Notice of Annual General Meeting

NOTICE IS HEREBY GIVEN THAT the Annual General Meeting of members of Blue will be held at Blue Financial Services Limited, Boardwalk Office Park, 107 Haymeadow Street, Faerie Glen, Pretoria 0081 on Thursday 18 November 2010 at 12:00 for purposes of considering and, if deemed fit, passing with or without modification, the resolutions set out below:

1. Ordinary resolution No 1

Resolved that the annual financial statements of the Company and the Group for the year ended 28 February 2010, including the directors’ report and the report of the auditors be received and adopted.

2. Ordinary resolutions No 2.1 to 2.11

The resignation of the board of directors consisting of Sipho Twala, Mpumela James Sondiyazi, Michael Gavin Meehan, James Albert French, Alex-Handrah Ruth-Emilienne Aime, Zain Laher, Antonios Couloubis, Andre Steyn, Wessel Johannes Smit, Christoffel Beltsasar Klopper and Shaun Strydom, with effect from the 1st business day following the date on which the last of the conditions precedent to the Subscription Agreement entered into between Blue and Mayibuye Group (Pty) Ltd, was fulfilled or waived as the case may be (“Subscription Date”), is hereby noted.

The curriculum vitae for each of these directors appear at the back of this booklet as Addendum A.

2.1 Resolved that the appointment, with effect from the Subscription Date, of Sipho Twala as an independent non-executive director of the Company and chairman of the board be and is hereby approved.

2.2 Resolved that the appointment of Robert Emslie, with effect from the Subscription Date, as an independent non-executive director of the Company and deputy chairman of the board be and is hereby approved.

2.3 Resolved that the appointment of Timothy Till, with effect from the Subscription Date, as an independent non-executive director of the Company be and is hereby approved.

2.4 Resolved that the appointment of Leonard Fine, with effect from the Subscription Date, as an independent non-executive director of the Company be and is hereby approved.

2.5 Resolved that the appointment of James Albert French, with effect from the Subscription Date, as an independent non-executive director of the Company be and is hereby approved.

2.6 Resolved that the appointment of Michael Gavin Meehan, with effect from the Subscription Date, as an independent non-executive director of the Company be and is hereby approved.

2.7 Resolved that the appointment of Alan Ber, with effect from the Subscription Date, as a non-executive director of the Company be and is hereby approved.
Blue Financial Services Limited  
(Incorporated in the Republic of South Africa)  
Registration Number: 1996/006595/06  
Share code: BFS  
ISIN: ZAE000083655  
(“the Group” or “the company” or “Blue”)  
Notice of Annual General Meeting for the year ended 28 February 2010

NOTICE OF ANNUAL GENERAL MEETING

2.8 Resolved that the appointment of Moss Mashishi, with effect from the Subscription Date, as a non-executive director of the Company be and is hereby approved.

2.9 Resolved that the appointment of Antonios Couloubis, with effect from the Subscription Date, as a non-executive director of the Company be and is hereby approved.

2.10 Resolved that the appointment of Johan Meiring, with effect from the Subscription Date, as an executive director and chief executive officer of the Company be and is hereby approved.

2.11 Resolved that the appointment of Shaun Strydom, with effect from the Subscription Date, as an executive director and chief financial officer of the Company be and is hereby approved.

3. Ordinary resolution No 3

Resolved that with effect from 1 March 2010, the fees payable to the independent non-executive and non-executive directors be set as follows:

- The chairman of the board, a retainer of R240 000 per annum and R7 000 per meeting.
- Independent non-executive and non-executive directors, a retainer of R140 000 per annum and R7 000 per meeting.
- Committee members, including the chairmen of these committees, R7 000 per meeting.

4. Ordinary resolution No 4

Resolved that the appointment of Messrs Deloitte & Touche as the company’s external auditors with effect from 30 September 2009 be confirmed following, the resignation of KPMG Inc on 30 September 2009. Mr Wiebe Klaassen (IRBA No 163856) from Deloitte & Touche (and failing him, such other duly qualified auditor from Deloitte & Touche as the board may appoint) will undertake the audit.

5. Ordinary resolution No 5

Resolved that the directors are authorised to determine the remuneration of the external auditors, Messrs Deloitte & Touche, for the past year’s audit.

