

Dadaba Entertainment – Investor Overview

Dadaba Entertainment is the film, television and creative content platform of Dadaba Group. Based in Ghana with a pan-African and global outlook, the company develops, co-produces and distributes premium stories that showcase African excellence, culture and contemporary life to audiences across Africa, Europe, the Middle East and the wider diaspora.

This overview presents the investment thesis, business model and pipeline for Dadaba Entertainment, designed for strategic partners, co-producers, distributors and investors seeking exposure to the growing African content opportunity.

1. Company Snapshot

- Business: Development, production and distribution of film, TV and digital content.
- Location: Ghana (with partnerships across West Africa and international markets).
- Parent Group: Part of Dadaba Group, a diversified investment group with interests in real estate, agro, mining, ESG and impact.
- Focus: High-quality scripted and unscripted content with strong commercial and cultural appeal.
- Model: Co-production partnerships, slate financing, service production and IP ownership for select titles.

2. Market Opportunity

Africa is one of the fastest-growing regions for content consumption, driven by a young population, rapid smartphone adoption, expanding broadband and the entrance of global streamers and regional TV platforms. Ghana and West Africa are strategically positioned to supply this demand with English-language and local-language content that can travel across the continent and to the diaspora.

Key dynamics underpinning the opportunity include:

- Rising demand from global streamers, pay TV and FAST channels for authentic African stories.
- Growth in regional cinema circuits and event-style theatrical releases for high-concept titles.
- Strong appetite from diaspora audiences for premium African content on digital platforms.

- Government and private-sector interest in creative industries as engines of jobs and soft power.
- Relatively low cost of production compared to many international markets, with favourable talent pools.

3. Business Model & Revenue Streams

3.1 Development & Production

Dadaba Entertainment originates and packages projects in-house and through collaborations with writers, directors and producers across Ghana and other African markets. For priority titles, the company aims to retain meaningful IP and backend participation while using co-production structures to leverage international finance, incentives and distribution.

3.2 Key Revenue Streams

- Licensing to global and regional streaming platforms (SVOD, AVOD, TVOD).
- Free-to-air and pay TV licensing across African territories.
- Theatrical releases in core African markets and selected international cities.
- Format sales and adaptations (remakes, spin-offs, series extensions).
- Branded entertainment, sponsorships and product placement in select projects.
- Ancillary revenues (soundtracks, publishing, merchandising, live events linked to franchises).
- Service production fees for international shoots using Ghana / West Africa as a location.

3.3 Co-Production & Partnership Structures

For many titles, Dadaba Entertainment works with co-producers, broadcasters and streamers under structures that may include minimum guarantees, licence fees, equity investments, soft funding, tax incentives and pre-sales. The company is flexible in tailoring structures to partners while securing long-term value through IP participation where feasible.

4. Content Slate & Pipeline (Illustrative)

The company is building a balanced slate that combines commercial entertainment with prestige projects and scalable formats. The slate typically includes:

- Scripted Series – Character-driven dramas, premium soaps and limited series with strong hooks for streamers and broadcasters.
- Feature Films – High-concept dramas and dramedies targeting African cinemas, festivals and streaming.
- Unscripted / Factual – Lifestyle, talent and factual-entertainment formats that travel regionally.

- Digital Originals – Short-form series and specials designed for social and OTT platforms to grow audience.

Each project is evaluated for artistic strength, commercial potential, cross-territory appeal, and alignment with Dadaba Group's broader brand and impact objectives.

5. Strategic Advantages

5.1 Group Ecosystem & Brand

Being part of Dadaba Group gives Dadaba Entertainment access to cross-sector opportunities – locations, brands, communities and financing partners – that support cost-effective and differentiated productions. Real estate projects, agro sites, heritage locations and ESG initiatives can all serve as authentic backdrops and storytelling anchors.

5.2 Leadership & Networks

The platform benefits from leadership with links to traditional authority, diplomatic circles, business networks and the diaspora. This opens doors to unique stories, cast and crew collaborations, and premium launch partners in Africa, Europe and beyond.

5.3 Authentic Stories with Global Resonance

Dadaba Entertainment is positioned to curate stories that are deeply rooted in Ghanaian and African culture while being structured to resonate globally – combining strong character arcs, genre elements and universal themes with distinctive local detail.

5.4 ESG & Impact Orientation

As part of a group with a defined ESG policy pack, Dadaba Entertainment embeds responsible practices into production – including fair labour, safe working conditions, gender inclusion, environmental care on set and positive representation of communities. This enhances eligibility for impact-focused capital and programmes.

6. Investment Proposition

Investors and partners can engage with Dadaba Entertainment through several routes, such as:

- Slate Financing – Investment into a curated portfolio of film and series projects to diversify risk.
- Single-Project Co-Financing – Equity or gap financing into specific titles with clear revenue plans.
- Development Funding – Early-stage funding for concepts, writers' rooms and packaging to secure strong deals.
- Facilities & Infrastructure – Investment in studio spaces, post-production capacity and related services.

- Brand & Platform Partnerships – Strategic alliances for co-branded content, distribution or sponsorship.

Typical uses of funds include development, pre-production, principal photography, post-production, marketing and working capital to manage cash flow across overlapping projects.

7. Risk Management & Governance

Dadaba Entertainment follows Dadaba Group's governance and risk-management framework, including a Code of Conduct, ESG policies and financial controls. At project level, risk is managed through:

- Careful selection of experienced line producers, production managers and legal advisors.
- Structured budgets with contingency allowances and clear approval thresholds.
- Insurance (where applicable) for key cast, equipment and production risks.
- Contracting that secures rights, revenue shares and delivery obligations for all parties.
- Stage-gate decision points during development and production to protect investor capital.

8. Why Partner with Dadaba Entertainment

- Access to a curated pipeline of Ghanaian and African stories with commercial and cultural appeal.
- Alignment with a broader group strategy that links creative content, ESG and real-economy assets.
- Local execution with international standards, leveraging both Ghana-based and global talent.
- Flexibility to structure deals that meet the needs of streamers, broadcasters, funds and brands.
- Opportunity to participate in the long-term growth of the African content market.

9. Next Steps & Contact

Dadaba Entertainment welcomes discussions with:

- Global and regional streamers, broadcasters and platforms seeking African content pipelines.
- Film funds, impact investors and private investors exploring exposure to African creative industries.
- Producers, directors and writers with strong stories and co-production ambitions.
- Brands and agencies interested in strategic content partnerships.

For further information and detailed project materials, please contact:

Dadaba Entertainment

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