

Media Release
13 December 2022

Zeda Limited lists on the Main Board of the Johannesburg Stock Exchange
Returning to the JSE as Africa's largest and only integrated mobility solutions provider

Highlights

- The listing creates a first of its kind, integrated mobility offering in Africa providing end-to-end mobility solutions
- Zeda will continue to trade as the well-known and highly recognisable Avis and Budget brands
- Zeda will drive a vision of versatility and an economy of usership over ownership

Johannesburg – Zeda Limited (“Zeda”) today listed on the Main Board of the Johannesburg Stock Exchange (JSE) under the share code “ZZD” following the successful unbundling from Barloworld.

As the only end-to-end mobility provider offering tailored short-, medium- and long-term car rental and vehicle fleet leasing services in southern Africa, Zeda has created a holistic and modular offering, able to meet customer requirements from driven services to leasing extra-heavy commercial vehicles as needed. The key to our strategy is the ability to accurately forecast customer demand for our services, whilst simultaneously ensuring the correct allocation of resources through our agile integrated operating model.

Zeda Chief Executive Officer, Ramasela Ganda said: *“The listing is a culmination of three years of hard work and dedication to unlock our mobility aspirations for Southern Africa. We foresee a future of usership, where our customers can rent a vehicle from us for a specified amount of time and a set cost. Customers have a vehicle when they need it and don’t when they don’t need it – thereby reducing the overall cost of ownership for the customer.*

We are an ingrained part of southern Africa’s mobility and our ability to leverage our scale and proprietary forecasting abilities make Zeda the natural partner of choice for the future of mobility in southern Africa.”

Zeda will continue to operate under the Avis and Budget brands, supported by Avis Car Sales which is the primary disposal channel for our vehicles identified for de-fleeting. We will continue to drive a customer-centric culture, delivering the same value we have become known for over the past 55 years.

“Our future is an exciting one. As a listed entity, we have access to new pools of capital, guided by our own allocation strategy geared toward not only shareholder growth but Africa’s economic growth. Our focus will be on accelerating the usership economy, improving and expanding our offering, and digitising our business process to improve customer experience.

We look forward to continuing to deliver sector leading performance and making meaningful contributions to the societies in which we operate,” said Ganda.

Ends

Issued for and on behalf of Zeda by Brunswick South Africa
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About Zeda

Zeda was established in 1967 as Zeda Car Rental and Tours (Pty) Ltd. It has grown to become Africa's largest and only integrated mobility solutions provider. It has operations in Africa, and its headquarters in Johannesburg, South Africa. Zeda operates the widely recognised Avis and Budget global brands under a long-term license agreement with the Avis Budget Group (ABG).

Car Rental business operates under the brand name Avis Budget and focuses exclusively on rentals that do not exceed 12 months. The customer segment base is diversified and consists of private sector, public sector, insurance business (replacement), inbound market, domestic leisure market and subscription. This business provides a range of products and services to a wide range of customers which include car rental, chauffeur services, luxury, and van rental.

Avis Fleet provides a full spectrum of outsourced mobility solutions to private and public sector entities including leasing, fleet management, maintenance and service plan solutions, fuel management, traffic fine management, accident management and vehicle telematics. The offering is across passenger, light delivery vehicles, and commercial vehicles up to extra heavy vehicles for all categories of fleet users, with a sub-Saharan Africa footprint. The holistic and modular offering allows customers to focus on their core operations, while Avis Fleet takes care of their mobility needs and ensures maximum up-time for their operations.

Avis Car Sales sells used cars from our rental and leasing businesses to retail customers and wholesalers. This is done through the 14 Avis Car Sales dealerships, wholesale outlets, our online channel or through independent auction site www.avisauction.co.za. Retail vehicles are advertised on the company's online sales portal and other third-party websites. Wholesale stock is sold through our online auction trading platform or through bulk deal offerings direct to the market. Avis Car Sales accepts trade-ins and buy-ins, allowing for market competitiveness and an alternative car stock source.

For more information, visit Zeda.co.za