



iFix 

Repair Specialists

2014
Investor Proposal



Main particulars and features of **iFix**

iFix Repair Specialists (PTY) Ltd are Apple & Samsung product repair specialists, offering repair solutions and technical support to South Africa. Our walk-in, walk-out service philosophy gives clients a low cost, efficient and trouble free way to deal with their device issues which arise from time to time.

With offices in all major centres and over 130 000 successful device repairs in over 7 years of operation, we are the most experienced 1-stop Apple and Samsung repair and servicing destination. The most recent Apple release of new gadgets, including the iPad Air and the iPhone 5s,

has grown the company's product category and the number of devices in customer's hands. This has created a niche market where competent services, repairs and education is crucial, a market which iFix has stepped in to fill.

iFix offers a valuable and necessary service to a much needed market, finding new and innovative ways to improve our customer's experience.

WE ARE APPLE & SAMSUNG PRODUCT REPAIR SPECIALISTS, OFFERING REPAIR SOLUTIONS AND TECHNICAL SUPPORT THROUGHOUT SOUTH AFRICA.



Who is **iFix**

iFix is a one-stop upmarket, walk-in, walk-out service centre for Apple & Samsung devices. We are the Largest Out-Of-Warranty Apple Repair Specialists in Africa.

Over **130 000** Happy Clients
50 Nationwide Technicians
30 Nationwide Support Staff

Where are our **9 stores?**

Cape Town
 Gardens, CBD
 Canal Walk
 Waterfront

Stellenbosch
 Eikestad Mall

Durban
 Gateway Mall

Johannesburg
 The Glen Mall, The Glen
 Clearwater Mall,
 Roodepoort
 Melrose Arch Mall,
 Melrose Arch

Pretoria
 Menlyn Mall

Competitive Edge

Strict Mall Requirements

iFix is already based in several premium malls (Canal Walk; The Gateway Theatre Mall in Durban, Melrose Arch, Menlyn, Clearwater, The Glen) and have extensive experience in dealing with the malls' strict requirements and regulations.

Company Structure

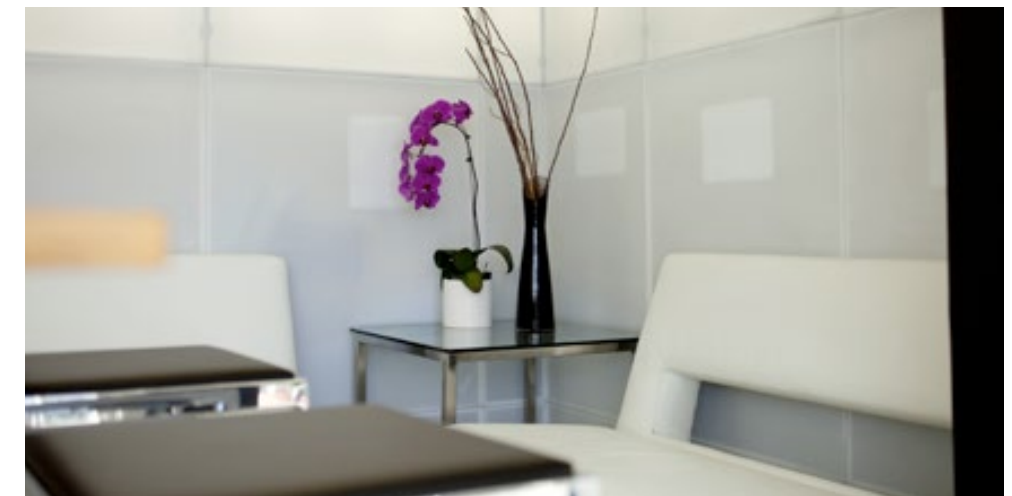
iFix has opened 6 stores by using an operations manual, a successful business model and several support structures setup by the company. iFix has a nationwide network of stores and resources to draw from for any project

5 Years of business experience

Having learned from all our past obstacles, iFix has created a well-tested business model that can be used to open new branches and franchise stores to be consistently successfully.

