10+4 SMME
Growth and Empowerment Solutions
seeded and supported by Sanlam group

Quarter 1: 2025

Scaling SMMEs for Growth

Executive Summary

104⁺ continues to advance its mission of fostering inclusive economic growth by strategically investing in high-potential, impact-driven businesses. In the past quarter, the fund deployed R20.2 million across two new investments—Brave Group and Capital Link Partners. Brave Group, a leading integrated marketing and communications agency, received R9.2 million to support its growth and facilitate a shareholder transition.

The company demonstrates strong financial performance and a deep commitment to transformation, aligning with 104⁺'s empowerment objectives. Notably, through this investment, Brave Group has transitioned to a 100% Black-owned business, marking a significant step in the transformation of the marketing and communications sector.

"Our investment reflects our confidence in the team's vision and capability. What Musa and Andile are building is not only commercially sound but culturally and strategically vital for the evolution of the sector."

Phuti Senyatsi (104⁺ portfolio manager)

An R11 million investment was also made in Capital Link Partners, a 100% black-owned asset manager with a strong focus on renewable energy, socio-economic transformation, and regulatory compliance. Further capital deployment during the period included follow-on and new disbursements to several existing portfolio companies: R25 million to Wetility Finance across two tranches, R8.7 million to PCB Power Transformers (including an additional R1.1 million), and R20 million to Linea Capital. These loans continue to strengthen operational resilience, drive job creation, and expand market access for high-impact businesses.

The 104⁺ initiative, established and seeded by Sanlam, operates as a catalytic platform for scalable SMME development. Through a combination of debt, equity, grants, and guarantees, it enables specialist fund managers to support a wide range of businesses aligned with ESG, B-BBEE, and national development priorities. By the end of 2024, total funding available for SMME development reached R230 million, up from the initial R210 million which is bolstered by contributions from corporate partners. With a goal to mobilise R1 billion by 2030, 104⁺ remains committed to addressing structural barriers to entrepreneurship and unlocking sustainable, long-term impact across South Africa.

Meet the team

Ray-Ann Sedres
Qualification: (MBA)

Seapei Mafoyane
(Head of 104+)
Qualification: (MBA)

Lezahn Steenkamp
Qualification: CA(SA)

Investment Updates

This quarter, 104⁺ made two new strategic investments, further diversifying our portfolio and reinforcing our commitment to high-growth, high-impact businesses:

- **Brave Group:** 104⁺ has invested R9.2 million in Brave Group, a dynamic marketing, advertising, and communications agency group. Brave Group offers a suite of specialist capabilities, including integrated creative solutions, PR, experiential marketing, and AI-optimized strategy. This investment supports the exit of founding shareholders and facilitates the group's continued growth and innovation in the marketing sector. Brave Group demonstrates strong financial performance, a proven track record of client acquisition, and a commitment to transformation, with a high percentage of Black ownership and a focus on diversity and inclusion. This aligns with 104⁺'s objective to drive inclusive growth and empowerment.
- **Capital Link Partners (CLP):** 104⁺ has also invested R11 million in Capital Link Partners, a 100% black-owned and managed asset management firm. CLP offers asset management and capital advisory solutions, with a focus on fixed income, global multi-asset funds, and OTC (Over The Counter) products. This investment will provide CLP with essential capital to support its operations, meet regulatory requirements, and fund working capital and human capital needs. CLP's commitment to socio-economic transformation, its Level 1 B-BBEE rating, and its focus on renewable energy investments align with 104⁺'s impact objectives.

These new investments demonstrate 104⁺'s ongoing commitment to supporting businesses that not only show strong financial potential but also contribute to economic growth, job creation, and social empowerment.

SMME Growth Stories

Sheleen Cloete, founder of iKamva Hospitality Services, joined the UWC Sanlam Fellows Leadership and Mentorship Programme at a difficult point in her entrepreneurial journey. Feeling stuck and losing sight of her vision, she sought guidance that would challenge and inspire her. Through the 104⁺ Development Mandate, she was paired with a mentor who pushed her to rethink her business model, sharpen her marketing strategy, and expand her network. This shift in mindset proved transformative. Since then, Sheleen has successfully acquired a 26-bedroom hotel and nine commercial properties in the Northern Cape. Her journey is a testament to the power of tailored mentorship and targeted support in unlocking the potential of entrepreneurs from previously disadvantaged backgrounds. As she puts it, "Opportunities like this are what we need. We need guidance. We need to be seen. This is what changes everything."

> Through the 104⁺ Development Mandate, she was paired with a mentor who pushed her to rethink her business model, sharpen her marketing strategy, and expand her network.

