

# INSPIRED DESIGNS BY ETHOS

Ethos Private Equity has successfully acquired South African corporate promotions company Kevro (Pty) Ltd at an enterprise value of c.R850m.

## Enabling strategic growth through made-to-measure solutions

The Kevro acquisition presents significant growth opportunities through continued market share expansion, product range augmentation and sub-Saharan development.

**K**evro is the leading supplier of high-quality corporate clothing and promotional products in Africa, which enable clients to enhance their corporate profile through promotional brand building.

Clothing products are primarily marketed under local brand Barron, and are complemented by exclusive distribution rights to international brands Nike Golf Wear, CAT Work & Leisure Wear, and Indestructible Bags. Kevro's integrated distribution network expands across South Africa and reaches into the sub-continent.

The acquisition was concluded on a proprietary basis, facilitated by the exit of private and founder shareholders. Ethos has acquired a 72% shareholding, with management retaining the remainder. The swift implementation of this transaction, on an exclusive basis, affirms Ethos' premier franchise, deep local networks and global reach.

Tailoring solutions, designing strategy and shaping South African businesses is our inspiration. After all, one size does not fit all.



**For further information contact:**

Anthonie de Beer +27 11 328 7457 [adebeer@ethos.co.za](mailto:adebeer@ethos.co.za)

Tim Souter +27 11 328 7447 [tsouter@ethos.co.za](mailto:tsouter@ethos.co.za)

[www.ethos.co.za](http://www.ethos.co.za)

BUILDING BETTER BUSINESSES

# ETHOS

PRIVATE EQUITY

January 2012

Ethos is an Authorised Financial Services Provider