

GO

COASTAL

COMPANY PROFILE

2010

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Advertising, In-Store,

Website, Research Results

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Serving all your equipment hire needs

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From humble beginnings...

In 1994 Coastal Hire (or Coastal Tool Hire as it was known back then) opened its doors with just five stores and offered a unique concept to the Tool Hire market. The main focus of the brand was to provide hire alternative on all types of power tools; construction equipment and garden and home tools that appealed to the DIY enthusiast.

The concept proved to be an immediate success and a demand for greater expansion was the start of Coastal Hires success story. Coastal Hire has now become the name of choice for large construction companies, contractors, bakkie builders, electricians, plumbers, tiling specialists and the DIY enthusiast.

...to being #1.

Now, in 2010 and with over 80 stores throughout South and Southern Africa, Coastal Hire is the undisputed number one name in equipment hire.

At the core of this success is pride.

Each store is owner-managed so there is an enormous pride in the service we offer – whether it's in the store itself, or ensuring that our on-site delivery and collection is on time, every time. And pride, too, in the way our stores look and the way we present our equipment.

Talking of equipment, we take pride in offering our customers only the best, the most durable and most reputable on the market.

And go the extra mile by servicing it to good as new after each use.

Our franchise operators take pride in taking the initiative and developing inventive solutions – and then being able to share their ideas openly in the knowledge that it is making for a better all-round Coastal Hire.

So no matter which Coastal Hire you go to, you know that when you deal with one, you're dealing with them all. The spread of stores throughout Southern Africa has also made Coastal Hire the most consistent and most convenient.

OVERVIEW



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MANAGEMENT

John was a founder member and director of BJ's Franchising, a national fast food restaurant franchise operating on 70 locations on SA national highways, airports and trains. John has been involved with Coastal Hire since 2000 and was responsible for the growth of the brand from 18 to over 80 stores. He also has extensive experience in advising and assisting franchisees in all aspects of the franchise business including financial, legal, marketing and operational issues and is highly respected figure in the franchise industry.



Chief Executive
JOHN HARCOURT - COOKE
(B.Comm; H.Dip.Acc; C.A. [SA])



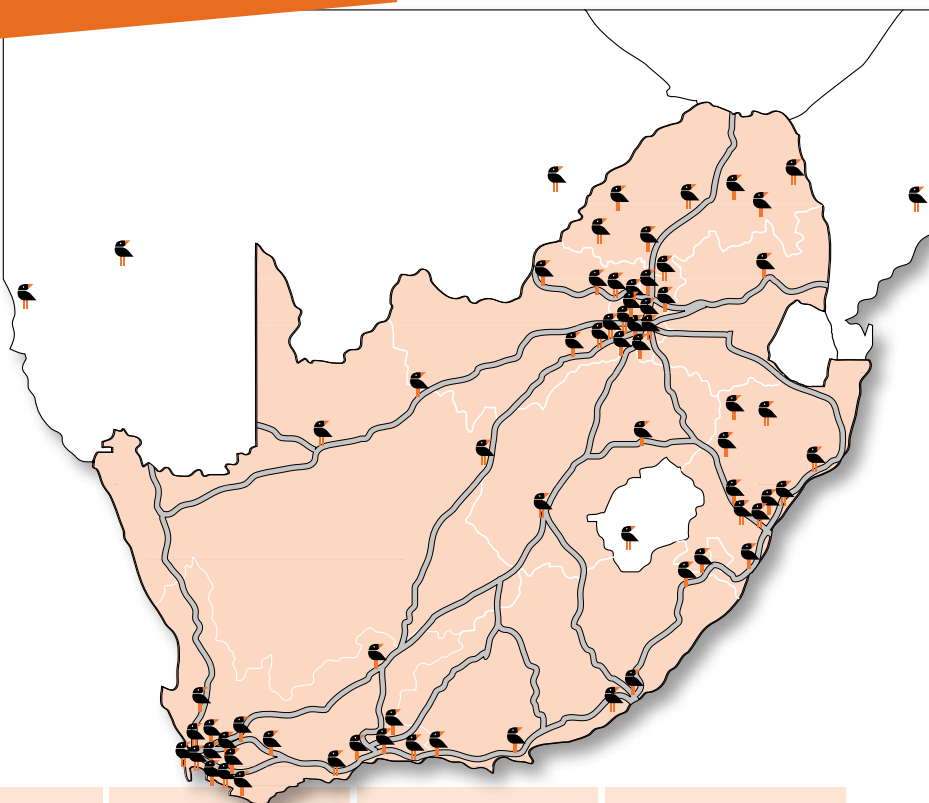
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DISTRIBUTION



