

FOR IMMEDIATE RELEASE

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Kropz SA (Pty) Ltd
(“Kropz” or “the Company”)
Appointment of Ian Harebottle as CEO designate

Kropz SA (Pty) Ltd, the South Africa based plant nutrient company and miner of fertiliser feed materials, is delighted to advise that Mr Ian Harebottle has agreed to join the Company in the role of Group CEO as of 28 March 2018 and on completion of his current employment contract with Gemfields plc.

Mr Harebottle has over 17 years’ experience in the mining sector. He was most recently CEO of AIM-quoted Gemfields plc from February 2009 until its acquisition by Pallinghurst Resources Limited in July 2017. Under his leadership, Gemfields plc grew to become a leading supplier of responsibly sourced coloured gemstones with assets in Zambia, Mozambique, Ethiopia and Madagascar. From his appointment in 2009, Ian undertook an operational restructuring which saw Gemfields plc transition from a loss-making business with revenues under US\$1 million to an international multi-asset business that generated EBITDA of US\$69 million from revenues of US\$193 million in 2016. In addition to the operational and corporate restructuring, Gemfields plc is also credited with transforming the coloured gemstone business including a significant increase in coloured gemstone consumption and appreciation amongst discerning international consumers.

Prior to Gemfields plc, Mr Harebottle was CEO of AIM-quoted Tanzanite One Ltd between April 2005 until February 2008. TanzaniteOne Ltd was the world’s largest tanzanite producer, achieving a market capitalisation of US\$400 million under Ian’s leadership and was widely recognised as being one of the highest dividend payers in the mining sector on AIM during that time.

Mr Harebottle is recognised for his skills in facilitating and participating in high-level operational initiatives, including infrastructure design, process re-engineering, turnaround management, and reorganisation. He has a strong transactional background in start-ups, mergers, acquisitions and stock exchange listings.

Steps are well underway for the formation of Kropz plc, the intended holding company for all the various assets in the Kropz group. A range of funding options, including a flotation on the London Stock Exchange in 2018, are also being explored.

Kropz founder and non-executive director, Mike Nunn said: “I have been lucky enough to have worked with Ian for many of his 17 years in mining and have experienced first-hand his positive, professional and thorough approach to business leadership. Ian has built an enviable reputation as being a positive ‘disruptor’ and one to challenge traditional practices. We believe Kropz is ideally suited to his skillset to bring about a new player in the African plant nutrient sector.”

Kropz Elandsfontein (Pty) Ltd

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Ian Harebottle, CEO designate, Kropz, said: “I am extremely excited by the fact that I will soon be joining Kropz and embarking on a new chapter in the plant nutrient business, ably supported by a management team with technical and marketing experience in the phosphate sector. In my lifetime, we have seen exponential population growth coupled with a commensurate decrease in available arable land, which makes the role of increasing crop yields incredibly relevant both today and in the future.



Kropz is an environmentally responsible company with an advanced stage phosphate mining project in South Africa and an exciting downstream plant nutrient distribution business, which has the ability to contribute towards feeding sub-Saharan Africa for generations. I have been extremely impressed with the way in which Kropz has established itself in setting high standards for the sustainable mining of plant nutrient minerals and believe Kropz is the ideal platform to build the leading sub-Saharan plant nutrient producer and trader.”

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Notes to Editors:

Kropz is an explorer, mine developer, miner and future supplier of phosphate rock to sub-Saharan Africa and worldwide markets.

Kropz has developed South Africa’s largest sedimentary phosphate deposit, known as Elandsfontein, with a capacity to produce up to 1,5Mtpa of 32% P₂O₅ phosphate rock from a highly automated processing plant with online analysis and advanced process control. Streamline mining methods and processing efficiencies will allow for continuity of production, which will continue for the current 15-year life of mine.

Elandsfontein extended its commissioning process in August 2017 as a result of technical and economic reasons, including a slower draw down of ground water in the mining pit due to a delay in the receipt of the water use license. An independent technical team has been introduced, to improve mining, processing and cost efficiencies to operate the mine sustainably going forward.

Elandsfontein phosphate rock is of consistent quality and is low in cadmium and other heavy metals. Elandsfontein is part of the Safer Phosphates™ campaign that has been recently launched to overcome the dangers that heavy metals pose to food security.

Elandsfontein is ideally positioned for domestic and export markets, ensuring continued and secure supply. Kropz has dedicated warehousing, ship berthing and loading facilities at the deep water Port of Saldanha, which is located just 50km from the mine via a national freight road.

Elandsfontein phosphate will be distributed globally by international mineral fertilizer trading companies, supplying over 111 countries from 15 offices around the world, for direct application as well as to be beneficiated into superphosphate and phosphoric acid. At the heart of Kropz lies its caring approach towards its people and communities, as well as the environments in which it operates with the goal of Elandsfontein becoming a world leader in ‘green’ mining.

