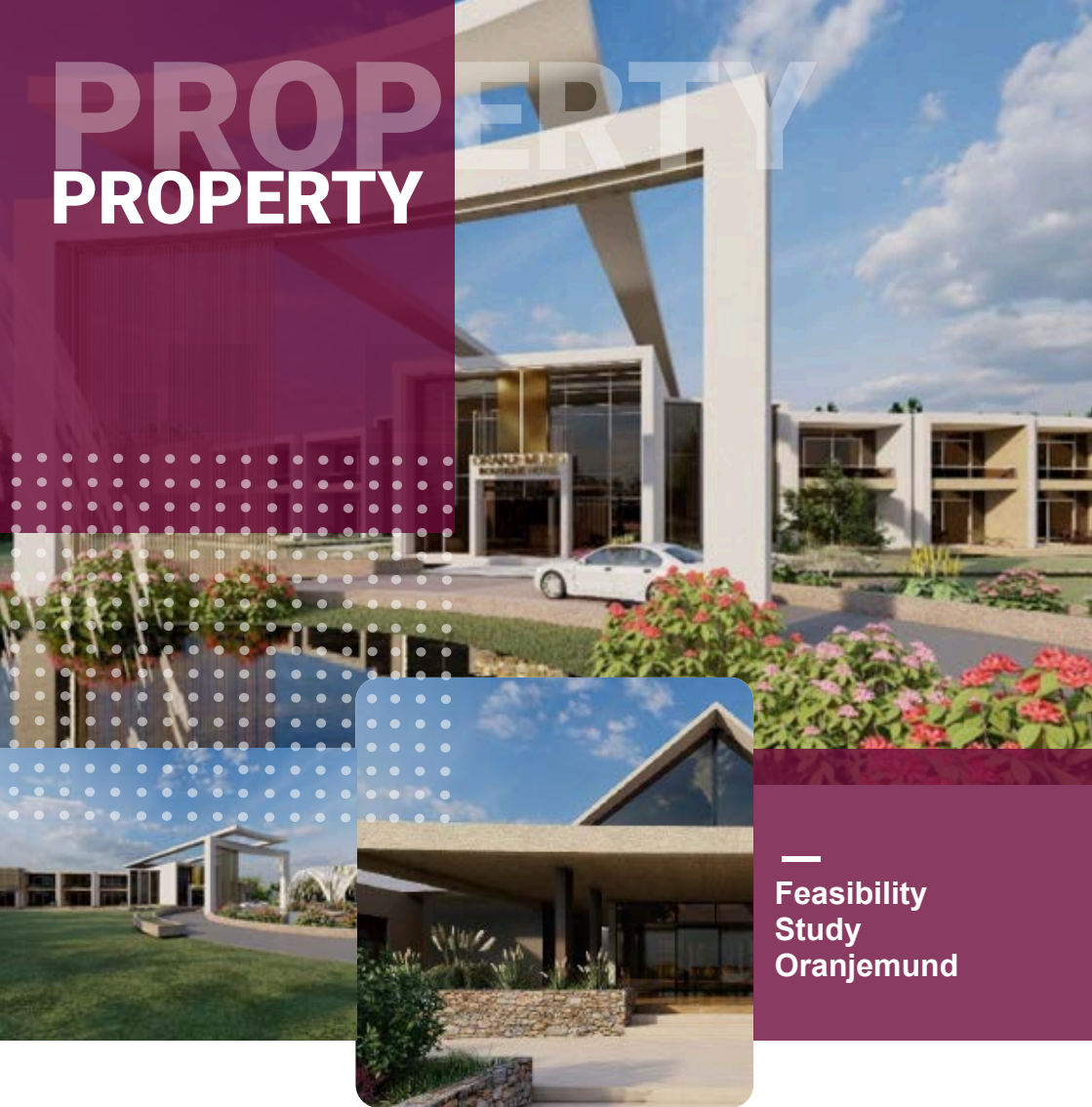


PROPERTY

PROPERTY



—
Feasibility
Study
Oranjemund

OMDiS
Building Futures



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Introduction

Oranjemund is an idyllic town situated at the south-westerly most tip of Namibia. Established in 1928 initially as a tent camp after rich deposits of alluvial diamonds were discovered on the north bank of the Orange River, mining operations began in 1935 and the town officially became a formal settlement in 1936.

The various colonial mining companies that combined into the Consolidated Diamond Mines of South West Africa, later to be renamed CDM and then Namdeb, essentially ran the settlement privately and access to the town was restricted to employees and their relatives until 2017 when the town was officially handed over to the Oranjemund Town Council. The town's success was strongly linked to the success of the diamond mining operations.

