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ZEST GETS ENERGY BOOST WITH AFRICA POWER TEAM

The Zest Group has acquired a majority shareholding in Africa Power Team, with the original founders of the company, Coenraad Vrey and Sean Allen, retaining the balance of the shareholding. The company will trade as Zest Energy under the management of Vrey.

“We have always maintained that it is our aim to provide customers with a comprehensive basket of power solutions. While it is true that the Zest organisation has a wide variety of products that go to market there remained a gap for the provision of continuous power solutions,” Louis Meiring, managing director of Zest, says.

“Although we have been able to offer emergency standby power in the form of generator sets through Zest Group company, IMS, the advantages of aligning ourselves with a company that can supply permanent power options are obvious,” he adds.

“This marriage is highly beneficial to both parties as with Zest’s input and investment we can comfortably expand the business by providing additional financial support and at the same time we can fulfill our commitment to our customers to provide a total solution,” Meiring says. “We see Zest Energy as a

standalone business, in other words, we will leave it to operate without interference. Our input is merely to offer our management expertise and provide a stronger financial base.”

“Being in the business of continuous power generation is very specialised. Africa Power Team offers customer specific packaged power solutions suitable for the harsh operating conditions so often found in Africa. This is important since traditionally South Africa, and indeed a lot of southern Africa, has not had continuous power options as power was provided solely through Eskom,” Coenraad Vrey, managing director of Zest Energy, says.

“Africa Power Team is firmly established in that sector of the industry with its specific focus on continuous power generation,” Meiring adds. The company is a turnkey packager and supplier of power generation equipment specifically designed for on-site power generation and distributed generation projects that require utility grade baseload, peakload or critical emergency power.”

“Throughout its development and transformation, African Power Team is fully aware that the needs of every customer are unique, and requires that it maintain complete flexibility in terms of the range of services offered to the market,” Vrey adds.

“This justifies our approach in meeting every situation with a package incorporating the relevant company systems needed to ensure that our

customer's requirements are exceeded. By cooperating and liaising with our customers and other engineering contractors we have been able to provide superior planning and project execution, and the successful delivery of products and services," Vrey says.

"This is a perfect synergy for us to participate in WEG's success in cogeneration and hydro power through the supply of hydrogenerators and turbogenerators, which are widely used by power and utility companies for their high efficiency and durability," Meiring says.

"This opportunity has set the tone and foundation for Zest to establish itself in this sector of the market and we are fortunate to have the opportunity to invest in an existing company which has the necessary resources, products and the appropriate team to manage it. From our side we bring to the table the extensive experience which WEG has in terms of cogeneration and hydropower," Meiring adds.

Meiring says there is an exceptionally large market for reliable continuous power generation and supply. "There is a major demand throughout Africa, especially within the mining sector. We can offer equipment that is designed and manufactured to offer high levels of reliability.

“This market calls for skilled and experienced people as well as proven systems and solutions. Zest Energy is destined for success as its shareholders have both the ability to source good reliable solutions for continuous power generation as well as a track record of equipment and technology with access to proven equipment and experience across the spectrum of solutions,” Meiring says.

“In addition, because cost plays a major role in this extremely capex intensive market sector, we need to be able to supply a complete solution at a competitive price. By utilising the synergies within the Zest Group, it is possible to contain costs and at the same time provide an uncompromising service and product range offering,” Meiring says.

“Our mission is to expand the concept of value to include all elements of the total product or service experience, in other words, quick response, superior on and off-site service, dependability and reliability. We categorise the elements of customer value as operational excellence, customer flexibility and technical leadership,” Vrey concludes.

CAPTION FOR POWER: Louis Meiring, managing director of Zest.

ENDS ... JULY 2009