



Investor Presentation

September 2025





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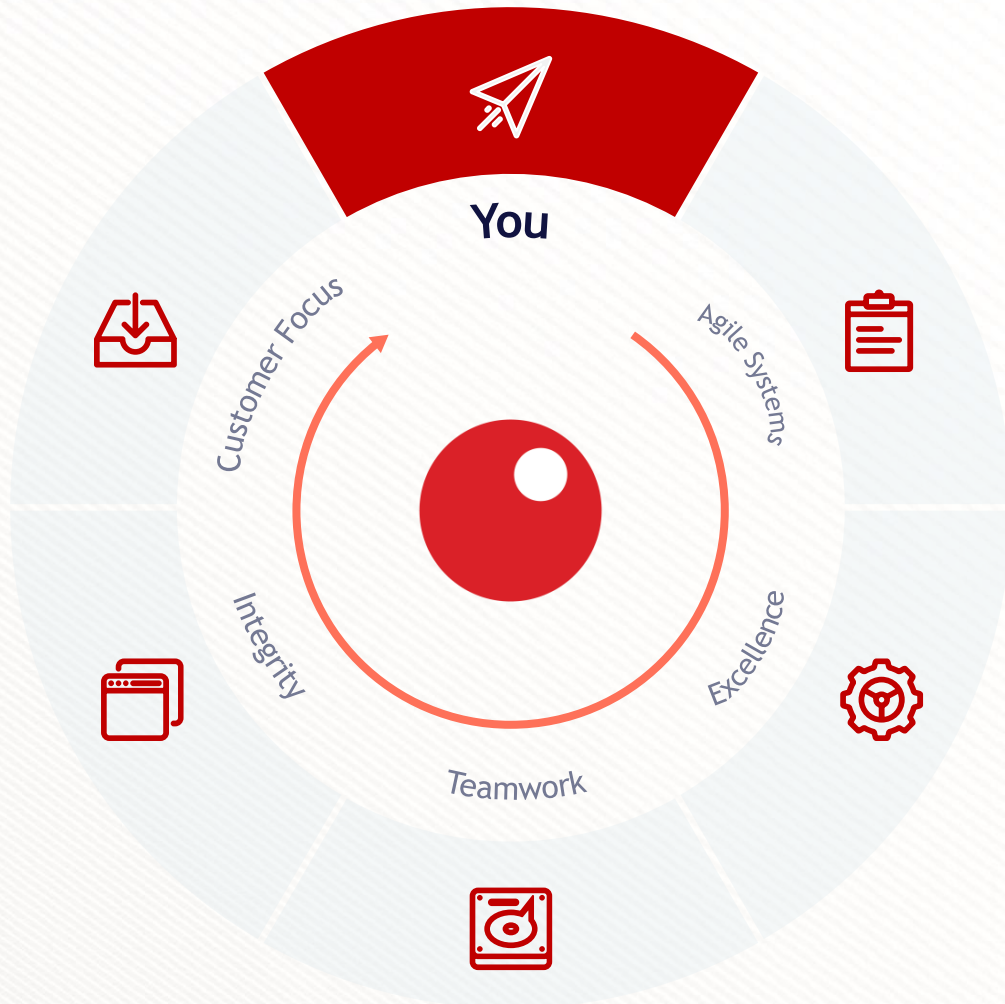
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The Sterling Story



Who We Are



Our Vision

“to become the financial institution of choice”
by embedding ourselves in the daily lives of our customers through technology, trust, and innovation.

Our Mission

“to deliver solutions that enhance stakeholders ‘value”.

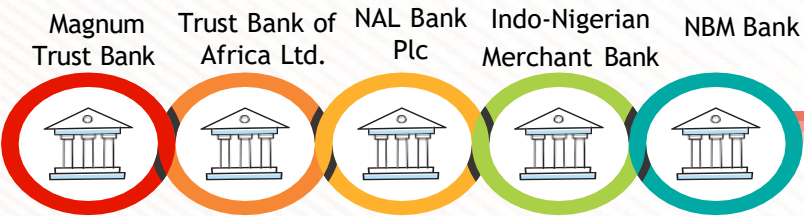
Our Purpose

"enrich lives"

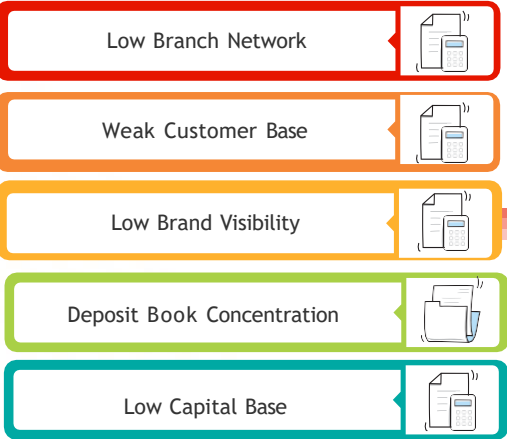


Our Evolution

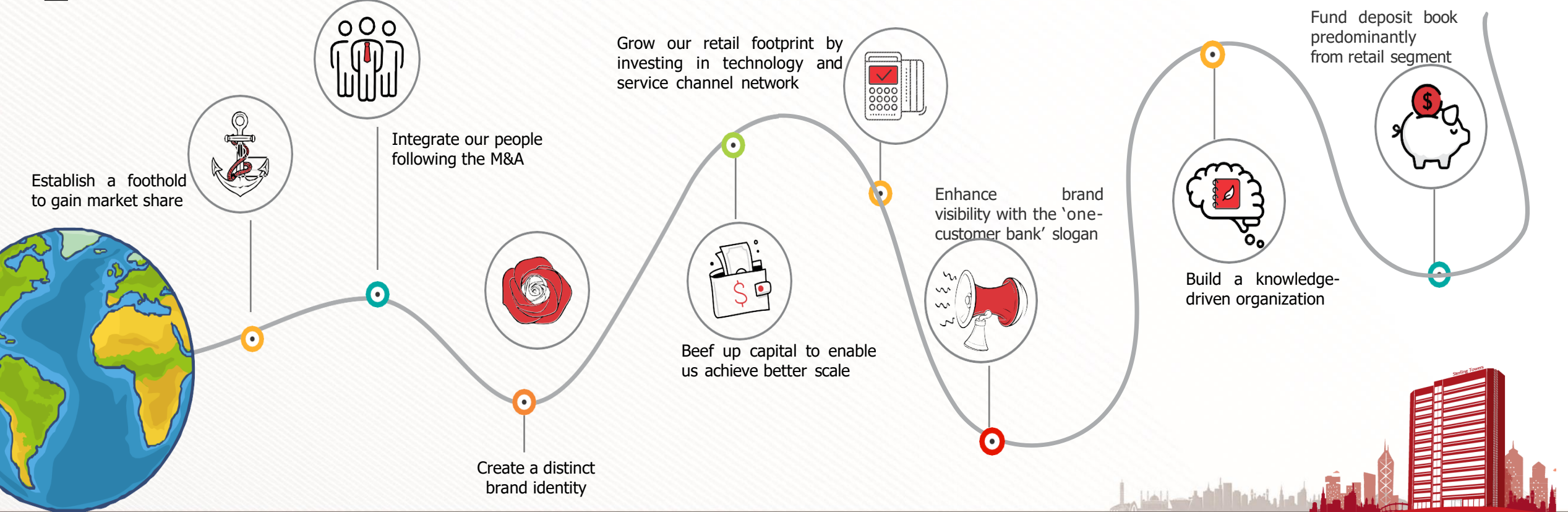
A merger of five banks to birth Sterling



2006 - 2011 | The Birthing Process



We navigated through these years to:



Our Evolution



Our Evolution

Beyond Banking

A few years ago, we set out on one of the most ambitious and audacious journeys undertaken by any financial institution on the continent. We did not just want to offer banking services; **we wanted to enrich lives.**

We did not just want to enable payments or savings but wanted to be architects of powered dreams, empowered businesses and prosperity for our country.

We challenged conventions and embraced digital transformation long before it became the norm.

Our transition to a holding company is not merely a structural shift but a strategic leap forward while holding on to our vision, by doing the following:

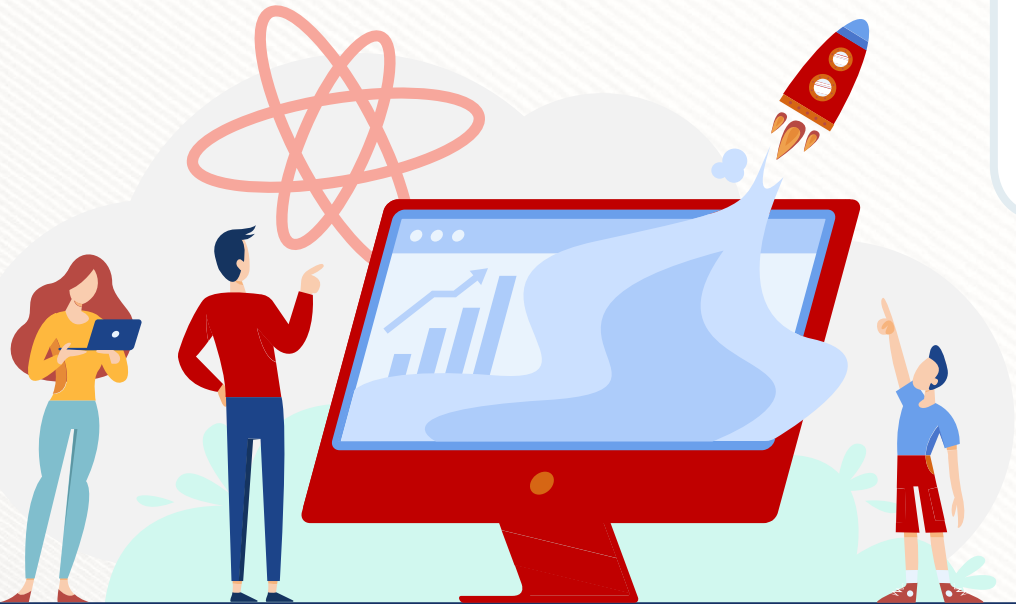
Today, Sterling has grown to become one of the continent's leading innovative and trusted institutions. Despite this growth, we wanted to do more and knew that the journey was not over.

Enhance synergy

Strengthen functional expertise

Increase agility and resilience

Create wealth and accelerate innovation



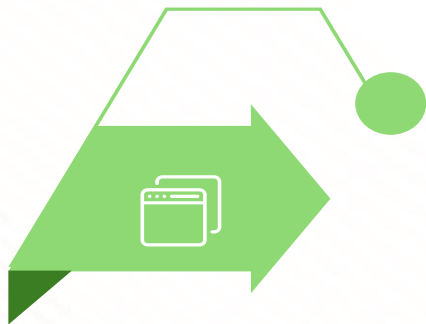
Our Strategy



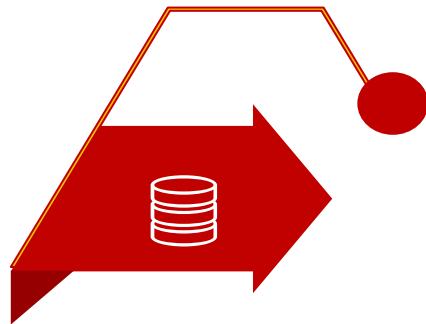
Manage risk, balance sheet and capital to deliver superior returns to shareholders.



Create a learning organization to optimize productivity



Optimize operations and technology to drive better control, manage costs, complexity and risk



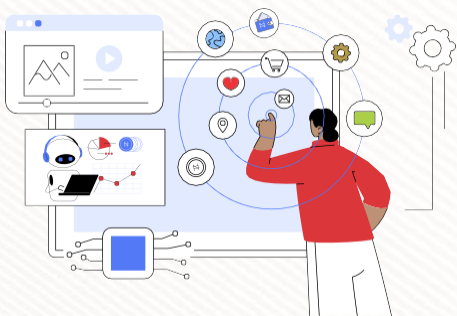
Deliver excellent customer service and drive efficiency and sales through robust digital payments capability

Our Approach

Integrated Strategic Partnerships



Specialization



Customer Obsession



Sustainable Growth & Responsible Leadership



Agility




Our Roadmap



Focus on Sustainable Business Lines

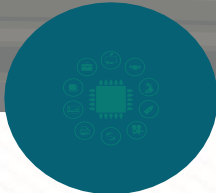
We are building our institutions to cater intelligently to the growing, young and dynamic Nigerian population.



