

# LUKS

WE BUILD BRANDS

**LUKS**

# *WELCOME TO LUKS*

**WE BUILD BRANDS. WE CREATE DEMAND. WE DRIVE SELL-THROUGH.**

LUKS IS AN INTEGRATED BRAND-BUILDING BUSINESS OPERATING ACROSS SUB-SAHARAN AFRICA – COMBINING STRATEGY, CREATIVE, DISTRIBUTION, AND EXECUTION UNDER ONE ROOF.

WE DON'T SIT ON THE SIDELINES. WE OPERATE ON THE GROUND, IN THE DETAIL, AND IN THE MARKET.

WE ARE FOUNDER-LED, HANDS-ON, AND ACCOUNTABLE. WE PARTNER WITH BRANDS TO BUILD REAL PRESENCE, REAL DEMAND, AND REAL GROWTH.

**WE DON'T MOVE PRODUCT. WE BUILD BRANDS THAT SELL.**

# LUKS

WE BUILD BRANDS



# OUR HISTORY

**2001-2007**

Dustin Botha: Billabong, Element, Von Zipper, Kustom Footwear, Nixon

**2009**

Hurley and Nike SB launched

x4 standalone Hurley concept stores opened



**2012**

LUKS Group awarded LAMY

Skullcandy Global Distributor of the Year



**2018**

LUKS Group secures Velcro

ONELUKS is established



**2021**

LUKS Group launches Traeger in South Africa

The Agency is established



**2023**

LUKS Group sign Gozney and Meater

**GOZNEY°**



**2025**

Traeger, Meater and YETI

**2008**

LUKS Brand founded by Dustin Botha and Daniel Hoffman



**2009**

Skullcandy is leading premium fashion headphone brand in South Africs

LUKS Group is established.

**2017**

LUKS Group and LUKS Brand merge into a single entity

**2020**

LUKS Brand reinvents as a supplier of premium branded merchandise solutions

**2022**

LUKS Brand secures sourcing contract for Big 5 Duty Free

**BOMB SQUAD**

**2024**

LUKS Group successfully exits Skullcandy.

LUKS Group successfully launches Gozney in Sub-Saharan Africa

**2026**

Bring your sunglasses because the future is bright

# LUKS

## GROUP

### **BRAND BUILDER. DISTRIBUTION ENGINE.**

WE BUILD BRANDS IN MARKET.

LUKS GROUP LEADS STRATEGY, MULTI-CHANNEL MARKETING, SALES, DISTRIBUTION, AND MERCHANDISING – DRIVING BRAND GROWTH AND SELL-THROUGH ACROSS SUB-SAHARAN AFRICA.

WE CREATE DEMAND THROUGH OMNI-CHANNEL RETAIL STRATEGIES THAT DELIVER DOMINANCE IN-STORE AND ONLINE. OUR EDGE IS EXECUTION.

A FOUNDER-LED TEAM, CLOSE TO THE MARKET, CLOSE TO OUR PARTNERS, AND OBSESSED WITH DETAIL. WE LEVERAGE DEEP INDUSTRY KNOWLEDGE, STRONG RELATIONSHIPS, AND A SERVICE-FIRST MINDSET TO EXPAND MARKET PRESENCE, AMPLIFY VISIBILITY, AND CONVERT DEMAND INTO MEASURABLE GROWTH.

