



PROPERTY^{POINT}

TRANSFORMING THE INDUSTRY

#PoweringGrowth

**Join us as we celebrate
the Property Point and
Fortress Class of 2021!**



FORTRESS
REAL ESTATE INVESTMENTS



Programme Overview

- 
- 18:00 - 18:10** **Welcome and Opening by event MC**
Azola Mzekandaba, Programme Manager,
Property Point
 - 18:10 - 18:15** Address by Shawn Theunissen,
Property Point CEO
 - 18:15 - 18:30** Address by Steven Brown,
Fortress REIT Limited CEO
 - 18:30 - 19:00** Keynote address
 - 19:00 - 19:30** Award ceremony
 - 19:30** Event ends, dinner is served

Message from Shawn Theunissen

Property Point CEO

Parents are sometimes asked if they have a favourite child; as a dad of four beautiful daughters, I can tell you that no parent can ever prefer one child over the other. In my role as CEO of Property Point, I often get asked about the small business intakes we incubate in our programmes - if there's an individual or certain group that I'm most proud of. The truth is, I am proud of every cohort that passes through our incubator programme and this group is no exception. I commend you for the tenacity you have shown throughout, for pushing through challenges and adversities, and reaching the finish line of this chapter as you now gather as the graduate class of 2021!

The hard work and perseverance of businesses, since 2008, has resulted in over **2 714 full-time equivalent jobs being created** in the property industry. Businesses on our programme have achieved a **combined median annual revenue growth of 37.1%**; and have collectively accessed over **R1,811,117,223 worth of contracts**. This is a great achievement especially, at a time when the economy is taking strain and unemployment in South Africa is at a record high.

None of this would have been achieved without the support of our partners, Fortress REIT Limited. At Property Point, we strongly believe that partnerships and collaboration are the building blocks for providing real value to entrepreneurs' development and success. Fortress has embraced this ethos and proved to be a strong pillar and formidable stakeholder in this collaboration. I want to extend my sincere thanks and gratitude to them and hope we can continue Powering the Growth of growing businesses together.

I'm also immensely proud of our team at Property Point, who have propelled our company into becoming a real driver of change and impact in South Africa. The significant impact you continue to make in building a strong South African economy does not go unnoticed. Thank you.

Graduates, I know that we face an uphill battle in economic recovery and unemployment eradication in our country. I also know that with entrepreneurs like yourselves at the forefront of this challenge, we can triumph. Keep pushing those boundaries, keep opening those doors, and keep smashing those glass ceilings. You are stronger than you think!

All the best on your continued journey of building sustainable businesses.





Message from Steven Brown

Fortress REIT Limited CEO



There is no denying that the world we live in now is different from the world we lived in two years ago. Today, we can confidently segment our lived experiences to pre-pandemic and post-pandemic times. More often than not, this realisation brings with it anxiety, trepidation, awe, and admiration - and many more conflicting emotions that seem to have found a way to co-exist with us and within us.

It is with this thought in mind that I find it particularly awe-inspiring that you - a group of entrepreneurs at the helm of South Africa's small businesses - are leading the charge in the new direction of South Africa's economic renewal.

When I took over the reins as CEO at Fortress REIT Limited in 2019, one of the biggest challenges I set myself was to take the company firmly into a new era that would see us participate in a thriving, exciting and inclusive economy. The government's National Development Plan (NDP) estimates that the country will need to create another 11 million jobs by 2030; 90% of which are expected to come from new and expanding SMEs. On a global level, the Sustainable Development Goals are clear on the prioritisation to ending poverty and creating decent work and economic growth. Our collaboration with Property Point on the Supplier and Enterprise Development Programme thus became a seamless fit that would aid in our pursuit to meaningfully contribute to the development of a transformed, sustainable economy.

It is a well-documented fact that Small and Medium Enterprises are the lifeblood of our country's economy, employing the majority of the country's workforce across all sectors, as well as being responsible for a quarter of job growth in the private sector. Fortress has committed to Powering Growth, by ensuring the acceleration of SMMEs across the construction industry to ensure meaningful, sustainable, and long-lasting economic growth and transformation.

We are proud of the businesses that we have taken under our development programme, today you are the ones holding the baton, and one day you will pass it on to the next generation of ambitious, eager entrepreneurs to continue. I want to extend Fortress' gratitude to Property Point for walking side-by-side with us as we embark on a new chapter of a better, brighter economic South Africa. We can only grow together - and with you entrepreneurs - by each other's side.

Congratulations on your graduation!

Message from Jodie Ellinor-Dreyer

Fortress REIT Limited

There is a famous quote by a 13th century Italian priest called Francis of Assisi that says: "Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible." I am reminded of these words today, in awe of what each and every one of you has achieved in what has arguably been one of the most challenging times you will ever have to face.

About three years ago when Fortress REIT Limited decided to embark on a journey of Enterprise Development, I didn't know much about where this road would lead, let alone how it would change so many people's lives, including my own. The Gauteng Supplier and Enterprise Development Programme with Property Point has been rewarding in ways that will reverberate for future generations to come.

To know that our first cohort of small business owners is graduating takes me back to the early days after we made the call for the programme and were greeted by an unexpectedly large appetite from entrepreneurs. From when we conducted the initial interviews, where there was a tangible nervousness which blossomed into excitement, to finally reaching this momentous occasion, is testament to your tenacity, agility and true grit. You are proof that we should never underestimate the human spirit.

