SMADE
GROUP

COMPANY PROFILE
2027



From King's Cross *to Kariba.*

The infrastructure behind African culture.

LIVE ENTERTAINMENT, EVENTS,
BRAND PARTNERSHIPS AND TALENT DEVELOPMENT.

SMADE ENTERTAINMENT

SMADE EVENTS

SMADE NEXT GEN

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LETTER FROM THE FOUNDER

It started in a living room in *King's Cross.*

In 2004 I was throwing house parties in King's Cross for friends who missed the music from home. The songs we played had no place on UK radio and no promoter willing to take them seriously, yet every weekend the room was full. The demand for African culture was never the issue. Everything around it was.

Since then we have built what was missing: Indigo2 with D'Banj in 2009, the HMV Apollo in 2011, The O2 Arena by 2018, and Afro Nation, which I co-founded and which drew fans from more than 140 countries to Portugal. Each step taught us more about artists, audiences and the business that connects them.

Today SMADE Group holds the whole chain. We book the artist, build the audience, sell the ticket on our own platform, run the stage, bring in the brand and train the next generation through SMADE Next Gen. Governments invite us to help shape their creative economies, and brands come to us for audiences they cannot reach alone.

In 2025 I asked Korrine Sky to lead the Group as CEO, and 2026 showed what that partnership can do. This profile sets out who we are, how we work and what we can build with you.

Dr King SMADE

Dr King SMADE
Founder, SMADE Group · Co-Founder, Afro Nation

WHO WE ARE

Where African talent, audiences and business *meet.*

Founded by Dr King SMADE, SMADE Group brings together live entertainment, event delivery, brand partnerships and talent development through three divisions: SMADE Entertainment, SMADE Events and SMADE Next Gen.

Since 2004 we have worked with Wizkid, Davido, Burna Boy, Tiwa Savage, Rema and many more, building the relationships, audiences and delivery know-how that artists, brands and governments now build on.

