



## **Redefine bolsters management team with Financial Director appointment**

**Wednesday, 10 September 2014** - Redefine Properties yesterday announced the appointment of Leon Kok as the company's Financial Director, effective 01 October 2014.

Commenting on the appointment, Redefine CEO Andrew Konig said: *"Leon is an accomplished executive with significant financial and operational expertise and will be an exceptional addition to our team."*

*"As Financial Director, his significant business, financial, corporate and corporate strategy experience will add a valuable perspective to Redefine's board of directors. We look forward to benefitting from his insight and experience."*

A Chartered Accountant with an excellent blend of operational experience, sound business acumen and technical accounting knowledge, Leon joins Redefine from a 13-year career at Peermont Global Limited, last being Chief Operating Officer for this owner and operator of hotel, casino and convention properties since 2007.

Prior to this Leon completed his articles and remained with KPMG until 2000 whereafter he moved to Brait SA as Group Financial Manager and then to Emperors Palace as Chief Financial Officer until 2006.

Earlier this year, Redefine announced changes to its board of directors that reflect an important pivot in the focus of management and bolstered existing management with the addition of high quality industry experience.

*"The appointment of Leon supports Redefine's continuing evolution and strategy to focus on the diversity of experience and skill sets required to deliver and enhance value for shareholders,"* added Konig.

**-ENDS**

### **ENQUIRIES:**

#### **Redefine Properties**

Cara White, Communications Consultant

011 283 0202

[CaraW@redefine.co.za](mailto:CaraW@redefine.co.za)

#### **Distributed by:**

#### **Marketing Concepts**

Suren Naidoo

011 783 0700

#### **Website:**

[www.redefine.co.za](http://www.redefine.co.za)