We are making significant investments in technology infrastructure that include smart systems for efficient and prompt processing.



By educating our people, we are building a knowledgeable institution, able to cater to the complex financial needs of the next frontier in Nigeria's financial market development.



We remain committed to partnering to build our business in different segments while also leveraging alternative finance solutions through non-interest banking.



Engage Our Community

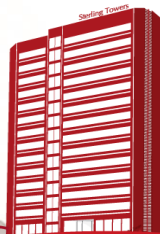


As part of our corporate responsibility, we focus on education and the environment, recognizing that an enlightened population is key to Nigeria's growth and resilience against poverty.

Build Leadership from Within



We want to build an enduring institution that lives beyond its current owners. This is why we have defined an internal leadership programme that enables the best in the industry to compete to lead and own the bank.



Group Overview

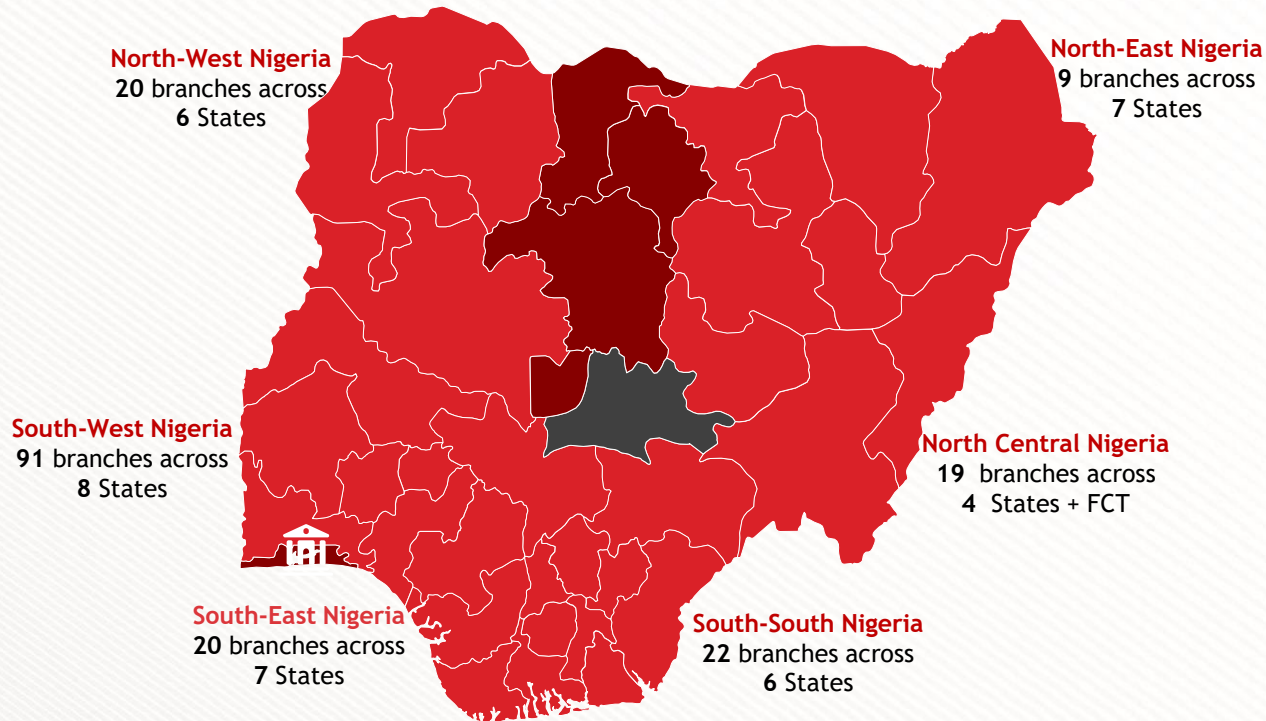


Group Overview



- **Sterling Financial Holdings Company PLC** (the “Group”) is a leading financial services group headquartered in Lagos, Nigeria, offering conventional and specialized banking as well as asset management services, through its subsidiaries, **Sterling Bank**, **Alternative Bank**, and **Sterling FI**, respectively, to meet its customers’ diversified needs.
- **The Group**, with over 60 years of experience, is at the forefront of promoting sustainable investing, advancing an inclusive and resilient economy that extends its benefits to shaping Nigeria’s financial landscape for the better.

Branch and Service Network



Our Subsidiaries



Sterling Bank Ltd

A commercial bank operating with a national banking license, a **market share of 3%** and **return on equity of 25%**.



Alternative Bank Limited

A Specialized Non-Interest Bank with a **return on equity of 47%**.



SterlingFI Wealth Management

An asset management company, focused on launching specialized funds to support the **HEART sectors**.



Business Highlights

Our performance in 2025 is reflective of our resilient business model in a challenging environment

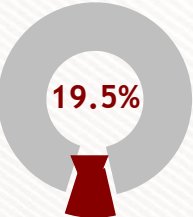
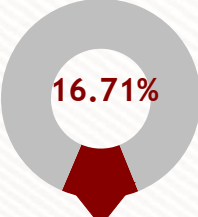
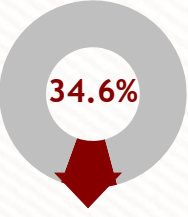
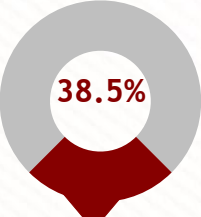
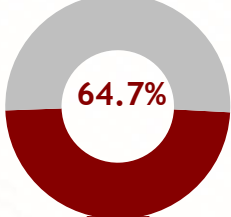

Overview of The Bank's Performance as at FY 2024

 Total Assets ₹3.5tn vs ₹4.0tn FY 2024 vs H1 2025	 Loans and Advances ₹1.1tn vs ₹1.2tn FY 2024 vs H1 2025	 Customer Deposits ₹2.5tn vs ₹2.8tn FY 2024 vs H1 2025	 Gross Earnings ₹152.2bn vs ₹214.4bn H1 2024 vs H1 2025	 Net Operating Income ₹84.4bn vs ₹138.5bn H1 2024 vs H1 2025	 Profit Before Tax ₹17.3bn vs ₹45.5 bn H1 2024 vs H1 2025	 Profit After Tax ₹16.2bn vs ₹41.8bn H1 2024 vs H1 2025
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Channels

 ATMs 404 vs 409 FY 2024 vs H1 2025	 Customers 5.7m vs 5.8m FY 2024 vs H1 2025	 USSD Users 4.6m vs 4.7m FY 2024 vs H1 2025	 Point of Sale 8k vs 13k FY 2024 vs H1 2025	 Branches 180 vs 181 FY 2024 vs H1 2025	 Professional Staff 3,790 vs 4,159 FY 2024 vs H1 2025
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Key Performance Ratios

 19.5% Net Income Margin H1 2025	 16.71% Capital Adequacy H1 2025	 34.6% Liquidity Ratio H1 2025	 38.5% Loan-to-Deposit Ratio H1 2025	 64.7% Cost-to-Income Ratio H1 2025	 5.10% NPL Ratio H1 2025
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Our Operating Objectives

Efficient Liquidity Management



Cost Efficiency



Excellent Service Delivery

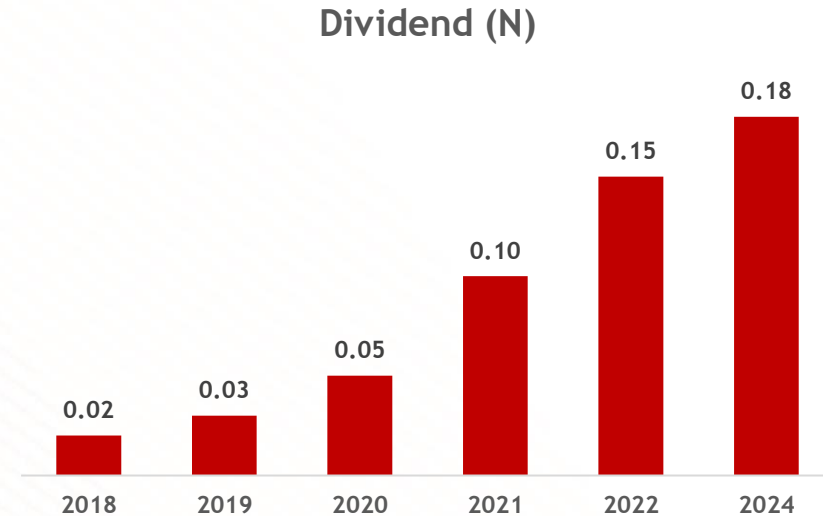
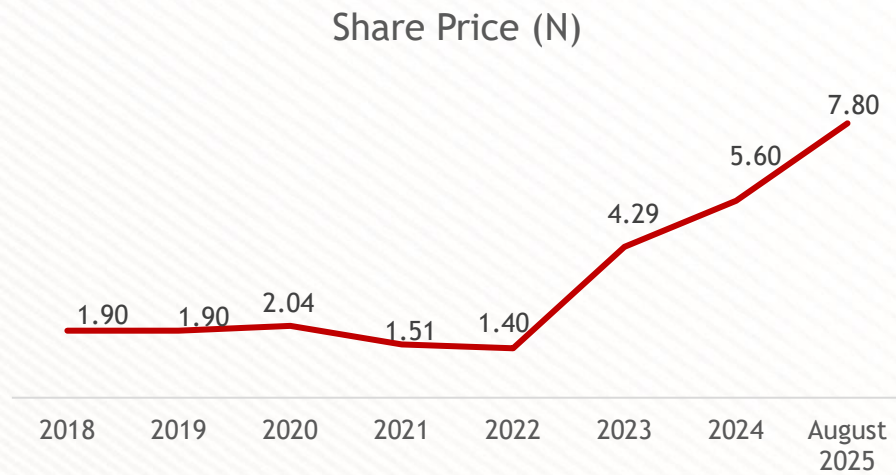


Asset Protection



Share Performance and Dividend Trend

Returns on **STERLINGNG** have seen a rebound since it transitioned to a Holding Company



Capital Gain

- Our share price has shown resilience despite the broader economic challenges; closing at ₦7.80 in August 2025, representing a 310.5% growth from ₦1.90 in December 2018.
- The transition to a Holding company structure in 2023 was pivotal, positioning the Group for diversified growth which has resulted in stronger investor confidence.

Dividend History

- Consistent pattern of dividend payments over the past 5 years. 2 Kobo per share in 2018 to 18 Kobo per share in 2024, representing approximately 55% CAGR
- Steady increase in dividend yields from 1.25% in 2018 to 3.12% in 2024

Local Bourse Update

- As of August 31, 2025, the NGX All-Share Index (ASI) closed strongly, registering a year-to-date return of 36.31% to finish at 140,295.49bps. The equities market delivered robust performance across key sectors, including banking, consumer goods, insurance, and industrial goods continued to the bullish performance.



Key Business Segments



409
ATM



7.7k+
POS
Terminal



4.6m+
USSD Users



160
Branches



3,457
Professional
Staff



4.8m+
Customers



5,300
POS
Terminal



132K
USSD Users



21
Branches



151
Wakeel Outlets



702
Professional
Staff



894k
Customers



MSME Bank of the Year
MSME Finance Awards
The Economic Forum Series



**Excellence in HR
Communication Strategy**
HR Expo Africa Work
Festival 2024



**Highest Impact on Youth,
Highest Impact on Women
MSMEs**
Development Bank of Nigeria BN
Platinum Service Awards



**Multi-Millionaire's
Club Award**
Ikoyi Golf Club, The
Nigeria Cup 2024



**Best MSME Financial
Inclusion**
(Non-Interest Banking)
Nairametrics MSME
Finance Award 2024



**Fun & Friendly Workplace;
2nd Overall Best Workplace in
Nigeria.**
Great Place to Work



**Award for Excellent
Commitment to Disability
Inclusion in Nigeria**
National Commission for
Persons with Disabilities



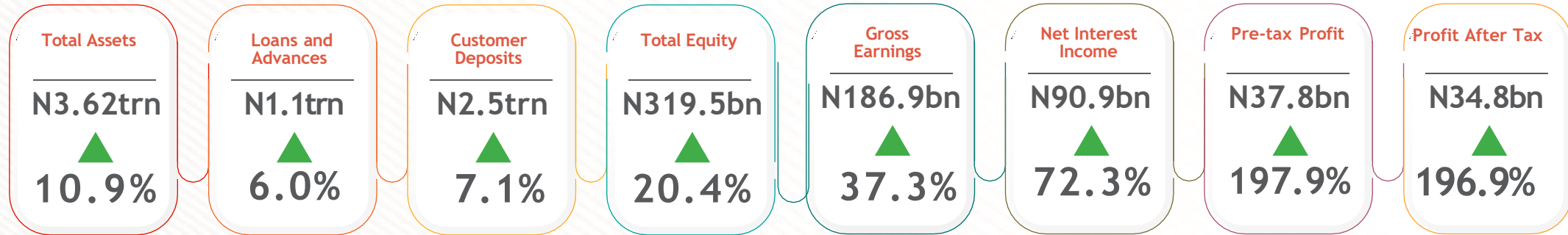
**Trailblazer Marketing
Automation**
Martech Excellence
Awards, Nigeria 2024
by Netcore and Axon
Analytics



Key Business Segments

Sterling Bank, our flagship commercial banking arm, continues to prioritize the HEART sectors - Health, Education, Agriculture, Renewable Energy, and Transportation, while maintaining strong growth momentum across key financial metrics.

