

GREEN ROUTE
AFRICA

Southern & East Africa's Leading
Destination Management Company

COMPANY PROFILE

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A division of Dragonfly Africa Tours (Pty) Limited.

Registration no: 1990/03308/07. Directors: B Jeffries* R J P Jeffries* K Roos B Schreiber M Waller Y Woeke-Jacobs C Els (*British)

INTRODUCTION

Dragonfly Africa Group has been involved in providing a wide range of services across a broad spectrum of tourism for 33 years.

Our main business is incoming tourism from all over the world in the form of individual travellers, groups, meetings, incentives, conferences and exhibitions. We are well known in the industry for our creativity and high levels of service.

Dragonfly Africa pioneered the extremely successful private game safaris / country hotel package combinations. We have expanded on these itineraries, offering exciting travel ideas which offer a blend of the best accommodation and services that Southern Africa has to offer.

In addition to our Travel Department, Dragonfly Africa has a large Meetings, Incentive, Conference and Events Division which creates exciting programmes for larger numbers. We employ a number of highly specialised staff who, together with our creative team, are able to produce original and spectacular proposals for small, exclusive groups of 20 participants to large groups of 500 - 1800 participants or more.

Dragonfly Africa was initially born out of the country hotel that the company owned - Cybele Forest Lodge & Health Spa.



This hotel became the first ever Relais et Chateaux hotel in Southern Africa.

Throughout the 1980's the travel business continued to expand and so moved its Head Office to Johannesburg, with an operations unit in Cape Town.

While South Africa experienced a change to a Democratic Government in 1994, the company saw additional opportunities in the MICE (meetings, conference, incentive & events) market and became involved with that from an early stage.

During 2010 Dragonfly Africa acquired 100% of Cape Town based competitor Green Route. This exciting development finalised the merger of two of Southern Africa's leading Travel and Destination Management companies. With the acquisition of Green Route, The Dragonfly Africa Group has also invested in setting up Green Route East Africa. With an office in Nairobi, and now registered as a Kenyan Tour Operator, the East Africa office is well set-up to handle incentive programmes, conferences, and group and FIT bookings in Kenya, Tanzania, Uganda and Rwanda.

PROFILES



Rupert Jeffries, Executive Chairman

As Executive Chairman of two of the most established and successful destination management companies in Southern Africa - Dragonfly Africa - Jeffries has captured a significant slice of the high yield incentives market – a market virtually unknown in South Africa in 1994, when it all began. London-born Jeffries arrived in South Africa in 1975 as a Grey-Phillips advertising executive, fell in love with the country and made it his home. While still on international transfer in 1979, he visited Cybele Forest Lodge and Health Spa in Mpumalanga and after some soul searching, decided to buy it.

Whilst running Cybele, it occurred to Rupert that exploring the regions scenic beauty from the air might be of interest to guests. Dragonfly Africa gradually emerged from this foundation of helicopter adventure tours and South African combination travel packages.

Dragonfly Africa is involved in the following travel markets: USA & Canada, Russia & CIS, Australia & New Zealand, Brazil and Argentina.



History of Green Route

Green Route was formed in 1991 and opened an office in Victoria Falls, Zimbabwe. The company was a pioneering force as a specialist Destination Management Company, firstly in Zimbabwe and then in all of southern Africa. Kerry Roos, the current Director, started working for Green Route in 1998. In 2001 she established the Green Route head office in Cape Town when it was moved from Victoria Falls. Kerry is now a Director and shareholder of Dragonfly Africa Group. In 1995 Green Route was awarded the first SITE Crystal Award in Africa, and this was the first of many accolades ahead.

Green Route Africa is involved in the following travel markets: United Kingdom, Benelux, Germany, France, Italy and Poland.

MISSION STATEMENT

To provide our clients with a top quality level of service resulting in an exceptional travel experience.

To demonstrate our creativity, innovation and commitment in a way which distinguishes us from others in the market place and leaves our clients with a strong feeling that they have received something special - something that represents value for money.

