

# SAFLAND

PROPERTY GROUP

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WE BELIEVE IN  
**AFRICA**

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COMPANY PROFILE

# SAFLAND PROPERTY GROUP

a leading property services provider in Africa

We aim to provide customer-led solutions to National Retailers, Financial Institutions, Property Funds, Large Property Owning Groups and Government.

## VISION

To be regarded as trusted, integrated partners in property by creating value for stakeholders, society and the economy.

## MISSION

WE DRAW ON OUR EXPERIENCE AND MARKET KNOWLEDGE TO IDENTIFY DEVELOPMENT OPPORTUNITIES THAT COMPLEMENT THEIR SURROUNDINGS AND MAXIMISE INVESTOR RETURNS.

## CORE VALUES

Human values are at the core of our decision-making. We constantly seek and accept new challenges and act with commitment, a positive attitude and great urgency. We embrace obstacles in our quest to find solutions.

## OFFERING

We provide specialist property services in the fields of asset management, development, leasing, project management, tenant coordination, property management and facility management.

## PROPERTY PORTFOLIO / DEVELOPMENTS

At Safland, we perfect each asset to have its own identity and service delivery is strictly monitored. We have made more than a dent in the service delivery approach as we continue expanding Namibia's retail and commercial property sector.

## JOURNEY

Our journey from 1992 – when Safland was founded in Pretoria, South Africa – is a story of significant growth, challenges and triumphs. Commercial and retail property leasing and development of mainly auto-related property was just the beginning.

The true transformation started in 2011, when we relocated our headquarters to Windhoek, Namibia. Here our visionary and CEO, Kallie van der Merwe, completely changed the property landscape in only six years. The timing of our arrival was impeccable as funding was more accessible and Namibia was in need of the products and services brought in.

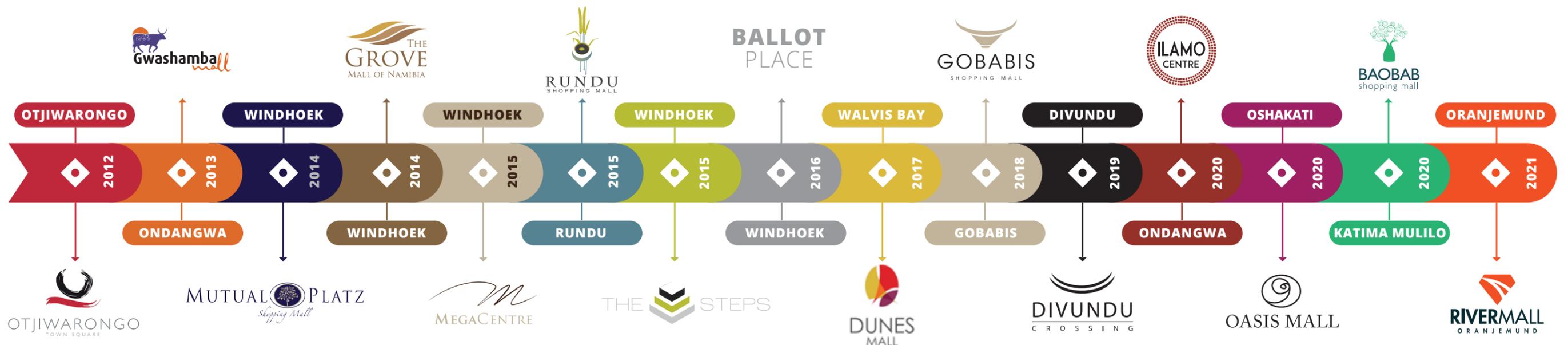
## HIGHLIGHTS

We have made a visible difference in the Namibian property landscape by defining and realising development opportunities; understanding the African consumer market; building and improving community nodes; rehabilitation of dilapidated buildings; creating retail, commercial and distribution centre blueprints for Africa; and forging strong collaboration partnerships.

In 8 years, Safland:

- Created over 5000 jobs
- Handed over 12 projects – 191 441m<sup>2</sup> to the value of N\$3.25 Billion
- Currently manages the Nguni Fund and Frontier Property Fund portfolios

*Today, all trading properties are performing exceptionally well. Future developments are also on track to join the dominant centres that are diverse in tenant mixture, size and area presence – in line with the vision to create variety suited to each specific market.*





# OUR SUCCESS

## AND THE ROLE OUR PARTNERS PLAYED

We are grateful and proud to be associated with our initial investment partners without whom Safland could not have achieved our significant successes, especially with regards to The Grove that reinvented the Namibian property and shopping landscapes. Today, all trading properties are performing exceptionally well. Future developments are also on track to join the dominant centres that are diverse in tenant mixture, size and area presence – in line with the vision to create variety suited to each specific market.

## SAFLAND COMPLETED 12 PROJECTS IN 8 YEARS

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**NGUNI**  
PROPERTY FUND

  
**Frontier**  
PROPERTY FUND

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Partners/Investors

*We would also like to thank the Government of Namibia for creating a development-friendly environment as well as the Namibian citizens for their support. In turn we promise to continue supporting this aspirational country in our future ventures and initiatives.*



# SAFLAND.com

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