

1LaNe (1 Lift Artists 'N' Empower) - Company Bio

Established in 2022 by accomplished A&R executive, Olalekan, 1LaNe is a leading independent music company dedicated to discovering, developing, and elevating Africa's most promising musical talent. With a proven track record of working with Afrobeats luminaries such as Seyi Shay, DJ Obi, Young Jonn, and Candy Bleakz. 1LaNe was founded to empower artists with the expertise, resources, and global opportunities necessary to achieve lasting success.

1LaNe's artist development philosophy centers on identifying individuals with exceptional talent, impeccable character, and an unwavering work ethic. In 2020, Zichy was discovered and 1LaNe meticulously guided his evolution into a versatile artist and songwriter. In 2024, Zichy's songwriting prowess was showcased through his contribution to Wizkid's critically acclaimed Morayo album. 1LaNe also manages Kaey, a dynamic performer who secured high-profile opening slots for Davido at the Bear With Us Festival and Kizz Daniel and Asake at Flytime Fest in 2023, facilitated through strategic industry relationships and competitive selections. The company's roster includes Zichy, Kaey, and Bardbanks.

In March 2024, 1LaNe expanded its influence by launching a robust distribution arm, driving chart-topping releases for artists such as Skales and Ice Prince. The company further solidified its industry presence by securing an Apple Music Africa Now DJ Mix placement for DJ Hacord in August 2025, following dedicated negotiations with digital service providers. Committed to addressing underserved sectors, 1LaNe is developing innovative distribution channels for DJs across Nigeria and Africa, with active partnerships in progress to support this initiative.

Positioned for growth, 1LaNe is pursuing strategic investments to scale operations and amplify its impact over the next 12 months. By blending unparalleled artist development, strategic distribution, and forward-thinking initiatives, 1LaNe is working on redefining the African music landscape and establishing itself as a powerhouse in the global music industry.