**WE BUILD THE BRAND. WE CREATE THE DEMAND.**

# WHAT WE DO:

WE DO *STRATEGY*

WE DO *SALES*

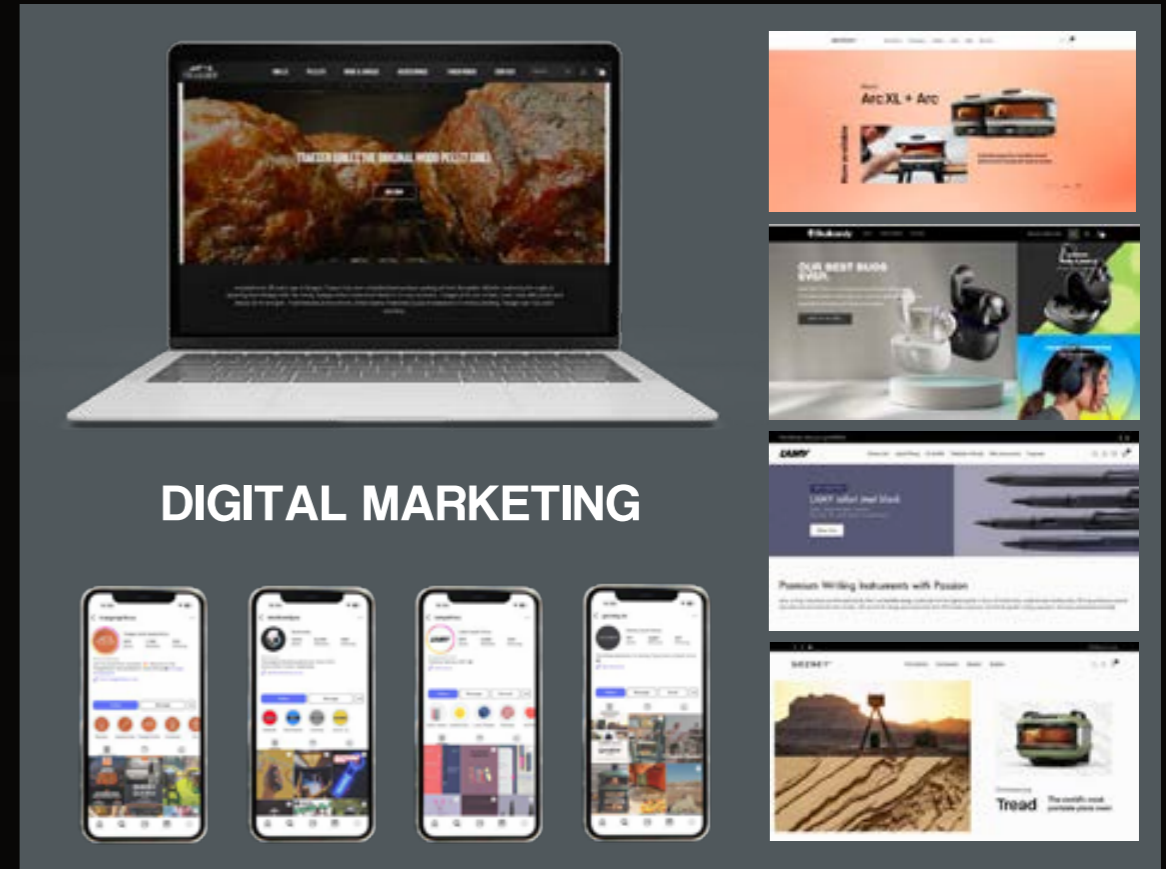
WE DO *MARKETING*

WE DO *DISTRIBUTION*

WE DO *OMNI-CHANNEL RETAIL*

WE DO *BRAND MANAGEMENT*

WE DO *SCALE*



LUKS

**YETI**<sup>®</sup>

  
**TRAEGER**<sup>®</sup>  
WOOD FIRED GRILLS

**GOZNEY**<sup>°</sup>

 **MEATER**<sup>®</sup>

**LAMY**

 **Skullcandy**

 **VELCRO**<sup>®</sup>  
BRAND

**U-BOAT**  
ITALO FONTANA

 **OGIO**<sup>®</sup>

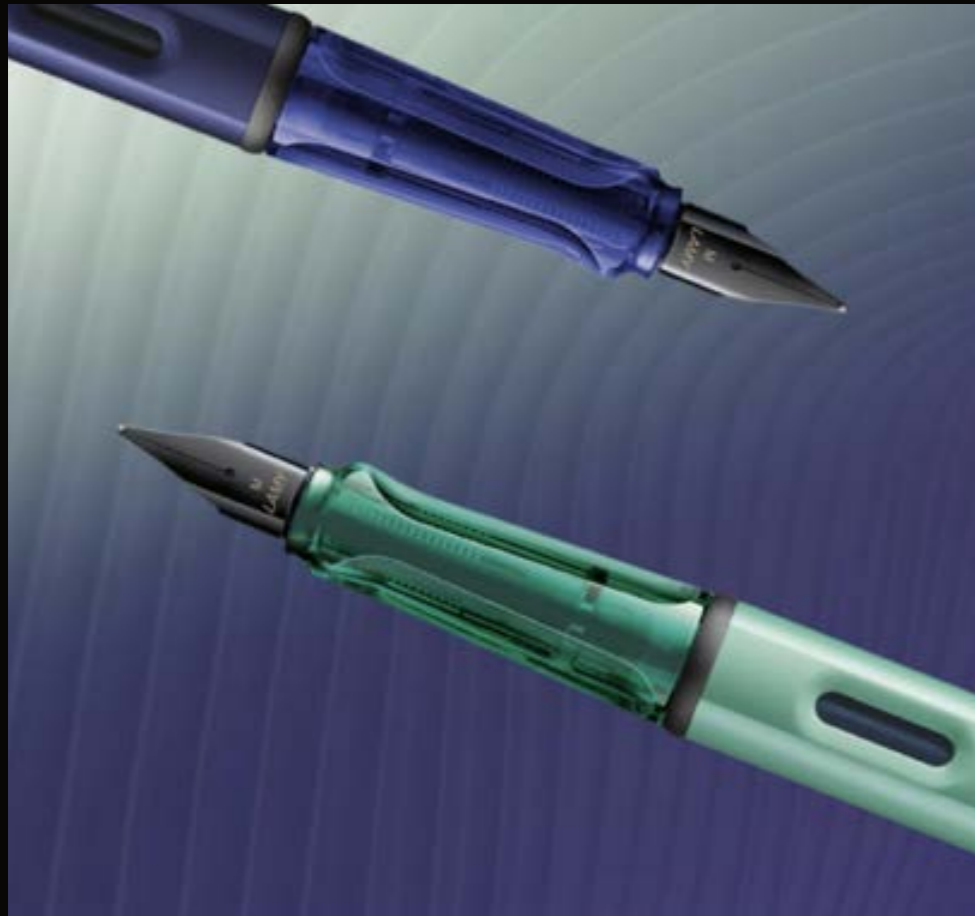
LUKS



LUKS



LUKS



# INDUSTRY AND MARKET

LUKS GROUP OPERATES IN THE DYNAMIC RETAIL AND BRAND MANAGEMENT SPACE, FOCUSED ON LIFESTYLE, PREMIUM MERCHANDISE, AND OUTDOOR BRANDS.

