

Ezilet Company Profile

Draft

Ezilet simplifies the rental process between landlords or estate agents who have properties to let, and potential tenants who are seeking them. We are an end-to-end solution company that facilitates the marketing of properties, their rental transactions and contract management. These are functions of an information aggregator, and respective stakeholders in the rental agreement have their needs fulfilled by Ezilet both conveniently and securely.

Beginnings

As a business, Ezilet was born out of a healthy experience with rental properties and their tenants. It became apparent after an attempted break-in that the primary concerns of safety and comfort that tenants have are intricately connected to the business of landlords, who create financial stability through occupancy. Both stakeholders in the rental agreement could assuage their respective uncertainties through a common platform that laid out the rental process simply and clearly.

For these reasons, Ezilet was built on a set of values that honour the respective needs of both landlords and tenants:

- **INTERDEPENDENCE:** We believe in articulating constructive value for all parties into win-win rental agreements.
- **SAFETY:** We address the primary concerns of tenants wanting to live comfortably and landlords protecting their investment.
- **SECURITY:** Our data and systems adhere to the highest standards of information technology security for the protection of all our users.
- **INNOVATION:** We constantly revise our product and service offering to evolve with the needs of our users.
- **EQUAL OPPORTUNITY EMPLOYER:** We endeavour to build Ezilet into a valuable contributor to the economy.

Our Vision & Mission

Our company values are an internal code of conduct that serves to guide building a database of quality properties and tenants in neighbourhoods all over the world. Our mission is to make this valuable data as accessible as possible and, in doing so, achieve a vision of leadership in the global residential property market.

The primary vehicles to realize these business goals are the Ezilet mobile application and its web-based counterpart, the ezilet.net online platform.

These software applications are invaluable tools for any property rental related need. They provide intuitive ways for good tenants and landlords to find each other. The software reduces the costs and

administration for either party by facilitating structured communications, notifications and contract management through conveniently accessible electronic interfaces.

To save time and money for both parties, Ezilet's functionality includes:

- Filtering searches by a range of property types. Ezilet finds student accommodation, apartments, houses, garden cottages and even farmsteads.
- Narrowing search results by price, deposit amounts, number of rooms, the type of view preferred and whether a place is pet friendly.
- Selecting properties that fit tenant lifestyles by marking amenities, workplaces or universities they'd like to be close to. Also calculates travel distance and time using Google Maps.
- Notifying users first when new properties become available in chosen areas, or saving property searches for price and area comparisons.
- Helps tenants find temporary and permanent housemates by sharing home listing and pictures on Facebook. This also helps landlords develop house-shares.

Additionally, Ezilet also:

- Directly connects landlords and estate agents to tenants for making viewing appointments and reserving a property.
- Logs and tracks maintenance requests that need attention, and records the state of a property with photos so landlords and tenants agree when moving in.
- Allows convenient access to all rental documentation. Find up-to-date rental agreements, renewal notices, complex rules, etc. within Ezilet.
- Has a built-in reviewing system that helps report fraudulent landlords, or raise queries with estate agents. Ezilet also lets landlords rate tenants for track records that other landlords can reference.
- Ezilet catalogues properties all over the world.

Executive & Management

Ezilet's Chief Executive Officer (CEO) is Mr. Lebogang Morule. He is certified Chartered Accountant in South Africa and holds a Masters Degree in Business Leadership from the UNISA School of Business. Mr. Morule believes in delivering constructive value and has entrepreneured a number of running businesses through his venture Capital operation, Ketsia Holdings. He serves as the Managing Director of Ezilet.

Divisions of Ezilet manage operations in:

- **SOFTWARE DEVELOPMENT:** A team dedicated to constantly maintaining and evolving the Ezilet platform.
- **DATA MANAGEMENT AND SECURITY:** Hosting, validation and data security maintenance.
- **MARKETING AND CUSTOMER RELATIONS:** Manages Ezilet's brand and sales operations alongside customer service functions.
- **ADMINISTRATION AND FINANCE:** General management and accounting.

Ezilet is a Ketsia Holdings Venture. The business asset is managed under the Venture Capital portfolio built by Mr. Lebogang Morule. He owns 100% of shares in the company.

Contact Ezilet's management for further information:

TELEPHONE: 011 314 6617

EMAIL: lebogang@ezilet.net

PHYSICAL ADDRESS: Sanbonani Holdings, Unit B1, Alphen Square West, George Road, Midrand, RSA.