



# 'CLIMB on BOARD'

With little activity on the Main Board, AltX and YieldX, the launch of the Africa Board saw the listing of Namibian microfinance and microinsurance company Trustco

## ■ TRUSTCO GROUP (TTO)

**19 February:** Namibian-based Trustco Group Holdings was the first company to list on the newly created Africa Board of the JSE.

The group's listing will enhance investor and public awareness of Trustco and its activities, enabling the group to sell Trustco products and expertise in southern Africa and beyond.

Trustco is a high-growth Namibian company with a core focus on microinsurance and microfinance services. Other activities include property developments, aircraft charter services, management services, publishing and printing.

Trustco ranks fourth on the Namibian Stock Exchange with market capitalisation of R500 million.

Referring to future prospects, Quinton van Rooyen, group CEO, says Trustco realises that it has an important role to fulfil in the southern African economy and strives to ensure that its services and products are the best in the region.

'Trustco has made substantial progress in this regard through continued development of its core segments, microinsurance and microfinance via product and systems development for its businesses,' he says.

The group's revenue has increased from R44 million in 2004 to more than R283 million in 2008. For the past five years Trustco's HEPS has grown by at least 35% per annum.

But the key drivers to Trustco's future growth, according to Van Rooyen, will be to build on the solid foundation it has established in Namibia, as well as the roll-out of its operations into selected countries in southern Africa.

[www.tgi.na](http://www.tgi.na)

## DID YOU KNOW?

To celebrate a new listing on one of the four boards of the JSE, the CEOs of those companies take part in a short ceremony to mark the occasion. Each board has its own unique character and role to play in the bourse and for this reason the various ceremonies used to celebrate the arrival of newbies reflect their unique nature.

### Main Board

Proud and powerful leaders for thousands of years have been honoured with the haunting sound of the African kudu horn – a call that echoed their subject's highest regard. Throughout Africa, the resonant tone of the kudu horn has been used to summon military troops, announce important events, welcome dignitaries, praise the worthy and herald royalty. Today, the kudu horn resonates once more to celebrate new arrivals on the JSE Main Board.

### AltX

For millennia, the people of Africa have traded in the riches yielded by the very rock and soil on which they lived. Ancient trade routes criss-cross Africa from the Atlantic to the Indian Ocean, from ancient Egypt to southern Africa, humankind's cradle.

These routes are but physical manifestations of trade and communication. There was another way to converse, to trade thoughts and convey messages and it resonated in the very air that Africans breathed. That was the drum – the very first telegraph system, an audio internet that could communicate across valleys and plains in a literal heartbeat.

So successful was this method that the drum became more than a musical instrument or a ceremonial trapping. For, in addition to its ability to exhort the weather gods, it became a token of commercial prosperity. So it's only fitting that each time a new listing is welcomed on to AltX, we quite literally beat our own drum.

### YieldX

There is a deep trumpeting call that echoes wherever South Africans gather to celebrate. This is the vuvuzela and it's as evocative of our country as biltong and braai vleis. The word itself is said to be Zulu for simply 'making noise' or from township slang implying 'to shower with music'.

The modern vuvuzela is a descendent of the traditional kudu horn used to call African villagers to important gatherings. It conveys a feeling of being alive, vocal and energetic, but more generally it means to pump up one's performance in a truly South African manner.

In keeping with its history, the 'voice' of the vuvuzela is still trumpeted most passionately when there's much to celebrate. Today it also sounds to herald the exciting new listings on YieldX.

### Africa Board

The Shoowa cloth of Africa is famous the world over. It is an art form, a ceremonial cloth and a form of currency. In some cultures, royal permission is required to own one, let alone wear one. Shoowa cloths hold immense value as heirlooms, while their bold designs grace the skirts of African dancers.

Today, the Shoowa cloth embodies the rich heritage and tapestry of African trade. Sealed in a wood and glass trophy, the Shoowa cloth symbolises a company's arrival on the JSE's Africa Board. 