SUB-SAHARAN AFRICA PRESENTS A POWERFUL GROWTH OPPORTUNITY – WITH A DIVERSE CONSUMER BASE AND A RAPIDLY EMERGING MIDDLE CLASS.

BUT IT'S NOT A SIMPLE MARKET.

FRAGMENTED RETAIL.  
INCONSISTENT EXECUTION.  
LIMITED BRAND CONTROL AT STORE LEVEL.

GLOBAL STRATEGIES DON'T TRANSLATE WITHOUT LOCAL EXPERTISE.

THAT'S WHERE WE WIN.

LUKS OPERATES ON THE GROUND – COMBINING

LUKS OPERATES ON THE GROUND – COMBINING MARKET INSIGHT, STRONG RELATIONSHIPS, AND HANDS-ON EXECUTION TO SUCCESSFULLY INTRODUCE AND GROW INTERNATIONAL BRANDS.

DISTRIBUTION IS ONLY ONE PART OF THE PUZZLE – AND THE EASY PART.

THE REAL OPPORTUNITY LIES IN BUILDING BRANDS THAT RESONATE WITH THE NEXT GENERATION OF CONSUMERS.

MOST DISTRIBUTORS UNDERSTAND THEIR CHANNEL. VERY FEW KNOW HOW TO BUILD DEMAND BEYOND IT.

WE DEFEND THE BRAND.  
WE EXTEND INTO NEW CHANNELS.  
WE AMPLIFY WHAT WORKS.

THIS IS NOT A DISTRIBUTION PLAY

**IT'S A BRAND-BUILDING EXERCISE.**

LUKS

# LUKS

## BRAND

### **B2B ENGINE. CORPORATE SALES.**

WE CONVERT DEMAND INTO REVENUE.  
LUKS BRAND IS THE DEDICATED B2B AND CORPORATE SALES ARM  
OF THE GROUP – BUILT TO EXECUTE AT SCALE.

WE TAKE BRANDS INTO THE CORPORATE AND B2B SPACE, DELIVERING END-TO-END  
SOLUTIONS ACROSS PRODUCT, MERCHANDISING, AND BRAND EXECUTION.  
WE DON'T DO GENERIC.

WE SOLVE REAL PROBLEMS WITH CONSIDERED, HIGH-QUALITY  
OUTPUTS THAT REFLECT THE BRAND PROPERLY.

THROUGH STRONG RELATIONSHIPS AND DEEP MARKET UNDERSTANDING, WE HELP BRANDS  
PENETRATE AND WIN IN B2B CHANNELS – DRIVING ENGAGEMENT, REPEAT BUSINESS,  
AND SUSTAINABLE GROWTH.

**WE CONVERT DEMAND INTO DATA-LED SELL-THROUGH.**

# WHAT WE DO:

**WE DO** *SOURCING*

**WE DO** *STRATEGY*

**WE DO** *DESIGN & DEVELOPMENT*

**WE DO** *E-COMMERCE SOLUTION*

**WE DO** *CORPORATE SOLUTIONS*

**WE DO** *SPECIAL PROJECTS*

LUKS



**TREK**

**rogz**

**INEOS**  
GRENADIER



**HIMOINSA**  
A YANMAR COMPANY



LUKS

# LUKS

AGENCY

**CREATIVE DIRECTION. BRAND EXPRESSION.**

WE SHAPE HOW THE BRANDS SHOW UP.

LUKS AGENCY IS THE CREATIVE ARM OF THE GROUP – RESPONSIBLE FOR DEFINING, EXECUTING, AND PROTECTING BRAND EXPRESSION ACROSS EVERY TOUCHPOINT.

LED BY A FULL-TIME CREATIVE DIRECTOR, WE ARE THE CUSTODIANS OF CREATIVE – ENSURING EVERYTHING WE PUT INTO MARKET IS CONSISTENT, CONSIDERED, AND COMMERCIALY EFFECTIVE.

FROM RETAIL ENVIRONMENTS AND CAMPAIGNS TO CONTENT AND BRAND ASSETS, WE CREATE WORK THAT ELEVATES BRANDS AND CONNECTS WITH CONSUMERS.

WE SUPPORT THE GROUP, OUR PARTNERS, AND A SELECT CLIENT BASE WITH HIGH-IMPACT CREATIVE THAT DRIVES REAL-WORLD PERFORMANCE.

