

1. Business Information

1.1 Name of the Business

Southern Staying Marketers - Trading as Southern Staying
[this is currently the most valuable name in the realty industry]

1.2 Format of the Business

Close Corporation – on switch to [Pty] Ltd

1.3 Registration Number

2009/037315/23

1.4 Date of Registration

February 26, 2009

1.5 Head Office Contact Information

Physical Address:

712 Voortrekker Road, Brakpan, South Africa, 1541
[The business premises is owned by the Administrators of Southern Staying]

Postal address:

PO Box 10062, Dalview, South Africa, 1544

Tel: +27 (0) 11 054 4444

Fax: 086 443 049

E-mail: admin@southernstaying.co.za

Website: www.southernstaying.co.za – currently one of the most valuable realty websites

2. Description of the Business

Southern Staying is a Realtors and Property advertising, publishing and marketing company that links independent estate agents under the Southern Staying brand name and client network. We are working since 2009 hand in hand with Realtors in the industry, specialising in realty services and related products. We decided in 2012 to use the Southern Staying brand to build a comprehensive Realty service for South Africa. We offer attractive Realtors services designed to inspire a new gateway in living and staying. Our structures are geared towards maximum marketing exposure. We promote products and services worldwide online while we link agencies / brokers under Southern Staying in order to provide the utmost service to everybody.

3. Description of our Services and Products

Our services and products include:

- Comprehensive realty directories and solutions
- Wide-ranging communication and support price points.
- Internet advertising and marketing tools.
- The development of specific social networks through collaborative community networks.

3.1 The Internet Publishing and Marketing

Southern Staying offers a comprehensive on-line realty information guide for South Africa buyers and seller, published on the Internet at www.southernstaying.co.za. Our website features directory listings of all types of Realty Products and Services. The Southern Staying website is unique in its provision of a comprehensive on-line and local service to users.

3.1.1 Information on the website is arranged per product, per area and per agent. Our website offers multiple entry points, is comprehensive yet simple, easy to use, and quick to load.

3.1.2 The Southern Staying website structure follows a format that generates its own clients, but it is also search-engine driven. It allows users to freely browse, save to disk and print information, products, services, specials etc as they need it. It furthermore allows for extensive linking and cross-linking across

web-pages and web-services. It is easy to find us on any search engine making it an invaluable source for buying, selling, renting and bookings.

3.1.3 We operate a wide range of Internet publishing and advertising services for Southern Staying agents / agencies and have formed working relationships with a number of partners to broaden our footprint on the Internet and social media. These relationships enable us to manage a comprehensive and competitive range of Realty services and products.

Pooling the knowledge and expertise of experienced web masters, the efficiency and quality of our service as well as the cross linking opportunities have contributed to our success to the benefit of our customers and realtors. We are now a force to be reckoned with on the South African realty market.

3.2 Helpdesk and Support Services

Southern Staying provides free helpdesk and support services to the general public as well as estate agents / agencies.

In addition an unlimited free email service is provided under the southernstaying.co.za domain name.

Southern Staying facilitates and promotes via its helpdesk and network services interaction, and knowledge and document exchange between agents / agencies to the benefit of all.

4. Vision Statement

Our vision is to provide the most popular and comprehensive South African Realty Services and Products locally and on the Internet, and to provide informative, appropriate and cost-efficient realty solutions to the benefit of customers and agents.

5. Mission

Our mission is to provide an attractive range of price points and options designed to encourage businesses, organisations and individuals to establish connections and sales through us. We achieve this by optimum use of Internet technology, multiple cross-linking for maximum exposure, driven by the Southern Staying team's enthusiasm, creativity and personalised service.