The various mines around the town have yielded 65 million carats of high-quality large gemstones over nearly 85 years of operations. This is reflected in the existing infrastructure of the town which is superior to that of other towns across Namibia's South, due to the fact that it has by and large not been dependent on cost recovery from its inhabitants. This has also provided a unique opportunity for local and international investors to establish a conceptual foundation built on pioneering enterprises that will pivot the town into a process of sustainable economic transformation.

The vehicle identified by Namdeb to lead this process, is the **OMDis Town Transform Agency ("OMDis")**, a Section 21 Company, or Special Purpose Vehicle.

Introduction

About Oranjemund



These consultants are tasked to provide consultancy services in the preparation of conceptual property development pre-feasibility studies which delved into the most viable options for diversification based on the town's current economic and social landscape as well as various geographic and strategic advantages the town can leverage to provide sustainable economic transformation beyond the stated 'life of mine'.

Its sole purpose, alongside the efforts of other Town Transformation stakeholders, is to proactively accelerate Town Transformation – the economic diversification of Oranjemund – to ensure the town's sustainability by 2030 and beyond.

OMDis' focus areas are to support existing businesses to become more sustainable, develop new SMEs and a culture of entrepreneurship and, create new large industry platforms that can support the economy alongside or instead of mining.

OMDIS Town Transform Agency has appointed a consortium of consultants comprising Monasa Advisory and Associates, AIJ Consulting Engineers and Infrastructure Managers, AIJ Project Cost Consultants, Kamau Town Planning and Development Specialist and EMCON Consulting Group.

The three proposed conceptual property development areas include the existing Oranjemund Golf Course, the existing Oranjemund Yacht Club and the existing Oranjemund Bowling Club.

These areas, through the analysis of infrastructure; market analysis and strategic engagement, were identified as suitable locations earmarked for the establishment of a Golf Estate, Recreational Park and Resort and a General Residential Development respectively.

On the following pages is an abridged high-level summary of the unique aspects proposed for these conceptual property developments that would spur catalytic economic development in the town and surrounding areas.

Developments

— Golf Estate

Proposed Diamond Golf Estate Development



Figure 1: Rendered Street view visualisation of proposed Golf Estate Development

The aim of the market feasibility was to provide an analysis on the conceptual investment opportunities for the existing Portion 6 of the Farm Oranjemund Townlands No. 165 (The Golf Course) which is zoned as “Private Open Space”.

The existing structures on the portion, which includes a restaurant with a bar, office buildings as well as a house for a guard, has been identified as one of the sites that has been earmarked by the OMDIS Town Transform Agency for additional investment. This market feasibility will outline the salient aspects of the conceptual investment opportunities available for the existing site that would align with the town’s transformation aspirations.

Contextual Analysis

The contextual analysis section will aim to provide an overview of the recommended strategic positioning for Oranjemund in light of the analysis of the current economic landscape of the town

Market Analysis

The market analysis will delve into the synergistic relationship potential between the lucrative diamond and golf tourism industries, its impact globally and the opportunity for Oranjemund to leverage its existing infrastructure, mining operations and geographic landscapes in order to strategically position itself as a niche destination in these industries.



Figure 2: Rendered visual representation of Proposed Golf Club house

The market analysis will touch on the golf tourism industry, the concepts of diamond museums to promote diamond tourism, recommendation, critical risk factors and proposed business models.

Recommendations

The outcomes of the market analysis led to a number of recommendations with regards to the investment opportunities on the proposed site. This includes the development of an envisioned golf estate. In terms of an integrated service offering the envisioned golf estate will encompass the following facilities:

- ☐ 18-hole golf course
- ☐ Clubhouse
- ☐ Administrative block
- ☐ Driving range
- ☐ Pro Golf Shop (Phase 2)



- ☐ A 10 room Boutique hotel
- ☐ 30 - 50 Luxury scale units (phased)
- ☐ 100 rented high-end residential units (phased: based on statistics on level income of new Namdeb employee influx)
- ☐ End of value chain Diamond Retailers located as part of or adjacent to the museum (Phase 2)

A proposed business model to effectively operationalise the above concept has been outlined as part of the recommendations.

Bowling Club

The Residential village is situated within town boundaries at the existing Bowling Club site. The proposed site designated as Erf 1046 Extension 3 Oranjemund is in the centre of the town in the Central Business District area and is currently operating as the Oranjemund Bowling Club.

The idea of a proposed residential village to be situated at the town was originated from strategic stakeholder engagements that were conducted to find different ways Oranjemund can catalyze economic transformation from primarily a mining town to a self-sustaining urban locale, offering many investment opportunities in different sectors.