6. Ordinary resolution No 6

Resolved that the authorised but unissued shares in the capital of the Company be placed under the control of the directors of the Company to, by way of a general authority, allot or issue such shares at their discretion, subject to the provisions of sections 221 and 222 of the Companies Act, No. 61 of 1973, as amended (“the Act”) and the Listings Requirements of the JSE Limited (“the JSE”) (“the Listings Requirements”), until the next annual general meeting of the Company.

No issue will be made that could effectively transfer the control of the Company without the prior approval of members in a general meeting.
7. Ordinary resolution No 7

Resolved that the directors be and are hereby authorised, subject to the Listings Requirements and until the conclusion of the next annual general meeting of the Company, but in any event not later than 15 months from the date of this meeting, to issue, at their discretion, ordinary shares for cash, other than by way of a rights offer, provided that:

a) the shares which are the subject of the issue for cash must be of a class already in issue, or where this is not the case, must be limited to such shares or rights that are convertible into a class already in issue;

b) the shares so issued shall be issued only to public shareholders (as defined in paragraphs 4.25 to 4.27 of the Listings Requirements) and not to related parties;

c) the number of shares so issued shall not in any one financial year exceed 20% of the number of ordinary shares in issue at the time the issue is made; and

d) in determining the price at which an issue of shares for cash will be made in terms of this authority, the maximum discount permitted will be 10% of the weighted average traded price on the JSE of the Company’s shares over the 30 business days prior to the date that the issue price is determined or agreed by the Company’s directors.

Should shares be issued for cash in terms of this authority representing, on a cumulative basis within a financial year, 5% or more of the number of shares in issue prior to that issue, an announcement shall be published in accordance with the provisions of the Listings Requirements.

This resolution requires the approval of not less than 75% of the votes cast by shareholders present or represented by proxy and entitled to vote at the meeting, excluding the votes of the Company’s Designated Adviser and controlling shareholders of the Company, together with their associates.

8. Ordinary Resolution No 8

To consider that any director or the company secretary of the Company be and is hereby authorised to sign all such documentation and do all such things as may be necessary to implement the above mentioned special and ordinary resolutions which are passed by the members.

9. Ordinary Resolution No 9

To transact such other business as may be transacted at an annual general meeting.
Blue Financial Services Limited
(Incorporated in the Republic of South Africa)
Registration Number: 1996/006595/06
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ISIN: ZAE000083655
("the Group" or "the company" or "Blue")

Notice of Annual General Meeting for the year ended 28 February 2010

NOTICE OF ANNUAL GENERAL MEETING

PROXY AND VOTING PROCEDURE

Certificated shareholders and dematerialised shareholders with “own name” registration are entitled to attend or vote at the annual general meeting and are entitled to appoint a proxy to attend, speak and vote in their stead. The person so appointed need not be a shareholder of the Company.

If certificated shareholders or dematerialised shareholders with “own name” registration are unable to attend the annual general meeting, but wish to be represented thereat, they must complete the proxy form attached hereto.

In order to be effective, proxy forms should be delivered to the transfer secretaries, Link Market Services South Africa (Pty) Ltd, 11 Diagonal Street, Johannesburg, 2001 (PO Box 4844, Johannesburg, 2000) so as to reach this address by no later than 12:00 on Tuesday, 16 November 2010.

Shareholders who have dematerialised their shares, other than with “own name” registration, should contact their Central Securities Depository Participant (“CSDP”) or stockbroker:

- To furnish their CSDP or stockbroker with their voting instructions; or
- In the event that they wish to attend the meeting, to obtain the necessary Letter of Representation to do so.

This must be done in terms of the agreement entered into between the shareholder and the CSDP or stockbroker concerned.

Any shareholder having difficulties or queries with regard to the above may contact the company secretary on 011 482 4019.

By order of the board

Elise Waldeck
Company Secretary
29 September 2010
Pretoria
Blue Financial Services Limited
(Incorporated in the Republic of South Africa)
Registration Number: 1996/006595/06
Share code: BFS
ISIN: ZAE000083655
(“the Group” or “the company” or “Blue”)

FORM OF PROXY

For use at the Annual General Meeting to be held on Thursday, 18 November 2010 at 12h00 at Blue Financial Services Limited, Boardwalk Office Park, 107 Haymeadow Street, Faerie Glen, Pretoria 0081.

