unused monthly quantities do not automatically roll over unless agreed in writing.

4. Delivery model, governance and acceptance

4.1 Mobilization and delivery milestones

Period	Required outputs
Days 1–15	Kick-off; channel and communications audit; stakeholder/audience review; access and approval map; baseline assessment; initial risk and issues protocol.
Days 16–30	Submit communications strategy, message framework, KPI scorecard, annual themes and first monthly editorial calendar for approval.
Months 2–3	Operate the agreed content and media program; submit monthly reports; refine channel mix and workflow based on early results.
Quarterly	Conduct performance review, assess outcomes against KPIs, recommend adjustments and agree the next quarter's priorities.
Months 4–11	Continue delivery, media engagement, production, monitoring, reporting and capability transfer.
Month 12	Submit final performance report, full asset and account handover, lessons learned and recommendations for the next period.

4.2 NASD governance and approvals

NASD will nominate an executive sponsor, an internal communications/project lead and designated reviewers. The agency will identify its accountable account lead and all delivery personnel. The parties will agree a responsibility and approval matrix at mobilization.

- NASD retains final authority over corporate positions, strategy, public statements, media responses, spokesperson selection, sensitive information, channel access and publication approvals.

- No content may be published, distributed, pitched as an approved NASD position or attributed to NASD or its executives without the required written approval.
- The agency must not make commitments on behalf of NASD, speak as NASD, provide regulatory or investment advice, or imply that NASD has endorsed a third party.
- The agency must promptly escalate inaccurate reporting, sensitive enquiries, complaints, emerging reputational risks, unauthorized disclosures and potential security incidents.
- NASD will provide available brand guidelines, approved corporate information, relevant announcements, access to designated personnel and reasonable notice of planned events, subject to confidentiality and approval controls.

4.3 Review and acceptance

NASD will aim to provide consolidated comments or acceptance within five working days of receiving a deliverable. The agency must include up to two consolidated review rounds for each substantive deliverable and correct errors or omissions against the agreed brief without additional charge. Silence does not constitute acceptance. Rejection or requested correction will refer to the agreed brief, quality requirements or approved messaging.
Acceptance will be based on timeliness, accuracy, compliance with approved messaging and brand standards, technical quality, completeness, usability and delivery of agreed reporting and source files. Media coverage, audience growth, engagement or other third-party outcomes are objectives and performance indicators, not guaranteed results.

5. Agency qualifications and proposal requirements

The bidder must demonstrate the capacity to deliver the full scope through an appropriately experienced team. Agencies may propose specialist production partners or subcontractors, provided accountability remains clear and all parties are disclosed.

Proposal section	Information required
A. Bidder details	Legal name, registration details, address, primary contact, authorized signatory, ownership/lead contracting entity and any consortium members or subcontractors.
B. Understanding and strategy	Understanding of NASD's communications objectives, proposed positioning, audience approach, channel strategy and key considerations for a regulated capital-market institution.
C. Methodology and workplan	Approach to each workstream; mobilization plan; editorial workflow; media engagement approach; production process; approval dependencies; service standards; risk controls and delivery timetable.
D. Team and resources	Named account lead and delivery team; roles, relevant experience, CVs, proposed time commitment, location, availability, backup cover and subcontractor responsibilities.
E. Relevant experience	At least three comparable assignments from the bidder or proposed lead, with dates, scope, actual role, outputs and verifiable results. Financial services, capital markets, professional services or other complex institutional experience is relevant.
F. Work samples	Up to three relevant and sanitized samples, which may include campaigns, media coverage, content calendars, video, photography, reports or executive communications. Confirm ownership and permission to share.
G. Measurement and reporting	Proposed KPIs, baseline approach, analytics sources, reporting format, attribution limitations and how the agency will distinguish outputs from outcomes.
H. Quality and risk management	Editorial factchecking, approval controls, brand governance, crisis escalation, misinformation response, data protection, cyber/security practices and business continuity.
I. Conflicts and disclosures	Actual, potential or perceived conflicts, client relationships, safeguards, subcontractors, third-party tools, dependencies, exclusions and clause-specific exceptions. State "None" where applicable.

J. Compliance matrix	One row for each scope deliverable, stating Comply or Exception, proposal page reference, responsible person, delivery frequency/date and acceptance evidence.

The proposal must include a signed declaration confirming that the information supplied is accurate to the best of the bidder's knowledge; proposed personnel are available as stated; material conflicts and exceptions have been disclosed; the base scope is priced in full; and the offer remains valid for 60 calendar days after the submission deadline.