To build a team of knowledgeable, responsible, accountable and well-rewarded staff who are proud to be associated with the Group and who see a long term future for themselves within the Group.

To carefully identify the markets or business areas that we wish to be involved with.

To build and sustain solid relationships with our clients and suppliers.

To contribute meaningfully to the re-greening of Africa, and to help educate and develop the local communities that we work within.

WHERE WE OPERATE



WHY CHOOSE SOUTHERN AFRICA?

Excellent meeting, conference and exhibition facilities

Magnificent scenery

Exceptional Safari / Wildlife experiences
– The Big Five: Lion, Leopard, Elephant, Rhino and Buffalo (and the Small Five: Leopard, Tortoise, Ant Lion, Elephant Shrew, Rhino Beetle and Buffalo weaver!)

Five star hotels and first class service

Remarkable diversity of cultures, customs and languages

Temperate year round climate

Exceptional value for money

Daily non-stop flights from the USA, ex Atlanta, New York, JFK and Washington, Dulles and other international cities

Regular domestic air options - scheduled and charter

Direct flights from Brazil, Europe and Australia

Sophisticated cities

Excellent infrastructure including telecommunications and roads

Great food and wine

First class medical facilities

Luxury air-conditioned coaches

Professional, qualified foreign language guides and translation services when required

WHY CHOOSE GREEN ROUTE?

Position in the Southern & East African Market

Green Route Africa is considered one of Southern & East Africa's leading destination management companies.

We are acknowledged as the top South African company operating in the UK and Europe markets.

After many years of involvement with traditional travel, and incentive, meeting and conference business, the Group is well known in the Southern African market.

Why our clients choose us

More often than not, we find ourselves in a competitive bid situation and, once a project has been awarded to us, we make it our business to find out why. Our main strengths are as follows:

Creativity / Research

We are well known for our creativity, and will continue to put forward practical and exciting ideas throughout the life of the project. We research new ideas and products on an ongoing basis and ensure that our staff and overseas sales offices are kept up to date with market developments.

Attention to detail

From the very beginning, we start to involve ourselves in detailed programme or itinerary planning which includes provision and planning for all contingencies.

Information

We want to make it easy for you to sell the destination to your client, so we will provide you with clear and motivating information and reasons for all aspects of the programme / itinerary proposed.

Keeping in touch

We believe in top rate service and will keep you in touch and informed throughout the project. We prefer to be asking you for answers rather than the other way around.

Buying Power

We have exceptional buying power within the Southern African market, due to volumes placed, and are treated with respect by the market.

We are always keen to negotiate added value for our clients, e.g. upgrades, additional free rooms, late check-outs, meeting rooms, the waiving of overtime fees, etc.

Relationships with Suppliers / Vendors

We have particularly strong relationships with all our suppliers, with whom we have worked for many years. Our company philosophy is to be respectful to all suppliers at all times, from the most senior to the most junior person.

As a result, it is a fact that suppliers enjoy working on Green Route Africa projects and appreciate our organizational ability which in turn makes their lives less stressful. Through these bonds, we are able to attain added attention and enthusiasm, and value when and where it really matters.

Financial Expertise

All our quotations are presented in a line by line, item by item format. This is very helpful for clients in arriving at a final budget, as items can be added or deleted. For a large project, it is usually our policy to bring accountants on site

to control the billing and to provide daily updates for the clients to sign off.

Green Tribe

Green Route Africa is a serious and early adopter of innovative and sustainable Corporate Social Responsibility Projects that may be integrated into programmes through our Green Tribe initiative, a Section 21 Company (not for profit).

Operational skills

We are experienced in meeting individuals on arrival at airports and in managing and controlling large groups, including those with multiple airport arrivals. We have the facility to meet clients at the door of the aircraft and fast track them through immigration. We are used to having back up plans and to having plans changed at the last moment.

We have an excellent team of professionals and experienced people who are all given specific tasks during an incentive or conference programme.