To be completed by holders of certificated shares and holders of dematerialised shares with own name registration only

Shareholders who have dematerialised their shares with a CSDP or broker, other than with own name registration, must arrange with the CSDP or broker concerned to provide them with the necessary authorisation to attend the annual general meeting or the shareholders concerned must instruct their CSDP or broker as to how they wish to vote in this regard. This must be done in terms of the agreement entered into between the shareholder and the CSDP or broker concerned.

I/We (BLOCK LETTERS)

of (address)

Telephone (work) ( ) Telephone (home) ( )

being the holder(s) of ordinary shares in the Company appoint (see note 1):

1. or failing him/her,

2. or failing him/her,

3. the Chairman of the annual general meeting,

as my/our proxy to act on my/our behalf at the annual general meeting which will be held for the purpose of considering and, if deemed fit, passing, with or without modification, the ordinary resolutions to be proposed thereat and at any adjournment thereof and to vote for or against the ordinary resolutions or to abstain from voting in respect of the ordinary shares registered in my/our name/s, in accordance with the following instructions (see note 2):
**Blue Financial Services Limited**
(Incorporated in the Republic of South Africa)
Registration Number: 1996/006595/06
Share code: BFS
ISIN: ZAE000083655
("the Group" or "the company" or "Blue")

## FORM OF PROXY

<table>
<thead>
<tr>
<th>Ordinary resolution Number 1</th>
<th>For</th>
<th>Against</th>
<th>Abstain</th>
</tr>
</thead>
<tbody>
<tr>
<td>To receive and adopt the annual financial statements of the company and the group for the year ended 28 February 2010, including the directors' report and the report of the auditors.</td>
<td></td>
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**Ordinary resolutions No 2.1 to 2.11**

The resignation of the board of directors consisting of Sipho Twala, Mpumela James Sondiyazi, Michael Gavin Meehan, James Albert French, Alex-Handrah Ruth-Emillienne Aime, Antonios Couloubis, Andre Steyn, Wessel Johannes Smit, Christoffel Beltsasar Klopper, Shaun Strydom and Zain Laher, with effect from the 1st business day following the date on which the last of the conditions precedent to the Subscription Agreement entered into between Blue and Mayibuye Group (Pty) Ltd, was fulfilled or waived as the case may be (“Subscription Date”), is hereby noted.

2.1 Approval of Sipho Twala as independent non-executive director and chairman of the board with effect from the Subscription Date.

2.2 Approval of Robert Emslie as independent non-executive director and deputy chairman of the board with effect from the Subscription Date.

2.3 The approval of Timothy Till as independent non-executive director with effect from the Subscription Date.

2.4 The approval of Leonard Fine as independent non-executive director with effect from the Subscription Date.

2.5 The approval of James Albert French as independent non-executive director with effect from the Subscription Date.

2.6 The approval of Michael Gavin Meehan as independent non-executive director with effect from the Subscription Date.

2.7 The approval of Alan Ber as non-executive director with effect from the Subscription Date.

2.8 The approval of Moss Mashishi as non-executive director with effect from the Subscription Date.

2.9 The approval of Antonios Couloubis as non-executive director with effect from the Subscription Date.

2.10 The approval of Johan Meiring as executive director and chief executive officer with effect from the Subscription Date.

2.11 The approval of Shaun Strydom as executive director and chief financial officer with effect from the Subscription Date.
ordinary resolution Number 3
Resolved to approve the fees payable to the independent non-executive and non-executive directors of the company.

ordinary resolution Number 4
Resolved to confirm the appointment of Deloitte & Touche as the company’s external auditors with Mr Wiebe Klaassen heading the audit (and failing him, such other duly qualified auditor from Deloitte & Touche as the board may appoint).

ordinary resolution Number 5
Resolved that the directors are authorised to determine the remuneration of the external auditors, Messrs Deloitte & Touche, for the past year’s audit.

