



profile

February 2009

Introduction

Pro4 Development Trust was established in 2007 as a result of the coming together of the three previously separate entities. These entities i.e. Prospec, Bopa-Lesedi Group and FAL Consulting had successfully collaborated on numerous different development initiatives. As a result Jan Hamer, Cobus Bruwer, Gerhard Erasmus and Chris Viljoen soon realised that the synergy created within this collaboration best be exploited, and thus The Pro4 Development Trust was established.

To augment this synergy, an additional entity, Neoprop, was incorporated that further complimented the efforts and focus of Pro4 Development Trust and compliments the diverse skills and expertise that each (with their representative companies) contribute to each project.

Name

The name Pro4 symbolises the professional approach in dealing with the four key foundational elements of successful development i.e.:

1. Diligent Planning
2. Secure Investment
3. Focussed Development
4. Effective Sales.

The name then firmly establishes the fact that through the honing and synergy of the collective skills applied to these four key elements, sustainable success is achieved.

Logo

The Words “Pro4” establishes the foundation of professionalism and eludes to the four key elements of successful development.

The four arrows are founded on and flow from “Pro4”, demonstrating the combined focus and application of the four key elements as the fundamental approach to development.



Corporate-Relational Structure

The core entities (Prospec, Bopa-Lesedi, FAL and Neoprop) that collaborate in Pro4 are represented by their various directors who collectively serve as the trustees of Pro4 Development Trust. As such the resources of these separate entities are contractually bound to serve the interests of Pro4 Development Trust.

This contractual obligation facilitates representation in each of the entities, provides affordable access to the resource base of each entity and is holistically based on the relational integrity that has been established throughout the collaboration on numerous projects.

The following graphic sets forth this corporate-relational structure and how the trustees came together to form Pro4, and how the various entities flow from out together from that relationship to deliver the services that have holistically contributed

Trustees

Chris Viljoen	Cobus Bruwer	Gerhard Erasmus	Jan Hamer
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Propspec	Bopa Lesedi	FAL	Neoprop
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Representative Institutions

Vision

Our Vision is:

Wealth Creation through Property Development.

Mission

To:

- Become a leading property developer
- Deliver quality and value for money dwellings
- Empower local communities

Legal Entity

Registration

Name	:Pro4 Development Trust
Registration Number	:IT 1625/2007
VAT Number	:4910244922
Income Tax Number	:0081/587/16/4

Trustees

The Pro4 Trustees are as follows:

Name	Position	Sex
Jacobus D Bruwer (Cobus)	Trustee	M
Johan Hamer (Jan)	Trustee	M
Chris Viljoen (Chris)	Trustee	M
Johannes G Erasmus (Gerhard)	Trustee	M

The Representative Entities

The individual entities (as mentioned above) each have extensive experience within their various arenas. It is the synergy of their efforts highlighted as follows that produce the sustainable success required to achieve our objectives:

Propspec

Propspec has during the passed 4 years successfully involved itself in the raising of investor finance to secure land and cover development costs.

Some of it achievements include:

- 18 Successfully funded Projects
- R270,000,000 currently under management.
- Current projects that are funded through Propspec investments include:
 - Rockridge View, Rustenburg
 - Rockridge Estate, Rustenburg
 - Baybridge Canal, Hartbeespoortdam
 - Emfuleni, Klerksdorp
 - Pacific Coast, Gonubie
 - La Hoff, Klerksdorp



Bopa-Lesedi

Bopa-Lesedi was established in 2003 and has grown to command a leading share in the developmental arena in the Free State and beyond.

Amongst others, the Bopa-Lesedi Group has delivered

- Created 25,000 residential sites
- 30 Municipal Spatial Development Frameworks



- 10 Land Use Management Systems designed
- Largest Town Planning Consultancy in the Free State
- Numerous Strategic Plans and Development Strategies

In addition it has also internally developed and invested in

- Specialists Development Expertise
- Extended Project Management Experience in Social, Housing and Infrastructure Development.
- Extensive Structural and Civil Engineering Capacity through SCCE's (Stephan Celliers Consulting Engineers) involvement in Bopa-Lesedi Project Management
- Appropriate technologies and management systems.

FAL Consulting

FAL Consulting is a registered financial services provider specialising in audit, share trading, insurance and legal services.

Over the past eight years FAL Consulting has achieved success in:

- Perfecting Financial Management and Project Control Systems
- Standardising of systems such that all projects enjoy the security of the same standard of financial control and stability.
- Streamlining these processes into a single managerial system by use of modern appropriate technologies.