2004	2M+	40+	18+
BUILDING SINCE	LIVE ATTENDEES	ARENA AND STADIUM SHOWS	CITIES WORLDWIDE

OUR STORY

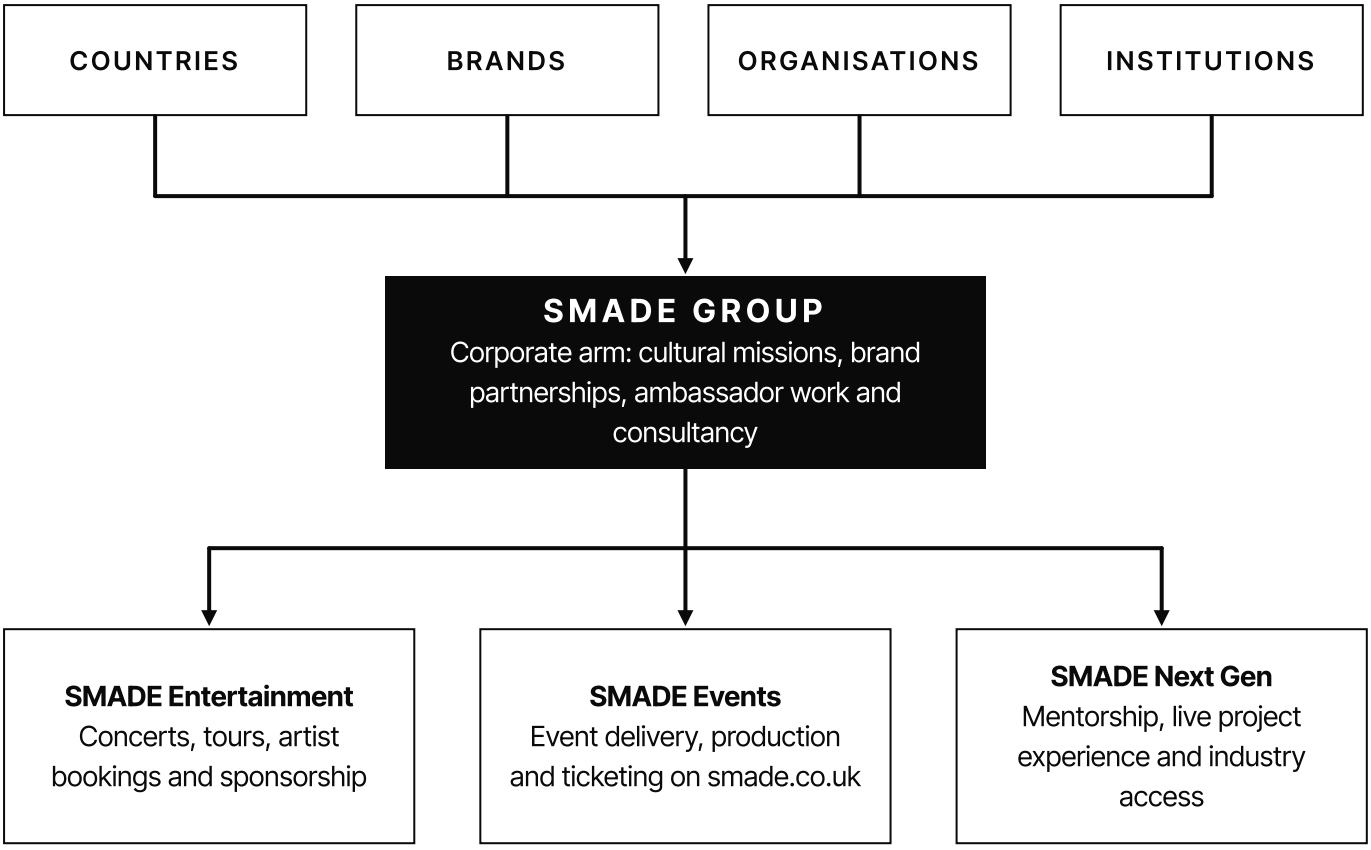
Over two decades of firsts

2004	House parties in King's Cross unite London's African diaspora through music.
2009	D'Banj's Koko Concert at Indigo2 proves Afrobeats can fill major UK venues.
2011	Afrobeats Festival at HMV Apollo, one of the first multi-artist Afrobeats shows on a major UK stage.
2018	AFROREPUBLIK at The O2 Arena and Davido's 30BG World Tour UK leg.
2019	Dr King SMADE co-founds Afro Nation, launching in Portugal with fans from 140+ countries. Starboy Fest at The O2 Arena.
2021	Wizkid's Made in Lagos at The O2 sells out in minutes. SMADE Lounge opens.
2024–25	Ten cultural and diplomatic missions, from Kigali to Bridgetown. Honorary Doctorate. Korrine Sky appointed CEO.
2026	Sold-out nights at indigo at The O2, a history-making comedy headline and a Nigeria to Zimbabwe bridge.

HOW SMADE GROUP WORKS

One group, built to deliver for *countries, brands and artists.*

SMADE Group is the umbrella for our three divisions and a business-to-business arm in its own right. Governments, brands and institutions engage the Group directly, and every project draws on the talent, audiences and delivery of all three divisions.



WHERE WE WORK Headquartered in London, Pan-African by design, with cultural and diplomatic missions to Lagos, Accra, Harare, Kariba, Victoria Falls, Addis Ababa, Kigali, Lamu, Algiers, Dubai, Mecca and Bridgetown.

OUR PURPOSE

To advance African talent and culture by creating experiences, building commercial opportunities and opening pathways for the next generation.

OUR VISION

To be a globally recognised African entertainment and cultural enterprise, shaping how talent is developed, how audiences connect and how cultural value becomes lasting opportunity.

OUR DIVISIONS

Shows, events and *the platforms behind them.*

01

SMADE ENTERTAINMENT

Bringing African talent to global audiences.

Concerts, tours, artist bookings and entertainment partnerships, rooted in African music and the communities that fill the room.

- Concert promotion and live show delivery
- Tour development, planning and coordination
- Artist bookings and talent engagement
- Entertainment partnerships and joint ventures
- Show marketing, publicity and audience development
- Sponsorship and commercial partnerships

02

SMADE EVENTS

Bringing people, brands and culture together.

Event planning, delivery and ticketing for businesses, brands, institutions and private clients. We promote partner events as well as our own.

- Ticketing on smade.co.uk, our own platform
- Promotion of our events and partners' events
- Concept, planning and project management
- Production, venues and stage management
- Guest strategy, accreditation and VIP hospitality
- Brand activations and sponsorship integration



Every show builds the next one.

A headline show becomes a platform for brand partners and a live classroom for SMADE Next Gen. An event brief opens bookings for our artists. Next Gen develops the producers, managers and creatives we and our partners hire.

03 · SMADE NEXT GEN

Developing the people who will *shape culture next.*

Purpose. SMADE Next Gen is our talent development and social impact platform. It gives emerging creatives the knowledge, relationships and experience to build lasting careers in music, entertainment and the wider creative economy.

Who it serves. Emerging artists, producers, managers, promoters and creative entrepreneurs in the UK and across Africa, including the young creatives we meet on our cultural missions.