ordinary resolution Number 6
Resolved that the authorised but unissued shares be placed under the control of the directors, subject to the provisions of section 221 and 222 of the Companies Act, No 61 of 1973, as amended and the Listings Requirements of the JSE Limited until the next annual general meeting.

ordinary resolution Number 7
Resolved that the directors be authorised subject to the listing Requirements of the JSE Limited to issue at their discretion ordinary shares for cash other than by way of a rights offer.

ordinary resolution Number 8
Resolved that any director or the company secretary be authorised to sign all such documentation and do all such things necessary to implement all the above ordinary resolutions passed by the members.

ordinary resolution Number 9
To transact such other business as may be transacted at an annual general meeting.

(Please indicate instructions to proxy in the space provided above by the insertion therein of the relevant number of votes exercisable.)

Each shareholder is entitled to appoint one or more proxies (who need not be a shareholder of the Company) to attend, speak, and on a poll, vote in place of that shareholder at the annual general meeting.

Signed at on

Signature(s)

Capacity and authorisation (see note 7)

Please read the notes on the reverse side hereof.
NOTES TO THE FORM OF PROXY

1. A member may insert the name of a proxy or the names of two alternate proxies of the member’s choice in the space(s) provided, with or without deleting “the chairman of the general meeting”. The person whose name stands first on the form of proxy and who is present at the general meeting will be entitled to act as proxy to the exclusion of those whose names follow.

2. A member should insert an “X” in the relevant space according to how he wishes his votes to be cast. If, however, a member wishes to cast a vote in respect of a lesser number of ordinary shares than he owns in the Company, he should insert the number of ordinary shares held in respect of which he wishes to vote. Failure to comply with the above will be deemed to authorise the proxy to vote or to abstain from voting at the annual general meeting as he deems fit in respect of all the members’ votes exercisable at the annual general meeting. A member is not obliged to use all the votes exercisable by him, but the total of the votes cast and abstentions recorded may not exceed the total number of the votes exercisable by the member.

3. The completion and lodging of this form of proxy will not preclude the relevant member from attending the annual general meeting and speaking and voting in person to the exclusion of any proxy appointed in terms hereof, should such member wish to do so.

4. The chairman of the annual general meeting may reject or accept any form of proxy, which is completed and/or received, other than in compliance with these notes.

5. Shareholders who have dematerialised their shares with a CSDP or broker, other than with own name registration, must arrange with the CSDP or broker concerned to provide them with the necessary authorisation to attend the annual general meeting or the shareholders concerned must instruct their CSDP or broker as to how they wish to vote in this regard. This must be done in terms of the agreement entered into between the shareholder and the CSDP or broker concerned.

6. Any alteration to this form of proxy, other than the deletion of alternatives, must be signed, not initialled, by the signatory(ies).

7. Documentary evidence establishing the authority of a person signing this form of proxy in a representative capacity (e.g. on behalf of a company, close corporation, trust, pension fund, deceased estate, etc.) must be attached to this form of proxy, unless previously recorded by the Company or waived by the chairman of the annual general meeting.

8. A minor must be assisted by his/her parent or guardian, unless the relevant documents establishing his/her capacity are produced or have been registered by the Company.

9. Where there are joint holders of shares:
   • any one holder may sign the form of proxy; and
   • the vote of the senior joint holder, as determined by the order in which the names stand in the Company’s register of members, will be accepted.

10. Forms of proxy should be lodged at or posted to the transfer secretaries, Link Market Services South Africa (Proprietary) Limited, 5th Floor, 11 Diagonal Street, Johannesburg, 2001 (PO Box 4844, Johannesburg, 2000) so as to be received by no later than 12:00am on Tuesday, 16 November 2010.
ADDENDUM A - CURRICULA VITAE

SIPHO TWALA (52)
Chairman
Independent Non-Executive Director
BCom (UBS), HDip Co (RAU).

