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MEDIA RELEASE

Ref: No. 256

King Lager N\$500 000 winner announced

WINDHOEK, 01 August 2017

Married with three children, 54-year old Helena David who hails from the Oshikoto Region has been saving up for the past 20 years in hopes of owning her own house one day. Just recently David learned that her savings/contribution of N\$50 per month over the past two decades – as a member of the Twangana group of shack dwellers - qualifies her for but a meager N\$180,000 mortgage bond. *King Lager* – Namibia Breweries Limited's (NBL) locally brewed beer that contains un-malted barley – has made this dream of David a reality when she was announced the grand prize winner of the King Lager campaign which ran from 05 December 2016 to the 31st of March 2017.

David: "I have been struggling for so long to have my own house, and was just about to give up on this dream when I learned of the King Lager competition in which I stood a chance to win N\$500,000 towards my own home. I decided to take part and regarded this as my last and only hope to build a house for my family. Being announced as the grand prize winner gave me new hope in life. I am now able to build my own house, which changes my and my family's life completely." David has been living in a shack at the Greenwell Matongo resettlement area in Windhoek for the past twenty (20) years and shares her 'home' with her husband and one of three children.

David: "Entering the competition of King Lager was my only hope for a home my family and I can call our own. I learned of the campaign as I am a supporter of the brand, especially because the word "King" is representative of the men and women of this country who work hard every day to feed and build a future for their families, as well as to grow our nation." David is currently in the process of finalizing her plans and hopes to start building her new home soonest.

Meanwhile, Johannes Matias from Swakopmund - the winner of the N\$150,000 worth of building material in the same competition is also excited to use his winnings to build a home in the North, in Ondangwa – a dream come true. Matias: "I cannot wait to finally start building the house I have been dreaming of for so many years. Thank you Ohlthaver & List (O&L) (*Namibia Breweries Limited (NBL) is an affiliate company of the O&L Group*) for staying true to your promise and purpose of "Creating a future, enhancing life". I am eternally grateful at this once-in-a-lifetime opportunity which King Lager in particular gave us as platforms such as these create excitement and hope, in this time where having your own home seems like a dream far-fetched for most Namibians – a very expensive and unaffordable reality for the majority. This competition, and the fact that I was lucky enough to be a winner, changed my life. I am truly grateful."

NBL Senior Brand Manager: King Lager, Elize van Kradenburg stressed that the prizes put up for grabs during the King Lager campaign were the only ones that made sense, and really spoke to the need of many Namibians. Van Kradenburg: "It is impossible for so many Namibians to afford a house of their own, because of the exorbitant house prices in our country. When we decided on the prizes to give

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away, we did so in hopes that someone who really needs it, wins. We saw the competition prizes as befitting to the current position Namibians find themselves in with the sky-high cost of housing. When we sat down to decide what the prizes will be, we were immediately drawn to this opportunity to hopefully make things easier for at least two Namibians in this trying times. I am excited and very happy that this was indeed the case as both David and Matias are truly deserving of this since they have been working extremely hard for many years towards the dream of housing them and their families. It makes my heart jump for joy that two well-deserved individuals and families who really need it, won these amazing prizes.”

Ends,

Married with three children, 54-year old Helena David who hails from the Oshikoto Region walked away as the grand prize winner of the *King Lager* campaign by Namibia Breweries (NBL) – a subsidiary of the Ohlthaver & List (O&L) Group – and won N\$500, 000 towards a house.



Johannes Matias from Swakopmund - the winner of the N\$150, 000 worth of building material in the *King Lager* campaign by Namibia Breweries Limited (NBL) - a subsidiary of the Ohlthaver & List (O&L) Group - is excited to use his winnings to build a home in the North, in Ondangwa - a dream come true.



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