

# Lucas Radebe means business with PenQuin International Group acquisition

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Football legend Lucas Radebe has entered the local marketing industry by acquiring a stake in the PenQuin International Group. The group comprises of the integrated marketing solutions company, *PenQuin International*, and *SPMedia*, an innovative media business.



Lucas Radebe Soccer Finance and Penquin management teams. Left to right: Glyn Binkin; Darren Leishman; Clive Lawrence; Grant Leishman; Mike Bray; Lucas Radebe; Greg Kockott; Allan Nossel; Warren Lewis; Gary Blumberg.

The PenQuin International Group is the perfect platform for Radebe's business ambitions and the popular sports icon is looking forward to the opportunities it brings. His purchase will make him the largest individual shareholder in the company and coincides with a similar acquisition made by *Soccer Finance*, a consortium of leading businessmen headed by Allan Nossel.

Radebe's current corporate partners include blue chip brands FNB, Coca Cola, Tedex, Discovery Health, Aquafresh and Woolworths. "My football career was always my priority, but I began planning some time ago for a life after football. I am now focused on giving outstanding value to my sponsors as a corporate ambassador, developing my social responsibility work and growing my business interests. I am excited about the people, the track record and potential of the Penquin Group."

The PenQuin client base is already impressive and includes blue chip brands such as Suzuki, IBM, Liberty Life, Panasonic, Intel, SAB, The Star, EA Sports, Emperor's Palace, Fujitsu Siemens and Samsung among others.

PenQuin International was founded seven years ago by Mike Bray (CEO) and Grant Leishman (CFO), who wanted to provide clients with complete marketing solutions that focus, develop and implement unique, cost effective solutions to meet their client's strategic marketing objectives. Starting with a staff complement of three and R2M turnover, their Bedfordview offices now house over 60 staff in a colourful and vibey environment. The PenQuin teams are headed and managed by three core Account Directors: Clive Lawrence, Darren Leishman and Greg Kockott.

Projected turnover for the PenQuin International Group for 2008 was already at the R100M mark before the recent buy-ins says Group CEO, Mike Bray, "We have grown aggressively year on year and clients appreciate the integrated marketing campaigns that we develop and implement – we deliver a great service and affect our clients bottomline positively and that is key to our success. With the Chief and Soccer Finance on board, we are perfectly poised for 2010 and beyond."

Radebe joins the board and will be actively involved in growing the PenQuin Group.

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