THE SMADE NEXT GEN ACADEMY MODEL

01
Learn
Mentorship and industry learning from practitioners across music, live events and brands.

→

02
Practise
Hands-on roles on SMADE shows, tours, festivals and missions.

→

03
Build
Career and entrepreneurial development, from first booking to first business.

→

04
Connect
Industry connections, collaboration and cultural exchange across the UK and Africa.

Mentors come from the artists, promoters, venues and brands we work with every week, and participants learn on live projects rather than in classrooms. Our Diaspora Roundtables in Harare, Accra and Lagos connect that talent to global markets, and applications for the Academy's first cohort are now open.

OUR WIDER TRACK RECORD IN EMERGING TALENT

Building new stages for *emerging talent.*



LIYA
SMADE is LIYA's agent and delivered her 2026 campaign and live shows, including her first UK headline show.



Llona
SMADE delivered Llona's first London headline show in 2026, with a full live band.

Partner with Next Gen

Mentors share their expertise with a cohort. **Sponsors** fund places, bursaries and live project placements. **Institutional partners** co-design programmes for their communities, cities and countries.

IMPACT SNAPSHOT · 2026

2026 in *numbers.*

25,000+ Attendees across SMADE events in 2026	**4** Sold-out shows	**11** Projects delivered or supported	**3** Countries delivered in this year: UK, Nigeria, Zimbabwe
11M+ Unity Cup reach and impressions	**4M+** Combined social following	**10** Cultural and diplomatic missions since 2024	**120+** Brand partners to date

2026 FIRSTS

Real Warri Pikin	First African female comedian to headline indigo at The O2
LIYA	Her first UK headline show
Llona	His first London headline show
Timaya	His first Norwich show, at Afri-Fest East
Baba Harare	First Zimbabwean artist to perform at a stadium-level sporting event, at Unity Cup, and the first to perform in Norwich, at Afri-Fest East
Zimbabwe	The national team's Unity Cup debut, at The Valley

RECOGNITION

Dr King SMADE named one of HSBC UK and the UK Black Business Show's 25 Top Black Entrepreneurs to Watch in 2026.

CASE STUDIES · LIVE SHOWS AND TOURING

Sold-out rooms. *History made.*



GROUP-DELIVERED · INDIGO AT THE O2 · 22 AUG 2026 · NIGERIA × UK

Timaya Day UK SOLD OUT

SMADE promoted Timaya's 20th anniversary headline show, leading production, artist relations and a multi-city campaign across London, Birmingham and Manchester.



PROGRAMMING PARTNER WITH FEW GOOD MEN · NORWICH · 2026

Afri-Fest East SOLD OUT

SMADE added the festival to Timaya's UK tour in the run-up to Timaya Day, giving Chapelfield Gardens his first Norwich show among four headline acts.



GROUP-DELIVERED · GLASGOW, MANCHESTER, BIRMINGHAM · ZIMBABWE × UK

Baba Harare UK Tours

Zimbabwe's Jiti Godfather and founder of Harare's Jiti Fest. SMADE manages and books him, taking him to Zimbabwean communities across the UK: 14,400 tickets, with Glasgow sold out.



GROUP-DELIVERED · INDIGO AT THE O2 · 29 NOV 2026 · NIGERIA × UK

Real Warri Pikin: *In My Element*

SOLD OUT

A sold-out solo show that made Real Warri Pikin the first African female comedian to headline indigo at The O2.

CASE STUDIES · PARTNERSHIPS, PLATFORMS AND LEADERSHIP

Culture at scale, *on and off the stage.*



COLLABORATION · THE VALLEY, CHARLTON · MAY 2026

Unity Cup 2026

Football and culture across Zimbabwe, Nigeria, India and Jamaica. SMADE led cultural strategy, talent and live entertainment, bringing the Zimbabwe national team and Panjabi MC. 10,000+ attended; 11M+ reach.



GROUP-DELIVERED · 229, LONDON · NIGERIA × UK

Culture Fest 2026

A Nigerian Independence celebration of live music, food, fashion and dance across multiple rooms. SMADE managed the project and the stage for 620 guests.



COLLABORATION · 2026 · NIGERIA

D'Banj: C.R.E.A.M and *Safe Space*

SMADE supported the launches of C.R.E.A.M, the music platform co-founded by D'Banj, and his Safe Space campaign, bringing the Group's audiences and live know-how to an artist-led platform.



LEADERSHIP ENGAGEMENT · LAGOS · NOV 2026

CANEX WKND 2026

Dr King SMADE spoke on "The African Sound: From Movement to Market". SMADE and Kreative Kollective hosted Diaspora Roundtables: Lagos at Madhouse by Tikera, with Abuja next.

