





**HOW WE HELPED RH BOPHELO
LIST ON THE JSE**

THE OVERVIEW

RH Bophelo is a newly JSE-listed investment company that will have investment interests in already operating healthcare institutions.

RH Bophelo listed on the JSE with a single vision of transforming the healthcare space by enabling ordinary citizens (from lower to middle-class income) gain access to affordable healthcare.

THE CHALLENGE

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Before the JSE listing, RH Bophelo had to raise a whopping

R500 MILLION

In order to raise this amount, RH Bophelo had to lure and convince investors that RH Bophelo means business. And that they are a credible SPAC that will do well in the market.

THE SOLUTION

RH Bophelo decided to develop a brand that will appeal to both investors and the public alike. The mission was to develop a tangible brand that can convince investors to support the company for listing.

**WE BUILT
A STRATEGY**

CREATIVE STRATEGY

First thing was first; we had to build a positioning strategy for the brand. After accepting a brief from RH Bophelo, we went to the drawing board and formulated a creative strategy that was meant to lay the foundation and dictate the narrative for all future communication endeavors by RH Bophelo.

As part of the strategy, we developed a pay-offline that embodied what RH Bophelo stood for.

Health is Wealth

**WE DEVELOPED
A WEBSITE**

OVERALL LOOK

rhbophelo.co.za

RH BOPHELO Health is Wealth Here's why we invest in healthcare →

+27 (0)10 007 2171 Johannesburg Head Office

invest@rhbophelo.co.za You can mail us

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Thank you to all our shareholders, staff and partners for making the JSE listing possible.

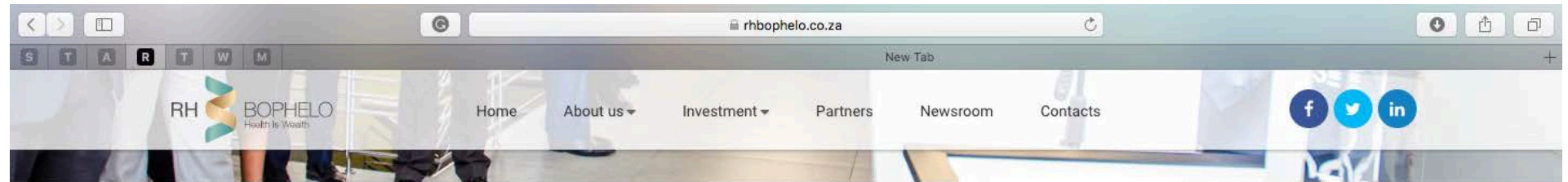
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Latest @RHBophelo

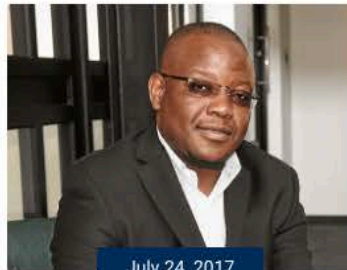
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July 24, 2017

CEO Profile: Quinton Zunga plans to disrupt SA's private health-care sector – Via Financial Mail

Quinton Zunga. Picture: Freddy Mavunda
An investment banker has created a black-owned private health-care player that aims to put pressure on other private companies by providing more affordable care Disrupting the stat...

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July 18, 2017

Letter from the CEO: Thank you to all our shareholders, staff and partners

On behalf of RH Bophelo, I would like to send my warmest gratitude to everyone who came to the Johannesburg Stock Exchange on Wednesday the 12th of July, to witness the making of history. As you well know, RH Bophelo is...

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July 13, 2017

Black-owned healthcare company to challenge major players – Via eNCA

RH Bophelo, a black-owned healthcare company, listed on the Johannesburg stock exchange on Wednesday. The firm plans to challenge the country's top 3 players in the sector, after raising R500-million for the listing. ...