Goodwill and Marketing

iFix is a nationally known brand that delivers a low cost, efficient and trouble free support and repair service to individuals and corporate companies. New branches will already benefit from the goodwill created by the brand and from the already on-going marketing that is currently being done by iFix.





Technical Specs QC & Support network

Quality Control of handsets

Every handset undergoes a 3-point Quality Control Process. The handset is checked for all working features with a checklist at the following stages:

After the technician completes a job the device is sent to QC. The device is then sent out by the admin department.

Quality Of Repairs

iFix has a return rate of less than 3%. This is currently the lowest in the after-sales service market.

Recruitment /Qualification of Technicians

All our Technicians are either ACMT certified or usually spent time working at some of the largest network providers in South Africa. All of our technicians are trained

extensively internally and are not allowed to work on mobile phones until they have passed the iFix internal qualification.

Turnaround Time

iFix has a less than 24 hour turnaround time on more than 90% of our repairs. Given stock availability we will always have the client's phone back in 24 hours. iFix also has an express

service that allows repairs to be done within an hour.

Back to Workshop Returns

iFix has a no-questions-asked rework policy. If a client is unhappy with any part of their job iFix will express repair their phone for them.

ESD Workshops

All of our workshops are fully ESD compliant.



The **Houdt** Brand

Supreme Wooden Products

2013 saw iFix launch of the Houdt product line. A range of warm, wooden accessories available online, in all iFix stores and most recently, Musica.

Proudly Cape Town designed including collaborations with local designers to create our unique range. Combining the creative juices of the World Design Capital with nature-inspired beauty, Houdt delivers products that truly stand out. Feel the difference of a warm, wooden smartphone or tablet cover.

www.houdt.co.za

"YOUR SMARTPHONE IS AN EXTENSION OF YOU. WEAR IT WITH PRIDE IN AN ELEGANT WOODEN HOUDT COVER!"

Defend your device

iSureFix

Early 2014 saw iFix launches an in-house warranty service called iSureFix.

iSureFix provides an affordable maintenance plan that protects phones and tablets against accidental damage. iFix will express repair any accidental damage to iSureFix covered devices at any of our nationwide stores, at a fraction of the cost.

We also cater to schools, businesses and families.

www.isurefix.co.za

ACCIDENTS HAPPEN, BUT A BROKEN SCREEN SHOULDN'T BREAK THE BANK.



The Incredible Story of iFix

Humble Beginnings 2006

iFix was born in a dorm room at the University of Stellenbosch to ease iPod® owners' frustration at the lack of service available through traditional Apple® repair channels. Satisfied friends soon referred numerous iPod® and iPhone® owners in search of repairs and the first full-time technician is hired.

A Digital Shop in an Analog World

After six months operating out of a garage, iFix opens its Cape Town branch. More full-time staff are hired to serve the burgeoning iPod® and iPhone® market in Cape Town. For two industrious years, iFix operates on a drop-off system at the legendary Mabu Vinyl record shop in Cape Town. To satisfy demand in Gauteng, iFix stores open in Johannesburg and Pretoria.

2010

iFix opens its first Cape Town walk-in store in the Rheede Mall in Gardens to satisfy increasing demand.

June

Shortly thereafter, the first franchise, a Pretoria walk-in store, is opened at the Newlands Plaza Shopping Centre iFix could now satisfy clients with immediate service and direct support.

July

iFix repairs its 10,000th Apple® device and launches an integrated software department specializing in the most up-to-date iPhone® & iPad® software issues.

2011

April. iFix launches its fully integrated Mac® repair division to service all aspects of the Apple® brand. iFix teams up with venture capitalists Estag to expand iFix in South & Southern Africa. Estag provides necessary expertise and resources to guide accelerating iFix growth.

May

iFix Durban opens.

July

iFix Cape Town moves to a beautiful new location in Buitensingel Street, Gardens to provide an up market experience for its Cape Town clients. Clients are encouraged to pop in for a coffee, beer or cool drink!

2012

January

Construction of the Sandton franchise branch begins.

February

Sandton branch is poised to open in Melrose Arch on 15 February.

September

Opening of a new drop-off point at the Eden Mall in Big Bay

October

Moving of the Durban store to the new location at Theatre of Shopping: Gateway Mall

2013

July

iFix opens 2 new branches in Canal Walk & Stellenbosch and starts repairing Samsung products as well.

