

PHAT! Since 1999

Pamoja Hip Afrika Tunawakilisha!

MUSIC & ENTERTAINMENT

Established in Kenya during 1999 (and in Uganda during 2004), **PHAT! Music & Entertainment Limited** is a rapidly growing multi-media, youth-orientated authority on African music & entertainment, with core Competence in a mix of branded Products & Services.

PHAT! is comprised of four (4) Business Units:



A pocket-sized Monthly entertainment Guide, published since December 2000; whose Content has also been Supplied daily to **Safaricom's GETIT411** infotainment sms service, since December 2002. This Unit also houses our Graphic Design Department.



Specialises in the use of Entertainment to Memorably deliver a Message to the Target Audience via Conceptualisation, Talent Management and Event Production.

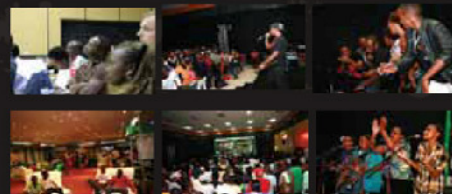


Developing a Music Industry that is Professional, Transparent and Profitable for All

Conceptualising and organising Annual KENYA MUSIC WEEKs; featuring a Trade Exhibition, Educational Workshops and Showcase Performances, held in Nairobi every December since 2004.



Agents for **SHEER PUBLISHING AFRICA** throughout Eastern Africa: representing their International Catalogue of over 300,000 Tracks for Advertising, Film, Television, CDs, Mobile and Online platforms; as well as Licensing new Local content onto the Catalogue.





- ★ Our SHOW PRODUCTION division that specialises in using Art / Entertainment (i.e. Performing and Visual) to Memorably deliver a Message to the Target Audience.
- ★ Conceptualisation: Creatively themed cutting-edge ideas to grab Attention.
- ★ Production: Sequencing, Scripting and Executing with Military Precision; so that the Right Thing happens at the Right Time (e.g. like and for Live television).
- ★ Talent Management: Casting, Briefing, Training, Contracting, Costuming, Rehearsing and Stage/Backstage Managing.



Our Experience in Made for Television Events

- **Malta Guinness Street Dance Africa** – since Inception:
 - 2008: Nationals in Kenya (Shot as-Live for Recording & Edit, by Homeboyz TV).
 - 2009: Nationals in Kenya (Shot as-Live for Recording & Edit, by Urban Brew).
 - 2009: Internationals in Kenya (Shot as-Live for Recording & Edit, by Urban Brew); where we hosted Dance Crews from Cameroon, France, Ghana, Kenya, Nigeria, The Netherlands, Tanzania and USA.
 - 2010: Pan-African Finals in Ghana (Reality TV Series and Shows shot as-Live, by an independent Producer).
 - 2011: Pan-African Finals in Ghana (Reality TV Series and Shows shot as-Live, by Endemol).



Our Experience in Made for Television Events

- **Safaricom Sports Personality of the Year Awards.**
 - 2008: Broadcast Live on KBC.
 - 2010: Broadcast Live on KTN.
 - 2011-2013: Shot as-Live.
- **Safaricom Kenyan Classical Fusion in 2009, 2010 and 2011.**
 - Grand Concert at Impala Grounds (Sunday) broadcast Live on KTN.
- **Safaricom KENYA LIVE 2011 and Niko Na Safaricom Live 2012.**
 - Made-for-TV Concerts in Kisumu, Machakos, Meru, Eldoret and Nairobi.
 - All recorded as-Live by Homeboyz TV and Vivid Features.
 - Edited version showed on KBC (Kisumu) and KTN (Nairobi).
 - Live Streaming over the Internet from Meru.



Our Production Experience in Made for Television Events

- **Tusker Project Fame with Endemol.**
 - 2008: Production Manager for Auditions.
 - 2009: Production Manager for Auditions.
 - 2012: Production Managers for Auditions.
- **Tusker Twende Kazi.**
 - 2014: Production Support in Kenya, Tanzania and Uganda.



★ Since 2001, we have garnered experience (alone or with Agency partners) in Producing the following types of **Experiential Events:**

★ **Presidential events:**

- ★ Opening of the **17th General Assembly of the International Federation of Red Cross & Red Crescent Societies** – 2009.
- ★ **KCB Rights Issue** – 2009.
- ★ Launch of **M-KESHO** in 2010 (for Safaricom and Equity Bank) – live on KBC.
- ★ Inauguration of **Standard Chartered Bank's** new Headquarters in 2011 – live on Citizen TV.
- ★ Inauguration of **Sameer Business Park** in 2011.



☆ Prime Ministerial events:

- ☆ Launch of **Louis Leakey Memorial Auditorium** for Safaricom Foundation – 2009.
- ☆ **Promulgation of the Constitution** Party at The Carnivore – 2010.