Half- Year 2025 Financial Performance



Primary Markets



Health

H1 2025: ₦12.68bn



Education

H1 2025: ₦6.84bn



Agriculture

H1 2025: ₦194.64bn



Renewable
Energy

H1 2025: ₦8.2bn



Transportation

H1 2025: ₦72.51bn



Key Business Segments



Alternative Bank (AltBank), our specialized banking subsidiary, is the nation's leading non-interest bank, founded on the pillars of **ethics, sustainability, and innovation**. In just two years of operations, AltBank has redefined banking by delivering **cutting-edge digital solutions** that seamlessly address customers' everyday needs.



Primary Sectors



Sterling's Social Impact Credentials

We continue to maintain high sustainability standards combined with world class employee practices



Strong sustainability and impact credentials - convener of the Africa Social Impact Summit (ASIS) and Agriculture Summit Africa (ASA). Focused on bolstering partnerships and fostering expertise-driven solutions to accelerate impact investments in key sectors such as Climate Solutions, Circular Economy, Health, Education, Agriculture, Renewable Energy and Transportation.



Great
Place
To
Work®

LinkedIn

Market leader in promoting world class employee practices. Strong employee loyalty and retention metrics. Widely regarded as a great place to work



Sterling's Social Impact Credentials

Driving impact across multiple touch points with proven achievements



\$100+ million

in agriculture investment commitments secured at ASA 2024.



Hosted the **first National Sustainability Week:**

- Engaged **800+** entrepreneurs via the Green Innovation Challenge.
- Reached **1 million+** people on social media.
- Disbursed **₦4 million** in grants.
- Trained **300+** social enterprises on green financing.
- Delivered **climate education** to 1,150 students.



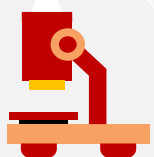
196

ATMs are now solar-powered, accounting for **48.3%** of all active ATMs across our network.



\$1billion

Facilitated in healthcare investment discussions (pharma, digital health, workforce development)



955kWp

Solar project rolled out at HQ, cutting emissions by 116.5 tCO₂e (28% YoY improvement)



₦248.4 billion

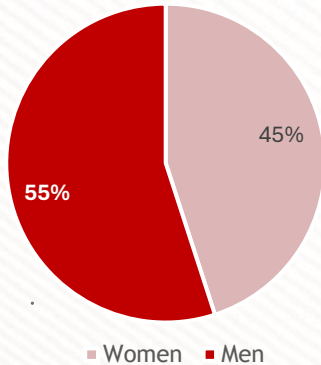
investments in H.E.A.R.T sectors (Health, Education, Agriculture, Renewable Energy, Transport) up Y-o-Y by 27%.



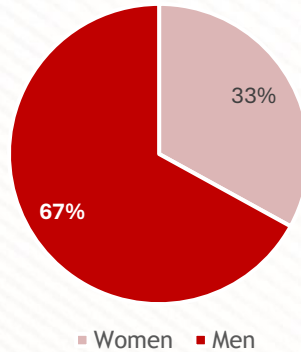
Sterling's Social Impact Credentials

At Sterling, diversity, equity, and inclusion are not just policies, they are part of who we are. We've built a culture where every individual is valued, respected, and empowered to thrive. Our commitment goes beyond compliance, embedding DEI into our culture, operations, and core values as a driver of social sustainability.

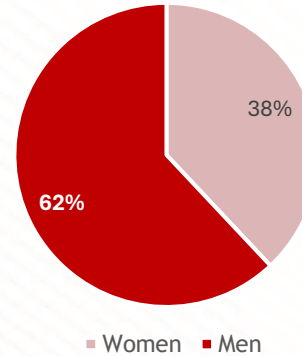
Employee Composition



Management Composition



Board Composition



16

moms Onboarded on the Sterling Momship Program



146

branch locations &

19

cash centers are easily accessible by persons with disabilities



8,667

Total number of loans made to women-owned businesses

49%

increase in the number of Female Employees promoted



13%

increase in the number of female employees in senior management roles



38%

increase in the number of Female Employees recruited

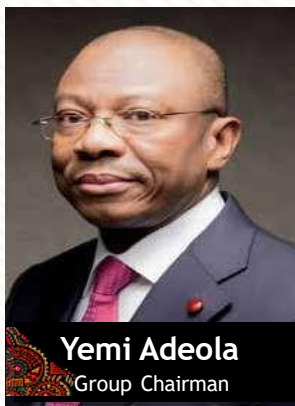


DEI Highlights

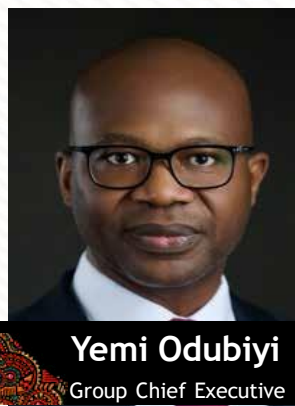
- Successfully converted 10 Sterling Embrace (PWD- Persons with Disabilities) interns to full-time trainees.
- Appointed the first two female Executive Directors within the Group.
- Raised awareness for Gender Inclusivity and Equity through our ERG Anchor, marking its 1st Anniversary and commemorating International Men's Day.
- Celebrated International Women's Day and Women's History Month with impactful initiatives.
- Successfully completed the 2-year Nigeria2Equal program with the IFC, which aimed to foster a more gender-inclusive environment at Sterling.
- Received an award for Excellence in DEI Practices from the National Commission for Persons with Disabilities.
- We also won three awards as part of this achievement.

Our Leadership

Our board members bring diverse expertise and visionary leadership



Yemi Adeola
Group Chairman



Yemi Odubiyi
Group Chief Executive



Olayinka Oni
Executive Director



Abubakar Suleiman
Non-Executive Director



Shola Adekoya
Non-Executive Director



Aisha Bashir
Independent Director



Eniye Ambakederemo
Independent Director



Ashutosh Kumar
Non-Executive Director

- 40+ years experience in banking, finance, law and corporate consultancy
- Rose to become an Executive Director at Citibank where he started his career
- CEO of Sterling Bank between 2007 - 2018

- 29+ years of experience in corporate restructuring, digital transformation & investment banking
- Appointed CEO in June 2023, having served as a board member in Sterling Bank since 2014

- Prior to his appointment, he served as the Chief Digital Officer in Sterling Bank
- Former Chief Technology Officer at Microsoft.
- His expertise spans across various roles

- An Economist and Banker with over 25+ years of experience across strategy, treasury and corporate leadership.
- Previously served as Group Treasurer, Integration Director(post-ETB merger)
- Appointed CEO of Sterling Bank in 2018

- Managing Director of STBFMC Limited and founder of Utterfresh Processing Limited
- Has 24+ years of experience in the technology, retail, transport, fintech, and agricultural industries

- Founder and CEO of Cam Dairy Foods Limited
- She was a co-founder, Head, Product Development and Operations of PAGA
- Her experience spans across tech, FMCG and finance

- 29+ years of experience in the public and private sectors, banking and asset management
- She was a pioneer board member of AMCON and has served in various leadership roles

- 23+ years of experience in the international banking, forex and derivatives, risk management among others.
- He is currently the Country Head and Chief Executive Officer of SBI, South Africa.



Our Leadership

Strong management with the capability to deliver the long-term vision



Adebimpe Olambiwonnu
Chief Financial Officer

- Kickstarted her career with Nigeria's premier merchant bank, NAL Bank
- She is a fellow of the Institute of Chartered Accountants of Nigeria and other prestigious institutions, bringing extensive expertise



Olufunmilayo Lewis
Group Chief Risk Officer

- 30+ years experience across various positions in banking
- Prior to his appointment as the Chief Risk Officer, he served as the Group Head, FMCG, Manufacturing, Power and Telecommunications in Sterling Bank



Temi Dalley
Group Chief HR Officer

- With almost two decades of experience, she has built expertise in strategic planning, resourcing and talent management
- She is a member of the Chartered Institute of Personnel and Development, UK



Ibidapo Martins
Group Chief Marketing Officer

- 20+ years experience in various fields of marketing including Brand Management, Public Relations, Advertising and Digital Marketing
- He previously served as the Head of Wealth Marketing at Stanbic IBTC



Vivienne Nwankwu
Group Chief Compliance Officer

- 18+years experience across various roles in financial services.
- Vivienne started her banking career in Standard Chartered Bank and served in multiple roles in London and Nigeria
- She previously served on the Board of MoMo Payment Service Bank (a subsidiary of MTN) as an Executive Director.



Olusola Olubi
Group Exec., Business Development

- A seasoned banker with 25+ years of experience in the financial services industry including ARM, IFC and CitiBank
- He is a Volunteer Member of the Trade, Investment & Competitiveness Policy Commission (TICPC) of the Nigerian Economic Summit Group (NESG)).



Our Leadership

The Board of Sterling Bank Limited (1/2)



Olatunji Mayaki
Chairman

- 30+ years' experience spanning law, energy, asset management, and corporate leadership.
- Former Deputy Managing Director, Addax Petroleum Nigeria, overseeing multiple business functions. Held senior roles at ARM, Shell Nigeria, and Shell Exploration & Production Africa Ltd.
- Serves on the Governing Council of Davidson University (Nigeria) and Chestrad (UK NGO).



Olaitan Kajero
Non-Executive Director

- Over 25 years' experience in finance, banking, and corporate management.
- Former GM & Group COO, Aircom Nigeria Ltd., overseeing business growth and daily operations.
- Currently Managing Director, STB Building Society Ltd.
- Fellow, Chartered Institute of Bankers of Nigeria (CIBN).



Tairat Tijani
Non-Executive Director

- 20+ years' experience in capital markets, corporate governance, and financial management.
- Former Head, Capital Markets Division, FBN Capital Ltd., leading landmark Nigerian market transactions.
- Non-Executive Director, Central Securities Clearing System Plc (CSCS) - chairs the Technical Committee.
- Fellow, ACCA; Member, Institute of Chartered Secretaries & Administrators of Nigeria.



Michael Jituboh
Non-Executive Director

- 30+ years' experience in development finance, telecoms, and corporate governance.
- Served 17 years at African Development Bank, rising to Director, International Cooperation.
- Former Executive Director, Special Projects, Globacom Ltd.
- Past Non-Executive Director, Devcom Bank and Equitorial Trust Bank.



Folashade Kilaso
Non-Executive Director

- Over 30 years' experience in law, banking, and corporate governance.
- Former Executive Director, Standard Chartered Bank Nigeria, with 11 years of multifunctional leadership.
- Has served on boards and committees of FITC, NIBSS, CIBN, and CBN.
- Currently sits on the boards of multiple companies, including Milford Consultancy, Enza Nigeria Payment Services, and Berkeley Digital Services.



Michael Ajukwu
Independent
Non-Executive Director

- Over 35 years' experience in banking, finance, and corporate governance.
- Former Executive Board Member, United Bank for Africa.
- Serves as Independent/Non-Executive Director on the boards of MTN Nigeria, Tiger Brands SA, International Breweries, and Novotel (Accor Group).