**WE MAKE BRANDS IMPOSSIBLE TO IGNORE.**

# *WHAT WE DO:*

**WE DO** *GLOBAL PARTNERSHIPS*

**WE DO** *BRAND MANUFACTURING*

**WE DO** *MERCHANDISE DEVELOPMENT*

**WE DO** *BRAND EXPANSION*

**WE DO** *RETAIL STRATEGY*

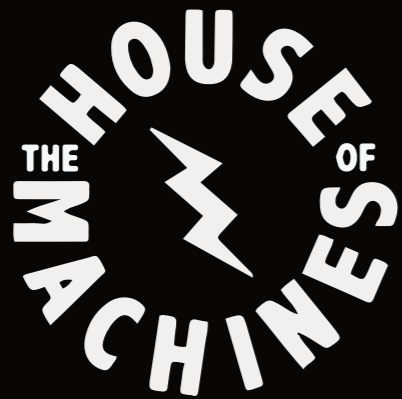
**WE DO** *LICENSING*

LUKS

PAROW<sup>®</sup>

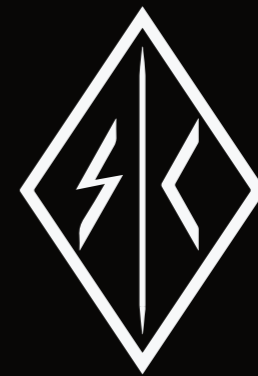
SIMON  
DEPORRES

Hurley )(



THE SNEAKY  
SAUSAGE

T O K Y  
C R O W S



# HURLEY

Born from water, Hurley was founded in Huntington Beach in 1999 on the principle of empowering and fueling the voice of the next generation. Through the lens of inclusion, Hurley has partnered with the world's best musicians, surfers, skateboarders, and more, growing into a global youth culture brand with roots sunk deep in beach lifestyle. Disruptive innovation is our unique blend of style and performance and has Hurley sitting as the global benchmark for performance both in and out of the water.

INCLUSION. POSITIVITY. FREEDOM OF EXPRESSION.

## SCOPE OF WORK:

- Brand Development
- Concept Development
- Product Development
- Brand Strategy
- Brand Launch
- Retail Launch



# THE HOUSE OF MACHINES

Designed and tested as the quintessential home base for those with a passion for all things powerful and the life that surrounds them. The House of Machines has a simple and bold credo – to create the environment where man and machine co-exist. A single-minded, accessible environment that fosters this symbiotic relationship that has been woven into our DNA ever since our forefathers first strapped an engine to a frame – freedom.

Each iconic city location is the fine purveyor of the elements associated to the modern lifestyle, a destination point for these pillars in a seamless integrated location. These "Icon" stores showcase a lifestyle born and lived through a passion for detail, combining equal parts, moto enthusiast, specialty coffee drinker, cocktail connoisseur, craft beer lover, music fan, foodie, apparel collector and an endless list of other lifetime pursuits. The focus is solid coffee and food made from the heart, crafted apparel, small distillery spirits & craft beers, and a veritable cornucopia of those sneaky little 'must haves'. THoM scours the globe to source from like-minded craftsmen from around the world. Producers that value quality over profits and longevity over the quick buck.

"THoM is your home, as much as it is our house."

## SCOPE OF WORK:

- Brand Development
- Concept Development
- Product Development
- Brand Strategy
- Brand Communication



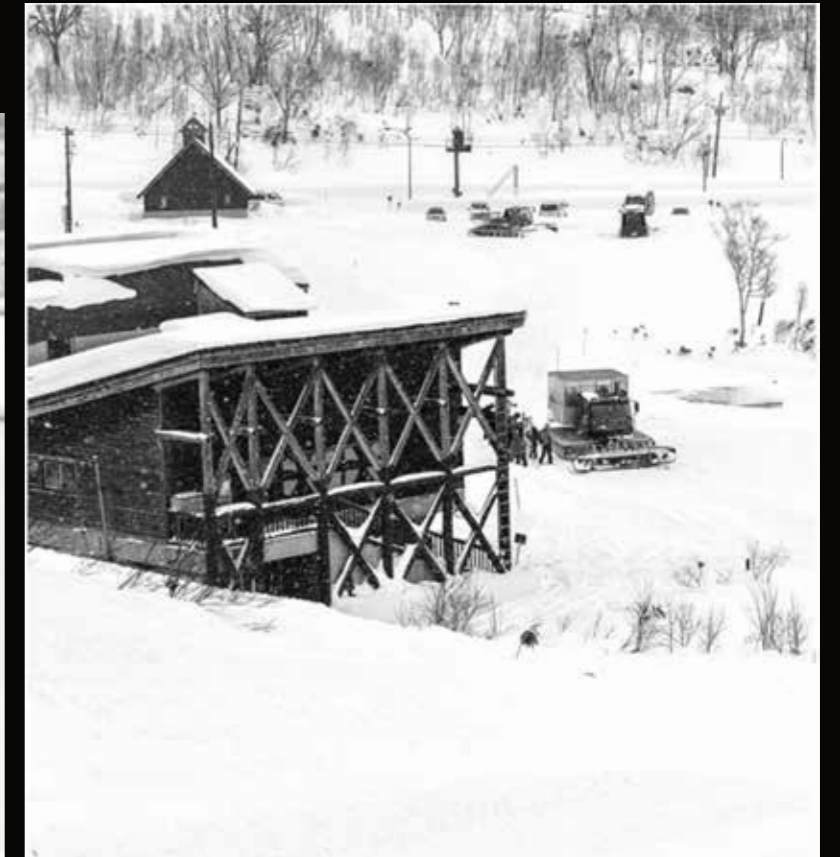
# THE HOUSE OF POWDER

The House of Powder, a tribe built around the snow experience – the powder, the hardware, the morning coffee, the late night cocktails and all-day craft beer, the right apparel, and the music that fills our lives. The House of Pow is a community – one where you are not judged on whether you wear Mom Jeans or Skinny Leg, whether you roll with the tailored hipster beard or go bare. Our only concern is the experience you have, the honesty of lifestyle.