October:

iFix Launches it's new accessory line Houdt

November:

iFix opens 2 more stores: 1 in Clearwater Mall in Roodepoort & 1 in The Glen mall

December:

iFix moves it's Pretoria Store to Menlyn Mall

2014:

2014

February:

iFix services its 100 000th client! iFix Launches it's in-house warranty service called iSureFix

July:

Waterfront store opened.

Alex Fourie Founder & CEO Press

THRIVE 5 Qs

5Qs WITH Alex Fourie
OCCUPATION OWNER OF iFix

YOU'RE PREVIOUSLY WORKED MOSTLY IN MUSIC. HOW DID YOU IDENTIFY THE NICH IN THE MARKET FOR iFix?

I've always been an entrepreneur, taking risks and taking on cool projects. While traveling overseas in 2005, I spent all my savings flying South African bands over to London, then started a stage hire events company, got involved with an online music store, and eventually managed bands and organized tours.

While I was at university, my iPod broke. I took it to the iStore and they told me to throw it away. I needed the music on it, so I went online, bought a few parts, watched a video and just fixed it myself. A few friends had the same problem, so I helped them out as well. After placing an ad in the Cape Ad's and getting 15 to 20 calls a day, I knew I had a business plan.

DO YOU EXPERIENCE ANY CHALLENGES WITH YOUR BUSINESS PLAN?

There have been so many. I suppose one of the main challenges is that we're fighting against the status quo. We haven't received support from any of the large corporations. Instead of seeing the work that we do as an advantage to them, that we're enhancing their business, they see us as a threat and send cease-and-desist letters. I've received a lot of those.

WAS THERE EVER A POINT WHERE YOU THOUGHT YOU WOULDN'T GET iFix OFF THE GROUND?

I never really thought about 'getting it off the ground'. I literally simply started doing something that grew organically. I've solved every issue and problem when it arose. By believing that it was going to work, it just automatically got off the ground.

STARTING A BUSINESS ALONE CAN BE SCARY. WHAT ARE YOUR THOUGHTS ON TAKING ON A PARTNER?

Always delay taking partners on board as long as possible and be very selective about with whom you align. Bringing a partner on board can be a pivotal crossroads in your business. A productive partner can really help you catapult your business to the next level.

WHAT'S YOUR GO-TO ADVICE FOR STARTING YOUR OWN BUSINESS?

Don't think about it too long. Just go out there and start doing it. There is no such thing as a bad idea. No matter how crazy the idea may be, there's always some credit to it. Furthermore, I also firmly believe that the idea in your head only accounts for 10% of your success. Beyond that, the execution is everything. **W**

ifix not only repairs Apple devices - now you can get your Samsung device repaired too. Not their flagship store at 11 Buitensingel Street, Cape Town, or 112 Ixora.za for your nearest location.

44 MARCH 2014

TFG Man

HQ NUUS

MANNE MET TOP-IDEES

Dié sewe is op Forbes se lys van Afrika se vooste entrepreneurs - en hulle is nog bloedjank

2. ASHLI

3. ZAHLE

1. ALEX FOURIE (27)

Huisgenoot

Huisgenoot

YOU NEWS

WE'VE MADE IT!

These bright sparks are among the cream of Africa's young entrepreneurs

2. ASHLI

1. ALEX FOURIE (27)

3. ZAHLE

You

You

2013

Alex Fourie (27)

Destiny Man

Destiny Man

ENTREPRENEURSKAP

iFix-winkels herstel toestelle wyd en syde

Alex Fourie, stigter en uitvoerende hoof van iFix.

Die Burger, Beeld, Volksblad

Die Burger, Beeld, Volksblad

SANDTON MAGAZINE

01 Jun 2013, p.20

TAKE YOUR APPLE TO HOSPITAL.

Sandton Magazine

Sandton Magazine

ESTADNRUUS

18 Jun 2013, p.13

iFix launches brand new service offering

The ever-growing, proudly South African business iFix is getting ready to open more doors and expand its product range. July this year marks a big milestone in the history of the company, born in the Stellenbosch dormitory of Wilgenhof in 2006, with their brand new Samsung products and the unveiling of a new store, the sixth to open since inception.