Our Leadership

The Board of Sterling Bank Limited (2/2)



Professor
Olayinka David-West
Independent
Non-Executive Director

- About 30 years' experience in information systems, IT, and financial services.
- Professor of Information Systems and Dean, Lagos Business School (LBS).
- Leads the Sustainable & Inclusive Digital Financial Services (SIDFS) initiative, advancing financial inclusion in Nigeria.
- Serves on the boards of Stanbic IBTC Asset Management, Business Day Media, Accion Microfinance Bank, and CC Hub Syndicate.



Olusola Oworu
Independent
Non-Executive Director

- Over 30 years' experience in accounting, risk management, and public policy.
- Former Hon. Commissioner for Commerce & Industry, Lagos State, driving investment and industrial development.
- Former Independent Director, First Bank of Nigeria Ltd.
- Current Chairperson, Lekki Concession Company, and Independent Director on the boards of Lafarge Africa, Guinness Nigeria, and Landmark Africa.



Abubakar Suleiman
Managing Director

- An Economist and Banker with over 25+ years of experience across strategy, treasury and corporate leadership.
- Previously served as Group Treasurer, Integration Director(post-ETB merger)
- Appointed CEO of Sterling Bank in 2018



Tunde Adeola
Executive Director

- Executive Director, Commercial & Institutional Banking, Sterling Bank Plc.
- Former General Manager & Divisional Head, Commercial Banking, responsible for portfolio growth, sustainability, and client relationships.
- Earlier roles at Trust Bank of Africa (AGM, Ikeja Business Area), Kakawa Discount House, and Liberty Merchant Bank.



Raheem Owodeyi
Executive Director

- Executive Director, Risk & Compliance, Sterling Bank Plc; previously Chief Compliance Officer of the Bank.
- Former Deputy GM & Head of Compliance & Internal Controls (International), Access Bank Plc. Earlier career at BDO Stoy Hayward LLP (UK), Triumph Bank Plc, and Citigroup Nigeria.
- Senior Member, Chartered Institute of Bankers of Nigeria; Fellow, Compliance Institute Nigeria; Member, Institute of Internal Auditors and ACAMS; Honorary Member, CIBN (HCIB).

Our Leadership

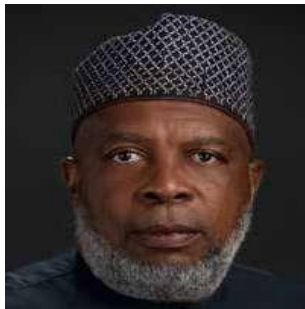
The Board of Alternative Bank Limited (1/2)



Muhtar Bakare

Chairman

- 30 years+' experience across banking, publishing, media, financial services, technology, real estate, renewable energy, and education.
- Founder and Chairman of Kachifo Ltd (Farafina); also chairs Koidi Radio (Radio Now), Beyond Energy Resources, and Purple Group (Maryland Mall).
- Serves on the boards of Descasio Ltd, Greensprings Educational Services, Bloom Bank Africa (Liberia), Noor Health, Greenstone Investment, and Rainbow Educational Services.



Abdulmumin Ali

Independent Director

- Over 30 years' experience in banking, finance, auditing, and tax consulting.
- Managing Director, QL Resources Ltd, specializing in financial advisory, compliance audit, and tax consulting.
- Chartered Accountant and Chartered Tax Practitioner; member of ICAN and CITN.
- Director on the boards of QL Resources, Teemah & Partners, and Shaduf Waterfields Ltd.



Umma Aminu Dutse

Independent Director

- 30+ years' experience in banking, financial services regulation, and people management.
- Former Director, Human Resources Department, and Director, Consumer Protection Department, Central Bank of Nigeria (CBN), and represented CBN on the boards of Federal Mortgage Bank of Nigeria (FMBN) and Nigeria Social Insurance Trust Fund (NSITF).
- Member of professional bodies including the International Network for Financial Education (INFE), OECD Paris.



Emmanuel Onasanya

Non-Executive Director

- Over 30 years of experience in finance, budget planning, management accounting, and fiscal policy, spanning the oil & gas and banking industries.
- Currently Chairman, Magnet Microfinance Bank Ltd. Former Senior Manager, Finance & Tax at Addax Petroleum Development Ltd.
- Sits on the Boards of El-Clem Global Services Limited and Sosa Microfinance Limited.



Yemi Odubiyi

Non-Executive Director

- 29+ years of experience in corporate restructuring, digital transformation & investment banking
- Appointed CEO in June 2023, having served as a board member in Sterling Bank since 2014

Our Leadership

The Board of Alternative Bank Limited (2/2)



Morenikeji Folawiyo
Non-Executive Director

- Over 30 years of experience across Commercial Law, Fashion, Art, Interior Design, and Lifestyle Management.
- Founder of Alara, a premier destination showcasing some of the world's leading luxury brands.
- Serves on the Boards of Riverside Properties, Sparkle Nigeria Limited, RFH Limited.



Temitayo Adegoke
Non-Executive Director

- Over 20 years of experience in banking and commercial law practice.
- Currently serves as Chief Operating Officer (COO) at Sterling Bank Ltd.
- Member of Chartered Institute of Bankers of Nigeria (CIBN), International Bar Association, Chartered Institute of Arbitrators UK (Nigeria Branch).
- Also serves as a Director on the Board of AG Plus Limited.



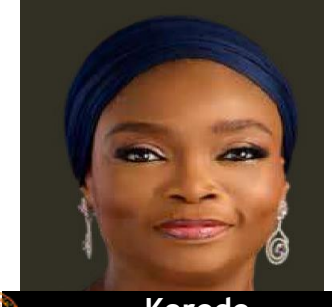
Hassan Yusuf
Managing Director

- Over 30 years of professional banking experience, with a strong track record in fund management, Islamic finance, and enterprise risk management.
- Former CEO of Dahabshil Bank International, HAY Consultancy, and International Bank of Somalia.
- Successfully managed investment portfolios exceeding USD 400 million, driving growth and stability.
- Led the successful rollout of AML systems, strengthening compliance and financial integrity.



Garba Mohammed
Executive Director

- 24 years of professional banking experience, specializing in sales, relationship management, and credit analysis across multiple banking sectors.
- Formerly Group Head, Non-Interest Banking (NIB), Sterling Bank.
- Senior Member of the Chartered Institute of Bankers of Nigeria (CIBN) and a Certified Islamic Finance Analyst (CIFA).

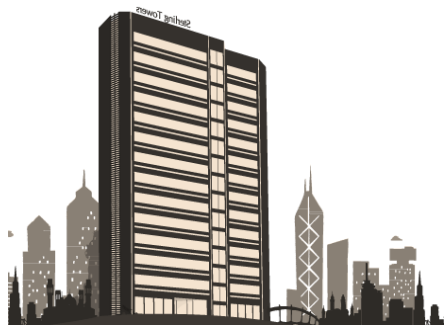


Korede Demola-Adeniyi
Executive Director

- 33+ years of experience in the banking sector, specializing in consumer banking, strategic growth, and leadership development.
- Former Head of Consumer Banking, Ecobank.



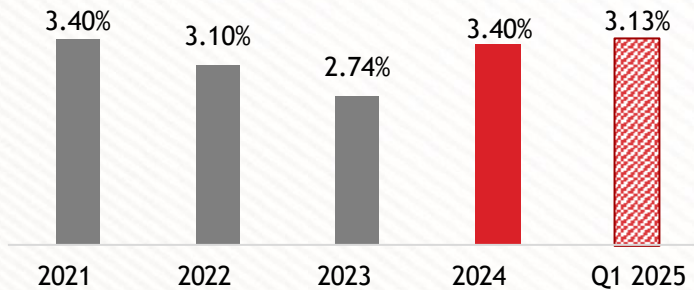
Operating Environment



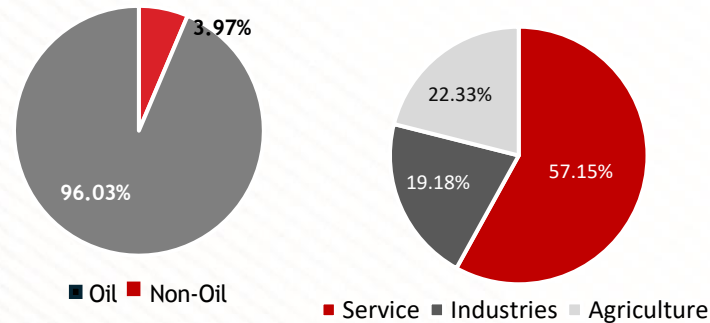
Nigerian Macroeconomic Environment

The Nigerian economy has shown resilience, supported by sustained GDP growth, moderating inflation, stable exchange rates, and improved foreign reserves.

Y-o-Y GDP Growth (%)



GDP Sector Contribution (%) - Q1'2025



Population – Approx. 236.2million, working Population (15-60) – 53.8%

Nominal GDP - ₦372.8tn (Q1 2025)

Monetary Policy Rate - 27.50% (July 2025)

Inflation - 21.88% (July 2025)

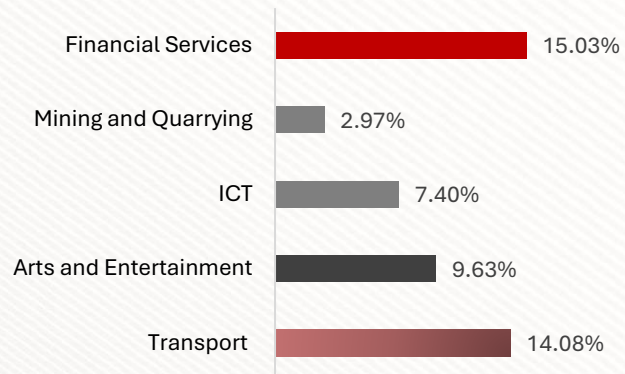
Foreign Exchange rate - ₦1,534/\$ (July 2025)

Debt/GDP Ratio – 39.4% (Q1 2025)

External Reserves – US\$ 39.27bn (July 2025)

Ratings - B/Stable (Fitch); B3/Stable(Moody's)

GDP Sectoral Growth (% Top-5) - Q1'2025



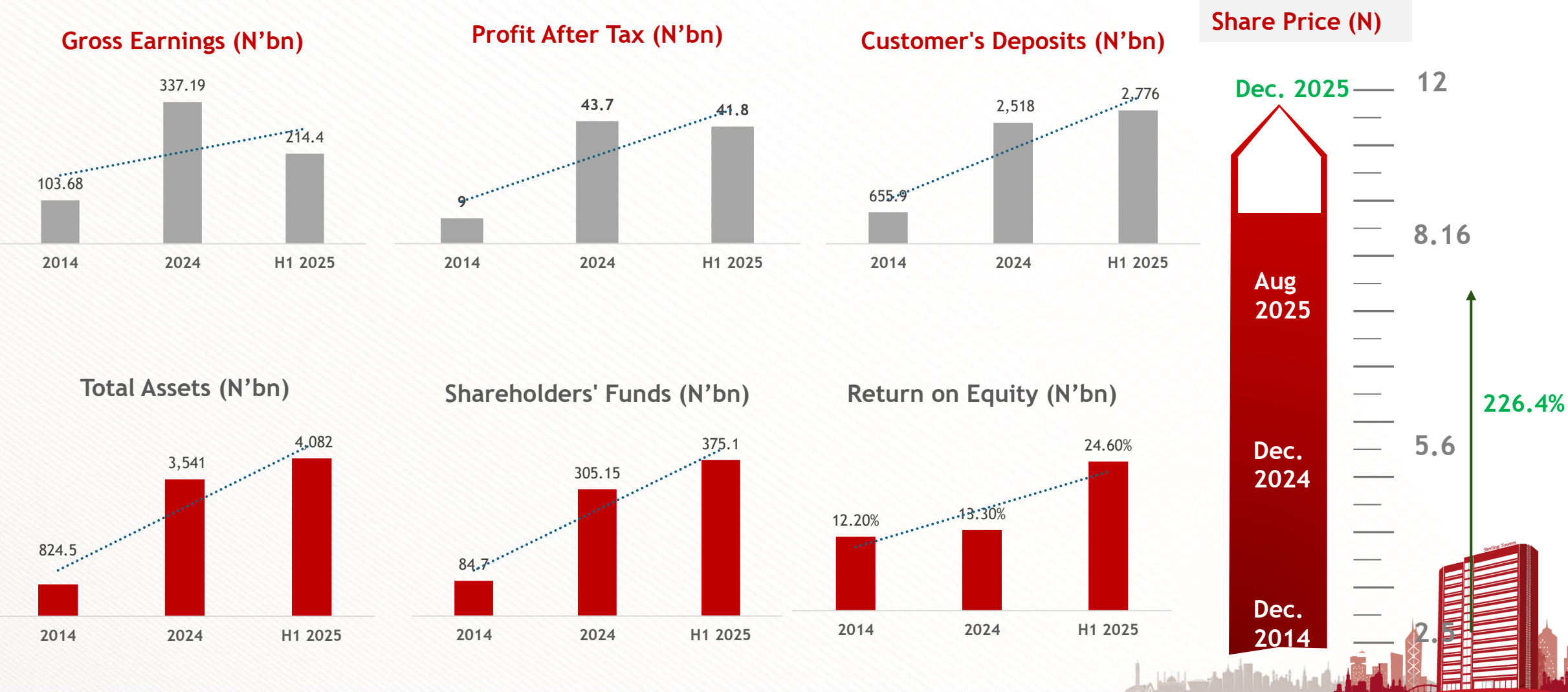
- Following a rebasing exercise, real GDP grew by 3.13% year-on-year in Q1 2025, up from 2.27% in Q1 2024, mainly driven by the services sector. Full year growth is projected at 4.17%.
- Inflation moderated in the first half of the year, easing to 21.88% as of July 2025.
- The Central Bank of Nigeria (CBN) maintained the benchmark interest rate at 27.5%, with continued focus on inflation and exchange rate stability.
- The Naira remained relatively stable, opening the year at ₦1,538.80/\$ at the official window and closing at ₦1,534.00/\$ as of the end of July 2025.
- External reserves stood at \$39.3 billion in July 2025, supporting the stability of the Naira amid external pressures.
- These indicators reflect the impact of recent economic reforms, including subsidy removal, exchange rate unification, and fiscal measures that have strengthened macroeconomic fundamentals and enhanced market confidence.

