

ETHOS

PRIVATE EQUITY

There's a gap in the board.

FOOD									
AFBRAND	7	8	7	-	-86.3	-	1.4	307524	6721
AVI	720	720	710	+5	46.9	4.2	8.0	344200	6440
AVI 5% C	700	700	700	-	62.8	3.8	-	21310	6441
CADSWEP	890	925	890	-35	-6.3	3.0	12.8	164840	6725
CONAFEX	900	-	-	-	30.1	1.5	8.3	-	6448
CROOKES	600	-	-	-	-18.9	10.0	5.7	-	6727
CHOICE	25	-	-	-	-	-	0.3	-	6728
CHOICE 10	20	-	-	-	-	-	-	-	6729
DELCORP	450	-	-	-	-1.5	-	6.5	-	6452
DELFOOD	440	-	-	-	-4.1	-	6.4	-	6731
DELHOLD	590	-	-	-	8.5	-	8.5	-	6453
HLH	600	600	600	-	-	1.2	9.2	5031	6735
HLH 7% CP	640	640	640	-	6.7	6.8	-	772	6736
ILLOVO	530	540	525	+7	-17.8	8.3	6.2	242381	6740
INTRADING	D 45	-	-	-	-73.5	6.7	3.8	-	6738
KOLOSUS	19	19	18	+3	-32.1	-	11.2	70000	6743
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NATCHIX	140	140	140	-	15.7	10.0	3.4	3000	6747
NAMFISH	126	-	-	-	-3.1	6.0	8.8	-	6748
NIMBUS	5	-	-	-	25.0	-	3.8	-	6745
NAMSEA	8	-	-	-	-42.9	-	-0.3	-	6749
OCEANA	700	-	-	-	72.8	5.2	6.9	-	6752
OTK	445	445	440	+3	56.1	3.7	5.8	220519	6753
RAINBOW	125	142	120	-17	34.4	-	23.1	52014	6755
SEAHARV	704	-	-	-	56.4	6.1	7.8	-	6757

And Ethos took it

LIFESTYLE	304	304	303	+1	1.3	-	9.4	293523	6762
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To unlock value, de-list.

With small cap companies currently out of flavour with the market, many investment opportunities are being overlooked. One such opportunity is First Lifestyle Holdings, the food and leisure group, identified by the Ethos team as having immense potential.

"We are attracted by Lifestyle's management, it's entrepreneurial spirit and its positioning in certain market niches. It has the right mix of growth and stability," comments Ethos partner, Eugene Stals.

Lifestyle comprises high-end niche brands such as Pieman's Pantry, Seemann's Meat Products, Astoria and Fifers Bakeries, Tradewinds Parasols, Weber, Braai Star, Big Jim and Lifestyle. Gull foods is a major supplier of convenience foods to Woolworths.

Ethos Fund IV, in partnership with executives from the management of Lifestyle, has bought out the company for R492 million. The company is now focusing on accelerating its growth within South Africa and its penetration into the export market. Ethos will be assisting management with strategies for the businesses. The company will be de-listed from the JSE, allowing it to grow unreservedly and to concentrate on its core business.

This is Ethos' 81st transaction and is the fifth deal concluded by Ethos Fund IV. The conclusion of this deal brings the total enterprise value of Fund IV's acquisitions to R6.2 billion (US\$838 million).

November 2000