Western Cape

Brackenfell
CT City Centre
Claremont
Constantiaberg
Gansbaai
George
Hermanus
Malmesbury
Mitchells Plain
Montague Gardens
Oudtshoorn
Paarl
Plettenburg Bay
Somerset West
Stellenbosch
Swellendam

Eastern Cape

East London
Jeffreys Bay
Port Elizabeth
Mthatha

Free State

Bethlehem
Bloemfontein
Parys

Gauteng

Alberton
Boksburg
Brakpan
Bronkhorstspuit
Centurion
Edenvale
Ellis Park
Kempton Park

Midrand
North Riding
Pretoria East
Pretoria North
Randburg
Randfontein
Silverton
West Rand

Limpopo

Ellisras
Hoedspruit
Phalaborwa
Polokwane
Thabazimbi
Tzaneen
Warmbaths
KwaZulu-Natal
Richards Bay

Ballito
Durban North
Durban South
Pinetown
Port Shepstone
Kokstad
Pietermaritzburg
Vryheid
Ladysmith
Newcastle

Mpumalanga:

Barberton
Dullstroom
Ermelo
Groblersdal
Middelberg
Nelspruit
Secunda

Steelpoort
White River

Northern Cape

Kimberly
Kuruman
Upington

North West

Brits
Mafikeng
Rustenburg

International

Lilongwe
Copperbelt
Windhoek
Walvis Bay
Gaborone
Seychelles



Coastal
HIRE

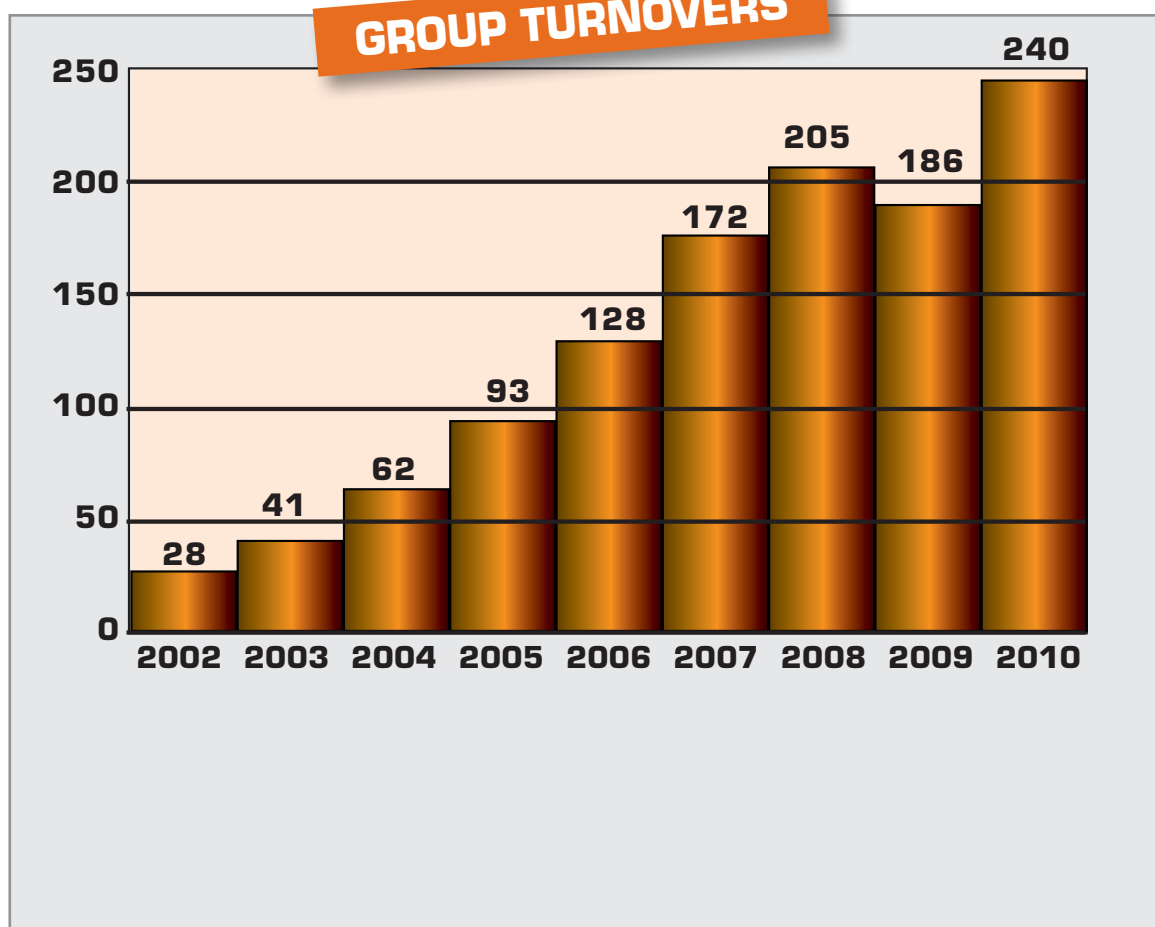
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GROUP TURNOVERS



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MARKETING

Advertising - radio

Coastal Hire has consistently been the largest spender in its sector. It has been an exercise that has not only made Coastal Hire the most recognizable and trusted name in the industry, but has served to ensure that the promises made in our radio ads are promises that are kept by our franchise owners.

In-store and POS

Coastal Hire has a policy that ensures the standardisation of signage and store layout.

Helping our customers

Coastal has developed collateral to assist our customers – from the full range of equipment available to handy hints on how to get the best out of it.

Website

Coastal has an innovative site that is constantly updated. It receives over 250,000 hits a year and has shown itself to be an outstanding medium for our business partners to convey advertising messages on.