The iFix brand of service that promises excellence at all times, is now expanding to the Eikestad Mall in Stellenbosch. This all-encompassing, one-stop Apple and Samsung repair store will trade seven days a week and offer fast turnaround times for all repairs.

"After numerous requests for Samsung products and repairs, I wanted to ensure that this pivotal gap in the market was seen to," said Alex Fourie, the founder of iFix. "The five existing stores have shown remarkable growth and success and we are only too pleased to extend our service to Stellenbosch."

With qualified Apple and Samsung repair specialists retained and with a 70 000-strong, happy customer base nationwide, iFix guarantees quick repairs in under 30 minutes.

Alternatively, if clients prefer the standard service, they will be notified via SMS as soon as their Apple product is ready for collection. iFix stores further boast a live tracking service, on which clients can track completion of their repairs online.

Two readers of *Eikestadnuus* can each win a voucher worth R250 from iFix. Just send an SMS to 34420 (at a cost of R1.50 each) containing the word "iFix" and your name before Monday 22 July.

Founder of iFix, Alex Fourie

Eikestad Nuus

Eikestad Nuus

SA jonges haal Forbes-lys

Straatslim entrepreneurs

Rapport

Rapport

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How To Manage Your Biggest Investments: Your Kids

IBM's Watson Attempts To Tackle The Genes Of Brain Cancer

The Midas List

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Sole funder and mandated lead arranger of R1.8bn for KTH's acquisition and delisting of Kagiso Media Limited.

Read more

Microblog Nusha, Contributor

Followers: 10

30 Most Promising Young Entrepreneurs In Africa 2014

There has never been a more inspired generation of young Africans. These builders, innovators and risk takers are fervent in their resolve to transform the continent. They are solving critical socio-economic problems, exporting African culture to the world, creating job opportunities for Africans, re-telling Africa's stories, and writing the future.

Following a request I made last week, I received over 800 nominations for this year's tally of Africa's brightest young entrepreneurs under age 30. Seven of the names on this year's list were featured last year, but there are 23 new rising stars you need to watch. Since there weren't enough under-30 entrepreneurs who could meet the criteria, I included a few 30-year-olds.

Julie Alexander Fourie, South African

Founder, **iFix**

At 26, Julie Alexander Fourie runs a company that employs 40 people and services more than 4,000 clients a month. Fourie is the founder of iFix, which repairs and services all Apple products and Samsung Smartphones. iFix has branches in Johannesburg, Cape Town and Durban. Fourie started the company in 2006 from his dorm room at the University of Stellenbosch, helping colleagues and friends repair broken and faulty iPods and computers. Satisfied friends subsequently referred other Apple product owners in search of repairs and Fourie's business took off.

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Home / Business / iFix Gateway - out-of-warranty repairs for Apple

iFix Gateway - out-of-warranty repairs for Apple

Trading since 1 December 2012, the iFix Gateway store specialises in out-of-warranty repairs for all Apple products, including iPad, iPhone, Mac and iPod, with an average turnaround time of less than 24 hours.

With a number of qualified specialists and over 43,000 satisfied customers nationwide, iFix offers an express check-in service, guaranteeing devices to be repaired in just 30 minutes. After naturally, if clients decide to select the standard service, they will be notified via SMS, once their product is ready for collection. In addition, the store offers a live tracking system on their website, enabling clients to conveniently track their job status.

"We understand the challenges that South Africans face when it comes to repairing or replacing their Apple products. It is with that in mind, that iFix aim to continuously offer clients a personal experience with the best possible service and quickest turnaround time, every time they walk through the doors," says Alex Fourie, founder of iFix.

The store is conveniently situated in the well-known Gateway shopping centre and trades seven days a week, Monday - Thursday from 9am - 5pm, Friday - Saturday from 9am - 5pm and on Sundays from 10am - 4pm.

The iFix stores have seen well-known South African and international influencers walk through their doors nationwide including, Zolani Mahola, Kyle New Smith, Bryan Moxes, Jo Anne Strauss, Nosh Panagiotopoulos, Janel Wilmers and Carl Phipps to name a few.

