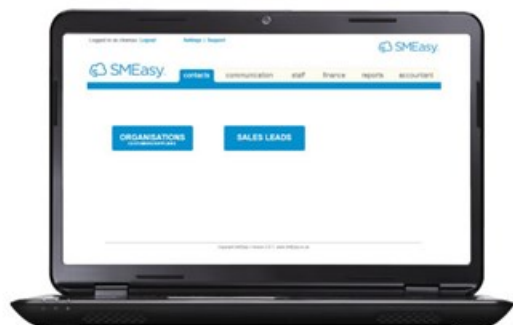


Grovest announces investment in SMEasy

Grovest, South Africa's first Section 12 J Venture Capital Company, has announced that the organisation has made a sizeable investment in SMEasy, an online accounting and business management system designed for small business owners.



SMEasy has already made an impressive impact, gaining the attention and backing of investors such as 4Di Capital and the ASISA Enterprise Development Fund managed by Edge Growth. SMEasy has taken on the 'big guns', winning international awards, securing impressive endorsements and registering many small business customers since the official launch mid-2014.

Grovest invests in high growth, scalable, disruptive private companies, partnering with them to provide both growth capital and management support to gain traction and scale. Alongside their capital investment, Grovest's non-executive director, Clive Butkow, will take on the position of chairman of the board at SMEasy, adding huge value with his years of business expertise and experience. Butkow, the former chief operating officer (COO) of Accenture South Africa, has 28 years management consulting experience.

Wide experience

During his time at Accenture and subsequent entrepreneurial career, Butkow modeled and studied hundreds of successful businesses, both corporate and entrepreneurial, to discover the skills and tools that differentiate successful people and businesses from the rest. He has spent time with many entrepreneurial and venture backed businesses across the globe and has learnt many of his teachings from his exposure to some of the top entrepreneurs and business coaches across the globe.

"Clive and the Grovest team bring a wealth of experience and expertise as well as a vast network. We have already benefited significantly from their partnership in the short time we have been engaged," Darlene Menzies, head of SMEasy, said. "One of the great benefits of this investment is the ability to grow our development team allowing us to develop exciting additional features and functions that will provide further value to our customers."

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