We have a large network of very experienced guides and tour directors who have worked on previous projects with us and who understand exactly how we operate and what is required of them.

Expertise in pre and post extensions

With our Travel Department, we specialise in extensions and regularly co-ordinate and manage pre and post tours for our clients, including website links, as many of our clients arriving from around the world for an incentive, meeting, or conference, want to see more of the country.

Staff Long Service

We have a history of staff stability. For example 31yrs service for our Executive Chairman, 21 years for our Senior Operations Manager, 15 years for our Financial Director, 14 years for our CEO, and 11 years for our Sales and Marketing Director.

Air Charter

The company specialises in helicopter and fixed wing air charter – from Cessna and Beechcraft to Boeing and Airbus. We are able to source the most competitive rates and provide clients with full aircraft documentation including of course insurance cover.

Coach Charter

We have been associated with our preferred coach company over many years. They have a modern fleet with a variety of vehicles from Quantums, to 22-seater and 44-seater luxury coaches. The latter with an onboard fridge, restroom and P.A system.

The drivers are all well trained and extremely courteous.

VIP Vehicles

We have superb vehicles available for transfers and tours – from the top of the range BMW's to 9-seater luxury Hyundai's. All our drivers are experienced South African Tourism registered driver/guides, and our Johannesburg drivers have completed BMW advanced driving courses.

Duty Officer

We have a 24-hour duty officer on call 365 days of the year.

Production, Design Services & Photography

Green Route Africa has an associate division that specialises in conceptual design for ideas, themes and production for motivational programmes. From initial communication through to all on site material and branding. Gifting, professional photography and videography are also areas in which we specialise.

STAFF TENURE

<i>Name</i>	<i>Designation</i>	<i>Years of Service</i>
Rupert Jeffries	Executive Chairman	36 Years
Lucy Quinan	Senior Manager: Operations	24 Years
Barry Schreiber	Director: Finance	20 Years
Michael Waller	Chief Executive Officer	17 Years
Kerry Roos	Director: Operations & Product Development	16 Years
Yolanda Woeke-Jacobs	Director: Sales and Marketing	15 Years
Milva Grispo-Lopes	Leisure Manager	13 Years
Bonny Robb	General Manager: Green Route Africa	13 years
Mary Mileham	Executive Assistant	12 Years
Kathy Byrom	Manager Finance Green Route Africa	10 Years
Sheetal Vallabh	Senior Leisure Specialist	9 Years
Clinton Els	Director: Dragonfly Africa Incentives & Travel	8 Years
Debbie Holmes	Manager: Incentives	8 Years

OUR PROFESSIONAL PARTNERS

Bankers

Company: Nedbank - Sandton City Branch
Contact person: Cheryl Dashwood – Private Banker
Telephone: +27 11 775 2822
Fax: +27 11 883 9030
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Email address: cheryld@nedbank.co.za
Years of service: 15 years

Auditors

Company: KPMG (previously Deloitte & Touche)
Contact person: Jeremy van Niekerk
Telephone: +27 13 752 7131
Fax: +27 13 752 6357
Address: 5th Floor, The Pinnacle Building, Nelspruit, Mpumalanga
Email address: jeremy.vanniekerk@kpmg.co.za
Years of service: 23 years

Attorneys

Company: Werksmans Attorneys
Contact person: David Hertz / Trevor Boswell / Bulelwa Mabasa
Telephone: +27 11 535 8000
Fax: +27 11 535 8600
Email address: dhertz@werksmans.com / tboswell@werksmans.com /
bmabasa@werksmans.com
Address: 155 – 5th Street, Sandown, Sandton, Johannesburg
Years of service: 16 years

Advertising Agency

Company: Signalroom Communications (Pty) Ltd
Contact person: Graham Taylor / Jurgen Lubbe
Telephone: +27 11 467 6561/2
Fax: +27 11 467 6684
Email Address: graham@signalroom.co.za / jurgen@signalroom.co.za
Address: Block D Lonehill Office Park, Lonehill Boulevard, Johannesburg
Years of service: 16 years