Our first stop in global domination was Chisenupuri ("Chise"), located outside of Niseko, Japan. Chise marked a quantum leap in the Japanese powder market. A truly Japanese Onsen experience, with the tree-lined skiing surrounding the Chisenupuri Hot Springs, and recently renovated Onsen facility, the quintessential Japanese bathing experience. A secret to local Japanese, Chise or translated as "House", was a discrete, closed down ski resort that offered multi terrain variations, all focused on powder. But then people found out about it, so now we're building our new location – Forbidden Territory. Listen out, you'll hear about it soon via hushed tones.

## SCOPE OF WORK:

- Brand Development
- Concept Development
- Product Development
- Brand Strategy
- Brand Communication



# SIMON DEPORRES

Simon Deporres strives to create garments of the highest quality and purpose, striking a balance between daily function and tailored fit. Rather than getting lost in what's now, SD create essentially classic tailored and functional garments that hold relevance season after season and strive to never stop improving on the product. They aim to simplify daily life through the products that they create. This simplification can be achieved through the knowledge that the quality will always remain consistent, all products will stay true to their fit and the styling forever timeless.

Rather than dictating the wearing sensibilities; the clean lines and textures of the product encourage the user to interpret the garments in their own stylistic way, adding to both their personal aesthetic beliefs and that of the brand. Wear it your way, always.

## SCOPE OF WORK:

- Brand Management
- Brand Development
- Brand Strategy
- Apparel Design



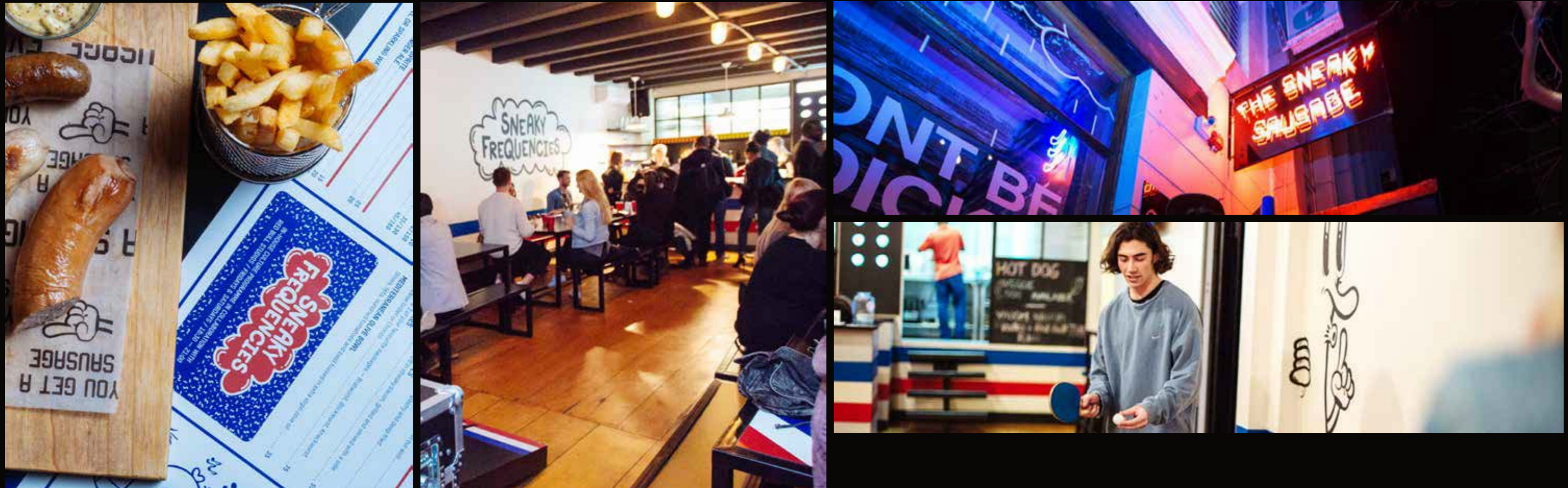
# SNEAKY SAUSAGE

Born out of a passion for quality ingredients and no-mess, no-fuss service, encouraging friends to gather in large groups, raise a glass and celebrate the art of the grill, The Sneaky Sausage (Sneaky) takes its cues from the plethora of communal beerhalls from Berlin to Brooklyn. Cheeky, playful and full of great times, 'The Sneaky' is rooted in quality ingredients, great music and a community integration that harks back to 'old world' values of European street food.

Sneaky has joined forces with genre leading DJ's to create an electronic music and cultural programme that'll take some beating. This is a project that incorporates a monthly street party, weekly local and international DJ sets at Sneaky, and downloadable playlists.

## SCOPE OF WORK:

- Brand Development
- Concept Development
- Product Development
- Brand Strategy
- Brand Communication



# TOKYO CROWS

Born in Tokyo, all Japanese. A small-space shrine to the essentials of Japanese after work life – beer, sake, whisky, yakitori + kushiyaki, work colleagues and friends. Tokyo Crows or 'Crows' promises to transform a stressful day of work or just life in general to a position that truly matters: Comfort. The choices are simple, the quality undeniable, Crows is Tokyo life, just upgraded.

