

## CV OF DANIEL JOHANNES COETZEE (Duan)

Place of birth	-	De Aar South Africa
Date of birth	-	15 September 1963
Matriculated	-	De Aar
University education	-	Stellenbosch 1982 – 1988
University degrees obtained	-	<b>BA</b> (1984) <b>BA Hons.</b> (Psychology) 1985 <b>BTh</b> (1988)
Military Service	-	1989 – 1990
Diplomas	-	Marketing Diploma (IMM – 1991)

### **INTRODUCTION:**

I have never bought a company, but started all ventures from scratch. In a way, each venture has been developed into a market leader in its field over time. I see the wonderful Grace of God, hard work, 'consistency' and 'persistence' as the biggest common denominators of success (humanly speaking).

### **PROFESSIONAL HISTORY**

#### **A. AdMakers International (PTY) LTD**

I started AdMakers Group in Cape Town in 1989. The group is celebrating its 35<sup>th</sup> year of existence in 2024.

AdMakers is unique in its global positioning in that the agency is a specialist in high-ticket items – eg. private yachts, private jets, motor vehicles and prestigious real estate developments aimed at the affluent target markets the world over.

AdMakers' client and consultation history includes iconic automotive names like ROLLS ROYCE, PORSCHE, MASERATI, FERRARI, CHEVROLET, OPEL, CITROEN, PEUGEOT, ISUZU, SAAB, HUMMER, GWM, Haval, Tank, P-Series, ORA, OMODA, CHERY, JAECOO, RIVA YACHTS, SOUTHERN WIND YACHTS, TAMSEN YACHTS, EXECUJET (Learjet and others), GULFSTREAM and a string of very exotic marina, golf and other upscale real estate developments worldwide, including North and South America, the Caribbean, Europe, the USSR, Africa, the Indian Ocean islands and the Middle East.

A number of AdMakers' clients are listed by Forbes Magazine as being among the 100 richest people in the world.

Having won over 100 'International Property Awards' for our excellence in global real estate marketing and consultancy since 2002, AdMakers is regarded as the 'most awarded property marketing company' globally and has won "World's Best" in various property categories in the International Homes Awards in London, the Middle East and the USA. In addition, the company has also won numerous SAPPI and ASSEGAI awards, as well as the top honours in the prestigious American "BENJAMIN FRANKLIN" international awards for excellence in printed collateral.

AdMakers is based in Cape Town and Johannesburg and has a presence in Oman, London, New York, Miami, Los Angeles, Rio de Janeiro, Sao Paulo, the Indian Ocean Islands and Monaco.

Over the years, AdMakers has become a leader in all aspects of marketing, including 'virtual reality' or '3D modelling', the Signage, Film, Web, Digital and Media Planning/Buying industries, and many of the Television adverts currently flighted in South Africa are the work of our team.

I am the founder and President of the AdMakers Group. Please see [www.admakers.com](http://www.admakers.com) for more details.

#### **B. Berco Express (Pty) Ltd**

In 1991 I took a brief from a courier company whilst working for AdMakers and saw a gap in the courier business. I approached a then client - Bernie Cox from the Berco cleaning and plant hire industry (who knew the service industry) - with the concept, and together we started Berco Same Day Express. Berco soon became one of the market leaders in South Africa in courier services and logistics. The company was subsequently sold to international courier/logistics giant ARAMEX - who now dominates the South African courier landscape. My ex-partner is currently cruising the Mediterranean on his 150' superyacht, bought from the proceeds of this sale. 😊

#### **C. Reliance Signs (Pty) Ltd**

In 1995 I saw yet another opportunity in the signage industry in Southern Africa and started Reliance signs in Cape Town with partner Gavin Stighling. Reliance quickly secured more sites at South African airports than the then market leaders. The then listed entity - Corpcom - made us a generous offer to buy the business and in 1998 we sold the company and all signage sites to Corpcom. Gavin and I also started a manufacturing business and manufactured all our signage structures ourselves, and expanded this into a large trailer and other steel structures/galvanising business. After the sale of Reliance Signs to Corpcom, steel manufacturing was not my passion and I sold my shares to Gavin.

#### **D. XSInet (Pty) Ltd**

In 1999 I was approached via AdMakers by David le Roux, who started an Internet Service Provider XSInet), which was struggling with only 7 000 subscribers. I involved AdMakers in the marketing of the company and obtained 43% shares in the company (the same percentage as Le Roux). I funded the business and quickly built XSInet into the third largest ISP in South Africa with over 180 000 subscribers (after MWEB and World-online). At the height of the internet boom, subscribers were valued at between R12 000 and R18 000 per subscriber, which placed the value of the company at several Billions of Rands. We received various offers for XSInet between the year 2000 and 2003 from around R1,6 Billion to a low of R573 million (from Paul Edwards of listed entity 'Johnnic'). When hearing his 'low' offer, I arrogantly uttered the most expensive one-liner of my life and told him not to insult us as "I would pee that 'low' amount out against the wall in less than 6 months". Edwards (being a

gentleman), did not chase me out of his boardroom as he should have, but walked out of his own boardroom and left us sitting there. As a result of my arrogance, we missed the internet boom and subsequently sold XSInet for only R15 million in 2005 (and did not get paid in full).