CASE STUDY · ZIMBABWE DIPLOMATIC AND CULTURAL MISSION

A mission to Zimbabwe. *A year of momentum.*

HARARE · KARIBA · VICTORIA FALLS · 28 OCT TO 7 NOV 2025 · HOSTED BY NYARADZO GROUP WITH AFRILEGACY



Led by Dr King SMADE with Korrine Sky as strategic lead, the mission met Zimbabwe's Minister of Tourism and Hospitality and Deputy Minister of Youth, Sport, Arts and Recreation, toured the National Gallery and Jah Prayzah Studios, worked with the Zimbabwe Tourism Authority and hosted a fireside chat for emerging creatives. ZBC News, The Herald and HMetro covered it.

1.7M+
Organic impressions in 10 days

12–18%
Average engagement per post

2
Government ministers engaged

WHAT FOLLOWED IN 2026: THE NIGERIA TO ZIMBABWE BRIDGE

Nigeria
ARTISTS AND AUDIENCES

↔

SMADE
UK AND THE DIASPORA

↔

Zimbabwe
ARTISTS AND AUDIENCES

Since the mission, SMADE has worked with the Zimbabwe Embassy in London, brought the Zimbabwe national team to Unity Cup, where Ambassador Col. (Rtd) C. M. Katsande and his deputy joined us, toured Baba Harare across the UK and keeps building artist relationships between Nigeria and Zimbabwe. On 20 December 2026 SMADE will deliver Maleek Berry to Dzoka Fest in Harare. During the mission our Zimbabwean-born CEO led strategy for Doek & Slay, a women-only festival, and she continues to champion the country's talent.

ZIMBABWEAN TALENT AND PARTNERS

BABA HARARE · JAH PRAYZAH · NUTTY O · MUDIWA “SUPERSTAR” JANI · ZIMBABWE NATIONAL FOOTBALL TEAM · NYARADZO GROUP · ZIMBABWE EMBASSY, LONDON · EXEC BRANCH · DOEK & SLAY · KORRINE SKY, CEO

AUDIENCE AND REACH

The audience *every brand is chasing.*

4M+
Combined social following

2M+
Live attendees across SMADE events since 2004

100,000+
Email and SMS subscribers

19
Countries where SMADE has delivered

WHO THEY ARE

AGE	Mostly 21 to 40, with a strong 25 to 34 core
WHERE	London, Birmingham, Manchester, Leicester, Glasgow and Norwich in the UK, plus Nigeria, Ghana, Zimbabwe, South Africa, Kenya, Rwanda, Ethiopia, Algeria, the UAE, Saudi Arabia, Portugal, Spain, France, Italy, the Netherlands, the USA, Canada and Barbados
COMMUNITIES	Nigerian, Zimbabwean and Ghanaian communities, and the wider African and Caribbean diaspora
CHANNELS	Instagram, TikTok, smade.co.uk, email, SMS and WhatsApp communities



BRAND PARTNERSHIP SPOTLIGHT

Baladeur x SMADE

Beyond Horizons, a fashion collaboration with London label Baladeur. Dr King SMADE has worn and promoted the line continuously and put it on artists, who carried on promoting it themselves, lifting Baladeur's sales and visibility in the culture.

PARTNERS, PRESS AND RECOGNITION

From The O2 to *the world stage.*

More than 120 brand partners and the venues, platforms and institutions that trust SMADE.

VENUES AND TICKETING

indigo at The O2 · The O2 arena · hmv · KOKO

BRANDS AND COMPANIES

Google · Meta · CHANEL · MARTELL COGNAC FONDÉE EN 1715 · NYARADZO GROUP

MEDIA AND PLATFORMS

BBC · Spotify · YouTube · CANNES LIONS · billboard · CBS News

GOVERNMENTS, INSTITUTIONS AND CREATIVE PARTNERS

UK Parliament · 10 Downing Street · CANEX · National Gallery of Zimbabwe · The Africa Centre · Kreative Kollective · Madhouse by Tikera · Few Good Men

SPEAKING PLATFORMS

House of Lords · Westminster · University of Oxford · University of Cambridge · University of Warwick · LSE · British Library · NatWest · CANEX

IN THE PRESS

"Real Warri Pikin to become first African female comedian to headline indigo at The O2"

THE GUARDIAN NIGERIA

"King SMADE jets in for AfriKingdom Festival preps"

THE HERALD, ZIMBABWE

"Dr King SMADE arrives in Zimbabwe to strengthen cultural, creative and diplomatic ties"

GHANA MUSIC BLOG

AWARDS AND RECOGNITION

2026	HSBC UK and UK Black Business Show: 25 Top Black Entrepreneurs to Watch
2025	Honorary Doctorate
2025	UK Africa Trade Expo
2024	Ranks Africa 100 Most Impactful People
2024	MIPAD
2019	BritAfrique Award
2018	African Pride Awards

WHAT'S NEXT

KNGDM

A Pan-African and Caribbean cultural infrastructure platform. KNGDM takes a large-scale cultural festival model to host countries, with SMADE in discussion with governments and institutions across Africa.

