

Investor Centre

Investment Objectives

- Our current billboard infrastructure is at 42 billboards nationwide (Lesotho), through this public offer we will build an additional 200 billboards in all 10 districts, taking our cumulative infrastructure number to 242 billboards. Using our well experienced team and hiring more, we will achieve this goal within 3 years. Clientele for the billboards will be composed of 60% local, 30% South African and 10% other countries. It is worth mentioning that, our current clients (Lesotho and South Africa) are ready to take advantage of the new infrastructure. The new infrastructure will comprise of 6m x 3m, 12m x 3m and 18m x 3m billboards.
- In highly populated districts like, Maseru, Leribe, Botha Bothe and Mafeteng we will considerably invest in digital billboards, which will occupy 10% of the cumulative 242. These digital billboards will be setup in key locations to cater chiefly for corporates.
- During this 3 year period, in parallel with the construction of the billboards, we will set up a design and printing studio to cater not only for our internal printing and design needs but also for other companies that need such services. The printing will cater for a vast number of promotional items; billboard banners, embroidery, flyers, booklets and stickers to mention but a few. This will be a complementary service as we are already a marketing company.
- Our 8 year plan is to expand into the SADC region and build a total of 1000 billboards (10% digital) throughout all SADC countries. 8+ years we will expand throughout the entire African continent with the main focus being highly populated African regions. Our goal is to build a total of 10 000 billboards throughout the entire African continent. The African economy is still in it's developmental phase, thus for us, it is very important to make sure we acquire billboard sites as the entire continent develops. We will build the billboards according to each country's developmental rate. We aim on achieving the 10 000 mark within a period of 15 years.
- Brand Activation Campaigns will also be a key service offering in our marketing services, these will serve to introduce new brands and products to the masses through multiple out of home face to face campaigns. With this service we aim on working with multi national brands, thus the campaigns will be run in different cities, different countries, to people from all walks of life. With the main aim being the African continent.

- Radio and TV are important communication mediums, thus the production of radio and tv adverts is pivotal in our service offering, this is where local talent from our respective influencers will be utilized.
- Digital marketing which encompasses social media marketing will also be offered, as it forms a significant aspect of the marketing industry. Our clients will have the opportunity of being both outdoor and online. A service offered by very few entities.
- It is imperative that Leselithub acquires land in Maseru for the development of a warehouse type of building for steel works, printing and offices. The goal is to acquire the land within the 3 year plan and commence construction immediately after acquiring the land. Should we not be able to acquire the land, we will purchase existing property and make all necessary construction changes. It is important to note here that the construction will be financed through a reasonable bank loan to make sure that the monies raised are invested chiefly into the billboard infrastructure.

Overall, we will set up Leselithub as a Marketing Company that operates throughout the entire African continent, with billboard infrastructure in all African countries. Our design and printing studios will be set up in, Southern Africa, Central Africa, North Africa, East and West Africa. One printing and design studio in Central Africa can service different countries in that region, thus we will have only 5 of these studios in key locations throughout the continent. Countries where these investments will be made, will be picked depending on the; political stability, economic growth, ease of access to and from neighboring counties & its business policy and regulations.

Investment Strategy

- Construction of 200 billboards in Lesotho: The time frame for this phase is 3 years, the first 2 months will be spent acquiring sites from district and urban councils. This is done in order to get construction and billboard permits from the councils, post obtaining the permits the construction phase will commence. To maximize the outmost efficiency, we will hire 10 new employees for the 3 year construction phase. Our current experienced team will work hand in hand with the newly hired employees to ensure not only efficiency but the outmost safety standards.
- Logistics: In order to achieve our 3 year goal, we will need to increase our vehicles by 2 more vans; 3.2l double cab 4x4 and a 5 ton truck. The truck will be used for the transportation of all the steel from South Africa to Maseru and from Maseru to all other 9 districts, it will also be used in transporting equipment to all the construction sites. The vans will be used in the transportation of; workers, smaller sized construction equipment, banners and in traveling to all districts to acquire billboard and construction permits and for all other business

operations. These vehicles will be purchased through banks to ensure that monies raised go into the construction of billboards.