6. Evaluation and selection

Stage one will confirm administrative completeness, bidder identity, authorized signature, technical and financial submissions, disclosure of conflicts and absence of unresolved material exceptions to the base scope. Only responsive submissions will proceed to technical evaluation.

Technical criterion	Evidence assessed	Points
Understanding and strategic approach	Understanding of NASD, institutional communications requirements, audience priorities and integrated strategy.	20
Relevant experience and work quality	Comparable assignments, actual roles, work samples, quality and verifiable outcomes.	15
Team capability and availability	Named team, senior account leadership, relevant specialist skills, capacity and continuity.	15
Execution, content and media delivery	Practical workplan, media relations, content production, digital operations, service levels and quality assurance.	20
Measurement, governance and risk	KPI framework, reporting, approvals, issue escalation, confidentiality and reputation safeguards.	10
Total technical score		80

Each criterion will be rated from 0 to 5 and multiplied by its maximum points divided by 5. The qualifying threshold is 56 out of 80, with a minimum rating of 3 out of 5 for both strategic approach and execution/content/media delivery. Rating scale: 0 = absent or unusable; 1 = major weaknesses; 2 = partial response with material gaps; 3 = meets requirements with credible evidence; 4 = strong and practical; 5 = exceptional relevant evidence and robust delivery.

Only technically qualifying bids will proceed to financial scoring. Financial score = 20 × lowest compliant evaluated price ÷ bidder's evaluated price. Total score = technical score + financial score. Evaluated price is the fixed base fee plus all mandatory third-party costs and mandatory expenses, excluding VAT and optional services.

The highest-ranked compliant bidder may be invited to clarification, due diligence and contract discussions. NASD may verify references and work samples, request a presentation or interview on an equal and documented basis, reject any or all proposals, or cancel the procurement. The lowest price does not automatically win.

7. Commercial and contractual terms

7.1 Contract term and fee

The proposed initial contract term is 12 months from the commencement date stated in NASD's written commencement instruction. NASD may review performance periodically and may, at its sole discretion, decide not to renew or extend the engagement. Any extension must be agreed in writing and is not automatic.

Bidders must quote a fixed monthly retainer and a total 12-month base price covering all included services, account management, strategy, content development, ordinary production resources, editing, reporting,

meetings, revisions, tools and handover. The pricing schedule must separately identify any costs not included in the retainer.

7.2 Payment and invoicing

The proposed payment basis is monthly in arrears, following submission of the monthly activity report and acceptance of the scheduled monthly services. Valid invoices will be payable within 30 calendar days of receipt, subject to contract and applicable tax requirements. Any requested departure must be clearly identified.

7.3 Third-party, media and production costs

The bidder must disclose all mandatory third-party costs and assumptions. Paid media, sponsored content, advertorials, influencer fees, talent, venue hire, travel outside the agreed base assumptions, specialist equipment hire, paid databases and other pass-through costs must be itemized and require NASD's prior written approval. No media spend or third-party commitment may be incurred in NASD's name without written authorization. Unpriced mandatory costs will be deemed included in the quoted base fee.

7.4 Intellectual property and usage rights

NASD must receive ownership of, or sufficient perpetual, transferable and royalty-free usage rights in, commissioned final content and creative assets for NASD's corporate and business purposes, subject to applicable third-party rights. The agency must identify pre-existing materials, stock assets, music, fonts, footage, talent releases, licenses and any restrictions before use. Deliver editable/source files where applicable and do not introduce inaccessible proprietary dependencies or undisclosed recurring license charges.

7.5 Confidentiality, data and security

- Use NASD information solely to perform the engagement and restrict access to authorized personnel with a need to know.
- Apply appropriate secure storage, transfer, account access and password-management controls.
- Do not upload confidential NASD material to public AI tools or third-party platforms without NASD's prior written approval and agreed safeguards.
- Notify NASD promptly of any suspected or actual security incident, unauthorized disclosure or loss of NASD information.
- Return or securely delete NASD information at the end of the engagement as directed by NASD.
- Do not publish client lists, case studies, behind-the-scenes content or references to NASD's name or work without prior written approval.

7.6 Personnel, conflicts and termination

The agency must obtain NASD's written consent before replacing the account lead or key personnel. Any replacement must have equivalent or better capability. The agency must disclose and manage conflicts of interest throughout the engagement. The contract will set out termination rights, transition support, liability, insurance where applicable, dispute resolution and other standard protections. On completion or early termination, the agency must hand over all completed work, current files, access credentials held on NASD's behalf, asset registers and outstanding actions.

