



PEFACO INTERNATIONAL PLC



Malta, November the 24th 2015
FOR IMMEDIATE RELEASE

PRESS RELEASE

PEFACO INTERNATIONAL'S SUCCESSFUL NEW SHARE ISSUE ON THE STOCK EXCHANGE

Pefaco International (PFC:GR) (the "Company"), West Africa's leader in the Leisure & Gaming industry, announces that it has completed an EUR15 million privately placed share issue to a group of international institutional investors led by Genesis PFC, an indirect subsidiary of South African investment group Genesis Capital Partners (Pty) Ltd ("Genesis Investors") at an average price of 2.23 euros per share valuing the Company at 50 million euros. Genesis Investors will own a 30% shareholding in the Company.

The proceeds of the capital increase will be used to fund expansion in new markets. The founding shareholders, Grupo Pefaco SL, have also committed to providing additional capital to the business over the forthcoming years to drive growth.

Commenting on the investment, Francis Perez, CEO of Pefaco International, stated:

"We are very proud of Pefaco International's successful new share issue. This capital increase enables us to accelerate our development and to play a leading role in the expansion of the African economies, the future driving force for world growth. Since first meeting the institutional investors, represented by Genesis Capital Partners' Greg Kinross and David Shimkins, I have been convinced that they are the optimal partners for us. They have experience growing businesses such as Pefaco International and have relationships in both Africa and the gaming market. We very much look forward to working with them. Finally, I want to thank the company's employees, in Africa and elsewhere in the world, who contribute to enhance Pefaco International's reputation every day."

Commenting on the investment, Greg Kinross stated:

"We are very excited to be partnering with Francis Perez and Olivier Cauro, the founders of Pefaco International, in their strategy to grow the business through organic growth in new countries as well as through strategic acquisitions. Francis Perez and Olivier Cauro are highly experienced and talented gaming entrepreneurs who we feel very confident to support in entering a new and exciting growth phase for Pefaco International."

Securities listed on the Malta Stock Exchange are (through an access link with Clearstream Banking Frankfurt) freely negotiable on exchange platforms worldwide (Euronext, New York Stock Exchange, West Africa's regional stock exchange etc.) and are therefore available to all investors.

About Pefaco International PLC

Pefaco International installs and operates slot machines in gaming halls and bars in Africa under its trademark Lydia Ludic. Active in almost 90 cities and 6 countries (Benin, Burkina Faso, Ivory Coast, Niger, Rwanda and Togo), the company has more than 280 gaming halls and 350 partner bars. Pefaco International has 2,700 employees and had a turnover of 43 million euros in 2014. In order to double the fleet of slot machines within 5 years (from 5,000 in 2015 to 10,000 in 2020), the company's strategy is based on rapid expansion by launching operations in new countries, acquiring new licenses and mergers and acquisitions. Pefaco International is quoted on the Malta Stock Exchange under the symbol code PFC. www.pefacointernational.com

About Grupo Pefaco SL

Grupo Pefaco is a Spanish investment holding with interests in the Leisure & Gaming and Hospitality industries, with presence in 13 countries: Benin, Burkina Faso, Burundi, Congo, Ivory Coast, Niger, D.R.Congo, Rwanda, Togo, Paraguay, Spain and Portugal. www.pefaco.com

About Genesis Capital Partners

Genesis Capital Partners is a South African based, management owned investment holding company with investments in the United States, Australia, the United Kingdom and Southern Africa. It has a diverse portfolio with interests in, *inter alia*, the following sectors: properties, industrial, FMGC, education, media and financial services. <http://www.genescapital.co.za/>

Next Event

April the 30th, 2016 - Publication of the 2015 audited accounts

Schedule of placement and start of trading

The placement to Genesis Investors is completed. Trading of the Company's shares on the Official List of the Malta Stock Exchange will begin on the 24th of November, 2015.

Financial Intermediaries

Global Leisure Partners LLP and Africa Capital Investments LLP acted as the Company's financial consultants. Calamatta Cuschieri acts as sponsor. MC and Ganado acted for the company and Werksmans for Genesis Investors.

Information available to the public

All permanent, periodic and regulated information is available on the Internet sites of the Company (www.pefacointernational.com) and the Malta Stock Exchange, (www.borzamalta.com.mt) and also, free of charge, on request from the Company, at the following address: Tower Business Centre Suite 3- Tower Street - Swatar BKR 4013- Malta.

IMPORTANT INFORMATION

Certain statements, beliefs and opinions in this press release are forward-looking, which reflect the current expectations and projections about future events of the Company and, as applicable, the other persons mentioned herein. By their nature, forward-looking statements involve a number of risks, uncertainties and assumptions that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. These risks, uncertainties and assumptions could adversely affect the outcome and financial effects of the plans and events described. A multitude of factors including, but not limited to, changes in demand, competition and technology, can cause actual events, performance or results to differ significantly from any anticipated development. In particular, the Company draws attention to the macro-economic risks surrounding the Company's activity. The realisation of one or several of these risks is likely to have a significant adverse effect on the assets, the financial situation, the results or the prospects of the Company and its subsidiaries, as well as the Company's share price.

The Company undertakes no intention or obligation to update or revise any forward-looking statements in this press release, whether as of a result of new information, future events or otherwise. Neither the Company nor its advisers or representatives nor any of its subsidiary undertakings or any such person's officers or employees guarantees that the assumptions underlying such forward-looking statements are free from errors nor does either accept any responsibility for the future accuracy of the forward-looking statements contained in this press release or the actual occurrence of the forecasted developments. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made.

This press release relates to a private placement of the Company's shares with the small number of investors specified herein. No shares were or will be offered to the public by the Company or any of its shareholders and no prospectus or other offering document was issued in connection with this private placement. The information provided in this press release is being provided solely for informational purposes and should not be construed as investment advice, advice concerning particular investments or investment decisions, or tax or legal advice. Similarly any views or opinions expressed on this press release are not intended and should not be construed as being investment, tax or legal advice or recommendations. Investment advice should always be based on the particular circumstances of the person to whom it is directed, which circumstances have not been taken into consideration by the persons expressing the views or opinions appearing in this press release. You should always seek professional investment advice in connection with, or independently research and verify, any information that you find or views or opinions which you read in this and other press releases by the Company and wish to rely upon, whether for the purpose of making an investment decision or otherwise.

Contacts

PEFACO INTERNATIONAL

Press Relations

Victor AZRIA

Communications Director

Tel.: +34 686536522

vazria@pefaco.com

Investor Relations

Jeremie ELAZAR

Investor Relations

Tel.: +356 20 10 64 97

jelazar@pefaco.com

GENESIS CAPITAL PARTNERS

Greg KINROSS

gkinross@gencapital.co.za

David SHIMKINS

dshimkins@gencapital.co.za