So just start by sharing little skewers of goodness, washed down by craft Japanese beer, "only sold in Japan" sake and whisky, or new takes on Japanese cocktails, it's your choice whether it's an hour or the whole night. Oh, don't worry, we'll bring the music.

"Kanpai!"

## SCOPE OF WORK:

- Brand Development
- Concept Development
- Product Development
- Brand Strategy
- Brand Communication



# *WHY US?* **THIS IS WHY**

## *EXTENSIVE EXPERIENCE*

Over 20 years of owner-operated expertise in launching and managing international brands in South Africa.

## *LOCAL MANUFACTURING EXPERTISE*

10 years of experience in manufacturing, including all forms of branding, screen printing, embroidery, and CMT (Cut, Make, Trim) capabilities.

## *SOURCING OFFICE IN CHINA*

Established sourcing capabilities and office in China to facilitate global procurement and manufacturing.

## *STRATEGIC PARTNERSHIP WITH SHOPRITE GROUP*

Established partnership with Africa's largest retailer, the Shoprite Group, with a current market cap of R169 billion.

## *STRATEGIC PARTNERSHIP WITH SIMPLY ECOMMERCE*

Collaboration with Simply Ecommerce, a collective of specialists who have launched and worked for major South African Ecommerce brands.

# *WHY US?* **THIS IS WHY**

## *STRATEGIC ALLIANCE WITH THE BREAD*

Partnership with THE BREAD, a through-the-line agency specializing in PR, Events and Activations, Influencer Marketing, and Social Media Management.

## *DEEP UNDERSTANDING OF EVENT & ATHLETE SPONSORSHIP*

Expertise in event and athlete sponsorship, enhancing brand visibility and engagement.

## *CHANNEL SEGMENTATION EXPERTISE*

Understanding and proficiency in building brands through channel segmentation, catering to core independents, achieving scale in mass retail where feasible, and B2B strategies.

## *ENTREPRENEURS ORGANISATION MEMBERSHIP*

The founders are all tenured members of the Global Entrepreneurs Organization, providing access to a global community for peer support, learning, and growth.

## *OUTSOURCED STATE-OF-THE-ART LOGISTICS FACILITY*

State-of-the-art logistics facility that ensures fast, efficient and reliable services.

**LUKS**

# *STATE OF THE ART LOGISTICS FACILITY*

*(YUP, THIS IS ACTUALLY OUR WAREHOUSE)*



# LUKS RETAIL PARTNERS

NATIONAL	LIFESTYLE	OUTDOOR	ONLINE	OWN RETAIL	LOYALTY PROGRAMS	SUB DISTRIBUTORS
<p><b>GENERAL</b></p> <ul style="list-style-type: none"> <li>• Shoprite Checkers</li> <li>• Makro</li> <li>• Game</li> <li>• Pick n Pay</li> <li>• Spar Group</li> </ul> <p><b>SPECIALITY</b></p> <ul style="list-style-type: none"> <li>• PNA</li> <li>• Leroy Merlin</li> <li>• Mica Hardware</li> <li>• Hirsch's</li> <li>• Tafelberg</li> </ul> <p><b>CONSUMER ELECTRONICS</b></p> <ul style="list-style-type: none"> <li>• Incredible Connection</li> <li>• Games 4 U</li> <li>• HiFi Corp</li> <li>• Matrix Computers</li> <li>• iStore</li> <li>• Computer Mania</li> </ul> <p><b>TELCO</b></p> <ul style="list-style-type: none"> <li>• hi Stores</li> <li>• Alisom (Vodacom)</li> <li>• Cellucity</li> <li>• Mr Price (cellular)</li> </ul>	<ul style="list-style-type: none"> <li>• Foschini</li> <li>• Sportscene</li> <li>• Boardriders</li> <li>• Shesha</li> <li>• Woolworths</li> <li>• Mr Price Sport</li> </ul> <p><b>HOME GOODS</b></p> <ul style="list-style-type: none"> <li>• Yuppieschef</li> <li>• @home</li> </ul> <p><b>HEALTH</b></p> <ul style="list-style-type: none"> <li>• Clicks</li> <li>• Wellnesss Warehouse</li> <li>• Dischem</li> </ul> <p><b>SPECIALITY LIFESTYLE</b></p> <ul style="list-style-type: none"> <li>• Beau Constantia</li> <li>• Hasher Family Estate</li> <li>• SMG Yamaha</li> </ul>	<ul style="list-style-type: none"> <li>• Cape Union Mart</li> <li>• Outdoor Warehouse</li> <li>• Sportsman's Warehouse</li> <li>• Checkers Outdoor</li> <li>• Safari Outdoor</li> <li>• Camp &amp; Climb</li> <li>• Soloman</li> <li>• The North Face</li> <li>• Just Like Papa</li> <li>• Gone Outdoor</li> <li>• Front Runner Equipment</li> <li>• Kloppers</li> <li>• Drifters</li> <li>• Trappers Traders</li> <li>• Extreme Outdoor</li> <li>• African Outdoor</li> <li>• Adventure Gear Zone</li> <li>• Hikers Paradise</li> <li>• Wildman</li> <li>• Mia's Fishing</li> <li>• Soloman's Gifts</li> </ul>	<ul style="list-style-type: none"> <li>• Takealot</li> <li>• Amazon</li> <li>• Superbalist</li> <li>• Loot</li> <li>• Makro Marketplace</li> <li>• Write GEAR</li> <li>• Homechoice</li> <li>• Everyshop</li> <li>• Checkers Sixty60</li> </ul> <p><b>OFF-PRICE CHANNELS</b></p> <ul style="list-style-type: none"> <li>• One Day Only</li> <li>• Up 2 Date Technologies</li> </ul>	<ul style="list-style-type: none"> <li>• skullcandyshop.co.za</li> <li>• lamyshop.co.za</li> <li>• traegershop.co.za</li> <li>• gozneyshop.co.za</li> <li>• Mall of Africa</li> </ul>	<ul style="list-style-type: none"> <li>• FNB eBucks</li> <li>• Nedbank Avo</li> <li>• Momentum Multiply</li> <li>• Discovery Health</li> </ul>	<ul style="list-style-type: none"> <li>• Trident Marketing (VELCRO - Hardware Channel)</li> <li>• Tarsus</li> </ul>