6. Company Values

Corporate values that underpin the business approach of Southern Staying are the following:

Foundational values

- integrity and honesty
- innovation
- customer orientation
- accuracy
- commitment
- enthusiasm
- responsiveness

Service feature values

- quality service
- creativity
- reliability

Resultant benefit values

- customer service
- excellence
- empowerment
- community benefit
- achievement
- competitive edge
- market leader

Legacy values

- credibility
- consistency
- accessibility

7. Why Southern Staying

The advantage of working in partnership with Southern Staying lies in a website, network and team that enjoys maximum exposure, conveys a dynamic and effective message that will draw and retain customers while providing easy to use, interesting, attractive and well managed services and products.

Southern Staying inspires Living and Staying.

Agencies / Agents are independently linked under the Southern Staying brand name. Whilst having all the advantages of a franchise resembling business operation, agents / agencies maintain their independence and stay in full control of their local business operation.

7.1 Maximum Exposure

Maximum exposure results from effective registration with major Internet search engines and extensive linking and cross-linking to and from other appropriate web pages and networks. We value the importance to keep web pages up to date and dynamic. We also encourage local agent visibility and activities and linking it with our national network.

7.2 Unbeatable Value

Southern Staying agents / agencies operate under one of two options: [1] A fixed monthly membership fee, or [2] 10% of commission earned is paid in the place of a fixed monthly membership fee.

There are no other or hidden costs.

We also include a 24 hour opt-out arrangement in our agency agreements.

We provide unlimited free email communication under our brand name in as for example yourname@southernstaying.co.za

We provide unlimited free access to post on our websites and social networks.

We provide signage, business card and flyer templates free of charge which can be printed anywhere.

We provide free access to our Helpdesk with its ever growing knowledgebase of documents and information.

We provide Mortgage Bond services via our company Southern Money Loans Bonds.

Agents are not restricted to areas except for them not being allowed to erect signage in the area of any other Southern Staying agency.

As we grow you grow.

7.3 A Brand Name That Works

Southern Staying is the most exciting new brand currently on the market. Yes, we are Proudly South Africa.

Agencies are independently linked under the Southern Staying brand name with all rights to market and do business as Southern Staying [Insert Your Area].

8. Brief Management Profile

Ms Ancabe van Zyl – Sole Member / Director

B-Proc – Potchefstroom University. Majoring in Mercantile Law and Private Law.

Ancabe is since 1973 a jurist and practised as an attorney for 7 years.

Ancabe is also a full status estate agent and registered as such with the EAAB.

Ancabe is also the co-founder of Southern Staying. Ancabe has elaborate experience in litigation and liaison with clients. Her problem solving, decision making, diplomacy and interpersonal skills are a great asset to the company.

JG [Johan] van Zyl – Administrator

B-luris, Dip Legum - Unisa. Majoring in Mercantile Law, Private Law, Criminal Law.

Johan is since 1974 a jurist and also since 2005 a business entrepreneur with keen interest in internet development and marketing.

Johan established Mobile4u in 2005. Then followed the now popular World Solutions Free Classifieds [Pty] Ltd and the ever growing real estate company Southern Staying.

He is particularly skilled in strategic planning and implementation. Other fields of expertise include leadership, dispute resolution, the management of change, service quality, marketing and positioning. As a member of the Southern Staying management team Johan, through his leadership, ensures that a quality service is rendered and that strategies are devised and implemented in to provide optimum exposure, both on and off the Internet.

R [Rallton] von Hollstein – Marketing Manager at Southern Staying

Rallton is since 1994 involved in the cellular industry in a consultancy capacity. His fields of expertise include the identification of needs and the development of strategies to meet these needs.

With the inception of Southern Staying Rallton was instrumental in the company's rise, his focus shifted to the corporate marketing side of the business. He is particularly skilled for the corporate world, and through his creativity, enthusiasm and commitment ensures that Southern Staying secure corporate deals. Rallton is also the manager for our marketing team.

N [Nathali] von Hollstein – Administrative Manager at Southern Staying

Nathali is with Southern Staying since its inception. Nathali has more than 15 years exposure in administrative and processing duties. Nathali is responsible for the day to day administrative running of the Company, having extensive experience in human resources and financial management. Further fields of experience are small business enterprise, networks and financial management, system development and general marketing skills.