☆ Ministerial events:

- ☆ Launch of the Strategic Plan for the **Ministry of East African Community** – 2009.
- ☆ Launch of the Strategic Plan for the **Ministry of Regional Development Authorities** – 2010.

☆ Campaign launches:

- ☆ Honourable **Musalia Mudavadi** – 2007.



- ☆ **Annual General Meetings** (e.g. Safaricom 2009, 2010 and 2011).
- ☆ **Award Ceremonies** (e.g. South African Airways Agent Awards – 2006 & 2011, Safaricom Dealer of the Year Awards – 2007-2011, Safaricom Employee of the Year Awards - 2007 & 2008, Superbrands – 2008, Kenya Commercial Bank Simba Awards – 2008, Safaricom Sports Personality of the Year Awards – 2008-2011, GlaxoSmithKline Reward & Celebrate – 2007-2010, M-Pesa Awards – 2011, Legatum Award for African Entrepreneurs – 2011, Kenya ICT Board’s Vision 2030 Awards – 2011 & 2012).
- ☆ **Building Launches** (e.g. All Africa Conference of Churches – 2006, AutoXpress Service Centre – 2008, Safaricom Retail Centre @ Village Market in 2008 & @ Junction in 2011, Shell Service Station @ Mombasa – 2008, Louis Leakey Memorial Auditorium for Safaricom Foundation – 2009, Michael Joseph Centre for Safaricom – 2010).



- ☆ **Company Launches** (e.g. Enablis - 2007, Medrich Kenya – 2007, OiLibya – 2007, Football Dreams – 2007, GTV Uganda – 2008, Alexander Forbes Uganda – 2008, Impact Distributors – 2009, E+ Medical Services – 2010, Business Connexion - 2011).
- ☆ **Concerts** (e.g. Safaricom Star Search Finale - 2002, Coke Real Tour - 2003, Caffe Cream – 2003-2004, EcoFest 2005 with Oliver Mtukudzi & 2006 with Samba Mapangala, Singing to Save our Breasts with Yvonne Chaka Chaka – 2006, Always Keep Movin’ – 2008, Royco Onja Utamaduni Finale - 2008, Zamani in Uganda x 3 – 2008, Haree in Uganda – 2008, Safaricom Kenyan Classical Fusion – 2009-2011, Safaricom KENYA LIVE – 5 Concerts in 2011, Samsung ZikiStars - 2011).



- ★ **Conferences** (e.g. GlaxoSmithKline Pharma – 2006-2011, Monsanto – 2007, UNCTAD 11th Oil & Gas – 2007, GlaxoSmithKline Consumer – 2009-2011, 17th General Assembly of the International Federation of Red Cross & Red Crescent Societies - 2009, Safaricom Innovations – 2009).
- ★ **Dance Competitions** (e.g. Malta Guinness Street Dance Africa – 2008 & 2009, Malta Guinness Street Dance Internationals – 2009 in Kenya and 2010 & 2011 in Ghana).
- ★ **Endorsements** (e.g. *Maziwa na Flow* for Land O' Lakes – 2003, *Simama* with Nyota Ndogo for National Anti-Corruption Co-ordinating Agency).



- ★ **Exhibitions** (e.g. Kenya Music Week – 2004-2011, Zain Stand @ Communications Commission of Kenya Expo - 2009).
- ★ **Family Fun Days** (e.g. GlaxoSmithKline – 2007, Bamburi Cement – 2008, Ribena Simba Berry - 2009).
- ★ **Fashion Shows** (e.g. Big Brother – 2003, Yaya Centre’s Lifestyle Fashion Show – 2005, Redds Kenya Fashion Week - 2005, Mahogany Models – 2005 & 2006, Redds Annual Fashion Design Awards – 2008, ORIGIN AFRICA Designer Showcase for ACTIF & USAID-COMPETE – 2010 in Kenya and 2011 in Mauritius).
- ★ **Festivals** (e.g. Fa Oktoberfest – 2002 & 2003, EcoFest 2005 & 2006, WaPI - 2006, CanFest - 2008).



- ★ **Gala Dinners** (e.g. Agrochemicals Association of Kenya – 2007, Crown Berger 50th Anniversary – 2008, KORA Awards Media Launch – 2008, Safaricom Foundation’s Gender Violence Recovery Centre – 2008, 2009 * 2011, Kenya Airways – 2009, Ministry of East African Community – 2009, East African Development Bank – 2012).

- ★ **Internal Launches** (e.g. Pharma Marketing for GlaxoSmithKline – 2006, *Tatu Tosha* for East African Breweries – 2007, *Miezi Nne* for East African Breweries – 2008, Smirnoff Bond Cocktails – 2008, *Total Productive Maintenance* for Unilever - 2009).

- ★ **IPO & Rights Issue Launches** (e.g. Co-operative Bank of Kenya – 2008, KCB - 2010).

- ★ **Market Activations** (e.g. Nivea – 2005, Mobicom – 2005, Stanbic 2005, Alvaro 2008).