For more information, please go to www.ifix.co.za or visit their Twitter and Facebook page on @ifixsa and <http://www.facebook.com/ifixsa>

Durban Online Magazine

FINANCIAL MAIL 13 Sep 2013, p.24

ENTREPRENEUR

Fixing far and wide

iFix founder Alex Fourie has always been into starting his own businesses. So far he has started 50 "projects", as he likes to call them, ranging from organising international tours for top SA bands to selling branded Zippo lighters.

Though he is a serial entrepreneur, even Fourie admits he was surprised by the growth of iFix, a company that specialises in repairing Apple products.

It started when as a student he tried to get his iPod repaired, only to be told it could not be done and that he'd have to get a new one.

He refused to buy that and decided to fix it himself. "I ordered a part and watched a YouTube video on how to fix it." Friends heard about it and were soon asking him to fix their devices. He then placed an advertisement in a Cape Town newspaper and the demand became so great he employed a friend who'd studied engineering to help out.

What started out in a Stellenbosch University dorm in 2007 has grown into a chain of six stores nationwide.

But it was not all plain sailing, he says. For one thing, iFix operates without the endorsement of Core, Apple's local distributor. Fourie says he has tried through various channels to get Core's and Apple's blessing, but "they don't like me".

It also took years to build relationships with European suppliers of parts.

To reduce its dependence on Apple, Fourie says, iFix has expanded into selling phone accessories and repairing Samsung devices and is also looking at some kind of warranty or insurance product.

Fourie also launched iRCharge, a maker of cellphone charging stations, in 2011. It now exports to nine countries.

Apart from being a promising business in its own right, iRCharge's exports provide a rand hedge for iFix, which as an importer of parts is vulnerable to currency fluctuation.

Larry Claassen lclaassen@fm.co.za @larrymbooy

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GET IT (Cape Town) 17 Aug 2013, p.36

GET IT Connected

Movers & shakers ABOUT TOWN

NATASHA LASSEN
Business Owner of Coastal - Beachside, Styled Parties & Wedding Photography. About her: Coastal is a small Cape Town based business, run and operated by beautiful photographer, Natasha Lassen (@natashalassen). Her business is a party and wedding photography business, based in the heart of the city. She has been in the industry for over 10 years and has a passion for creating beautiful memories for her clients. She is currently working on expanding her business and is looking for new ways to grow.

DENIS DA SILVA
Business Owner of The Beach House, a luxury holiday home in the heart of the city. About her: Denis is a business owner and entrepreneur who has built a successful business in the real estate industry. She is currently working on expanding her business and is looking for new ways to grow.

ALEX FOURIE
Business Owner of iFix, a company that specialises in repairing Apple products. About her: Alex is a serial entrepreneur who has started 50 "projects" ranging from organising international tours for top SA bands to selling branded Zippo lighters. He is currently working on expanding his business and is looking for new ways to grow.

Win! The lucky reader who wins a R2000 cash prize will be selected by random draw on 23 August 2013. The winner will be notified by phone.

PROFIT

PRACTICAL 'HOW-TO' ADVICE TO HELP YOU ACCELERATE THE GROWTH OF YOUR BUSINESS

The secret to three years of successive 180% growth

With average year-on-year growth of 180% over the past few years, iFix could more aptly be named iSuccess.

By Nadine Todd

It was 2006 and my iPod broke and when I took it to the iStore I was told to throw it away. I was in a panic and all my music was on that iPod. No way was I throwing it away. So I Googled how to fix an iPod and found a video with instructions. I found the part I needed on eBay, and I managed to fix it. Soon my friends started asking me to fix their iPods and iPhones (which were not available in South Africa yet) and I realised that there might be a market for this service, so I placed a free ad in Cape Adz. My phone started ringing ten to 15 times a day. People were asking me to fix all kinds of things. I always said yes. I'd figure out how to do it once they'd dropped off."

Next Level SA!