Financial Performance

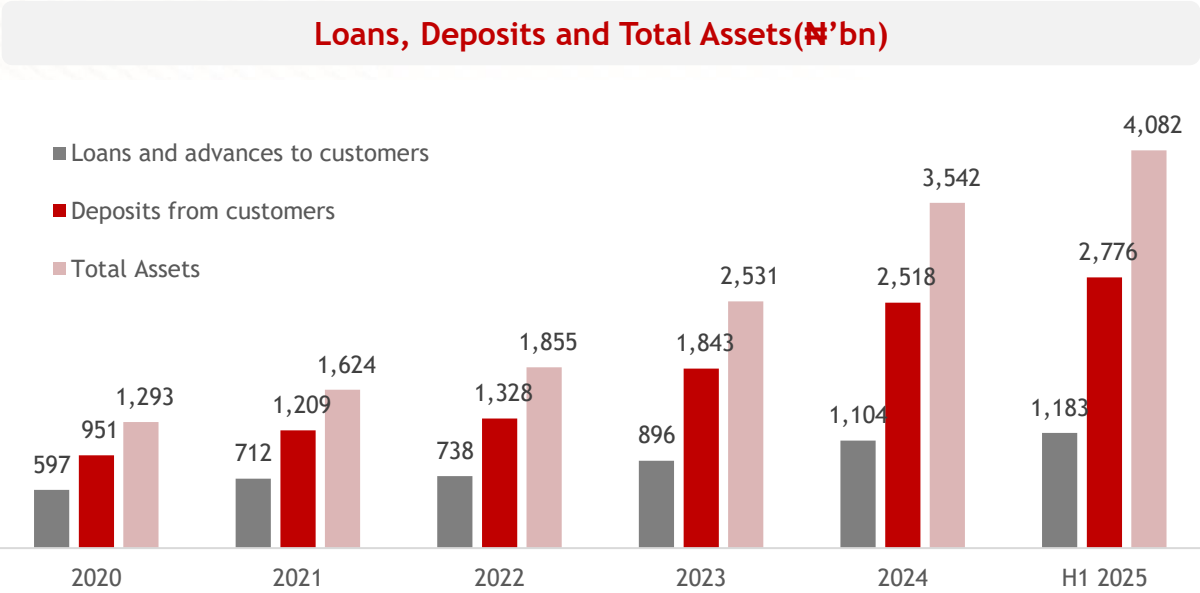
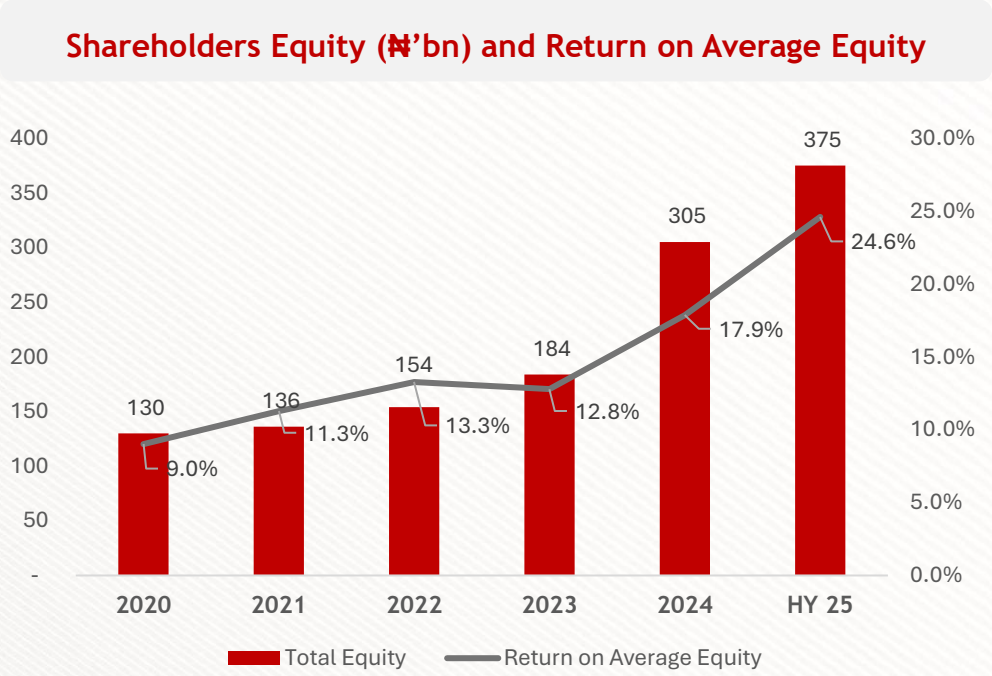
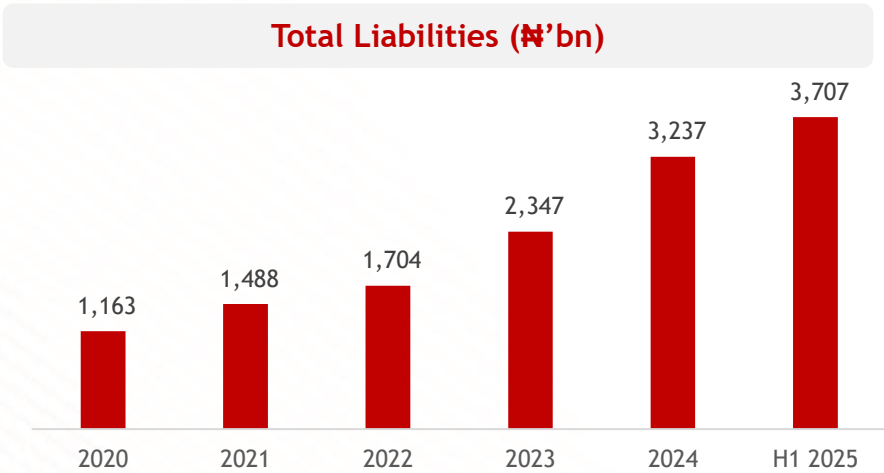
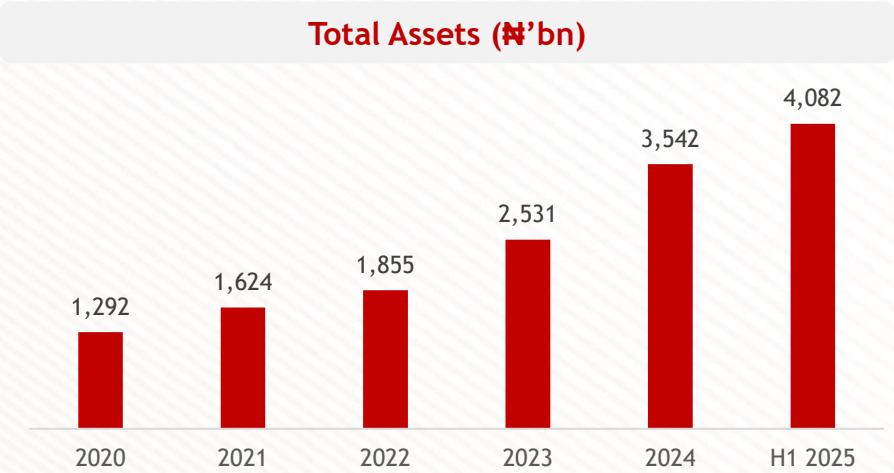