- Expansion in the SADC region: the majority of a consumed in the SADC region are produced in South Africa, thus working with South African based advertising agencies will be key in our expansion into the SADC region. The billboards will be build mainly based on expected demand through consultations with various advertising agencies. It is very key in closing and working with brands that are present throughout the SADC countries, as this will allow us to advertise these brands in multiple countries thus be profitable while expanding. We aim on building 1000 billboards in the SADC region within a 6 year time frame. For efficiency we will have to setup offices in these countries to ensure that operations move swiftly. Regulations in some of these countries requires that foreign owned companies partner with local companies in order to legally operate. Therefore in some cases we will have to partner with local marketing companies to adhere to the policies and regulations.
- Expansion throughout Africa: Our 15 year goal is to have 10 000 billboards throughout the African continent. In achieving this goal, working with multinational brands will also be pivotal as only they can rent or hire billboards in multiple countries at the same time. Here also, we will partner with local marketing companies not only to adhere to policies and regulations, but also to blend into those spaces with relative ease. Most African countries are still developing countries, while some might see this as a disadvantage, we see it as an advantage; the African economy is one of the fasted growing economies in the world. This means more and more brands that will come into and out of Africa that need to be marketed to the masses and that is exactly where Leselihub comes in; marketing throughout the entire African Continent and gradually to the world. In bringing this expansion phase into reality, we will need to hire highly skilled and qualified marketers, sales and business consultants to ensure that the billboards are always rented out, and our design and printing studios always have work. In this phase it is important to note that national election campaigns in all African countries will form a huge part of our income, thus our marketers and sales consultant will have to work very hard to ensure that we capitalize on these campaigns as well.
- Radio, TV and Social Media campaigns: when producing these adverts, we will chiefly use local talent in that particular country (local influencers) to ensure that our clients are as relevant as possible to the masses. Our billboard offices will be used by our marketers to produce these adverts for local markets, making us an all round marketing company that can utilize all forms of marketing tools to bring our clients' products to the masses. Operating at this scale with many service offerings will require us to put systems in place to make sure the entire company runs smoothly throughout the entire continent.

NB: Our offices will house different marketing departments but all under one roof to ensure that our marketing tools are inter linked.

Investment Process

- Upon reaching the minimum M8,000,000.00 mark (deadline is 28th January 2021), we will commence with our 3 year plan within Lesotho. All the steel will be purchased from Stewards and Lloyds in Bloemfontein (we have been working with them for over 3 years now, and are very pleased with their services).
- The three vehicles; 2X 3.2L 4x4 double cabs and UD 5 ton truck will be purchased through Wesbank, as we already have 2 vehicles financed through them and have developed a solid business relationship over the years. This bank vehicle financing is a necessary step in ensuring that our funds are utilized in building the 200 billboards within the 3 year period.
- The land acquisition will be financed through the monies raised, but the construction of the building will be financed through banks. This also is to ensure that the monies raised go into building billboards. In the case that we are not able to acquire land, we will purchase existing property and use the banks in financing the construction works.
- Out of the 200 billboards to be build in the first 3 years, 10% percent of them will be digital billboards. Only key locations will be chosen for the billboard sites, it be on private property or on council land. When dealing with private property owners, we will get into a minimum of 10 year contracts with them and pay ground fees on an annual basis. When dealing with district and urban councils, annual average ground fees of M3600-00 will be paid.
- Expansion into the SADC region post the 3 years will be very strategic, we will work and partner (where necessary) with local marketing companies in getting clients and in choosing key billboard locations. Highly populated areas will be the chief focus, and areas where population growth is expected will also gradually be invested in. Opening up banks accounts and setting up offices in these countries will be imperative. The offices will have between 8-10 employees and will report back to our HQ in Maseru.

Our team of business and investment consultants will play a very pivotal role in our expansion throughout the African continent as multiple factors like; economic growth, political stability and policies will differ from country to country. All these factors will be considered when choosing which countries to invest in. Therefore our overall thought process for the African expansion phase will be through not only partnerships but chiefly on real financial statistics of each African country.