



New name, but same commitment to quality and service

While retaining the values of Paarl Media Group, the name change to Novus Holdings signifies the start of a new chapter.

Today is a significant day within the Paarl Media Group. As you may have heard the Group is listing on the JSE and an explanation to you as an important role player in our business is appropriate.

Since we formed in September 2000 the Paarl Media Group has grown, not only geographically, but also technologically. This growth has happened in South Africa and also in other territories in Sub-Saharan Africa.

There are many key moments that have defined our Group. The 2008 acquisition of Paarl Post and Print24, which later became Paarl Coldset, the establishment of the Paarl Media Academy in 2011, the installation of the Cerutti Aurora at Paarl Media Cape in 2012 and more recently the acquisition of Correll Tissue in 2014.

All these opportunities have shaped the Group to what it is today.

As the Group embarks on a new diversification journey, it is a fitting time to propose a name change for the company. The Group is further establishing itself in Africa and fast diversifying beyond just print media.

The listing will be done under Novus Holdings; Novus in Latin means 'new'; a new beginning, a new chapter and innovation.

It is now time for the Paarl Media Group to start exploring new business areas. We have already invested in Kwa-Zulu Natal by acquiring Correll Tissue and have recently acquired additional equipment sourced from Italy. In addition to this we are in the process of acquiring new presses for our Labels division.

Our technology continually expands and diversifies, adding more capabilities and providing a greater offering to our customers.

The name Novus Holdings will not just represent Paarl Media, but also Paarl Coldset, Correll Tissue and Paarl Labels. We will build additional brands as the Group continues on its journey of diversification.

Novus Holdings will continue where the Paarl Media Group has left off. You have come to expect - and will continue to receive - the highest quality products produced at the best value for money.

We will not detract from our core print business under Paarl Media, the name will remain intact, we will continue exploring market opportunities in print media and continue to look to expand into the African markets and investigate new technologies.

It is extremely important at this point in time to note that Novus Holdings looks for areas of diversification, and areas that are bound to our core competencies. This is technology, skills, manufacturing and the strong relationships we have built with all our stakeholders.

Thank you for joining us as we begin this new chapter together as Novus Holdings.

Stephen van der Walt, CEO: Novus Holdings