Sustainable Financial Growth

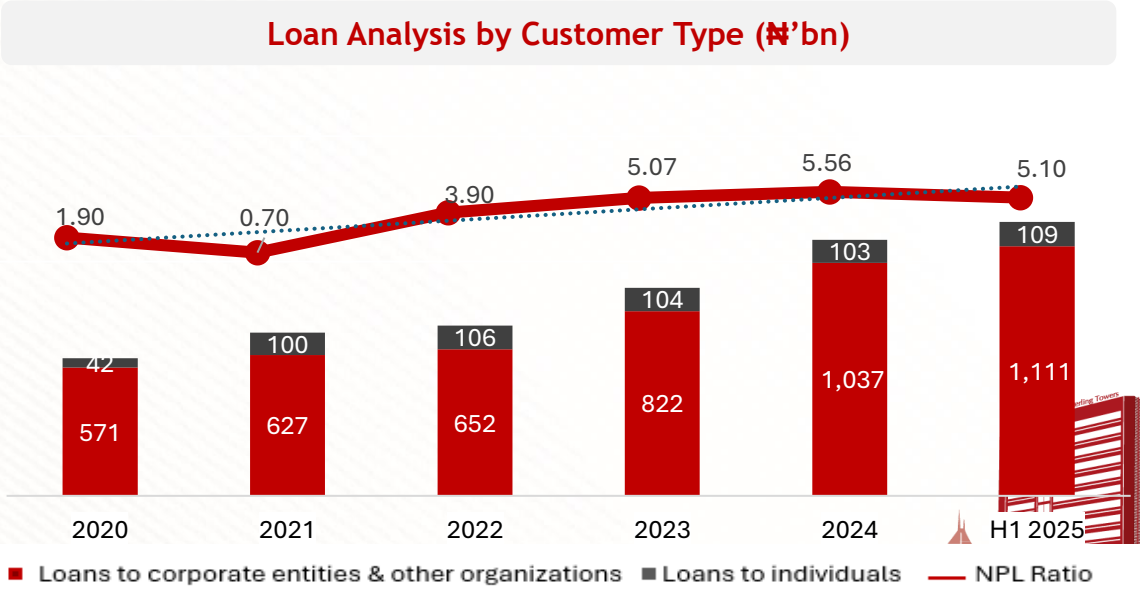
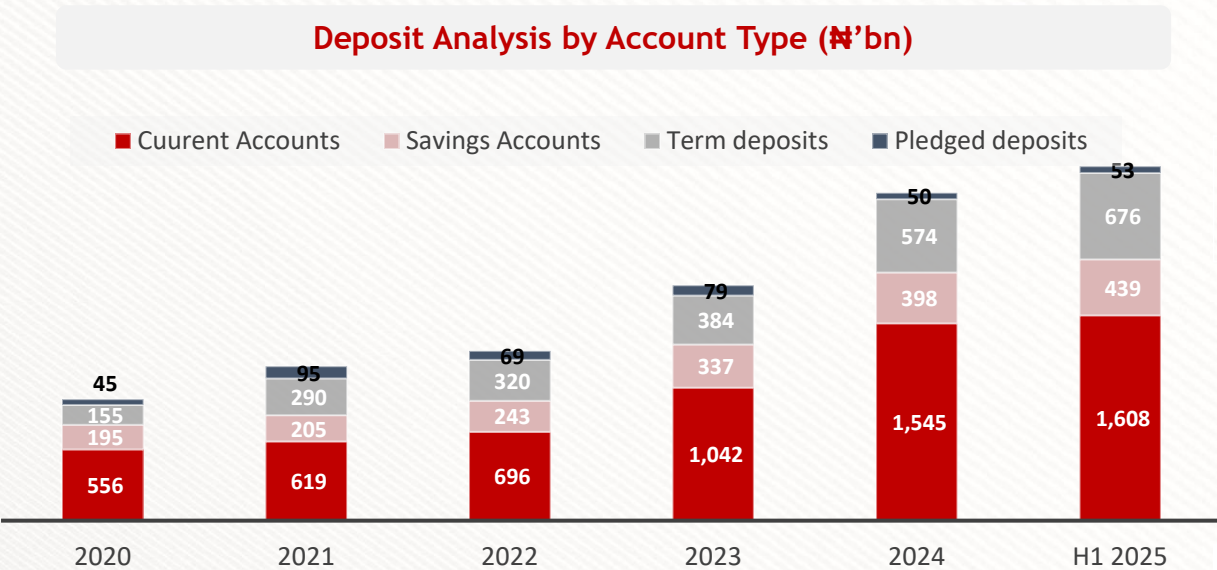
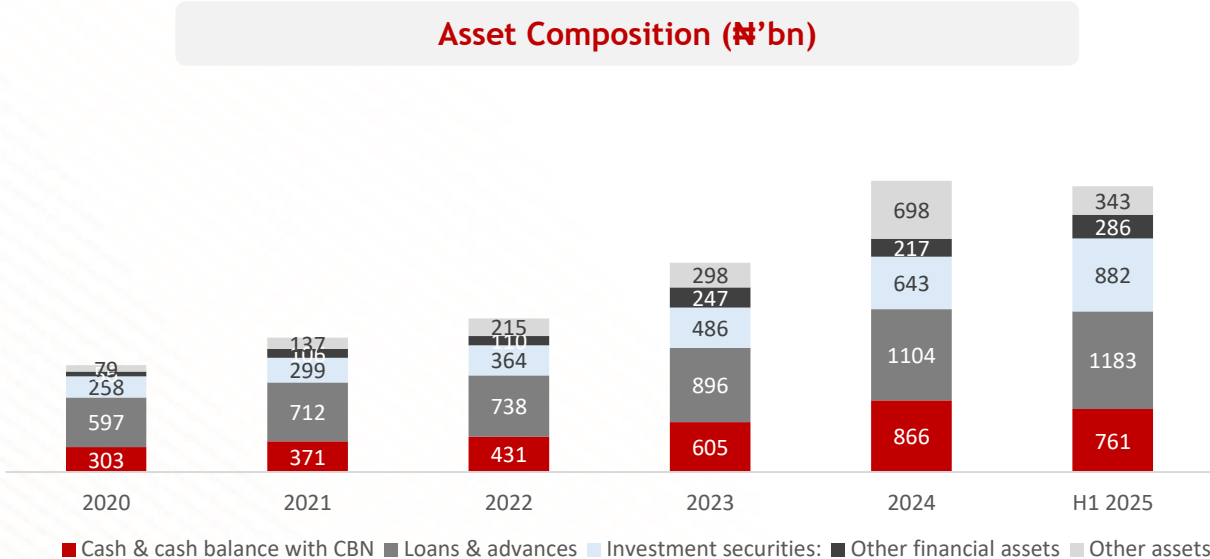
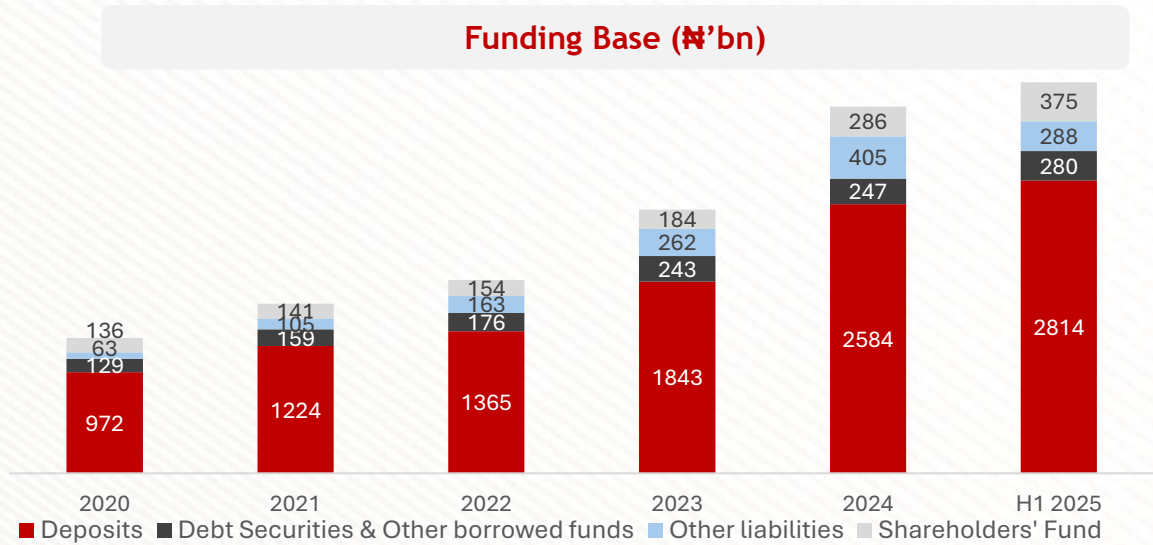
Over the last decade, Sterling has consistently delivered strong and accelerating performance, driving significant value for shareholders.



Balance Sheet Snapshot - *resilient balance sheet anchored on stability and strength*

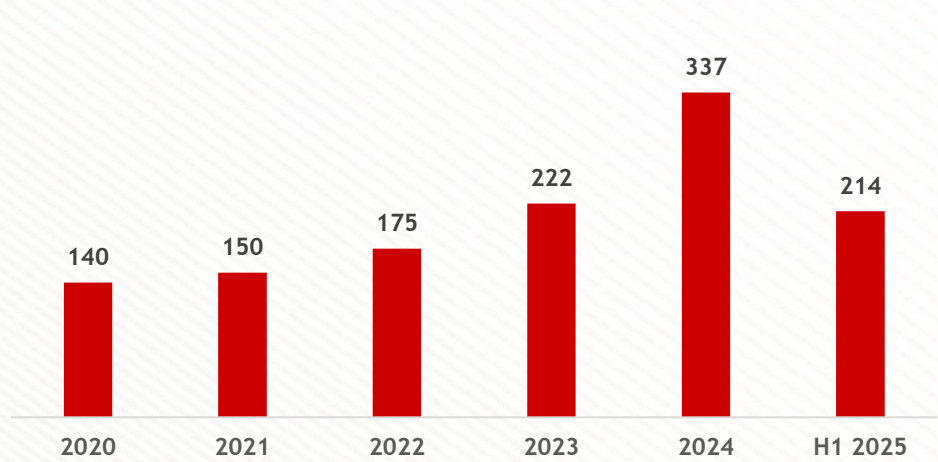


Balance Sheet Snapshot - Solid funding base, healthy loan portfolio with NPL below industry average

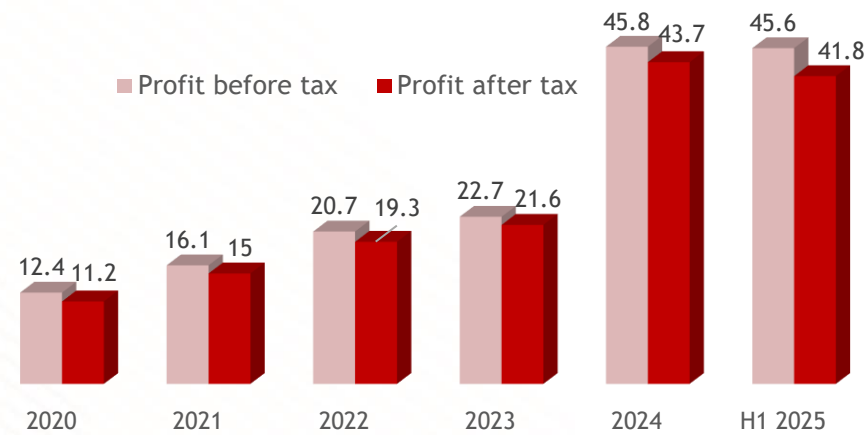


Income Statement Snapshot - Sustained earnings momentum driven by diversification

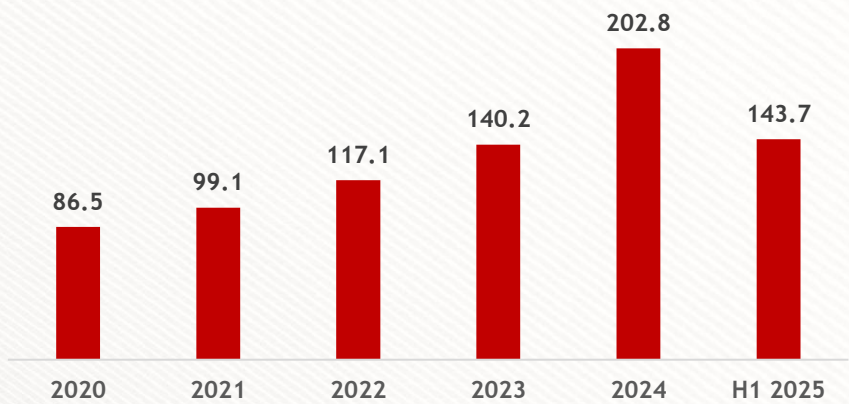
Gross Earnings (₦'bn)



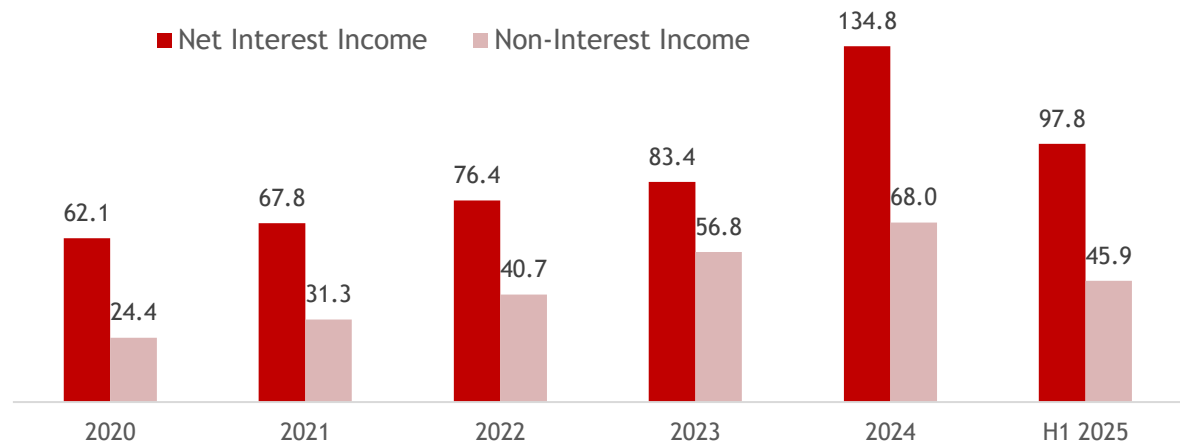
PBT vs. PAT (₦'bn)



Operating Income (₦'bn)

