

# WE ARE SPORT

MEGAPRO HOLDINGS (PTY) LTD

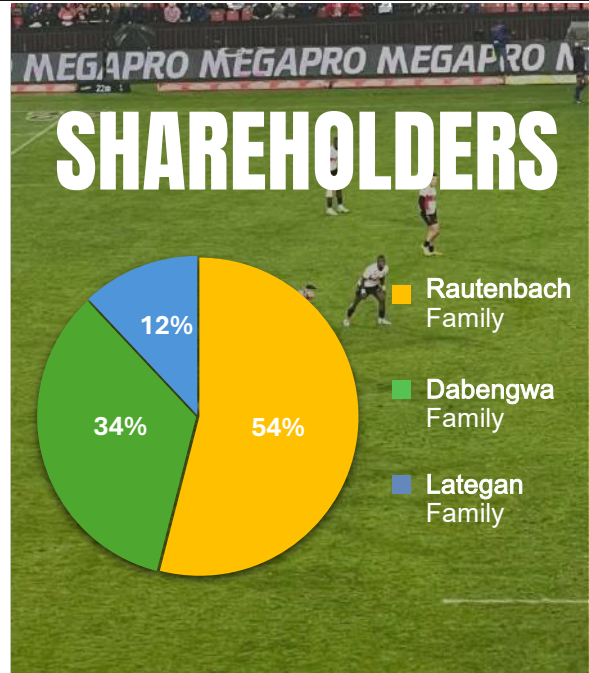
Est. 1986

## OUR STORY

Megapro Holdings (Pty) Ltd has been a pioneer in the **South African sports industry** since 1986. Starting small, with Ockie Oosthuizen, George Rautenbach and Theunie Lategan as the founding shareholders, our first rugby client was Randburg Rugby Club followed shortly after by Ellis Park and Transvaal Rugby. Our first contract with **SA Rugby** was in 1992 and we have maintained a long-standing relationship.

Our initial focus was to raise money for rugby clubs, rugby unions and cricket unions. Over the years, our specialties expanded into a **comprehensive commercial offering** to the sporting industry in South Africa. We have been involved in every major sporting event in the country, starting with the **1995 Rugby World Cup, 1996 Africa Cup of Nations, 2003 Cricket World Cup** and **2010 FIFA World Cup**.

With over 38 years' experience in the industry, Megapro has an unmatched track record in unlocking the commercial value of consumer passions across a variety of sports and entertainment properties.



## WHAT WE DO

We collaborate with premier sports organizations, rights holders, and brands in South Africa and internationally to effectively commercialize properties, fostering meaningful connections between brands to help achieve their business objectives.

B-BBEE

# LEVEL 2 QSE

STATS

# 38+

YEARS OF EXPERIENCE

# 15+

RIGHTS HOLDERS

# 40+

BRANDS

## OUR DIVISIONS

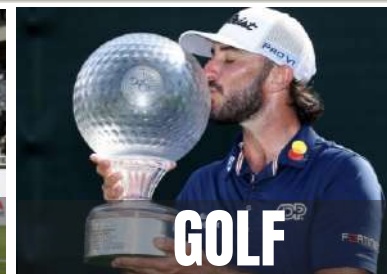


## OFFERINGS & SERVICES



- 1 **RIGHTS COMMERCIALISATION**  
We work closely with rights holders.
- 2 **LICENSING & MERCHANDISING**  
Has led the sports trademark and brand licensing in South Africa.
- 3 **IN-STADIUM ADVERTISING & VIEWING SCREENS**  
Pioneered LED solutions in South Africa.
- 4 **HOSPITALITY**  
Provides clients with front row seats to all the best sporting action and entertainment in South Africa.

## RIGHTS HOLDERS



Our portfolio includes prestigious rights holders, highlighting both men's and women's teams across South African rugby, cricket, and football organizations.



SARU - EPCR - URC - LIONS - CHEETAHS - WP RUGBY - PREMIER INTERSCHOOLS | CSA - TITANS - EP CRICKET - WP CRICKET - CG LIONS - FS CRICKET | SAFA - SUNDOWNS | NGC

# BRA NDS

National and  
International

Strong history of client relations, **unlocking** commercial value.

