



## **Announcement regarding KZN footprint increase**

The South African fertilizer market and fertilizer industry is undergoing dramatic changes at present. This presents opportunities for Kynoch to further grow our footprint in the market whilst continuing to remain focussed on our strategic vision and direction.

We are pleased to announce the appointment of KZN Fertilizer (Pty) Ltd as selling agents for Kynoch. KZN Fertilizers have good market coverage in KwaZulu-Natal, Eastern Cape, Lowveld and Swaziland and we believe this appointment will provide opportunities to increase Kynoch's footprint in these markets.

This appointment must not be interpreted in any way as a dilution or replacement of the current marketing and sales efforts or personnel in this region, but rather an exciting opportunity to increase the marketing, sales and agronomy team in the region. Opportunities such as these do not present themselves often, and although this comes with its own set of challenges, Kynoch's management believes that this will have a positive impact on both teams as well as on the industry.

The co-ordination and integration of the marketing and sales efforts of current Kynoch and KZN Fertilizer selling agents and marketing personnel will need careful management to ensure maximum benefit to all parties. Bruce Shuker will manage this process. We ask for your support in making this opportunity achieve its potential.

**Eugene Muller**

General Manager

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