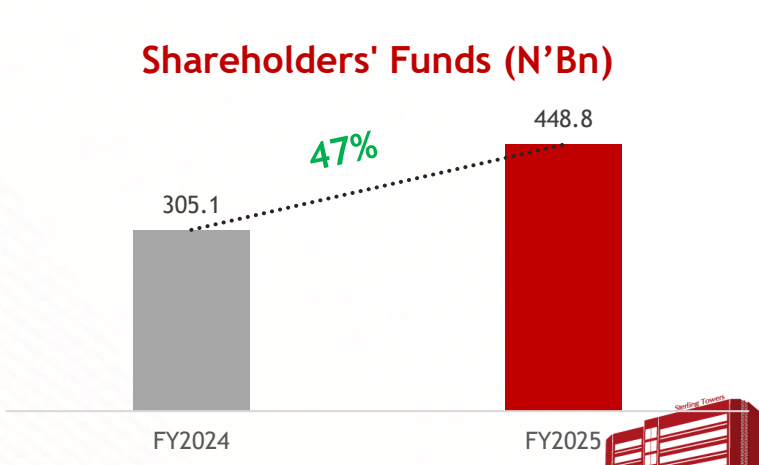
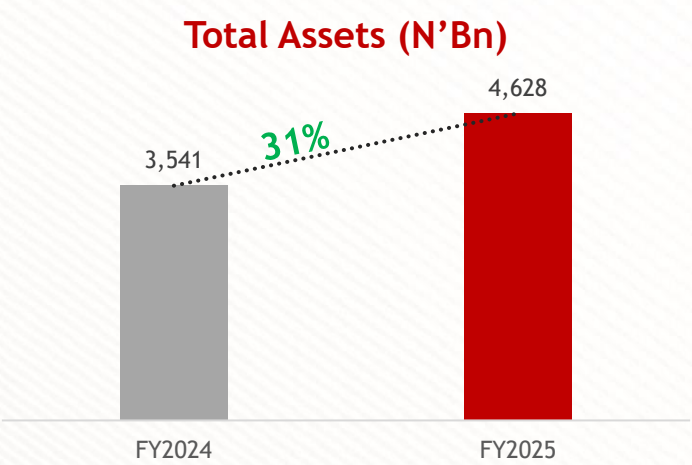
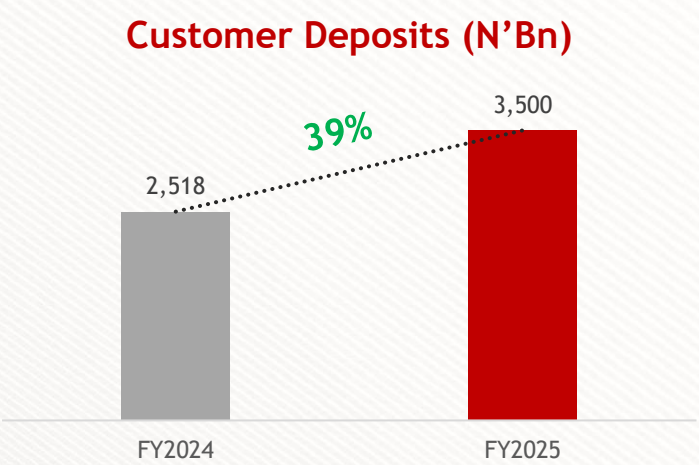
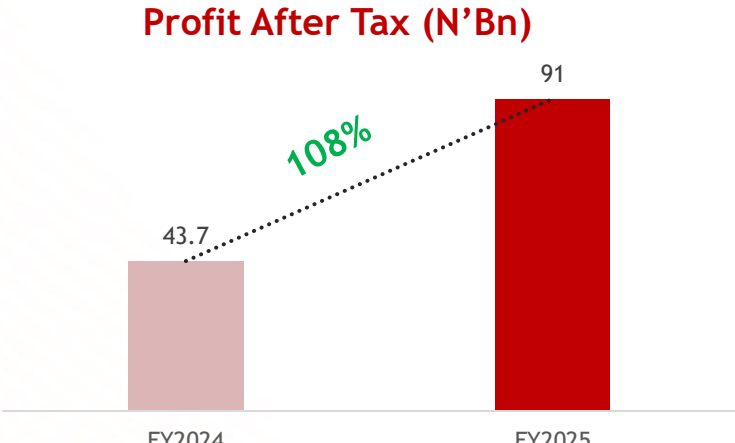
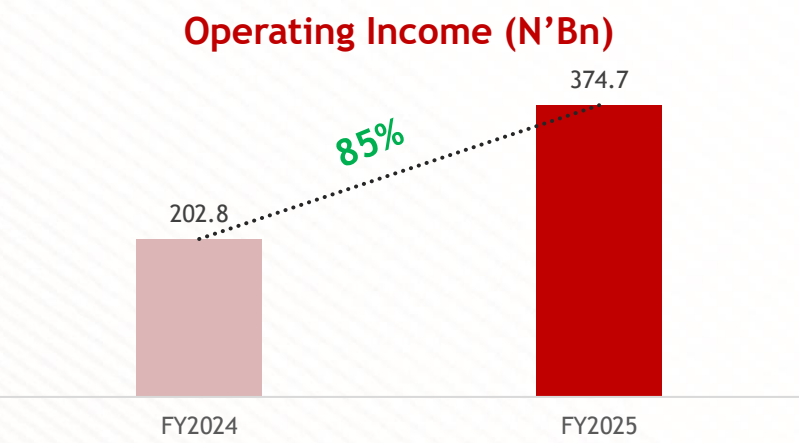
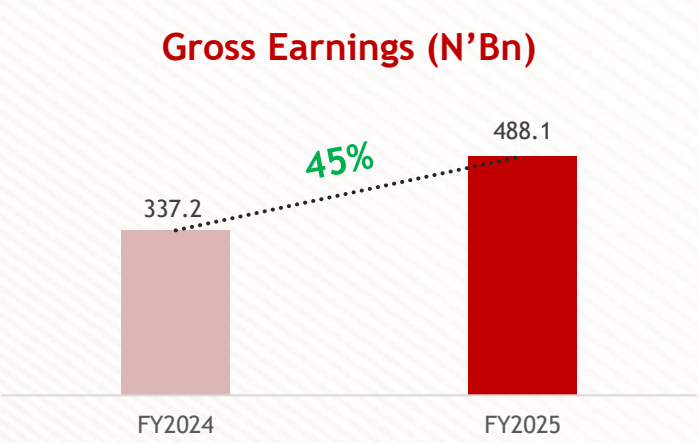


Interest vs. Non-Interest Income (₦'bn)



FY 2025 Guidance

Sterling is well positioned for a strong 2025, with projections indicating solid growth in earnings, profitability, and balance sheet strength. This positive outlook underscores sustained momentum and reinforces the Group’s capacity to deliver long-term value creation well beyond 2025.





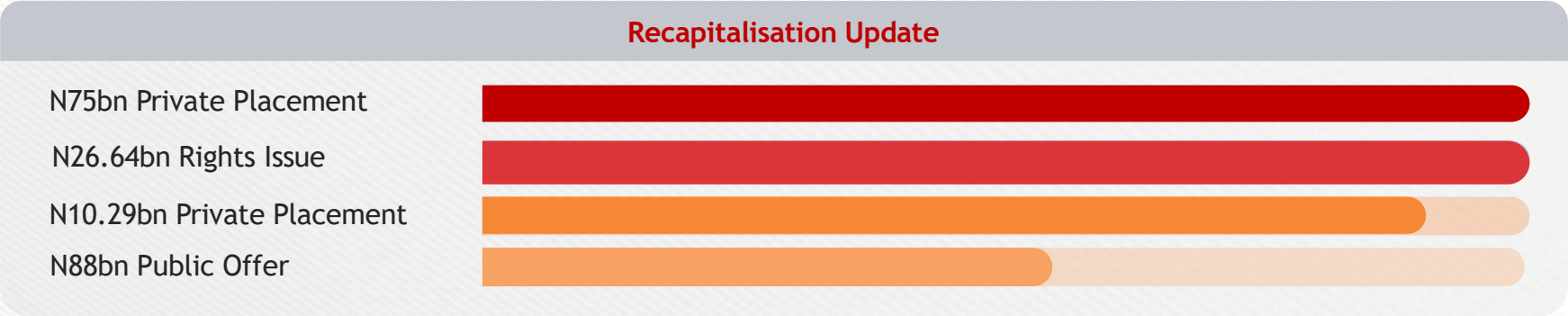
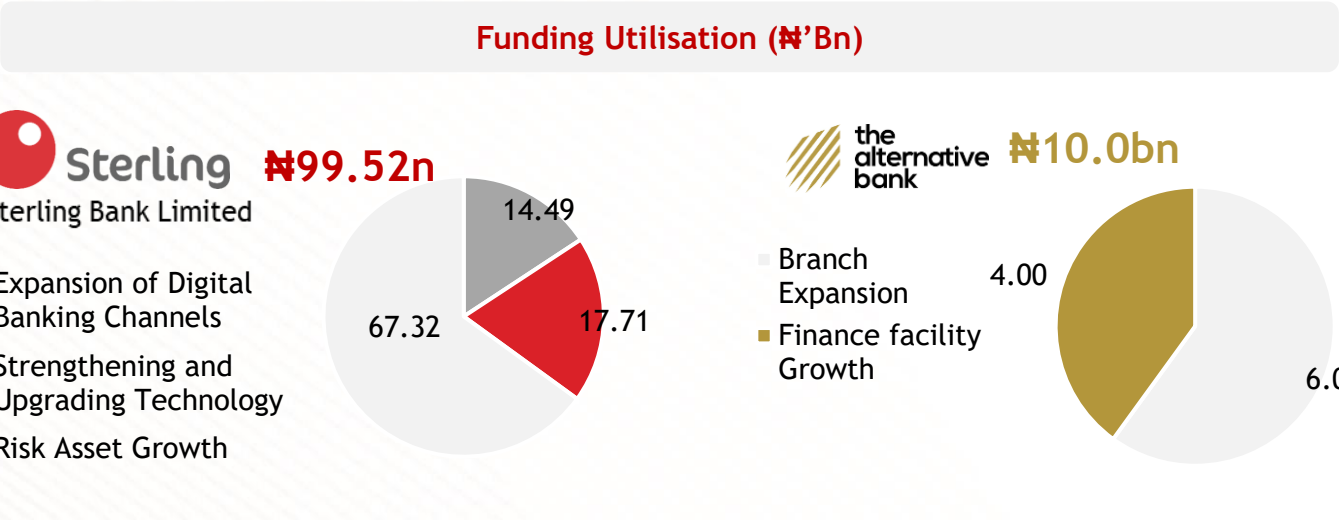
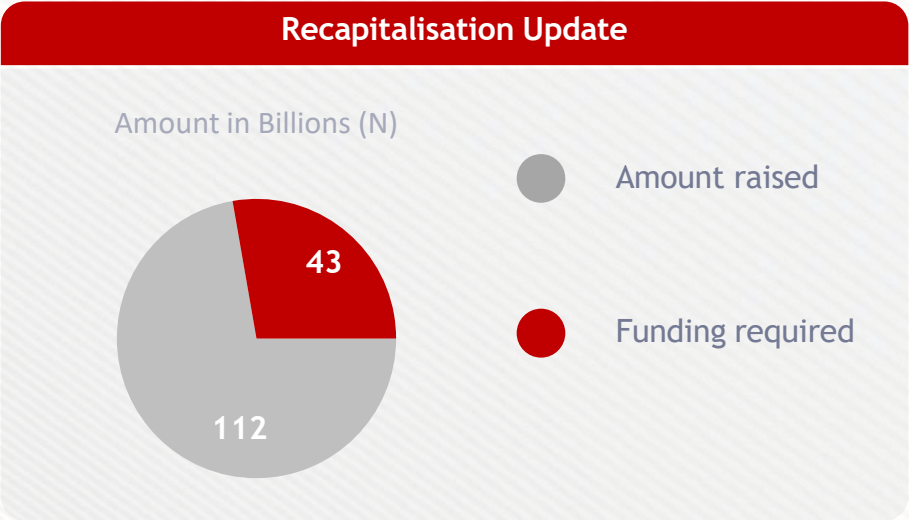
The Offer



CBN Recapitalization Overview and Update



The Holdco has successfully concluded the first phase of its recapitalization exercise, raising a total of N112 billion via a private placement and a rights issue which was significantly oversubscribed. The Proceeds from these issuances have been injected into the Banking subsidiaries, fully recapitalizing Alternative Bank.



Summary of the Offer

Further to shareholders’ approval of a \$400m capital programme, the Holdco intends to raise up to ₦88 billion through the Public Offer, to enable it pursue further strategic expansion opportunities.