7.7 Change control and exclusions

Any change to scope, quantities, service levels, timetable or fee must be documented in a written change request setting out the reason, deliverables, cost and schedule impact. No variation is billable until authorised in writing by NASD. The base scope does not include guaranteed media placements, guaranteed audience

growth, paid media budgets, political lobbying, regulatory or legal advice, investor relations advice, transaction execution, website redevelopment, permanent on-site staffing or services requiring separate regulatory authority. Bidders may price optional services separately.

8. Financial proposal and pricing schedule

Submit the financial proposal in PDF and editable Excel format. Enter an amount for each line and zero where not applicable. Reconcile all figures and disclose every mandatory cost. Quote in NGN excluding VAT; show applicable VAT and its basis separately.

Line	Price component	Bidder entry
1	Monthly fixed retainer	NGN amount
2	Total fixed professional fee for 12 months (Line 1 × 12)	NGN amount
A	Mandatory third-party costs not included in retainer (itemize supplier, purpose and basis)	NGN amount or zero
B	Mandatory non-travel expenses (itemize)	NGN amount or zero
C	Evaluated base price excluding VAT (2 + A + B)	NGN amount
D	VAT where applicable (state rate and taxable basis)	NGN amount
E	Total price including VAT where applicable (C + D)	NGN amount

The pricing schedule must also include:

- Monthly fee allocation by workstream, showing what is included in the retainer.
- Named roles, estimated person-days or time allocation by month, and any daily rates applicable only to approved variations.
- Clear assumptions for number of filming days, event coverage, locations, shoot duration, revisions, equipment, travel and turnaround times.
- Separate optional rates for additional event coverage, additional video/photo production, additional content, crisis support outside the agreed service level, paid media management and other optional work.
- Confirmation that the base fee includes all deliverables, ordinary tools, account management, meetings, reporting, revisions and final handover.

Optional services must be clearly separated and will not form part of the base price ranking. The signed PDF and editable Excel schedule must agree. The signed PDF will be the controlling financial submission.

9. Submission instructions and declaration

- Submit the technical proposal, financial proposal and editable pricing schedule by email to procurement@nasdng.com only, quoting the RFP reference.
- Name files using the bidder's legal name and the relevant document type: Technical Proposal, Financial Proposal or Pricing Schedule.
- Each email must not exceed 20 MB. Number split submissions and ensure any secure download link remains accessible throughout the offer-validity period without requiring NASD to purchase software or a licence.
- The procurement mailbox's received timestamp determines timeliness. Before the deadline, bidders may withdraw or replace their submission by explicit email; NASD will evaluate the last complete, timely submission.
- Late submissions will not be evaluated unless NASD has extended the deadline for all bidders before closing.
- Questions must be sent to procurement@nasdng.com by the clarification deadline. Only written addenda issued by NASD amend this RFP.

Authorized declaration

We confirm that the information in this proposal is accurate to the best of our knowledge; the proposed personnel are available as stated; all material conflicts, subcontractors, dependencies and departures have been disclosed; the base scope has been priced in full; and this offer remains valid for 60 calendar days after the submission deadline.

For and on behalf of the bidder	Details
Legal name	
Authorized signatory	
Title	
Signature	
Date	
Email and telephone	

Appendix A – Bidder compliance matrix

Requirement / deliverable	Comply / Exception	Proposal page	Responsible person	Evidence / delivery point
Communications audit and 12-month strategy				
Messaging framework and audience priorities				
Annual and monthly editorial calendars				
Media relations and media database				
Press releases and media materials				
Executive communications and thought leadership				
Social media content and channel management				
Photography and videography				
Creative design and brand consistency				
Media monitoring and issue escalation				
Monthly and quarterly reporting				
Knowledge transfer and final handover				
Confidentiality, data security and IP rights				

Appendix B – Service assumptions to be completed by bidder

Assumption	Bidder response
Channels included and monthly publishing volume	
Number of routine filming days per month	
Number and duration of event coverages included	



Geographic coverage and travel assumptions	
Standard content turnaround times	
Urgent / same-day response arrangements	
Number of revision rounds included	
Photography/video equipment and crew included	
Third-party tools, licenses or subscriptions required	
After-hours and weekend support arrangements	
Named account lead and backup contact	
Any exclusions or dependencies	