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

Twala was appointed as independent non-executive chairman of the Blue Financial Services Limited on 1 March 2010. He served his articles with Deloitte & Touche in 1985 after completing his studies he has held senior positions at Shell Oil, Nestle, Otis Elevator and African Bank. Twala has been active in the housing environment where he was the Finance Director of the Johannesburg Housing Company, one of the pioneering companies involved in the rejuvenation of the inner city of Johannesburg. He further went to chair the board of the Ekurhuleni Development Company an entity also involved in social housing development. He is also a founding member of Litha Healthcare a company that was recently acquired by Myriad Medicals and listed on the main board of the JSE. He serves as non-executive chairman of 1time Holdings Limited and with Dust-A-Side SA (Pty) Limited as a non-executive director. Twala is currently an executive director of Safomar Aviation.

Business Address: Unit 12, Jan Smuts Park, Jones Road, Jet Park 1620

ROBERT ENSLIE (52)
Deputy Chairman
Independent Non-Executive Director
BCom Hons CA (SA)

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

Emslie is a chartered accountant. He held various positions in the Absa Group during a period of 21 years ending at the end of 2008 of which the last were the head of Absa Corporate and Business Bank and also of Absa Africa. Emslie was also a member of the Absa Group Executive Committee from 2005 to 2008. He currently holds a number of non-executive directorships.

Business address: 283 Pinto Place, Beaulieu, Midrand, 1682

TIMOTHY TILL (45)
Independent Non-Executive Director
CA (SA)

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

Till is a registered chartered accountant with the South African Institute of Chartered Accountants. Until recently, Till was the head of risk and operations at Investec Private Bank and a member of the Investec Private Bank leadership team. He chaired the Private Bank Risk Committee and the Private Bank Recoveries Committee. Till has been at Investec Bank for 16 years having played a key role in the development and growth of Investec Private Bank into the pre-eminent position that it holds today.

Business Address: 279A Bryanston Drive, Bryanston, 2021
ADDENDUM A - CURRICULA VITAE

LEONARD FINE (69)
Independent Non-Executive Director
CA (SA)

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

Fine has over 40 years of International management experience of which over 16 have been in private equity fund management. Fine was co-founder of NSA Investments, a listed Johannesburg Stock Exchange private equity fund. During that time he was involved in the formation of three other private equity funds responsible for managing over US$500 million. Fine is co-founder of Glenhove, which is responsible for the management of Cycad, a technology fund and Women Private Equity Fund. During his business career, Fine has built and run his own business interests in management consultancy, commerce and industry. He has been involved in the IPO’s of more than 10 companies and held directorships in these and other boards in South Africa and the United Kingdom. He specialized for over 30 years in strategic corporate right sizing and the repositioning of businesses to earn acceptable long-term returns, both in the public and private sectors. He has consulted to businesses in South Africa, Europe and North America. He is the author of a number of articles on management and two books on computer security. Fine is also a Fellow of the Chartered Institute of Management Accountants (UK) and a Fellow of the British Computer Society.

Business Address: (with effect from 1 November 2010): 37 Glenhove Road, Melrose Estate, 2196

JAMES ALBERT FRENCH (46)
Independent Non-Executive Director
BA, MBA

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

French is a US national who was nominated to the Board by the International Finance Corporation as an independent non-executive director. He has extensive experience in capital markets development, treasury management, corporate finance, financial engineering and advanced risk management of major international bank portfolios. He was the principle advisor on sovereign debt and capital markets development to the Government of Algeria for the United States Department of Treasury. Prior to this he served as a treasury and financial engineering executive with Citigroup in francophone Africa and is also a founding member of Pangea Global Financial Solutions, an emerging markets consulting practice which provides treasury management, consulting and capital markets advisory to governments, regulators, investment funds and financial institutions in African markets.

Business Address: 1124 Colombia Road, N.W. Washington, D.C. United States of America
ADDENDUM A - CURRICULA VITAE

MICHAEL GAVIN MEEHAN (63)
Independent Non-Executive
CA (SA)

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

Meehan completed his articles and practiced as a chartered accountant in Durban before commencing a 23-year career in shipping and ship owning with the Grindrod Group, where he served as a main board director, as chief executive officer of Unicorn Shipping and chief executive officer of the listed Griffin Shipping Holdings. He subsequently co-founded and listed Trematon Capital Investments. He has filled the roles of president of the Durban Chamber of Commerce and president of the South African Ship Owners Association. He now operates in the property, investment, venture capital and business consultancy fields in Durban. Meehan also serves on the boards of a.b.e Construction Chemicals Limited, Rare Holdings Limited and William Tell Holdings Limited as an independent non-executive director.