Nathali is also the personal assistant to the CEO of Southern Staying. Together the four form the backbone of Southern Staying while being supported by staff members, all well trained and committed to serve clients and agencies country-wide.

At Southern Staying we are committed to build the brand and to expand sensibly.

9. Partners and Service Providers

Albeit that Southern Staying is a successful brand that offers enticing opportunities, we cannot secure a successful future for all concerned without carefully selecting our business partners / agencies.

Southern Staying invites agents / agencies to join us in our business venture, but only if they share our core values.

9.1 Network Partners

Agents / Agencies / Buyers / Sellers require 24/7 access to all networks in South Africa and abroad.

Although we do not disclose all our devices it is our very own interest to provide the required services 24/7.

Agents / Agencies are nevertheless fully entitled to do their own independent marking. Their value as local agents are highly appreciated and encouraged. Agents are encouraged to erect for sale or rent signage on properties.

9.2 Helpdesk Partners

We at all times operate and online helpdesk service to agents and customers.

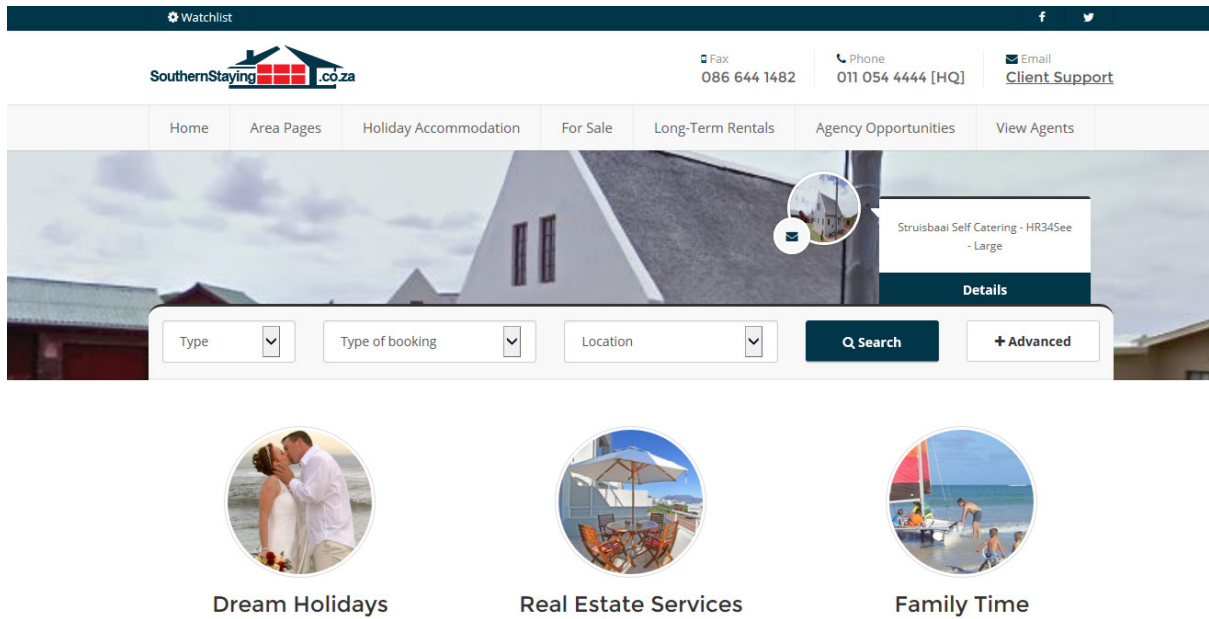
We do not know it all, but we as a team strive to find the answers and that is why all are encouraged to contribute their skills and knowledge to the best of their abilities. This is who we are and what we stand for: **participating management**