Sheleen Cloete owner of Likamva Hospitality Services – Has secured a 26 bedroom hotel and 9 commercial properties in the Northern Cape from the NEF (National Empowerment Fund) and she says the Sales and Marketing elements of the programme really prepared and propelled her to do the application.

Portfolio Overview

To illustrate 104+'s strategic allocation of resources, the following provides a detailed overview of investments made across its primary mandate areas. It outlines the total funds invested to date, the number of SMMEs that have benefited from this funding, and the specific SMMEs involved. Additionally, the overview indicates how these investments align with the United Nations Sustainable Development Goals (SDGs), demonstrating 104+'s commitment to broader developmental objectives. For more information, refer to our 2024 Annual Report.

Mandate	Funds invested to date	Number of SMMEs reached	SMME benefitting	Alignment to SDGs
Empowerment Mandate[3]	R25.0M	1	wetility	7 Affordable and clean energy; 11 Sustainable cities and communities; 13 Climate action
Growth Mandate	R86.7M	5	i-G3N; Mortgage Market (Your Home, Your Way); PCB Power Transformers; LINEA; Shamrock Pies (Since 1973)	7 Affordable and clean energy; 8 Decent work and economic growth; 9 Industry, innovation and infrastructure; 10 Reduced inequalities; 11 Sustainable cities and communities
Development Mandate	R16.9M	79	University of the Western Cape; CEI (centre for entrepreneurship and innovation); Sanlam (Live with confidence); South African National Parks; I AM AN ENTREPRENEUR	1 No poverty; 8 Decent work and economic growth; 10 Reduced inequalities

Capital Link Partners and Brave Group are still in the process of being on-boarded and are not reflected in the current data.

R5m Loan
18 July 2023
R5 million loan disbursed to Wetility Finance

R20m Loan
14 December 2023
R20 million loan disbursed to Wetility Finance

R18m Loan
18 Decemeber 2023
R18 million loan disbursed to Mortgage Market

R7.6m Loan
19 December 2023
R7.6 million loan disbursed to PCB Power Transformers

R20m Equity
22 December 2023
R20 million equity invested into IG3N

R20m Loan
1 August 2024
R20 million loan disbursed to Linea Capital

R20m Loan
15 November 2024
Clover Projects: R20 million Loan disbursed on Shamrock Pies acquisition

R1.1m Loan
24 December 2024
PCB Power Transformers: Additional R1.1 million Loan disbursed

R9.2m Loan
Q1 2025
R9.2M loan disbursed to Brave Group

R11m Loan
Q1 2025
R11m loan disbursed to Capital Link Partners

The above timeline illustrates 104⁺'s strategic investments, showcasing the dates and amounts of capital deployed to various SMMEs. These investments, which range from R5 million to R20 million, are structured as both loans and equity, demonstrating 104⁺'s flexible approach to meeting the diverse financial needs of growing businesses. The timeline highlights the consistent flow of capital into the SMME sector, with investments made throughout the period. This pattern of investment underscores 104⁺'s commitment to providing ongoing financial support to drive SMME growth and contribute to economic development.

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Next quarter's priorities

Fundraising

Next quarter's core priorities are fundraising and the strategic marketing of the fund. Our fundraising will focus on strengthening existing investor relationships and actively engaging potential new partners through targeted communication. We will also explore diverse channels and refine our materials, setting clear targets to guide our efforts.

Marketing

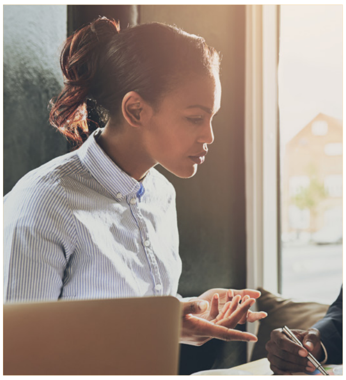
Concurrently, we will implement a robust marketing strategy to build brand awareness and support fundraising. This includes enhancing our online presence and developing compelling content to communicate our fund's value. Targeted communication and exploring public relations opportunities will further amplify our reach.

Thank you

Thank you for your continued support and commitment to advancing inclusive economic development in South Africa.

Through your investment, 104 has been able to channel funding to high-potential SMMEs that are driving job creation, youth participation, and women's economic empowerment. The outcomes achieved to date are a testament to the collective effort behind this work, with measurable progress in employment, enterprise growth, and access to capital for previously disadvantaged groups.

The success of 104's mandates is made possible by the strength of its partnerships with funders and investors who share a vision for an equitable and opportunity-rich future.



104+ SMME

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www.104smme.co.za

admin@104smme.co.za