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The logo features the word "GO" in white on a grey textured background, followed by "COASTAL" in white on an orange background.

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MARKETING

Research

Recently-conducted measurements by Objectivity Research, revealed that Coastal achieved:

- The highest awareness rating among industry suppliers
- The highest rating when asked which firm was regarded as their "favourite."

And achieved exceptional rankings for:

- Speed and delivery
- Knowledge and expertise
- Administration
- Product Quality
- Cost efficiency
- Quality of relationships
- Honesty, transparency and promise fulfillment.

BUSINESS SYSTEMS

Superior Business Systems

Coastal Hire has made significant investment in installing Hansaworld, an international package utilised in over 40 countries, as part of its programme to run an increasingly efficient operation and to ultimately allow our customers to conduct all transactions online.



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OUR VISION

Our goal is to continue to set industry standards and remain the premier brand in the small equipment hire market by providing superior customer service and offering a wide range of well maintained equipment of superior quality that caters to the needs of the construction industry on a local, regional, national and Southern African basis.

We strive to maintain uncompromisingly high standards by providing competent, knowledgeable staff, outstanding service, fair pricing and a good range of equipment at all times combined with state-of-the-art IT systems.

We believe in building and maintaining strong relationships with our suppliers. Being the largest purchaser of small equipment in the country, we are able to take advantage of our considerable buying power in negotiating the best deals enabling us to provide the best equipment at the best rates.



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John Harcourt-Cooke john@coastalhire.co.za