The Offer

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Sterling
Financial Holdings Company Plc
RC 5883038

OFFER FOR SUBSCRIPTION OF

12,581,000,000 Ordinary Shares of 50 kobo each at
₦7.00 per share
PAYABLE IN FULL ON ACCEPTANCE

ACCEPTANCE LIST OPENS [●] 2025

ACCEPTANCE LIST CLOSES [●] 2025

Please read the Offer Prospectus and where in doubt, consult your Stockbroker, Fund/Portfolio Manager, Accountant, Banker, Solicitor, or any other professional adviser for guidance before subscribing

COMPLETED APPLICATION FORMS TOGETHER WITH PAYMENT/EVIDENCE OF PAYMENT FOR THE FULL AMOUNT PAYABLE SHOULD BE SUBMITTED NO LATER THAN [●] 2025 TO THE ISSUING HOUSES OR ANY OF THE RECEIVING AGENTS LISTED IN THE OFFER PROSPECTUS

Directors Of Sterling Financial Holdings Company Plc

Mr. Adeyemi Adeola (Chairman) Sterling Towers 20, Marina, Lagos	Mr. Adeyemi Odubiyi (Chief Executive Officer) Sterling Towers 20, Marina, Lagos	Mr. Olayinka Osi (Executive Director) Sterling Towers 20, Marina, Lagos	Mr. Abubakar Suleiman (Non-Executive Director) Sterling Towers 20, Marina, Lagos	Mr. Adeshola Adekoya (Non-Executive Director) Sterling Towers 20, Marina, Lagos
Ms. Alsha Bashir (Independent Non-Executive Director) Sterling Towers 20, Marina, Lagos	Ms. Eniye Ambakaderemo (Independent Non-Executive Director) Sterling Towers 20, Marina, Lagos	Ms. Adeyoola Temple (Company Secretary) Sterling Towers 20, Marina, Lagos		

Lead Issuing House



SCM CAPITAL
19th Floor, NGX House
2-4 Custom St, Marina, Lagos.

Joint Issuing Houses



CARDINALSTONE
5 Okolie Eboh Street
Ikoyi, Lagos.



CFG
4th Floor, KPMG Tower
Bishop Aboye Cole Street,
Victoria Island, Lagos



CORDROS
70 Norman Williams Street
Ikoyi, Lagos



CORONATION
Coronation Plaza
10 Amode Ojukutu Street
Victoria Island, Lagos



fsdh
4th Floor UAC House
1/5 Odunlami Street
Lagos Island, Lagos



IRON
5C(1) Adekunle Lawal Street
Ikoyi, Lagos



MERISTEM
20A Gerrard Road
Ikoyi, Lagos



SAMTL
62, Adetokunbo Ademola Street
Victoria Island, Lagos

Use of Net Proceeds (₦'Bn)

**Sterling**
Sterling Bank Limited

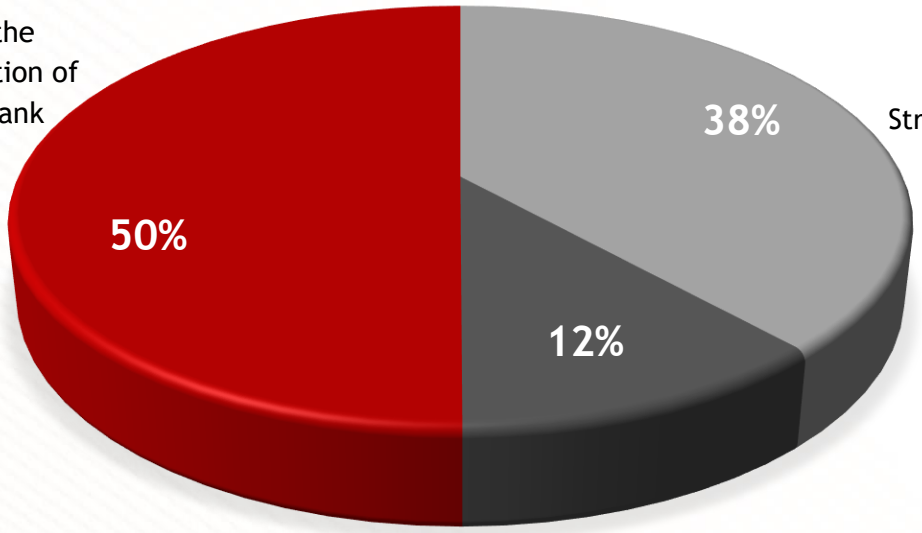
₦43bn

Support the
recapitalization of
Sterling Bank

**Sterling**
Financial Holdings Company Plc
Sterling Financial Hold Co

₦32.9bn

Strategic expansion
opportunities



Sterling Fi
₦10bn
Capitalization of SterlingFI



Why invest in Sterling?



Sterling has positioned itself as Nigeria's leading challenger financial institution, building a sustainable business that will outlive the current owners.

A Bold Vision for Tomorrow

This public offer will fuel deeper synergies, diversified revenue, and expansion into other non-banking services. With a positive economic outlook, Sterling is poised to deliver exceptional long-term value.

Remarkable Growth Trajectory

Sterling has shown a remarkable growth trajectory over the years. In 2024, the Group doubled profits and is well on track to repeat the same in 2025. This exceptional growth signals robust returns to investors eager to be part of Nigeria's financial future.

Expanding Scale, Increased Strength

Our balance sheet tells a story of ambition and stability. Total assets grew 15% to N4.08 trillion in HY-2025, while customer deposits rose 37% to N2.78 trillion. This reflects the trust of our growing customer base and our capacity to seize opportunities in Nigeria's vibrant economy.

Leading the Way in Sustainability

Our commitment to ESG principles shines through our ISO certifications, UN Global Compact alignment, and green building initiatives. With over N200billion invested in our HEART sectors in 2024, we have proven to be a leader in sustainable finance.

We are Future-Ready

Diversification drives our success. We are strategically diversifying our revenue base and positioning our subsidiaries to take advantage of the growing sectors within the economy. Our cutting-edge cloud-native banking systems ensure we stay ahead, delivering diversified, sustainable revenue streams for investors.

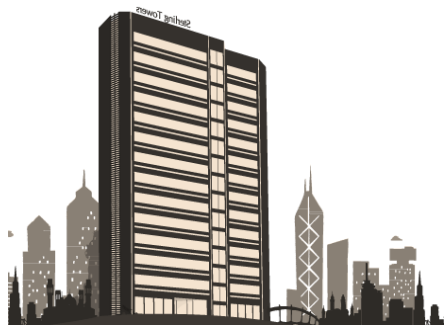
Prudent Risk Management

Invest with confidence in a company built to last. Our Capital Adequacy Ratio strengthened to 16.7% in 2025 from 15.43% in 2025, well above regulatory standards, while we have continued to maintain an NPL ratio that is well below the industry average.





Appendices



Appendix A

Historical Income Statement

Figures in ₦'million	2020	2021	2022	2023	2024	H1 2025
Gross Earnings	140,425	150,153	175,140	221,773	337,192	214,436
Interest Income	111,452	113,000	128,434	156,102	258,818	168,506
Interest expenses	(49,305)	(45,191)	(52,042)	(72,718)	(124,012)	(70,742)
Net Interest Income	62,147	67,809	76,392	83,384	134,806	97,764
Fee and commission income	17,677	25,171	28,384	34,956	44,300	22,066
Fee and commission expense	(4,590)	(5,812)	(6,009)	(8,850)	(10,372)	
Net trading Income	8,654	5,798	7,692	20,794	15,653	12,647
Other operating income	2,642	6,184	10,630	9,921	18,421	11,217
Operating Income	86,530	99,150	117,089	140,205	202,808	143,694
Credit loss expenses	(7,906)	(9,821)	(9,122)	(12,335)	(10,784)	(5,208)
Net Operating income after impairment	78,624	89,329	107,967	127,870	192,024	138,486
Personnel expenses	(14,841)	(14,917)	(16,944)	(22,982)	(31,327)	(5,208)
Operating expenses	(17,939)	(44,689)	(52,502)	(59,474)	(87,436)	(26,177)
Depreciation and amortization	(6,050)	(5,145)	(4,879)	(4,814)	(5,625)	(8,696)
General and administrative expenses	(19,914)	-	-	-	-	(30,553)
Other property, plant and equipment cost	(7,508)	(8,516)	(12,885)	(17,907)	(21,774)	(3,852)
Total expenses	(66,252)	(73,267)	(87,210)	(105,177)	(146,162)	(92,927)
Profit before Income tax	12,372	16,062	20,757	22,693	45,862	45,559
Income tax expense	(1,130)	(1,040)	(1,459)	(1,109)	1,496	(3,773)
Windfall tax	-	-	-	-	(3,683)	-
Profit for the year	11,242	15,022	19,298	21,584	43,675	41,786
Basic/diluted earnings per share (in Kobo):	39	52	67	75	151	



Appendix B



Historical Statement of Financial Position (1/2)

₦millions	2020	2021	2022	2023	2024	H1 2025
ASSETS						
Cash and balances with Central Bank of Nigeria	303,314	370,873	431,488	604,599	866,472	760,743
Due from banks	21,084	94,850	86,459	234,953	580,783	760,233
Pledged assets	34,860	10,786	23,098	11,272	31,091	39,091
Derivative financial assets	-	-	807	276	-	-
Loans and advances to customers	596,827	711,900	737,735	895,822	1,103,859	1,183,110
Investments in securities:						
Financial assets at fair value through profit or loss	1,454	10,237	921	2,112	27,490	31,672
Debt instruments at fair value through other comprehensive income	135,780	168,847	230,636	316,204	520,754	740,472
Equity instruments at fair value through other comprehensive income	10,745	17,956	25,227	36,906	42,196	49,676
Debt instruments at amortised cost	110,229	102,225	106,889	130,730	61,835	59,762
Other assets	37,874	96,554	171,911	242,110	208,295	340,409
Property, plant and equipment	15,956	16,939	17,913	31,987	11,912	12,405
Right-of-use asset	8,319	8,141	8,342	9,103	8,860	3,610
Investment property	8,004	6,918	5,584	4,790	61,952	64,063
Intangible assets	1,582	1,081	950	721	3,263	3,538
Deferred tax assets	6,971	6,971	7,005	9,507	9,507	33,348
	1,292,999	1,624,278	1,854,965	2,531,092	3,519,582	4,082,132
Non-current assets held for sale	-	-	3,027	-	-	-
TOTAL ASSETS	1,292,999	1,624,278	1,857,992	2,531,092	3,519,582	4,082,132



Appendix B



Historical Statement of Financial Position (2/2)

¥millions	2020	2021	2022	2023	2024	H1 2025
LIABILITIES						
Deposits from banks	21,289	15,568	37,178	-	16,524	299,087
Deposits from customers	950,835	1,208,753	1,327,805	1,842,815	2,568,293	2,776,180
Derivative Financial Liabilities	-	-	-	-	-	-
Current income tax payable	551	1,074	1,607	1,468	6,527	5,347
Other borrowed funds	86,367	116,450	133,270	208,685	212,916	246,392
Debt securities issued	42,274	42,327	42,388	33,959	34,056	34,095
Other liabilities	61,552	102,342	160,257	257,910	390,642	323,191
Lease Liability	-	-	-	-	1,567	1,808
Provisions	454	1,180	1,489	724	966	592
Deferred tax liabilities	-	-	-	1,927	20,330	20,330
TOTAL LIABILITIES	1,163,322	1,487,638	1,703,994	2,347,488	3,233,768	3,707,022
EQUITY						
Share capital	14,395	14,395	14,395	14,395	22,729	26,059
Share premium	42,759	42,759	42,759	42,759	108,292	130,918
Retained earnings	25,278	34,341	44,922	42,506	63,073	95,583
Other components of equity	47,245	45,064	51,922	83,944	111,065	122,550
TOTAL EQUITY	129,677	136,559	153,998	183,604	285,814	183,604
TOTAL LIABILITIES AND EQUITY	1,292,999	1,624,278	1,857,992	2,531,092	3,519,582	4,082,132





- This presentation has been prepared by Sterling Financial Holdings Company Plc (referred to as “Sterling” or “the Group” or “We”). It is intended for an audience of professional and institutional investors who are aware of the risks of investing in the shares of publicly traded companies.
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- Certain sections of this presentation reference forward-looking statements that reflect Sterling’s current views with respect to, among other things, the Group’s operations and financial performance. These forward-looking statements may be identified by the use of words such as ‘outlook,’ ‘believes,’ ‘expects,’ ‘potential,’ ‘continues,’ ‘may,’ ‘will,’ ‘should,’ ‘seeks,’ ‘approximately,’ ‘predicts,’ ‘intends,’ ‘plans,’ ‘estimates,’ ‘anticipates’ or the negative version of these words or other comparable words. Such forward-looking statements are subject to various risks and uncertainties. In other cases, they may depend on the approval of the Central Bank of Nigeria, the Nigerian Stock Exchange, and the Securities and Exchange Commission.
- Accordingly, there are or may be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. Sterling believes these factors include but are not limited to those described in its Audited Report for December 31, 2023. These factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that are included in this release.
- Sterling undertakes no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments, or otherwise.



Thank you

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