TOURISM | INVESTMENT | JOBS AND TRAINING | CULTURE

Next Gen Academy

The first Academy cohort learns the industry on our live projects in 2027.

Cultural missions and roundtables

New missions across Southern Africa and a Diaspora Roundtable in Abuja.

LEADERSHIP



Dr King SMADE

FOUNDER, SMADE GROUP
CO-FOUNDER, AFRO NATION

Two decades taking Afrobeats from London house parties to The O2 Arena and stages on four continents. He now advises ministries and cities on creative tourism and cultural diplomacy.



Korrine Sky

CHIEF EXECUTIVE OFFICER

Entertainment executive and cultural brand strategist leading SMADE Group's commercial strategy, partnerships and delivery. Her 2022 work helping 2,000+ African students out of Ukraine took her to the United Nations.



Ola Ogunsola

CHIEF TECHNOLOGY AND FINANCE OFFICER

Former General Manager of SMADE Lounge, the UK's first premium Afrobeats cultural hub. Ola now runs the Group's technology, ticketing and finances.

HOW TO WORK WITH US

Bring us the ambition. *We'll build the stage.*

01

Countries and governments

- Cultural and diplomatic missions
- Event tourism and Afro-tourism strategy
- Creative economy consultancy
- Diaspora roundtables

02

Brands

- Sponsorship of shows and festivals
- Brand ambassadors from SMADE talent
- Campaigns and live activations
- Consultancy on African and diaspora audiences

03

Artists, managers and promoters

- UK shows and tours
- Ticketing and promotion on smade.co.uk
- Bookings and artist management
- Production and stage management

04

Organisations and institutions

- Event planning and delivery
- Talent and entertainment programming
- Guest strategy and VIP hospitality
- Next Gen mentoring partnerships

How we engage

Every partnership runs on the structure, reporting and accountability that governments, brands and investors expect.

01
Objectives and scope
Agreed with you in writing before work begins.

02
Delivery plan
Timeline, budget, milestones and risks.

03
Named project lead
One accountable person from first call to final report.

04
Clear responsibilities
Who does what across SMADE, you and suppliers.

05
Reporting and evaluation
Progress updates and a results report against agreed measures.



LETTER FROM THE CEO

Building the business *behind the culture.*

I was born in Chitungwiza and grew up in the Midlands, and I have spent fourteen years building businesses where culture and commerce meet. In 2022, while studying medicine in Ukraine, I helped lead the evacuation of more than 2,000 African students, work that took me to the United Nations and showed me what strong systems make possible.

I joined SMADE Group as CEO in 2025 to bring that discipline to a company with two decades of cultural authority. My focus is commercial: partnerships that governments, brands and investors can rely on, with agreed scope, a named lead, transparent reporting and results they can measure.

That approach now sits behind every part of the Group, from our brand partnerships and ambassador work to our own ticketing and audience channels, and the bridge between Nigerian and Zimbabwean talent that I am proud to lead as a daughter of Zimbabwe.

The next stage is about scale. KNGDM will take our festival model to host countries across the continent, the SMADE Next Gen Academy welcomes its first cohort, and our missions extend across Southern Africa. If you are ready to build with us, my door is open.

Korrine Sky

Korrine Sky
Chief Executive Officer, SMADE Group

PARTNER WITH SMADE GROUP

Let's make the *next headline* together.

We work with artists, management teams, brands, venues, promoters, institutions and organisations that want to connect with African culture and its audiences. Whether it is a live show, an event, a commercial partnership or backing emerging talent, we bring the understanding, relationships and delivery to make it work.

Live shows and tours	Events and activations	Sponsorship and partnerships	Talent development

GENERAL ENQUIRIES
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SMADE GROUP

SMADE ENTERTAINMENT · SMADE EVENTS · SMADE NEXT GEN
ONE GROUP CONNECTING TALENT, EXPERIENCES AND OPPORTUNITY

SMADE Group is a trading name of SMADE Entertainment Ltd, registered in England and Wales, company no. 07905384.