Business Address: Suite 9 Tinsley House, 255 Musgrave Road, Durban, 4001

ALAN BER (74)
Non-Executive Director
CA (SA); BCom Accounting Science (with honours)

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

Ber is a registered chartered accountant with the South African Institute of Chartered Accountants and completed his articles at Grant Thornton. Since November 2000 he has held the position of Chief Executive Officer of Glomail Group, where he has been the architect of the group’s successful turnaround. Prior to his appointment as CEO of Glomail, he was Financial Director for the company. Ber is currently the non-executive chairperson of Mayibuye Group and also holds directorships at Glocell (Pty) Ltd and Hlano Investments (Pty) Ltd.

Business Address: Cnr Bekker & Monrose Streets, Vorna Valley, Waterfall Park, Midrand, 1685

MOSS MASHISHI (47)
Non-Executive Director
BA; LLB

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

Mashishi holds BA and LLB degrees from University of Witwatersrand. He is currently Chairman of Matemeku Group (Pty) Ltd, which position he has held since April 2003. Prior to this, he has filled numerous high-profile executive leadership positions in nationally and internationally renowned organisations, including Chief Executive Officer of Johannesburg World Summit, Chief Executive Officer of South African Tourism and Chief Executive Officer of Moribo Leisure Limited. Mashishi is currently also a non-executive director of Mayibuye Group, and is Chairperson of CreditEdge.

Business Address: 54 Peter Place, Sandton, 2146
ADDENDUM A - CURRICULA VITAE

ANTONIOS COULOUBIS (42)
Non-Executive Director
CA (SA)

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

Couloubis is a chartered accountant and currently serves as a director of PineBridge Investments. Couloubis was part of the team at AIG African Infrastructure Fund a US$400 million private equity fund, and at subsequent PineBridge Investments sponsored funds in the region. Previously, Couloubis was with a leading private equity firm in South Eastern Europe. Prior to that, Couloubis was with Citibank Private Equity and Headed the Analyst Group for Citibank Corporate and Investment Banking in South Africa. His background includes a number of successful restructuring and turnaround situations, and Black Economic Empowerment transactions. Previously, he held managerial positions with Deloitte & Touche. Couloubis has served on several boards and executive committees.

Business Address: 34 Whiteley Road, Melrose Arch, Johannesburg, 2076

JOHAN MEIRING (44)
Chief Executive Officer
BLC; LLB

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

An attorney by training, Meiring holds a Baccalaureus Legum Civilium from the University of Pretoria and a Baccalaureus Legum from Rand Afrikaans University (RAU). Since 2000 he has been Chief Executive Officer of Mayibuye Group, in which position he specialises in company turnaround. As the driving force behind the group, Meiring has engineered several ground-breaking developments that have created exciting new paradigms in many areas of business endeavour in South Africa. He has recently been appointed as Chief Executive Officer of Blue Financial Services (Pty) Ltd, a role he will hold concurrently with his position as CEO of Mayibuye Group.

Business Address: Mayibuye Place, 355 Kent Avenue, Randburg, 2194

SHAUN STRYDOM (39)
Chief Financial Officer
CA (SA); HDip Strategic Management and Corporate Governance

Board appointment: With effect on the first (1st) business day following the date on which the last of the conditions precedent to the Subscription Agreement between Blue and Mayibuye Group (Pty) Ltd, is fulfilled or waived as the case may be.

Strydom is a registered chartered accountant with the South African Institute of Chartered Accountants and also holds a strategic management and corporate governance qualification from UNISA. Until recently, Strydom was the Head of Corporate Development and Group Tax at Absa Group involved in various strategic initiatives across the Group and throughout sub-Saharan Africa. He was also a member of the Banks senior leadership team. Prior to Absa, Strydom was a partner at Deloitte in both audit and corporate finance, in which capacity he also established and led the Deloitte corporate finance office in Pretoria and was involved in various key transactions in the market, both in Africa and internationally.

Business Address: Building 10, 107 Haymeadow Street, Boardwalk Office Park, Faerie Glen, Pretoria, 0081