Figure 3: Rendered Arial visualisation of proposed Revamped Golf Club House





Developments

Yacht Club

Proposed Yacht Club Recreational Park & Resort



Figure 4: Rendered visualisation of Proposed Yacht Club Recreational Park & Resort

The aim of the market feasibility was to provide an analysis on the conceptual investment opportunities available for Portion 5 of the Farm Oranjemund Townlands No. 165 (The Yacht Club) which is located to the southern periphery of the Oranjemund Townlands boundaries and to the south of the Oranjemund CBD and Portion 6. The portion is zoned “Private Open Space” and measures 1,3841 ha.

The Portion currently has an existing structure that was used as a yacht clubhouse, however is currently dormant. The portion is fully serviced with water, electricity and sewer services and has been identified as one of the sites that

has been earmarked by the OMDIS Town Transform Agency for additional investment.

This market feasibility will outline the salient aspects of the conceptual investment opportunities available for the existing site that would align with the town’s transformation aspirations.

Contextual Analysis

The contextual analysis section will aim to provide an overview of the recommended strategic positioning for Oranjemund in light of the analysis of the current economic landscape of the town



Market Analysis

Will take a deeper look into the demographics of the catchment area. The identified catchment areas were determined based on proximity to the existing site and the segmentation of the market based on the strategic business model envisioned for the site.

The market analysis will cover the catchment area demographics, catchment area tourist patterns and a comparative analysis of the surrounding towns.

Recommendations

The outcomes of the market analysis led to a number of recommendations with regards to the investment opportunities on the proposed site. The recommendations outlined that the Yacht Club area be revamped into the Oranjemund Resort & Recreational Park ("ORRP" or the "Resort"). The resort should provide for the following facilities:

- ☐ 1 x centre management building.
- ☐ 1 x conference centre (200 pax).
- ☐ 20 x 2-bedroom luxury chalets.
- ☐ 10 x 1-bedroom luxury chalets.
- ☐ 15 x 1-bedroom standard chalets.
- ☐ Facilities to support canoeing and kayaking activities in the lagoon.



Figure 5: Rendered visualisation of Proposed Yacht Club Recreational Park & Resort

- ☐ 1 x restaurant and bar.
- ☐ A convenience store.
- ☐ 21 x braai areas.
- ☐ 1 x mini golf course or put-put.
- ☐ 4 x pool tables.
- ☐ 1 x children play area.
- ☐ 1 x go karting area.
- ☐ 1 x party park.
- ☐ 1 x maintenance shade.
- ☐ 1 x laundry.
- ☐ 1 x guard house.
- ☐ Ablution facilities.

