



LAUREUS SPORT FOR GOOD FOUNDATION SOUTH AFRICA ANNOUNCES KASADA AS NATIONAL HOSPITALITY PARTNER WITH THE AIM OF DRIVING EMPLOYMENT OPPORTUNITIES FOR YOUNG PEOPLE IN S.A. HOSPITALITY

London, 6 October 2026— Laureus Sport for Good Foundation South Africa and Kasada have officially announced a strategic national partnership, naming Kasada as the Foundation's National Hospitality Partner.

The hospitality sector is one of the most accessible pathways into formal employment on the continent, offering quality jobs with real career progression across all levels for young people. Laureus Sport for Good Foundation South Africa builds young people's confidence, discipline, resilience, and a belief in their own potential by offering young people the ability to play and shine in sports, helping them to seize the opportunities offered by the sector. By supporting Laureus Sport for Good across its South African portfolio, Kasada is investing not only in the communities its hotels call home, but also in the next generation of talent that will help shape the future of African hospitality.

The partnership was celebrated at a cocktail event where representatives from both organisations formally signed the agreement. The collaboration spans five properties across Kasada's South African portfolio: Cape Grace, A Fairmont Managed Hotel and Maison Grace (Private Members Club) in Cape Town; Pullman Cape Town City Centre and Mama Shelter Cape Town; and Hyde Hotel Rosebank in Johannesburg.

The announcement follows South Africa's celebration of Heritage Day on 24 September. Corporate backing of non-profit initiatives in the sports sector remains essential to South African society. Beyond athletic achievements, sport serves as a vital tool for community upliftment, youth empowerment, and cultural unity. Corporate investments in sports development programmes provide essential resources, mentorship, and safe environments for young people, helping bridge social divides and build a strong foundation for future generations.

Bryan Habana, Springbok legend and Chairman of the Laureus Sport for Good Foundation South Africa, highlighted the importance of strong corporate backing: *"Hospitality, much like sport, is about bringing people together, creating meaningful experiences and making people feel like they belong. It's a real privilege to be part of this partnership and to see how we can turn a shared purpose into real impact, both on and beyond the field. We are incredibly grateful to the entire Kasada team for their support and we are excited for everything this journey has in store."*

Olivier Granet and David Damiba, Managing Partners and Co-CEOs of Kasada, said: *"We are proud to partner with Laureus Sport for Good Foundation, an organisation with a unique heritage and an extraordinary commitment to social impact through sport. This strategic partnership reflects a strong alignment between Kasada's values and Laureus' mission, and a shared belief that sport and hospitality can be powerful forces for positive change. By bringing together Laureus Sport for Good Foundation South Africa's experience and expertise with the reach of Kasada's hospitality platform, we have an opportunity to create meaningful value for communities and open new doors for the next generation across South Africa."*

Ram Lokan, Partner & Managing Director of Investments at Kasada, said *“We are excited to join Laureus as the National Hospitality Partner. Our South African portfolio provides a powerful platform to connect young people with the hospitality industry, giving them access to skills, experience and employment opportunities. Through our hotels, we can help create a bridge between young people and an industry with the potential to shape careers and contribute to stronger, more inclusive communities.”*

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About Laureus Sport for Good Foundation South Africa

Laureus Sport for Good South Africa funds, supports, and promotes the use of sport as a tool for social change.

The Foundation supports a large network of Sport for Social Change organisations in over 100 communities which use sport in innovative ways to tackle some of society’s most pressing challenges facing our youth, including poverty, homelessness, gangsterism, violence, drug abuse, discrimination and HIV/AIDS.

Since its inception, Laureus SA has raised over R80 million for projects which have helped improve the lives of over 100,000 young people in South Africa. For more information, visit laureus.co.za.

About Kasada

Kasada is the leading independent real estate private equity platform dedicated to the hospitality sector in Africa, advised by Kasada Capital Management part of the Kasada group.

We are committed to generating sustainable, positive impact in the African economies and communities we invest in, while also ensuring the delivery of attractive, risk-adjusted returns for investors. In April 2019, Kasada closed its first fund, Kasada Hospitality Fund L.P. (“Kasada”), with equity commitments of more than US\$ 500 million. Kasada was established in 2018 with the support of two anchor L.P.s, the Qatar Investment Authority, the sovereign wealth fund of Qatar, and Accor, a global hospitality leader.

Our portfolio has grown to 20 hotels across seven jurisdictions. Kasada has become the largest and most active institutional investor in hospitality in the region and the solution provider of choice.

For more information, visit: <https://www.kasada.com/> and follow us on LinkedIn <https://www.linkedin.com/company/kasada-capital-management>

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