

— STRATEGIC BUSINESS CONSULTING · SOUTH AFRICA

STRATEGIC **GROWTH.** OPERATIONAL **EXCELLENCE.** FUTURE-PROOF **VISION.** REV IT UP.

13+ years of C-suite leadership across telecoms, energy, and corporate sectors. **Real strategy. Real results.** South African businesses — built to last, designed to grow.

AI-AUGMENTED STRATEGY

Most businesses know AI is coming. Few know how to use it. **REV bridges that gap** — embedding practical AI tools into your operations, strategy, and decision-making before your competitors do.

⚡ **CHECK YOUR BUSINESS HEALTH**



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REV IMPROVEMENT

SOUTH AFRICAN BUSINESS LANDSCAPE

GROWTH PRESSURE MEETS OPERATIONAL DRAG.

In a market defined by volatility and rapid shifts, traditional strategies are failing. Businesses are stuck between the need to innovate and the drag of legacy operations.



THE AI REALITY CHECK

While AI is on every boardroom agenda, few organizations have a practical execution plan. The gap between "talking about AI" and "deploying value" is widening daily.

THE CONTEXT



MARKET VOLATILITY & SHIFTS

Competition intensifies overnight while regulatory landscapes (ICASA, NERSA) evolve rapidly. Agility isn't a luxury—it's survival.



FRAGMENTED DATA & PROCESSES

Manual workflows and siloed data slow down critical decision-making. Executive teams are flying blind when speed matters most.



LEADERSHIP CAPACITY STRETCH

C-suites are overwhelmed by operational firefighting, leaving zero bandwidth for strategic innovation or high-level execution.



THE EXECUTION GAP

Great strategies die in poor execution. Without disciplined implementation, growth plans remain theoretical slideware.

REV IMPROVEMENT

ABOUT THE FIRM

STRATEGIC VISION. OPERATIONAL GRIT.

REV is more than a consultancy; we are a strategic partner built for execution. We bridge the gap between high-level boardroom strategy and the messy reality of operational implementation.



THE REV PROMISE

We plug in at the executive level, align your teams, and deliver results that hit the P&L. No fluff. No endless theory. Just real strategy that works.

WHO WE ARE



13+ YEARS EXECUTIVE LEADERSHIP

Founded by Ryan van Es, REV brings over a decade of C-suite and shareholder-level experience directly to your leadership table. We've sat in the chair and made the hard calls.



BUILT FOR SA REALITIES

Strategies calibrated for the complexity of South African business—navigating regulatory shifts, infrastructure challenges, and unique market dynamics across telecoms, energy, and corporate sectors.



OUTCOMES OVER SLIDEWARE

We don't just deliver presentations; we deliver measurable financial and operational improvements. Our success is defined by your growth metrics, not page counts.



EXECUTIVE-LEVEL INTEGRATION

We operate as an extension of your ExCo. Whether through interim leadership, board advisory, or project-based execution, we align deeply with your vision.

REV IMPROVEMENT

CORE DIFFERENTIATOR

• BRIDGING THE GAP •

AI-AUGMENTED STRATEGY

Most businesses know AI is coming. Few know how to use it. **REV embeds practical AI tools** into your operations, strategy, and decision-making before your competitors do.



FASTER INSIGHT

Real-time market analysis and competitor tracking that moves at the speed of data, not manual reporting.



LOWER OPEX

Automating routine operational tasks to reduce overhead and free up human capital for high-value work.



BETTER CX

AI-driven personalization and responsiveness that improves client retention and lifetime value.



SMARTER FORECASTS

Predictive modeling for revenue and scenario planning that turns uncertainty into calculated risk.

01

ASSESS

DATA READINESS

02

PILOT

HIGH-IMPACT USE CASE

03

SCALE

ORGANIZATION-WIDE

04

GOVERN

RISK & CHANGE MGMT



OUTCOME

Future-Ready Business

REV IMPROVEMENT

SERVICE PILLARS

STRATEGY & GROWTH

PILLAR 01



01

MARKET EXPANSION STRATEGY

Designing and executing blueprints to scale operations from single units to multi-regional footprints. Proven methodology that grew a business from 1 to 5 branches within 12 months.



02

COMMERCIAL REVENUE GROWTH

Full accountability for top-line growth through sales channel management, product lifecycle oversight, and innovative go-to-market execution across South African markets.



03

STRATEGIC PARTNERSHIPS & M&A

Identifying and negotiating high-value B2B contracts, M&A opportunities, and strategic alliances — including complex Power Purchase Agreements and MVNO build partnerships.



04

BRAND & MARKET INTELLIGENCE

Analyzing competitor pricing, regulatory shifts (ICASA, NERSA), and market dynamics to pivot commercial strategies with speed and precision before the competition does.

REV IMPROVEMENT

SERVICE PILLARS

OPERATIONAL EXCELLENCE

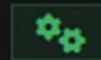
PILLAR 02



01

P&L & FINANCIAL OPTIMIZATION

Comprehensive oversight of OPEX, CAPEX, and 24-month cash flow analysis to ensure financial sustainability, informed budgeting, and P&L accountability at every level.



02

BUSINESS PROCESS IMPROVEMENT

Streamlining core internal functions — billing, debtors, commissions, technical support — to reduce operational drag, improve client retention, and increase throughput.



03

ORGANIZATIONAL STRUCTURING

Aligning human resource planning, KPI frameworks, and performance management systems with core business objectives to build organizations that scale cleanly.