Neoprop

Neoprop has achieved enormous success as reflected as follows:

- Successful sales of various different units including full title, sectional title and commercial properties
- Concluded sales on the following Projects:
 - Silver Oaks (Full Title)
 - East End Business Park (Commercial)
 - Willow Mist (Full Title)
 - Current Marketing and sales activities on the following projects:
 - Emfuleni, Klerksdorp – 500 units, Full and Sectional Title
 - Pacific Coast, Gonubie – 540 units, Full and Sectional Title

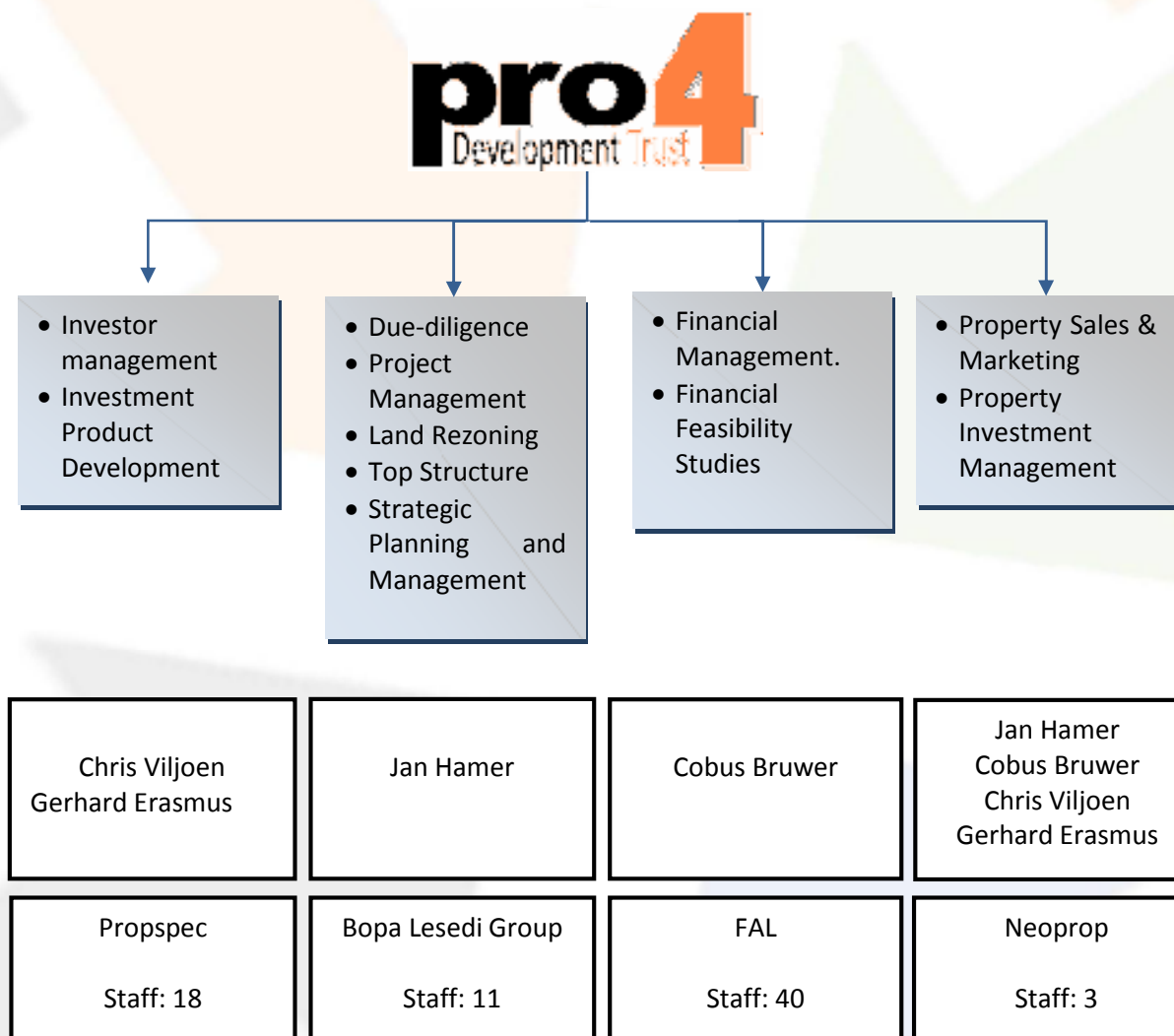


Neoprop appoints a dedicated marketing team to every development so as to maximise the energy and dedication to achieving desired results for both the investor and the development as a whole.

Professional Services

Scope

The following graphic defines the scope of each ones contribution to the objectives of Pro4.



In Closing

During the formation of Pro4 Development Trust, the trustees through their respective companies had invested greatly in the development of its staff and systems. This has gone a long way in ensuring that the synergy is harnessed and has brought about the exponential growth that Pro4 has been experiencing since its inception.

As a result of this internal investment Pro4 has gained in dividends by means of:

- Confidence in our approach and combined skills.
- Growth in our capacity.
- Development of appropriate technologies and management systems.

It remains the commitment of Pro4 to deliver to its clients/investors a quality product based on clearly stated outcomes and by means of well managed processes.