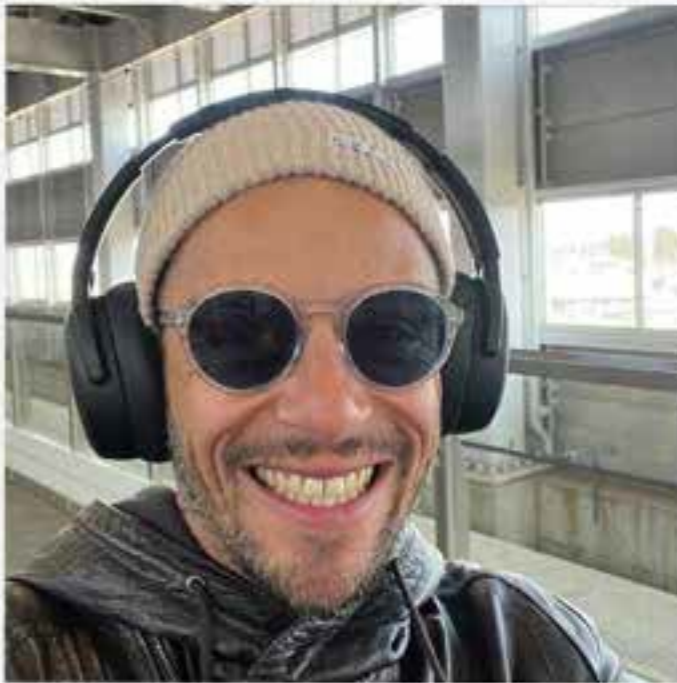
# MEET THE TEAM



**DUSTIN BOTHA**  
Managing Director



**MARC HOFFMANN**  
Financial Director



**DANIEL HOFFMANN**  
Director

LUKS

# FRIENDS OF LUKS





## **JASON LILLEY**

Head Chef and Owner at Jason's Bakery



## **ANDY FENNER**

Head Butcher and Owner at Frankie Fenner Meat Merchants,  
Co-Founder of Convivium, Author



