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**O&L advances its company portfolio with a new kid on the block -
*sociality***

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On Tuesday, 21 November 2017 the Ohlthaver & List (O&L) Group expanded its company portfolio with an addition to the list of subsidiaries the group has built and successfully sustained since its inception in 1919. *sociality* is an agency born from the identified need of a player in Namibia that helps the local business fraternity to use Social Media to its fullest potential on the journey of economic prosperity, and a greater future for Namibia and its people.

At the launch event, the O&L Group Executive Chairman, Sven Thieme stressed on the importance for Business Namibia to understand social media – both the repercussions if used incorrectly, and its fullest potential if used correctly, and smartly. Thieme: “The introduction of *sociality* is another confirmation by the O&L Group, of its passion about, and commitment to the group purpose of ‘Creating a future, enhancing life’ for all Namibians. On this journey of building the Namibian economy, and striving for a better future for Namibia and her people it is critical that we all understand the importance of adapting to this evolving world, and how we can use it to our advantage going forward. *sociality* is a service provider to Business Namibia, to help our business men and women, and entrepreneurs, as well as government embrace the reality of the digital sphere, the impact it has and the significant benefits it could provide to growth and development, and prosperity going forward.”

Director of *sociality*, Japie Swanepoel emphasized the marketing landscape in Namibia as quite sophisticated, with a gap between how Business Namibia uses the digital sphere and how they could use it for ultimate benefit. Swanepoel: “Of the thirty-eight (38) holdings companies listed on Namibia Stock Exchange (NSX), only four (4) have active Namibia focussed Instagram accounts. Only five (5) Namibian individuals have Instagram accounts with more than 10,000 followers. The low presence of Namibians, especially Business Namibia on Instagram is but a simple indication of the lack of knowledge on how significantly social media presence can contribute to business success, because if people did know, Namibia would have a stronger presence. *sociality* aims to close that gap and help the Namibian community make the best of social media for their benefit. This perfectly speaks to the O&L purpose of ‘Creating a future, enhancing life’.”

Swanepoel founded Interactive Concepts in January 2009 - an online marketing agency that serves clients in South Africa, Kenya, Namibia and Zimbabwe. He is a former Director of *Longtail* and *Quirk Digital* in South Africa. He worked as new business developer for an online marketing agency in South Africa and London, UK, and holds a B.Com Degree from the University of South Africa (UNISA) and a Diploma in Hotel Management from the University of Johannesburg.



"I have full confidence in Swanepoel's ability to turn *sociality* into a cornerstone and significant contributor to taking Business Namibia to the next level," Thieme concluded.

Ends,

Note to the Editor:

The O&L Group portfolio includes: Namibia Breweries Limited (NBL); Pick n Pay (PnP) Namibia; O&L Leisure; O&L Energy; Broll Namibia; Namibia Dairies (ND); Weathermen & Co; Brand Tribe; Windhoek Schlachtereij; O&L Centre; Dimension Data (DD); Hangana Seafood; Kraatz, and *sociality*.



O&L Executive Chairman, Sven Thieme (left); O&L Group Director: Corporate Affairs, Gideon Shilongo (right), and Japie Swanepoel, Director of *sociality* – a new addition to the O&L company portfolio launched earlier this week.



