

O A S I S



G R O U P H O L D I N G S (P T Y) L T D

PRESS STATEMENT

OASIS STICKS WITH VODACOM BULLS AND BLUE BULLS WINNING FORMULA

Cape Town 25th February 2010 –Oasis Group Holdings has signed a multi-million rand landmark deal with the Vodacom Super 14 champions the Bulls for another five years. The asset management company announced that the Vodacom Bulls were once again their number one choice after what they described as a fruitful partnership.

As the only black owned and managed company to sponsor a Super 14 rugby team, Oasis Group represents the front line of rugby transformation.

“We decided to continue the relationship with the Bulls because as a winning brand we want to be associated with another winning brand and there is no better product in South African rugby than the Bulls. Five years ago we had the vision and foresight to bet on the Bulls. Now looking back on the wonderful rewards that relationship has afforded us and the success of the Bulls franchise, we know that we made the right decision,” says Nazeem Ebrahim, Oasis Marketing Director.

The Blue Bulls have one of the better transformation records of any rugby union and as well the winning record. The most recent 2009 BMI survey revealed that Bulls enjoy the largest support fan base of all the South African Super 14 teams with no less than 2.75 million supporters nationwide, 62% of which incidentally consists of black or coloured supporters.

“Over the past few years Oasis has become a very big part of the Vodacom Bulls and Blue Bulls Family and we are delighted that they have decided to renew their

sponsorship for another 5 years,” said Barend van Graan, CEO Blue Bulls Company (Pty) Ltd.

Last season the Bulls won the Vodacom Super 14, Absa Currie Cup and several Blue Bull players including Victor Matfield, Fourie du Preez, Pierre Spies, Morné Steyn, Wynand Olivier, Chiliboy Ralepelle , Zane Kirchner, Danie Roussouw, Guthrö Steenkamp and Bakkies Botha formed part of the Springbok team that won the Vodacom Tri-Nations and the British Lions Tour in 2009.

The deal will give Oasis branding rights on the Bulls and Blue Bulls Jerseys and shorts as well as branding and advertising in and around Loftus stadium. It also provides access to Bulls and Blue Bulls players and regular interactions with Blue Bulls fan base.

Along with the Bulls, Oasis is also sponsoring a local Cape Town township rugby club, Lagunya Club which represents rugby players from the townships of Langa, Gugulethu and Nyanga. One of the female rugby players of the club, Dinah has been selected for the South African National team and represents the future of the sport.

“Oasis is a great supporter of South African rugby at both the developmental and professional levels. We want to nurture the future Springboks and Blue Bulls of tomorrow, while also supporting the growth of professional rugby in South Africa,” explains Ebrahim.

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Notes to editors:

Oasis Group Holdings

Oasis Group Holding was formed in 1997. The core business of Oasis is Asset Management, and the Company believes that its most important asset – and that of the country–are its people. The Oasis Group itself has always been empowered – in the conventional and legal sense – since its formation. It continues to be majority black-owned, managed and staffed and meets -and often exceeds- all the conventional BEE codes and guidelines.