



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

MEDIA RELEASE

LONG4LIFE ANNOUNCES ITS LISTING ON THE JSE

Johannesburg, 31 March 2017: Investment holding company, Long4Life, promoted by Bidvest and BidCorp founder, Brian Joffe, has today issued its Pre-Listing Statement ("PLS") relating to the Company's listing on the main board of the JSE Limited ("JSE").

The IPO comprises the listing of 405 000 100 ordinary shares, equating to a subscription of R2 billion.

Long4Life will be listed in the "Financial Services – Specialty Finance" sector of the JSE, under the abbreviated name Long4Life, JSE code "L4L" and ISIN ZAE000243119, with effect from the commencement of trade on Friday, 7 April 2017.

INVESTMENT FOCUSED COMPANY

Long4Life is an investment holding company, which intends to invest in carefully selected opportunities within pre-determined Investment Criteria, using the skills and established networks of its experienced board, the members of which have a long and successful track record of investing in and/or managing successful businesses across a variety of industries.

Long4Life will pursue investments predominantly with a lifestyle focus. These could include businesses in the beauty, outdoor, sport, retirement villages, and restaurants, among other sectors. The Company could also be an investor in entrepreneurial opportunities.

Investments will be targeted initially in South Africa, with global ambitions over time. It is intended that the Company will hold either majority or significant minority interests in its portfolio companies. The board, who collectively have a significant wealth of operational and deal-making experience, will be responsible for capital allocation and will play an active role in identifying and executing attractive investment opportunities.

The Company's ultimate objectives will be achieved by investing primarily in businesses where Long4Life is able to provide both capital and strategic direction. The primary focus of Long4Life will be on acquiring equity interests in businesses which meet one or more

of the following characteristics: a proven track record; strong cash flow generation; market leading brands with established market positions; capital light businesses; attractive growth prospects; experienced and entrepreneurial management; and businesses with the opportunity to consolidate their respective markets. Consideration will also be given to opportunities relating to underperforming businesses, which may have attractive turnaround prospects. The Company aims to obtain exposure to a diversified pool of listed and unlisted assets.

The nature of the opportunities sought by the Company will dictate its longer term investments. Long4Life will accordingly prioritise strong and sustainable profitability, the ability to exert meaningful influence on the investee company, and long-term growth over opportunistic trading.

Long4Life Promoter and Chief Executive Officer, Brian Joffe commented:

“For me personally, Long4Life is the start of an exciting new journey. Journeys start with the bringing together of dedicated people with unique skills, which will be the cornerstone of our success planning. We will search for those businesses where management could participate with us in the building of a successful future for Long4Life.”

Long4Life Chairman, Graham Dempster, added:

“Long4Life is a company that offers investors a unique investment proposition leveraging the outstanding entrepreneurial track record that Brian Joffe has established over an extended period to identify, acquire and grow businesses, and thereby generate exceptional value for all stakeholders. The Board of Directors is confident in the significant scale and scope of opportunity that exists in the market segments that Long4Life is targeting.”

Full details of the PLS are available on the Company’s web page: long4life.co.za

ends

Johannesburg
31 March 2017

**ISSUED ON BEHALF OF:
BY:
CONTACT:**

LONG4LIFE
APRIO STRATEGIC COMMUNICATIONS
Julian Gwillim
Mobile: 082 452 4389
Tel: (011) 880 0037

www.long4life.co.za

NOTE TO EDITORS:

BOARD OF DIRECTORS: LONG4LIFE

Short biographies of the Executive Director and the Independent Non-Executive Directors are set out below:

Executive Director

Brian Joffe CA(SA)

Brian founded the Bidvest Group in 1988, where he served as Executive Chair until his appointment as Chief Executive in 2004. Brian has since stepped down from his role at Bidvest in 2016. A Chartered Accountant by qualification and historically having served on multiple company boards, Brian has over 33 years of South African and international commercial experience. He was acknowledged as one of the Sunday Times' top five businessmen in 1992 and was listed as one of the top 100 Africans of the Year in the Africa Almanac in 2001. Amongst numerous other awards received, Brian was voted the Sunday Times' Businessman of the Year in 2007, awarded an honorary doctorate in 2008 by UNISA and the University of the Witwatersrand, and selected in 2010 by Wits Business School Journal as one of South Africa's top 25 business leaders, having made a significant impact on business in South Africa. Brian was further listed by Forbes Magazine as one of the 20 most powerful people in African business.

Independent Non-Executive Directors

Graham Wayne Dempster BCom, CA(SA), Harvard Business School, INSEAD AMP

Graham has previously served as an Executive Director of the Nedbank Group and Nedbank Limited, as well as being the past Chief Operating Officer of the Nedbank Group. He has served on various committees within the Group, including the Board Group Credit Sub-Committee, Chairman of the Asset and Liability Committee and the Nedbank Brand Committee. He serves as a Non-Executive Director on the boards of Imperial Holdings Limited, Telkom SA SOC Limited and AECI Limited. Graham has over 35 years' experience in the banking industry, both in South Africa and internationally. Graham holds AMPs from Harvard and INSEAD.

Tasneem Abdool-Samad BCom, CA(SA)

Tasneem started her career at Deloitte & Touche in KwaZulu-Natal. She then moved to the University of the Witwatersrand as a lecturer in auditing from 2003 to 2006. Tasneem subsequently rejoined Deloitte as a Partner from 2006 to 2014, and is a former member of the Deloitte South Africa board. Tasneem currently serves as a Non-Executive Director of Absa Bank Limited, Absa Financial Services Limited, Reunert Limited and a non-trustee member of the Audit Committee of Momentum Health.

Lionel Jacobs BCom, MBA

Lionel has previously served as an Executive Director of the Bidvest Group Limited, retiring three years ago. He still serves as a Non-Executive Director on some of the Bidvest divisions. He is currently Independent Non-Executive Chairman of Vunani Limited, and as Chairman of its Nomination and Remuneration Committees. He has 30 years' experience in BBEEE transactions. Currently he is Chairman and Director of Specialised Solar Systems and also Powerhouse Africa, both in the renewable energy and infrastructure sectors.

Colin Stanley Datnow BCom

Colin has had an active role as an entrepreneur in the distribution industry for over 40 years. Colin is the founder and former Chief Executive Officer of Brandcorp Holdings Limited, which is focused on the distribution and retailing of branded consumer and industrial products to a broad spectrum of the market.

Colin is also the founding member, shareholder and a Non-Executive Director of the Cosyro Group of Companies. In addition, he serves as Chairperson to one of South Africa's largest Public Benefit Organisations.

Alternate Director

Jason Paul Joffe
BCom

Jason has been an entrepreneur in both the IT and media advertising industries. With a strong media background and keen focus on the media industry, Jason also has an interest in the education and property sectors.