



Long4Life Limited
(previously Long4Life Proprietary Limited)
(Incorporated in South Africa)
(Registration Number: 2016/216015/06)
("Long4Life" or "the Company")

MEDIA RELEASE

LONG4LIFE - INTERIM RESULTS ANNOUNCEMENT

HIGHLIGHTS

- Successfully listed on the JSE on 7 April 2017, raising R2 billion
- Strong institutional shareholder support
- Well positioned to access additional capital
- Disciplined in deployment of capital, but ambitious on returns
- Management starting to engage actively in supporting recently acquired businesses – Sorbet, Inhle Beverages and Holdsport
- Intention to access cash flows through 100% ownership where possible

Johannesburg, 27 October 2017: Investment holding company, Long4Life, has today reported its inaugural interim results following its successful listing on the JSE Limited on 7 April 2017. The company raised R2 billion from a wide-spectrum of institutional and other shareholders.

Long4Life founder and CEO, Brian Joffe said, "We are out of the starting blocks and we have had a good beginning. The formation and structuring of the company, the compilation of a skilled and knowledgeable board and management team, with significant transactional experience, has progressed well. Our foundational investments are exciting and attractively positioned to deliver future growth, while also providing the platform to conclude additional, larger and value enhancing transactions going forward".

The capital raised from the JSE listing has been directed toward acquiring investments, primarily in the personal care and wellness, as well as the sport and recreation sectors. Mr Joffe commented, "While we are focused predominately on lifestyle-type investments, we will always remain flexible enough to pursue opportunistic investments where we see the possibility of adding scale, and ultimately value for shareholders".

Since its JSE listing, Long4Life has acquired control of:

- **Sorbet**, which operates a franchised business model offering a range of professional beauty therapy treatments, as well as premium body and skincare products for women and men;
- **Inhle Beverages**, which is one of South Africa's largest contract (co-packaging) beverage packaging businesses; and
- **Holdsport**, the leading retailer selling sport, leisure and recreational merchandise through a national store network operating the Sportsmans Warehouse and Outdoor Warehouse

chains, and the owner of various sport and recreational brands, as well as a supplier of technical apparel to the industry.

Long4Life's management has started engaging the respective management teams of the various companies acquired, particularly about Long4Life's philosophy of maintaining a decentralised operating structure, but providing support in terms of financial, strategic, capital access and allocation, as well as opportunity identification.

Mr Joffe added, "The future of the South African economy remains uncertain in the short- to medium-term, but invariably in these circumstances, opportunities present themselves and Long4Life is ideally positioned to take advantage in this situation".

Long4Life is a listed vehicle that encourages selected vendors to sell their businesses, while still participating at the equity level of the Company, which is being diversified across sectors, thereby spreading risk. This will maximise the potential for ambitious returns. "Our role", said Mr Joffe, "is to direct and guide in terms of the discipline of the deployment of capital, while offering any motivation that may be required to scale the businesses to a level possibly considered unattainable by the original entrepreneur and owner".

While Long4Life's predominant objective is to acquire a 100% holding in the businesses acquired, and thereby benefit from the cash flows, the Company is also open to selective majority and minority interests.

The board intends to commence the payment of dividends with effect from the February 2018 financial year. This will be based on the operating income of the group, excluding passive income, with appropriate dividend cover.

Mr Joffe concluded, "Long4Life is a work in progress, and we intend building a company that can deliver quality operating earnings from good cash generating businesses, with low- to medium-risk characteristics and with a reasonable line-of-sight to profitability.

"Following our recent acquisitions, we have more than R400 million in annualised EBITDA, and we remain in a good cash position with R1.6 billion available for future investments. We are patient for the right deal at a fair price. There is scope to gear against generating assets and cash balances, as well as a capacity to use available scrip to acquire additional companies that will contribute to the development of Long4Life. Any use of scrip will, however, be carefully considered so as not to be dilutive, and to be value accretive for our shareholders".

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NOTE TO EDITORS:

About Long4Life

Long4Life is an investment holding company with a lifestyle focus that seeks to generate superior returns for its shareholders over the medium- to long-term. Long4Life plans to invest primarily in businesses with attractive growth prospects, led by strong, entrepreneurial-minded management teams. The Long4Life Board of Directors are responsible for capital allocation and play an active role in identifying and approving attractive investment opportunities. Long4Life operates a decentralised management structure, providing financial, strategic and management support to its investee companies.

ISSUED ON BEHALF OF:

LONG4LIFE

BY:

APRIO STRATEGIC COMMUNICATIONS

CONTACTS:

Julian Gwillim - Aprio

Mobile: 082 452 4389

Tel: (011) 880 0037

www.long4life.co.za