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Meet RH Bophelo, first fully black owned private healthcare company to list on the JSE. It can be done. Good luck CEO Quinton Zunga & team

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Why choose
RH Bophelo

CONTENT WRITING



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Within the healthcare industry, there are hidden opportunities we have identified that will help us make meaningful contributions to this sector.

Consolidation of independent hospitals and smaller groups.

A structural change occurred in the South African private health sector when a ruling by the Competition Tribunal in 2004 prohibited collective bargaining between various players. More specifically, this ruling prohibited the HASA, the BHF and the SAMA from negotiating prices collectively on behalf of their respective members.

The consequences are that the big hospital groups now negotiate rates separately with medical aid schemes. This is a disadvantage to the independent smaller hospital groups and thus creates an appealing case for consolidation among the smaller hospital groups. This opportunity can be instituted immediately.

Another opportunity is that, a number of industries are linked to the healthcare sector which gives the company the opportunity to invest in either related sectors or in upstream and downstream sectors. The Razorite Healthcare and Rehabilitation Fund gets presented with opportunities to invest in some of these sectors, but cannot invest because of its mandate's restrictions.

Latest Articles

CEO Profile: Quinton Zunga plans to disrupt SA's private health-care sector – Via Financial Mail
July 24, 2017

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July 18, 2017

**WE ENGAGED
SOCIALY**

SOCIAL MEDIA

Social Media is a must for any brand that has a website. It should not be viewed as a different medium of communication, but it should also be seen as an extension of the website — or perhaps, a channel through which a website is able to interact and communicate with active and potential users. In today's technological age, Social Media can also be seen as the heartbeat of a brand. It is an indicator that a brand is alive and engaging.

The following Social Media statistics are based on the activity within a month since the launch of RH Bophelo social media pages



559
Organic
Followers



780
Likes



136
Connections



Twitter, Inc.

#HealthIsWealth (@RHBophelo) | Twitter

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Tweets 130 Following 1,065 Followers 558 Likes 20

Following

#HealthIsWealth

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RH Bophelo is a special acquisition company with interests in the healthcare sector, and a sole purpose of transforming the healthcare industry.

📍 South Africa

🌐 rhbophelo.co.za

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Meet RH Bophelo, first fully black owned private healthcare company to list on the JSE. It can be done. Good luck CEO Quinton Zunga & team

