

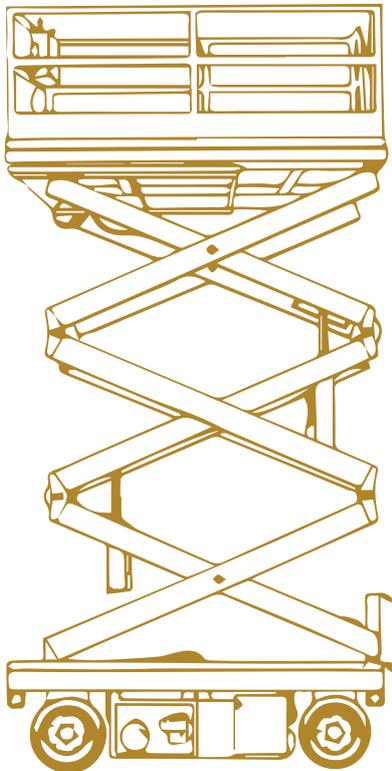
ETHOS

PRIVATE EQUITY

STANDING OUT FROM THE CROWD

Taking growth to the next level

Exceptional opportunities never simply glide across the skyline. They have to be identified, cultivated and – most importantly – actualised.



For a number of years, Ethos engaged with the management of The Eazi Group – Africa’s market leader in the rental, sale and servicing of mobile work-at-height and material handling solutions.

We recognised that, in a little over a decade, Eazi’s visionary management had built a differentiated business; providing service excellence, enhanced safety and innovative cost-effective solutions for their customers.

And in the process, they established a new industry.

Crucially, we also identified that management would likely seek financial and strategic support to strengthen their business further. In a R1,6bn investment, Ethos has now acquired 65% of The Eazi Group. Buffet Investments and founding shareholders, comprising senior management, have reinvested alongside Ethos as part of the transaction.

The Group—comprising Eazi Access Rentals, Eazi Sales & Services, Eazi Africa and other subsidiaries—boasts the largest and most diverse fleet of boom lifts, scissor lifts, telehandlers and vertical personnel lifts on the African continent.

With customers across multiple sectors of the economy (construction, shipping, manufacturing, FMCG, transport, entertainment and mining industries), Eazi stands out as deal with unique attributes. Accordingly, the Group is well positioned to capture additional growth by increasing market penetration.

Sourcing and executing proprietary deals is paramount for long-term success in private equity. Such differentiation becomes an even greater competitive advantage in turbulent times.

Ethos’ record of successful investing for over 30 years—across economic and political cycles—is testament to our proven ability to identify and elevate growth platforms.

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