PHOTO: MARY MARYS

COMPY: iFix
FLYER: Alex Fourie
BY: 2007
DATE: 2013-2011 and 1906-2012
CONTACT: www.ifix.co.za

FEBRUARY 2014 ENTREPRENEUR.CO.ZA • 31

FX launches brand new service offering and unveils two additional stores

iFix

The excitingly popular South African business gets ready to expand to three and beyond their offering now. The business has a big vision for the future of iFix, with the brand now launching into offering a new range of services and with stores, with the expansion of a Stellenbosch store in 2013.

The business is looking for a new location in the heart of the city. The business is looking for a new location in the heart of the city. The business is looking for a new location in the heart of the city.

Shopping and Retail SA

Media coverage to date

Total Audience Reached

5 771 923

Online Coverage Pieces

36

Print Coverage Pieces

26

Broadcast Coverage Pieces

6

Overall Coverage Pieces

68

Total Average totals

Total Ad Rate Value

R 2 492 037,54

Total Editorial Value

R 4 984 075,08

Investor Information

iFix is a profitable business that has managed to garner major public interest and recognition through excellent service & years of hard work.

The potential market size grows with every single day as more and more people get smartphones. As phones & tablets become an essential part of modern life, clients can no longer go without their devices for days on end as the traditional service providers expect.

The traditional hub & spoke model that network providers use is no longer relevant in a society that can't be without their phones for a few hours.

iFix has perfected the immediate, on-site repair centre model. iFix has managed to position itself in top malls throughout the country and has managed to profitably apply its model, even at retail rental rates.

Furthermore, iFix's nationwide service reputation is impeccable.

Planned Growth Strategy

iFix has always grown organically and has seen a lot of success in doing that. However, we firmly believe that with the correct investment iFix can grow exponentially quicker.

These reasons are:

Market Domination

- Even though iFix is the largest operator of its kind in South Africa we have found that numerous copycat business' have sprung up. As the tech industry evolves so quickly, it is imperative that any moves made, are the first to market.
- Furthermore, getting into the correct retail environments is key before other parties do.

New Stores

- iFix has successfully setup 8 stores. We have developed a model that ensures that each store is individually profitable whilst at the same time broadening the distribution network of the group.
- iFix is planning on opening 6 new stores within the next 12 months
- iFix already has options to lease in the following malls:
 1. V&A Waterfront
 2. Centurion Mall (PTA)
 3. Pavilion Mall (DBN)
- iFix is furthermore aiming to open in these malls:
 1. Sandton City (JHB)
 2. Eastgate (JHB)
 3. Vodaworld (Midrand)

New Product Lines

- iFix Recently Launched its own accessory brand "Houdt" which is currently being stocked at all iFix stores & Musica's nationwide.
- Added capital means iFix can further expand our product offering to not only focus on repairs.

New Service Brands

- Currently iFix only services Apple & Samsung products. However, we have dabbled in Kindle, LG, HTC & Nokia. iFix could easily expand its product offering to work on all of these devices. There are people out there with these devices that require the type of service that iFix offers. Taking on any of these brands will greatly increase our footprint. However, before taking on any new brand a large stockpile of parts needs to be built up to accommodate the immediate, in-store business model that has made iFix successful.



Investor Requirements

iFix firmly believe that it should not just take on any partner because they have cash. Money is readily available from banks etc and iFix is looking for a partner that will be able to bring more than just a financial investment to the table.

iFix is looking for a partner that will be able to provide a stepping-stone between the current iFix business and one of the exit strategies as per below through the investors networks & contacts.

Exit Strategies

There are several investment exit strategies available to iFix. Interest has been shown by some large networks as well as highly established chains in iFix.

iFix provides an essential service that will greatly enhance the service offering & client satisfaction of any of the large network providers.

Currently iFix is still too relatively small (9 stores) to be of major interest to a national brand. However, if we can expand our store footprint to a minimum of 14 stores then iFix will become undeniably attractive to one of the listed service providers / companies.

Company Registration No K2011/100598/07
VAT Registration No 4500255338
PAYE Registration No 7710771249
Income Tax Registration No 9049/649/19/8

UIF Registration No 1910892/3
WCA Fund No 24758431532
SDL Registration No L710771249

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Manager Kaylin Petersen

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Manager Nalene van Wyk

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