



# VETIVA

FUND MANAGERS LIMITED  
RC: 981804

## **GOUDENFARA PARTNERS WITH VETIVA ON PRE-AUCTION MARKET GUIDANCE REPORTS FOR THE ART INDUSTRY**

**LAGOS, 8 MARCH 2022** — GoudenFara, a Lagos-based advisory firm at the intersection of art and finance, proudly announces its partnership with Vetiva Fund Managers Limited (VFML), a leading investment management firm in Nigeria and subsidiary of Vetiva Capital Management Limited, for the release of its first Pre-Auction Advisory Note, designed to provide key insights into the individual market fundamentals of artists whose works are scheduled for sale on the international auction market.

This partnership with Vetiva seeks to catalyze further growth and development within the Art industry in Nigeria and the African continent, in alignment with Vetiva's vision of showcasing investment opportunities in the alternative assets space in Africa. The landmark partnership will see both firms combine their expertise across the capital market and art economy, which will enable them offer unique solutions to investors considering Art in their alternative asset portfolio.

Speaking on the partnership, the CEO of Goudenfara, Mr. Ekiko Inyang said, "We are optimistic and confident that the synergy of both firms will result in creating a solid entry point for financial market participation in the art market, ensuring adequate management of asset, financing structure, and holistic wealth reporting".

This pioneering initiative also looks to bring the standard of equity market analysis into analyzing Art as an asset class and provide unparalleled market research and insight, tailored for investors and collectors keen on integrating art into their alternative investment portfolios, and wealth managers managing the accounts of clients looking to optimize their art holdings. The advisory note is also useful to art industry stakeholders such as gallerists, dealers, auctioneers, artists and art advisers, giving them access to crucial information about underlying factors driving the market.

The Managing Director of Vetiva Fund Managers Limited, Mrs. Oyelade Eigbe stated that this initiative places the concerns of investors at the forefront as she believes that Art goes beyond canvas and its role as a financial instrument in portfolios must be reimagined. She indicated that in an era of evolving investment landscapes, where traditional asset classes face challenges and investors seek diversification and stability, fine art is emerging as a contemporary contender. Beyond aesthetics and cultural significance, art is increasingly recognized as a viable financial asset and this partnership with a significant focus on research-backed analysis aims to shed light on why art deserves a place on balance sheets alongside stocks, bonds, and real estate. She noted that Fine Art offers stability and resilience, holding value over time with low volatility in times of crises; and offers diversification potential as it has minimal correlation to traditional assets. With Fine art being a specialized area, Vetiva and

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Directors: Mr. Chuka Eseka (Chairman), Mr. Oluwadamilola Ajayi, Mr. Abiodun Adeniran, Mr. Olutade Olaegbe, Mrs. Oyelade Eigbe (Managing Director)

GoudenFara's teams look to provide expert guidance and research-driven insight in the journey of extending art's value beyond galleries and museums.

This comprehensive advisory note, meticulously researched by GoudenFara's team of analysts, aims to uncover how the art market works and serves as a valuable resource for navigating its intricate paths. Recognizing the growing interest in art as a financial asset and component in alternative investments, GoudenFara's analysis equips investors with strategic information to make informed decisions in the dynamic world of art and finance. GoudenFara's debut **Pre-Auction Advisory Note** provides market coverage for renowned Nigerian modernist artist Ben Enwonwu, whose 1982 oil example Portrait of Tonkin Jackson, is scheduled to go under the hammer in the Modern and Contemporary African art collecting category at Bonhams on 27 March, in its London afternoon sale.

### **About GoudenFara**

Art advisors providing select services to sophisticated individuals, private banks, investment banks, family offices, wealth managers, and sovereign governments. As a forward-thinking cultural economy advisory firm bridging the realms of finance and art, GoudenFara is committed to providing cutting-edge solutions, empowering investors and collectors to navigate the art market, while delivering superior results.

### **About Vetiva Fund Managers Limited**

Vetiva Fund Managers Limited (VFML), a subsidiary of Vetiva Capital Management Limited, is registered with the Securities & Exchange Commission to carry out business as a Fund/Portfolio Manager and is a member of the Fund Managers Association of Nigeria. VFML manages 6 registered collective investment schemes (the Vetiva Griffin 30 ETF, Vetiva Banking ETF, Vetiva Consumer Goods ETF, Vetiva Industrial Goods ETF, the Vetiva S&P Sovereign Bond ETF, and the Vetiva Money Market Fund) and provides multi-asset class, holistic wealth management services to individuals and institution.

### **LAGOS**

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[www.vetiva.com](http://www.vetiva.com)

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