04

OPERATIONAL INTEGRATION

Bridging the gap between technical infrastructure (IT/Network) and commercial product delivery — ensuring your operations can actually support what you're selling.

TURNAROUND & LEADERSHIP



01

TURNAROUND MANAGEMENT

Transforming underperforming business units into profitable operations through aggressive stabilization strategies. The KZN turnaround: 18 months, zero to profitable growth.



02

C-SUITE ADVISORY

Executive-level guidance for ExCo meetings, shareholder decision-making, and board-level strategic planning. Bringing 13+ years of C-suite experience directly to your leadership table.



03

CHANGE MANAGEMENT & RESILIENCE

Leading organizations through periods of development, crisis, or transition — with MBA-grounded change management methodology calibrated for South African business challenges.



04

PERFORMANCE & KPIS

Establishing clear, measurable business direction through strategic target-setting, performance dashboards, and leadership excellence frameworks that hold teams accountable.

AI ENABLEMENT



01

AI-DRIVEN MARKET INTELLIGENCE

Deploying AI tools to analyze competitor movements, regulatory signals, and market data at speed — giving your commercial strategy a real-time edge over the competition.



02

OPERATIONAL AI INTEGRATION

Identifying and implementing AI-driven process automation within billing, customer experience, and operational reporting to reduce OPEX and meaningfully improve efficiency.



03

AI-ENABLED FORECASTING

Using predictive AI models for revenue forecasting, scenario planning, and strategic decision-making — transforming raw data into executive-ready business intelligence.



04

AI ADOPTION ROADMAP

Building a practical, phased AI adoption plan tailored to your business size, sector, and maturity — ensuring South African organizations become future-ready without losing operational focus.

ENGAGEMENT MODELS

Flexible structures designed for executive impact. Whether you need hands-on leadership or strategic oversight, we fit the mandate.



INTERIM EXECUTIVE

ACTING COO / MD / CCO ROLES

Step into your organization as an active executive leader during transitions, vacancies, or high-growth phases. Full C-suite accountability.

- ✓ Full P&L and operational accountability
- ✓ ExCo participation & board reporting
- ✓ Team leadership & culture alignment
- ✓ Stakeholder & shareholder management



PROJECT-BASED BUILD

DEFINED SCOPE · DEFINED OUTCOMES

Contracted for a specific strategic mandate with clear deliverables — from MVNO builds and PPA development to market expansion blueprints.

- ✓ MVNO / Telco infrastructure builds
- ✓ Energy PPA & commercial structuring
- ✓ Regional expansion strategies
- ✓ M&A identification and execution

MOST POPULAR



EXCO ADVISORY

ONGOING STRATEGIC COUNSEL

Ongoing C-suite support and executive advisory on a retainer basis — available for ExCo participation, shareholder presentations, and planning.

- ✓ Monthly strategic review sessions
- ✓ Board-level advisory & preparation
- ✓ On-demand executive consultation
- ✓ Performance & KPI oversight

REV IMPROVEMENT

PROOF OF CONCEPT

RESULTS THAT SPEAK FIRST

Real-world mandates where REV strategy was deployed, tested under pressure, and delivered measurable outcomes.

TRACK RECORD

RENEWABLE ENERGY

R19M⁺ / ANNUM

ENERGY WHEELING PPA

Spearheaded South Africa's first-ever energy wheeling Power Purchase Agreement negotiation. Structured commercial terms and built strategic partnerships for a landmark green electron delivery deal.

MARKET EXPANSION

500% GROWTH

REGIONAL FOOTPRINT SCALE

Transformed a single-branch operation into a five-city national footprint within 12 months. Executed strategic rebrand, deployed expansion blueprint, and maintained operational standards.

OPERATIONAL TURNAROUND

18^{MO} TO PROFIT

REGIONAL STABILIZATION

Relocated to failing region, restructured team, and secured at-risk clients. Took an underperforming unit to consistently profitable growth, meeting all shareholder expectations.

CRISIS LEADERSHIP

70⁺ STAFF

GROUP STABILIZATION

Stepped into acting C-suite role during critical transition. Managed financial continuity (cash flow, forecasting) and stabilized 70+ personnel across multiple business units.

REV IMPROVEMENT

WHO WE SERVE

We partner with South African enterprises and mid-market leaders who are ready to transition from operational drag to strategic acceleration.

Our clients are typically navigating high-stakes phases: scaling, turnaround, or digital transformation.

EXECUTIVE FOCUS

👤 CEOS & MDS

⚙️ COOS

📊 EXCO TEAMS

👥 SHAREHOLDERS

📍 JOHANNESBURG HQ
NATIONAL DELIVERY ACROSS SOUTH AFRICA

TARGET AUDIENCE

CORE SECTORS



TELECOMMUNICATIONS

MVNO builds, fibre infrastructure, and network commercialization strategies.



RENEWABLE ENERGY

PPA structuring, energy wheeling negotiations, and IPP commercial frameworks.



INSURANCE

Brokerage operations, risk management optimization, and regulatory compliance.



CORPORATE

Group management, professional services, and multi-entity organizational design.

WHERE WE DELIVER MOST:

✓ AI Strategy

✓ Scale-Up

✓ Turnaround

✓ Acceleration

REV IMPROVEMENT

- ACCEPTING NEW MANDATES

LET'S GET REV'D UP

Ready to move the needle? Every engagement starts with a conversation. Tell us where you are, and we'll tell you exactly how REV can help.

 **SECURE A CONSULTATION**

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— START THE CONVERSATION



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