10. Team: Southern Staying

Inspiring new ways in Living and Staying - 2014 ©

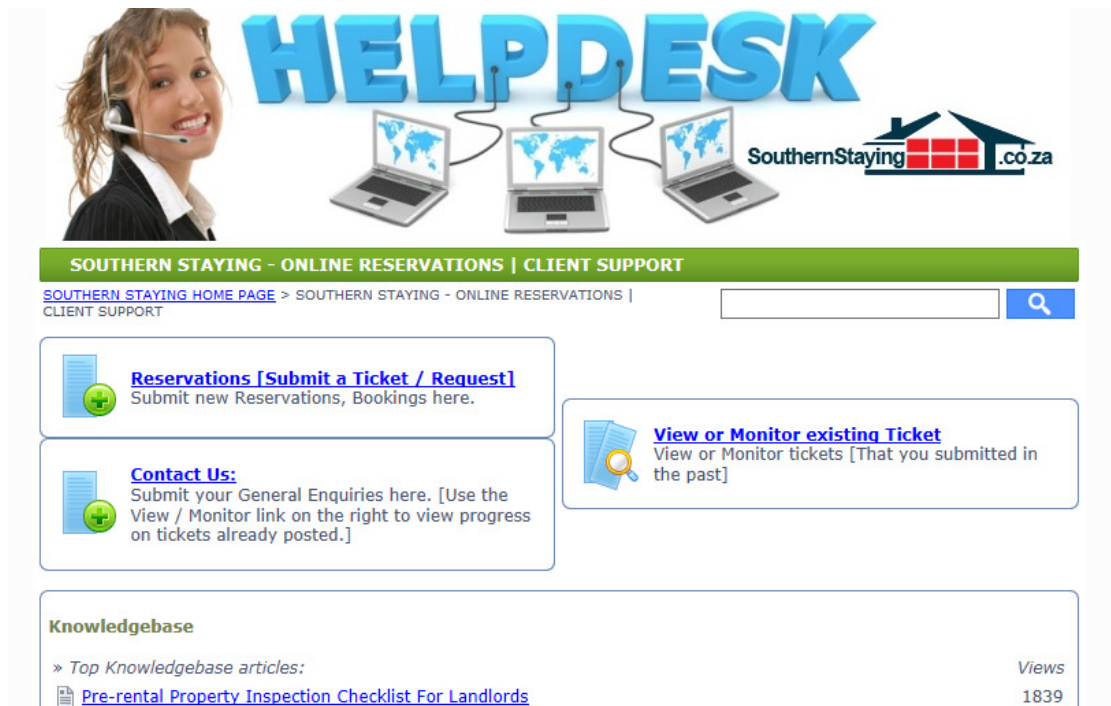


A glimpse of our main website www.southernstaying.co.za

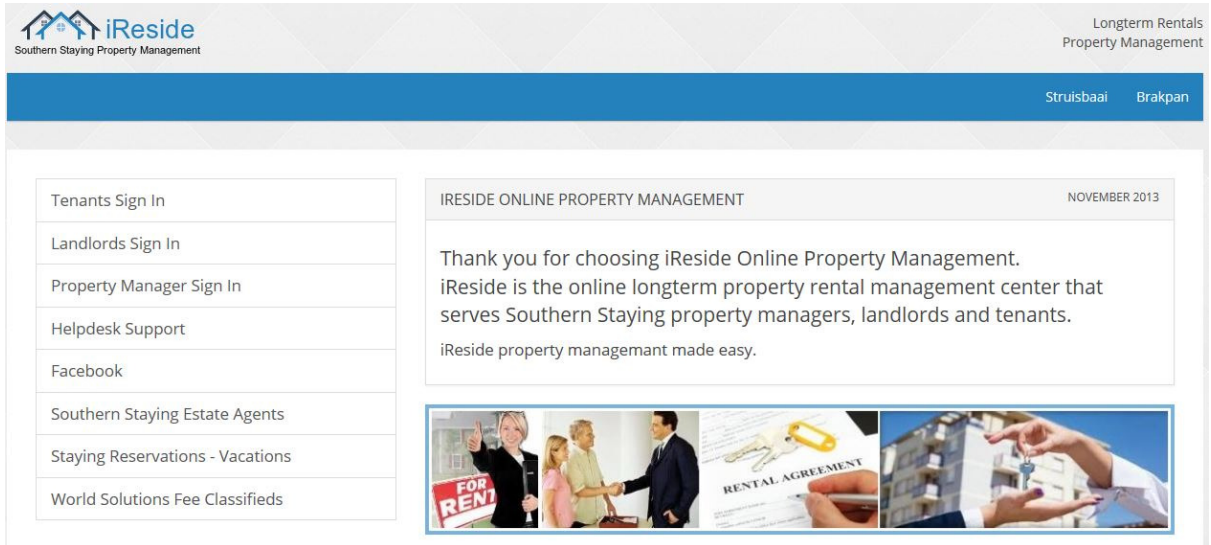


The screenshot shows the homepage of Southern Staying. At the top, there is a navigation bar with a 'Watchlist' icon and social media links for Facebook and Twitter. Below this is the Southern Staying logo and contact information: Fax 086 644 1482, Phone 011 054 4444 [HQ], and Email Client Support. A main navigation menu includes Home, Area Pages, Holiday Accommodation, For Sale, Long-Term Rentals, Agency Opportunities, and View Agents. The central banner features a large image of a house with a search bar overlay. The search bar includes dropdown menus for 'Type', 'Type of booking', and 'Location', along with a 'Search' button and a '+ Advanced' link. Below the search bar are three circular icons representing 'Dream Holidays' (a couple), 'Real Estate Services' (a patio), and 'Family Time' (a family on a boat).

A glimpse of our online support service www.southernstaying.co.za/clientsupport



The screenshot shows the 'HELPDESK' page for Southern Staying. The header features a smiling woman in a headset, the word 'HELPDESK' in large blue letters, and the Southern Staying logo. Below the header is a green bar with the text 'SOUTHERN STAYING - ONLINE RESERVATIONS | CLIENT SUPPORT'. The main content area includes a breadcrumb trail: 'SOUTHERN STAYING HOME PAGE > SOUTHERN STAYING - ONLINE RESERVATIONS | CLIENT SUPPORT'. There are three main service boxes: 1) 'Reservations [Submit a Ticket / Request]' with a green plus icon and the text 'Submit new Reservations, Bookings here.' 2) 'Contact Us:' with a green plus icon and the text 'Submit your General Enquiries here. [Use the View / Monitor link on the right to view progress on tickets already posted.]' 