Developments

— Residential

Proposed General Residential Development



Developments

Residential

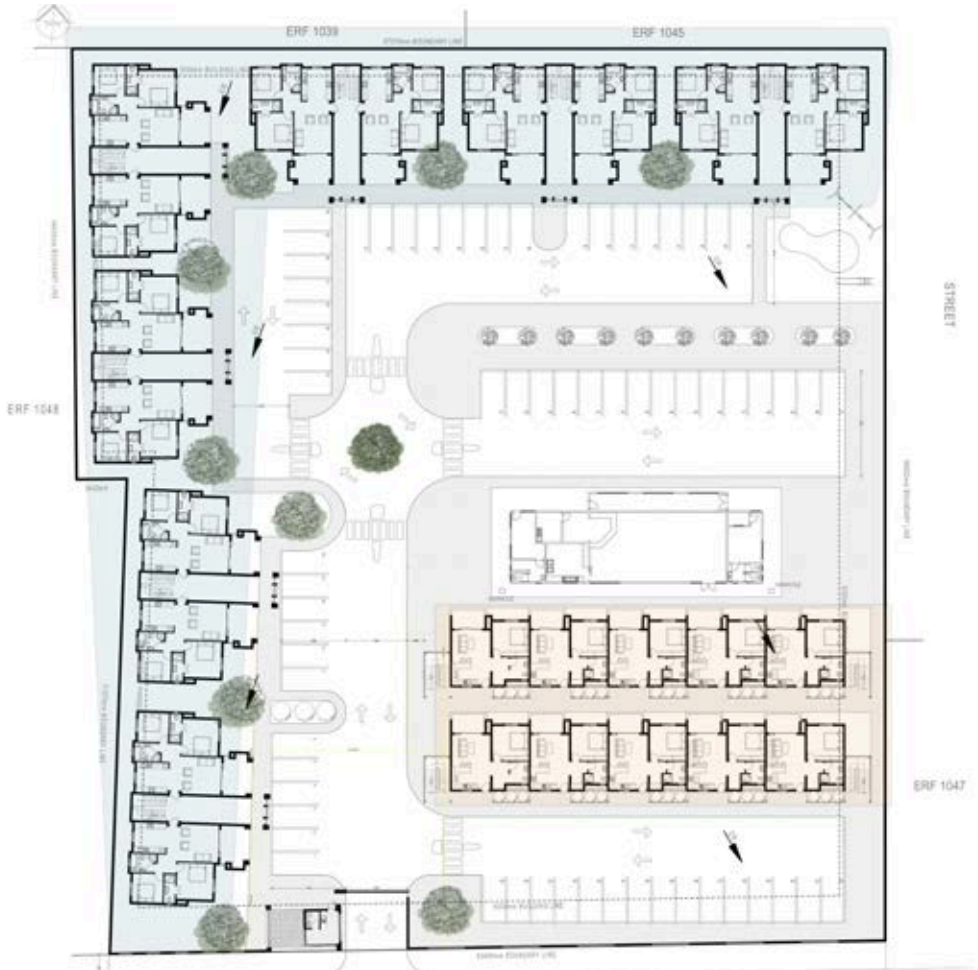


Figure 6: Proposed site plan for General Residential Development.

Amenities:

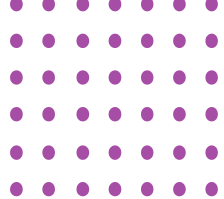
- ☐ 38-unit Rental Units
- ☐ 1x bedroom
- ☐ 2x bedroom



Figure 7: Various 3D impressions of proposed property developments.



Figure 8: Various 3D impressions of the proposed Hohenfels Lodge development.

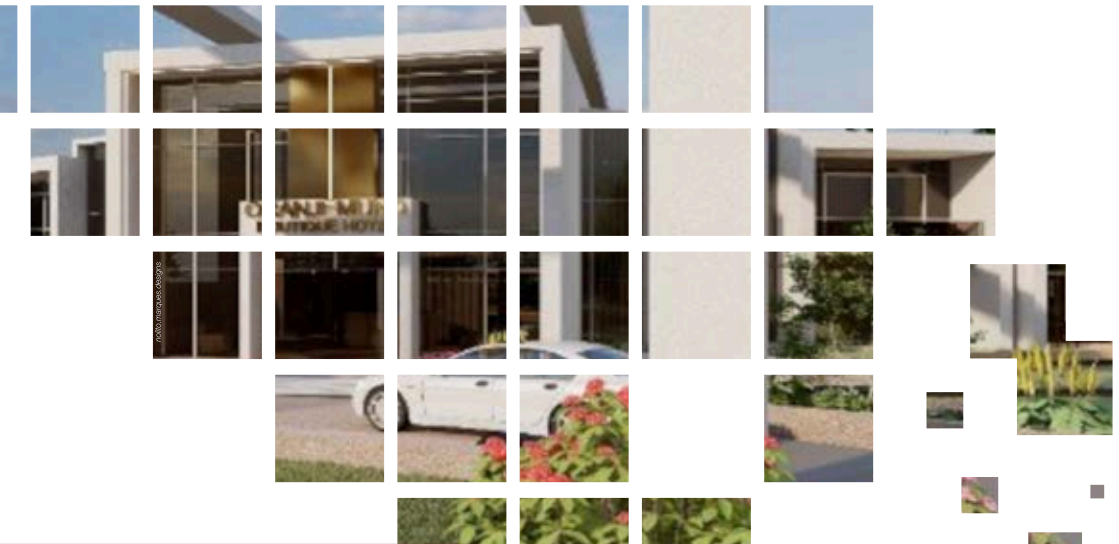
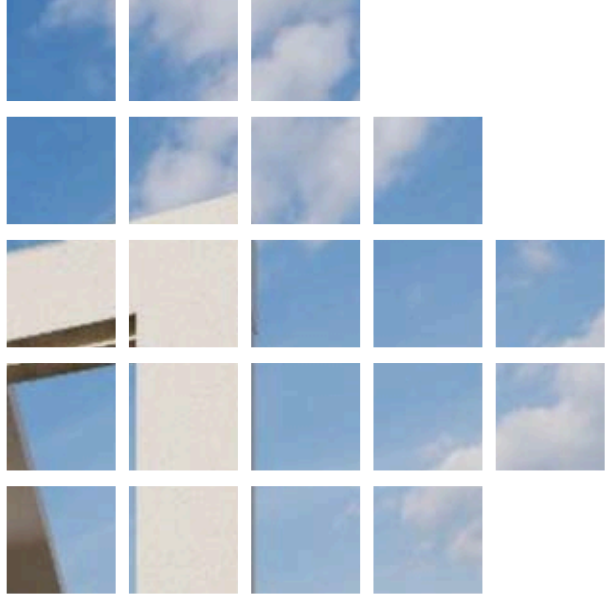


Contacts

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Figure 9: Various 3D impressions of the proposed Yacht Club Recreational Park and Resort development.



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