## **WES RANGLES**

Head Chef at Shortmarket Club, Co-Founder of Convivium



## **ASH HEEGER**

Head Chef and Owner at ASH/Riverine Rabbit



## **SITHEMBISO –NDASH' NDASHE**

Entrepreneur, Celebrity Chef, BMW Motorrad Ambassador,  
Ford Motors Ambassador



## **ALEX TORRÃO**

Celebrity Chef



**SIYA KOLISI**

South African Springbok Rugby Captain



**JACK PAROW**

Musician



**FHATUWANI MUKHELI**

Artist & Influencer



**RICKY BASNETT**

Surfer & Content Creator



**NASTY C**

Musician



**BRAD ARMITAGE**

Creative Director



**JAK TOMAS**

Musician



**ARIE FABIAN**

Entrepreneur & Businessman



**PAUL SIMON**

Entrepreneur & Businessman



**ALLAN JOHNS**

Surfer



**RYAN BRUSSOW**

Art Director & Foodie



**LLOYD STOCKS**

Athlete



**THABO MOLOI**

Red Bull Esports Athlete



**RYAN SANDS**

Trail Runner



**RICHARD MULHOLLAND**

Global Speaker & Entrepreneur



**JORDY SMITH**

ASP Surfer World Title Contender



**OLIVER SWART**

Chef & Content Creator



**BRANDON VALJALO**

Olympic Skateboarder



**JETT BRADSHAW**

Pro Kiteboarder



**MALCOLM MARX**

Springbok Rugby Player & Business Owner



**STEVEN KITSHOFF**

Springbok Rugby Player & Business Owner



**SHAUN DUWE**

Entertainment Entrepreneur



**LUKE MCGILLEWIE**

Professional Kitesurfer



**RONALD ROWLEY**

Musician / DJ



**DAMIAN WILLEMSE**

Springbok Rugby Player



**FRANK SOLOMON**

Surfer



**ANDREW NEL**

Butcher



**WARREN TALBOT**

Vans General Manager, Surfer, DJ



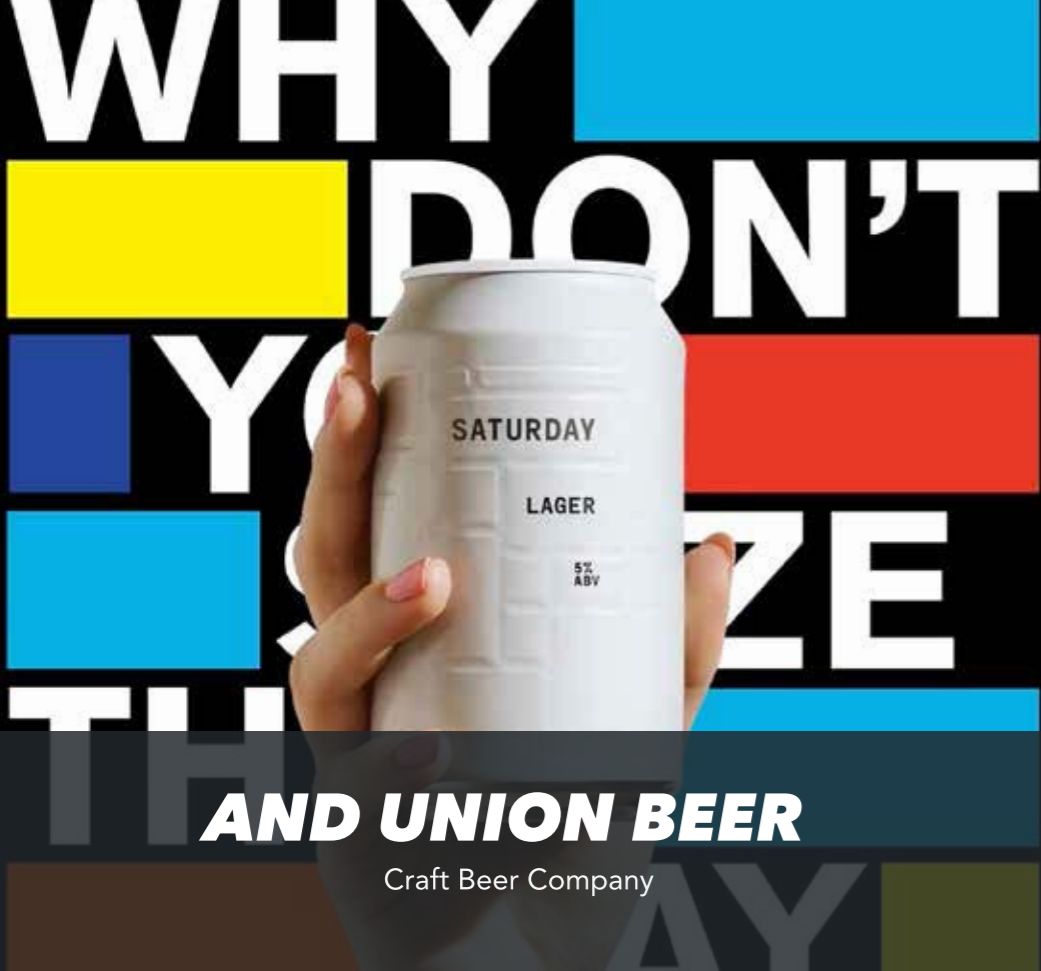
**MARKUS MUSELER**

Event Owner - Monster Energy, Ultimate X



**TREVOR -BIG T' WOLMARANS**

Boxing Coach



**AND UNION BEER**

Craft Beer Company



**JUST LIKE PAPA**

Premium Outdoor Equipment Store



**THE HOUSE OF MACHINES**

Bar & Coffee Shop



**SMG MOTOR HOLDINGS**

Event Support



**GONE OUTDOOR**

Adventure Gear Retailer



**THE SENTINEL OCEAN ALLIANCE**

Non-Profit organisation

# CLIENT TESTIMONIAL

“ I’ve been working with Dustin for a little over 2 years now. Amongst all of Traeger’s worldwide distributors, there aren’t many that put as much **EFFORT** and **WORK** behind the brand.

Clear communication, navigating different cultures and target groups, and mostly, problem-solving are among Dustin’s strongest qualities. Never have I heard him say, “we can’t”. Even in the most challenging situations, his answer is **„WE WILL FIND A WAY“** and so he does.

He is an **INCREDIBLE** and **TRUSTWORTHY** business partner to work with and as a human being, he’s amongst the finest! ”

-Manuel Stadelmann, Traeger Distributor Marketing Manager

# CLIENT TESTIMONIAL

“ Dustin is **F\*\*\*\*\*G EPIC** .  
Work with him. ”

- Diva Q, Traeger Global Ambassador

# CLIENT TESTIMONIAL

“ I’ve had the pleasure of working with Dustin Botha since December 2020, when we launched the ‘We Are EGG’ platform.

Dustin Botha has shown amazing **PERSEVERANCE** and **DRIVE**. He is a **SUPERB BRAND CUSTODIAN** and **EQUITY BUILDER** in various different product types.

He is always **ABLE**, he is always **AVAILABLE** and understands what needs to be done in order to make sure that a brand evolves and it is correctly positioned to what the customer wants out there.

Not only is Dustin **AFFABLE**, he has **AGILITY** and enormous **ABILITY** and I believe that he is only starting his trajectory in his work life. ”

-Arie Fabian, Founder of We Are EGG and Yawa  
Creator, Designer and Retailer of Fabiani

LUKS

*END.*

THANK YOU