3) 'View or Monitor existing Ticket' with a magnifying glass icon and the text 'View or Monitor tickets [That you submitted in the past]'. At the bottom, there is a 'Knowledgebase' section with a link to 'Pre-rental Property Inspection Checklist For Landlords' and a 'Views' count of 1839.



The screenshot shows the iReside website interface. At the top left is the iReside logo with the text "Southern Staying Property Management". At the top right, it says "Longterm Rentals Property Management". Below the logo is a blue navigation bar with "Struisbaai" and "Brakpan" links. On the left side, there is a vertical menu with the following items: "Tenants Sign In", "Landlords Sign In", "Property Manager Sign In", "Helpdesk Support", "Facebook", "Southern Staying Estate Agents", "Staying Reservations - Vacations", and "World Solutions Fee Classifieds". The main content area has a header "IRESIDE ONLINE PROPERTY MANAGEMENT" and a date "NOVEMBER 2013". The main text reads: "Thank you for choosing iReside Online Property Management. iReside is the online longterm property rental management center that serves Southern Staying property managers, landlords and tenants. iReside property management made easy." Below the text is a horizontal banner image containing three smaller images: a woman holding a "FOR RENT" sign, a man and woman shaking hands, and a hand holding keys over a document labeled "RENTAL AGREEMENT".