- ☆ **Movie Premieres** (e.g. MTV's *Shuga*).
- ☆ **Postering & Flyering** (e.g. Alvaro – 2008, Malta Guinness Street Dance Africa and Internationals – 2009, MTV Africa Music Awards – 2009, MTV's *Shuga* – 2009, German Embassy's Urban Beats – 2009, MAMAs - 2009 & 2010).
- ☆ **Product Launches** (e.g. Hedex Extra – 2005, Dunhill – 2005, Pall Mall – 2006, Business Daily – 2007, Augmentin ES – 2007, Capital Markets Authority University Challenge – 2008, Alvaro – 2008, Alexander Forbes – 2008, Blue Band Gold – 2008, Shell DX – 2009, Power Technics' Intelligent Blokset – 2009, ALS Aviation – 2009, Panadol Advance – 2010, Blue Band – 2012, Aquafesh Ultimate – 2012, NAS Cuisine – 2012).



- ☆ **Product Meetings** (e.g. For GlaxoSmithKline: Crush the Resistance - 2006, Augmentin Silver Jubilee – 2006, TORCH – 2007, AMREF PHASE – 2007, Crown Paint with Teflon x 3 - 2012).
- ☆ **Re-Branding Launches** (e.g. Coke Real – 2003, Kenya Airways – 2005, Fanta Bamboocha – 2005, Sprite Told Like It Is – 2006, Coke Side of Life – 2007, Omo Dirt is Good – 2007, Castle Lager – 2007, Royco Onja Utamaduni – 2007, AutoXpress – 2008, Sprite Urban Expression – 2008, Omo Door-to-Door Stain Challenge – 2009, Augmentin & Zinnat We Care – 2010).



- ★ **Roadshows** (e.g. Coke Real – 2003, Uchumi – 2003, Coca-Cola Popstars – 2004, Fanta Bamboocha – 2005, Guinness Greatness – 2007, Coke Side of Life – 2007, Omo Dirt is Good – 2007, Castle Lager – 2008, Royco Onja Utamaduni – 2007, Tusker Milli na Marifiki – 2008, Omo Door-to-Door Stain Challenge – 2009, Royco Collabo Poa – 2009, CIC Insurance I’m a Co-operator - 2011).
- ★ **Sporting Events** (e.g. Tusker Safari Sevens – 2001 & 2004, Tusker Cup – 2005, White Cap Polo – 2007 & 2008, Safaricom Diabetes Walk – 2008, Safaricom Corporate Golf Days – 2008, Copa Coca-Cola – 2009, Safaricom Marathon in Lewa – 2009-2012, Kenya Airways Golf Safari – 2009, Barclays Premier League Trophy Tour by Manchester United for Viva Productline – 2012, Heineken UEFA Champions League Finals VIP Viewing – 2011 & 2012), Heineken UEFA Champions League Trophy Tour – 2012).



- ★ **Staff Parties** (e.g. Vodacom Tanzania – 2006, Kenya Re-insurance – 2008, Tetra Pak – 2008, GlaxoSmithKline – 2008, Kenya Shell – 2008, Gina Din Corporate Communications – 2008, Safaricom – 2007-2010, Safaricom TGIF - 2012).
- ★ **Team Building** (e.g. CODE ORANGE Culture Change Launch & Boot Camps x 8 – 2010-2011).
- ★ **Telecommunication Launches** (e.g. Motorola SLVR – 2006, Safaricom OneConnect – 2008, Safaricom Skiza – 2009, M-KESHO – 2010, Safaricom Academy – 2011, SafaricomCLOUD – 2011, Safaricom Platinum Card – 2011, Airtel 3.75G - 2012).
- ★ **Website Launches** (e.g. Ministry of East African Community – 2008).



- ☆ **Vision Launches** (e.g. Honourable Musalia Mudavadi – 2007, National Oil Corporation of Kenya – 2007, Safaricom – 2008, Ministry of East African Community – 2009, Ministry of Regional Development Authorities - 2010).
- ☆ **Vehicle Launches** (e.g. Isuzu D-MAX – 2005, Toyota Land Cruiser – 2007, Isuzu NQR 37 Seater Max Bus – 2010, Kenya Airways' Juba Flight – 2010, Chevrolet – 2011 in Kenya & 2012 in Uganda , Kenya Airways' Cargo - 2012).

OUR CLIENTS: GlaxoSmithKline

(since 2006)



OUR CLIENTS: Safaricom

(since 2007)



OUR CLIENTS: Safaricom

(since 2007)



OUR CLIENTS: Gina Din Corporate Communications (since 2007)



OUR CLIENTS: Gina Din Corporate Communications (since 2007)



OUR CLIENTS: East African Breweries (since 2008)



OTHER CLIENTS:



Exp Momentum – since 2003



Zain / Airtel - 2009



The Events People - 2009

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