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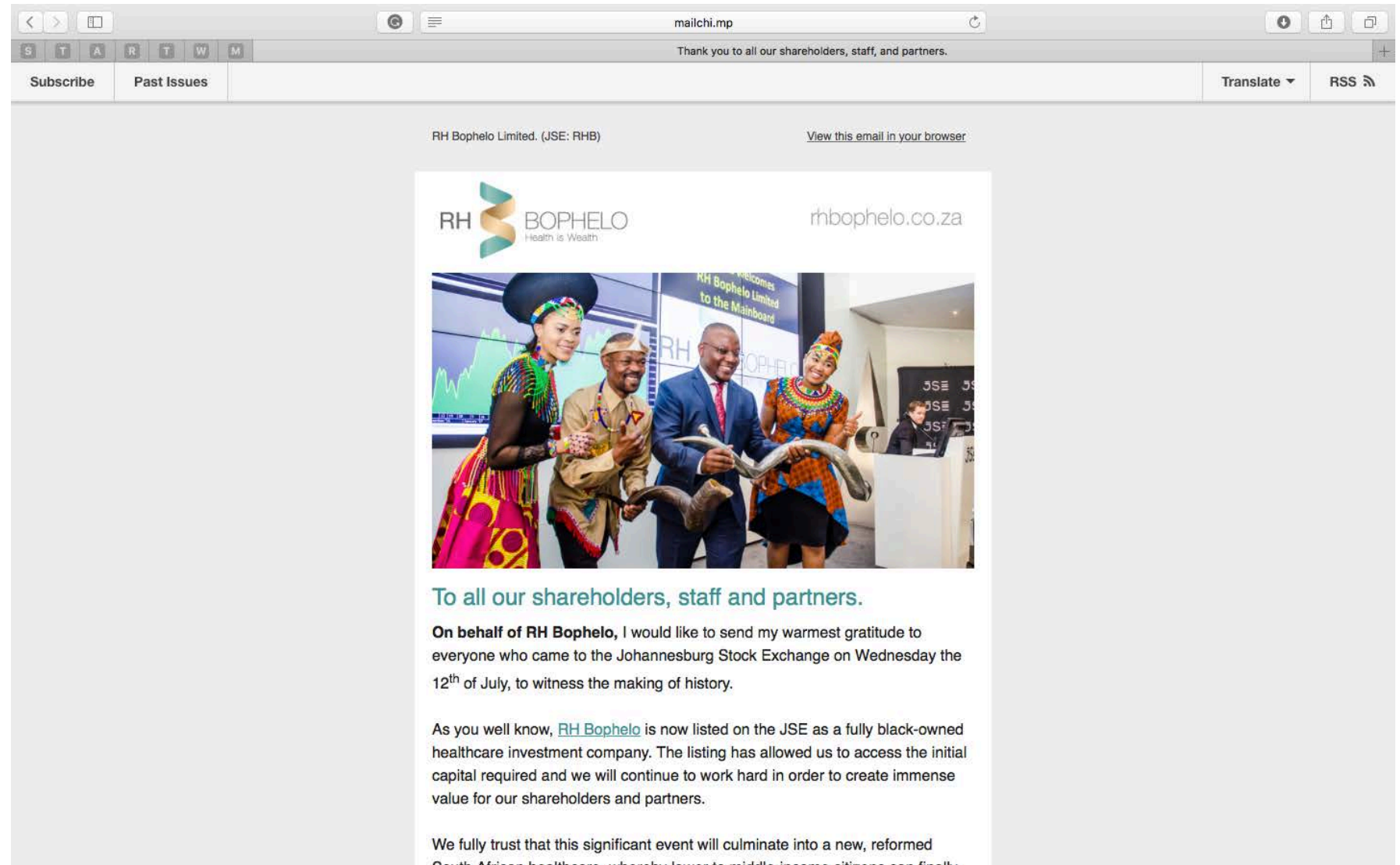
South Africa Trends · Change