#### **E. AdBrands (Pty) Ltd**

I started AdBrands in 1999. The company specializes in luxury vehicle and yacht rentals to the film and movie industries, holds the sub-Saharan and Indian Ocean Islands agency for the world's most exclusive yacht brand (RIVA - FerrettiGroup) for yachts under 100 feet, and global rights for superyachts over 100 feet. As a result, we own a few yachts and a small fleet of high-end classic and modern vehicles and sports cars. [www.adbrandsmarine.com](http://www.adbrandsmarine.com)

#### **G. Real Estate Ventures**

Over the years and whilst doing the marketing for real estate developments around the globe, I often bought into developments whilst they were still in their planning or development phases. As such, since 1990, we were privileged to be able to acquire properties in some exotic locations around the globe – often making more money from these acquisitions than from 'conventional' advertising agency work.

#### **H. Urban Ocean Property Developers (Pty) Ltd**

After reading Malcolm Gladwell's book "The Tipping Point" in 2000, I started Urban Ocean – and started buying up buildings in the old city of Johannesburg – being an early pioneer behind the rejuvenation of the Financial District in Johannesburg.

Via Urban Ocean I employed some of South Africa's and the world's leading architectural and design firms, like SAOTA, SOURCE, Life Design and others and developed some world-class apartments in the Financial District of Johannesburg.

Urban Ocean became a fairly substantial residential and commercial player with a current property portfolio of about 100 000 square meters, all of which are owned outright. See [www.urbanocean.com](http://www.urbanocean.com). Buildings in the portfolio include:

-	The CornerHouse	(9 000 sq.m)	
-	The National Bank House	(10 000 sq.m)	
-	The Franklin (old Ernst & Young House)	(16 000 sq.m)	(SOLD)
-	The Ghardees Retail	(1 200 sq.m)	(SOLD)
-	The Franklin Parkade	(5 000 sq.m)	(SOLD)
-	Standard Bank on Library Gardens	(8 000 sq.m)	(SOLD)
-	Penmore Towers & Parkade	(16 000 sq.m)	
-	St. Andrews building	(7 200 sq.m)	
-	The Commissioner Street Parkade	(7 000 sq.m)	(SOLD)
-	Shakespeare House	(11 000 sq.m)	
-	41 A Rissik Street	(6 500 sq.m)	
-	The Investment Building	(4 000 sq.m)	
-	The Old Arcade	(900 sq.m)	
-	The Provincial Building	(4 500 sq.m)	

-	The Security Building	(3 600 sq.m)	
-	The CNA Building	(12 000 sq.m)	
-	Victory House	(7 800 sq.m)	(SOLD)
-	New Kempsey Building	(4 200 sq.m)	

#### **I. Urban Einstein Student Accommodation**

My company (Urban Ocean Property Developers) got into the student accommodation game in 2017 and today we have the capacity to house around 1700 students in our buildings in Johannesburg. The corruption in NSFAS has a negative impact on the business, but we survive and also house private paying students. Our accommodation is known as being clean, well-run and safe, and unwilling to pay bribes to corrupt NSFAS officials and 'agents'. ([www.urbaneinstein.co.za](http://www.urbaneinstein.co.za)),

#### **J. Solar Sonic (Pty)Ltd**

I started Solar Sonic in 2017. The company is a wholesaler and importer of solar equipment and technology, and a supplier to solar installers and distributors throughout South Africa. The company does higher-end, more complex solar installation for corporates and body corporates. [www.solarsonic.co.za](http://www.solarsonic.co.za)

#### **K. Coalface (Pty)Ltd**

Started in 2024, Coalface is a specialist provider of energy solutions in especially Gauteng, ensuring that South African industries involved in the country's food supply, have a constant and reliable source of energy.

#### **L. Social Responsibility**

In South Africa most of our lives consist of 'push back' against waves of crime, corruption, entitlement and dirt. We thus expend a tremendous amount of negative energy on trying to stem negative waves, instead of being able to focus on the positive.

As stated before, I read the book of Malcolm Gladwell "The Tipping Point" in 2000 – and studied some of the principles used by Mayor Giuliani of New York to change the city around.

As a result of the principles learned in the book, I started the 'JESUS SAVES' street cleaning project in Cape Town in the year 2 000 with the team of 'Straatwerk'. To this day, the project employs street and desolate people in Cape Town and put them into rehabilitation programs that lead to steady work. Collectively they work over 6000 shifts per month in Cape Town alone on a permanent basis and supports the City Council in cleaning the streets of greater Cape Town. Every day hundreds of bags of refuse are being collected by these teams, who are also employed by various City Improvement Districts. Target areas with high traffic are being cleaned every day of refuse, weeds and rubble. Our teams are also tasked to remove graffiti in and around the city (making Cape Town one of the cleanest cities in the world in terms of graffiti). The positive impact of this work on the general cleanliness of Cape Town

has been tremendous and has resulted in Cape Town being regarded as a “world-class city” not only in terms of natural beauty, but also in terms of cleanliness.

The project has now become largely self-sustaining.

We are currently in the process of transferring the same principles to employ and/or train people in Johannesburg, and cleaning that city.

**M.      The Future?**

Who knows? But by the Grace of God – it is exciting!

**END**