The success of this programme is on account of the work ethic and passion of everyone to help nurture meaningful change. Special thanks to the team at Property Point who adapt, help and mentor each person and company venturing on unique paths. They have been able to mentor all of those companies, navigate the unprecedented challenges of COVID-19, and come out the other side stronger.

And on your side as graduates, it has taken courage, sheer determination and can-do resolve that you all have to steer your way through the craziness of the COVID-19 storm to get here to your graduation. You have shown that you don't have to be defined by the problems around you; that there are always opportunities if only you keep persevering and looking forward with a solutionist attitude.

You epitomise *Powering Growth* because to me, that means there are no limits. Don't let anybody put you in a box. You are responsible for your own destiny; you have the opportunity, the gifts and the talents. Part of the challenge is discovering what those gifts and talents are, and once you've got them, then there's nothing that can stop you from soaring!

Thank you to everybody involved. It has been a rewarding chapter for Fortress; and an honour and privilege for me to be part of this journey.



Property Point and Fortress REIT Limited programme performance (2019 - FY 2021 YTD)

R 151,090,393

Total revenue generated

R 123,196,144

Total contracts accessed

13

Total number
of businesses

20%

Total average revenue
growth rate

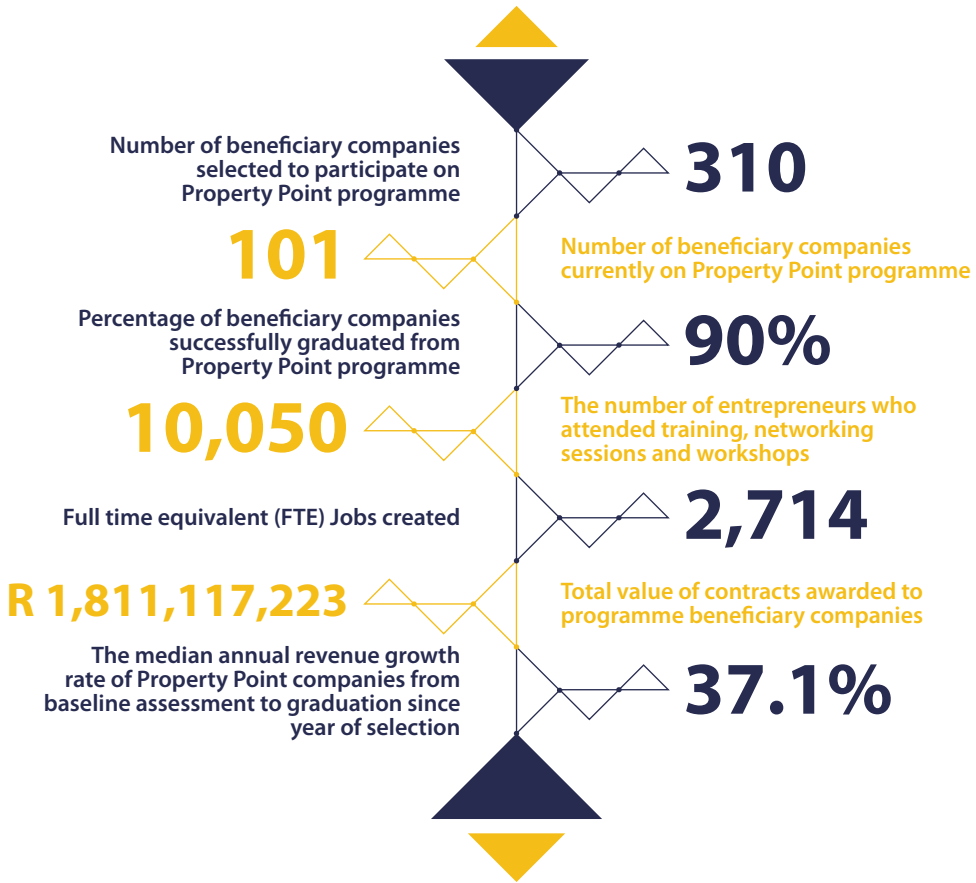
72

Full-time equivalent
jobs created

*Property Point Impact Report as at 14 October 2021

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Property Point lifetime performance (2008 - FY 2021 YTD)



*Property Point Impact Report as at 14 October 2021



Business profiles



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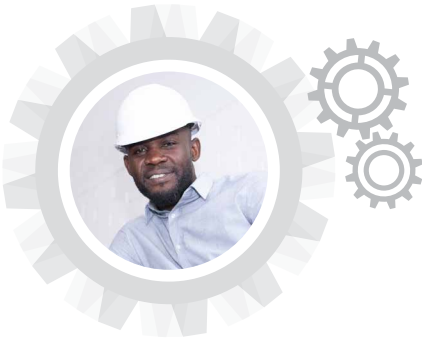
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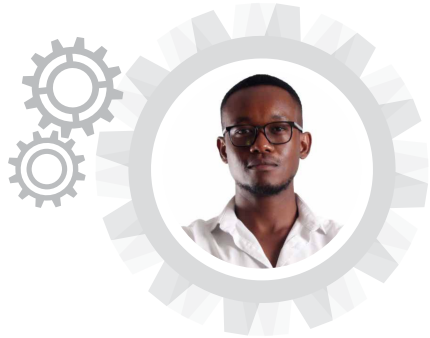


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Thank you
for celebrating with us

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