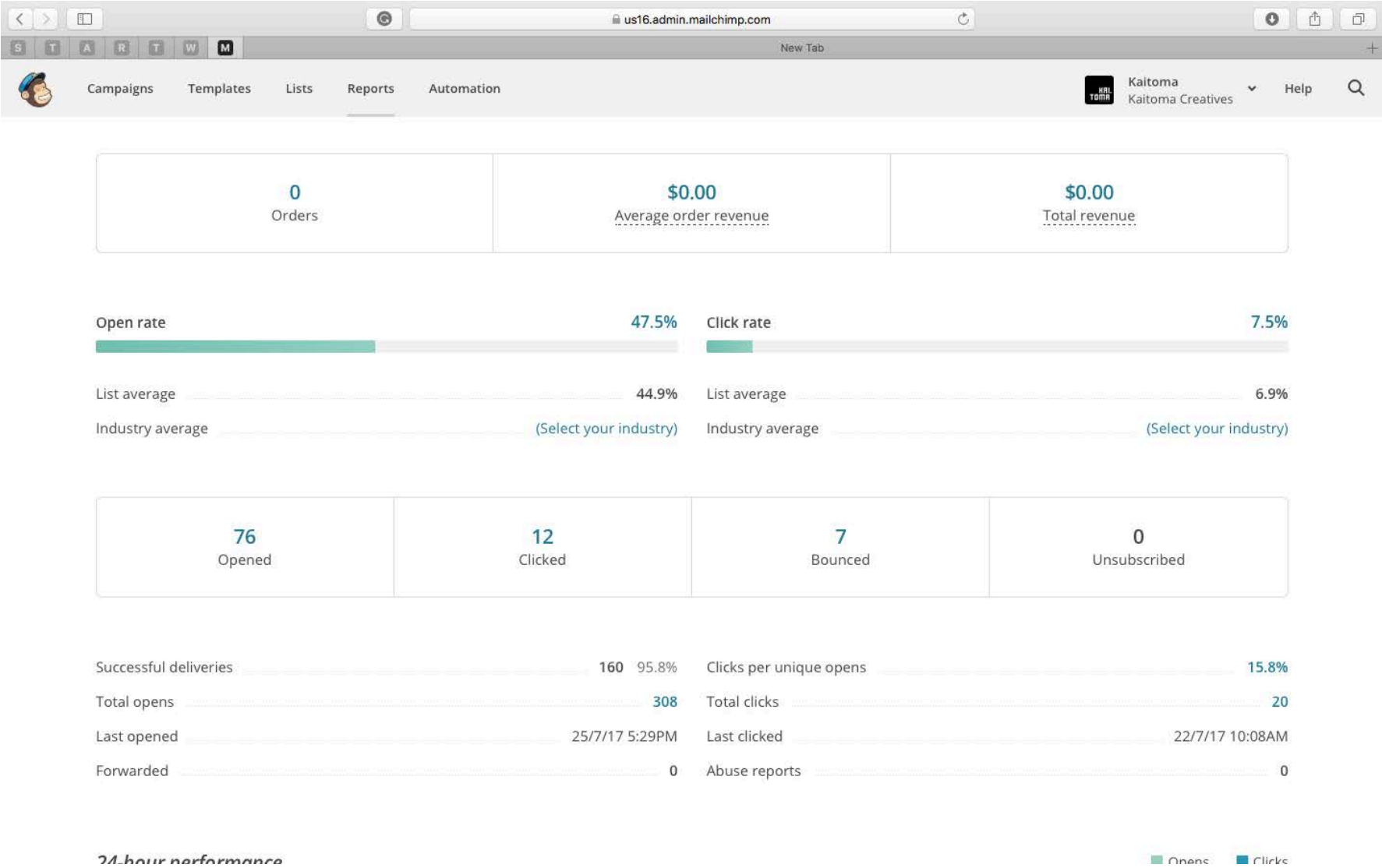
Browser window showing LinkedIn profile for RH Bophelo. The browser address bar shows linkedin.com. The LinkedIn navigation bar includes Home, My Network, Jobs, Messaging, Notifications, and Me. The profile header shows a banner image of a group of people, a profile picture of a man in a suit, and the name RH Bophelo. The bio states: Healthcare Investment at RH Bophelo, RH Bophelo, Johannesburg Area, South Africa • 136. A Message button is visible. The right sidebar shows 'See connections (136)', 'Contact and Personal Info', and 'Ads You May Be Interested In' with three ad cards: Boardroom Furniture, Struggling with Sales?, and Increase company cashflow. The bottom section shows 'Highlights' with '6 Mutual Connections' and 'People Also Viewed' with three profile cards: T(Shen) Govender, Tim Els, and Andile Khumalo. The browser taskbar at the bottom shows various application icons including Safari, Spotlight, Calendar, Photos, and others.

**WE SENT OUT
MAILERS**

MAILERS



STATS



**IN A
NUTSHELL**

IN CONCLUSION

OVERALL

In a nutshell, RH Bophelo was able to raise the required R500 Million. On Wednesday, 12 July 2017, RH Bophelo, South Africa's first black-owned and black-managed healthcare company listed on the JSE main board.

We believe we have contributed a lot of value to the RH Bophelo brand, and have answered the initial brief of creating a brand that can resonate with people and attract investors to place their financial trust in the company. Through the work, **we have managed to assist RH Bophelo in listing on the JSE.**

Social Media has also been a platform that gives the brand life, and has set it up as a thought leader in conversations regarding healthcare investment.

