

OUR OFFER

At Leapfrog, we provide a structured, scalable platform for real estate professionals and entrepreneurs who are serious about growth and long-term success.

Through our franchise and associate models, we enable business owners and agents to operate under a nationally recognised and respected brand — supported by proven systems, technology infrastructure, and operational standards designed to drive performance.

Our integrated software ecosystem streamlines transactions, enhances reporting, and strengthens compliance — allowing our associates to focus on what matters most: building relationships and closing deals.

Ongoing training, coaching, leadership development, and market intelligence ensure that every Leapfrog professional remains competitive, informed, and positioned for sustainable success.

SUPERIOR COMMISSION STRUCTURES

Leapfrog is built to reward performance.

Our commission models are designed to be competitive, transparent, and growth-oriented — ensuring that high-performing agents and franchise owners retain a meaningful share of the value they create.

We combine:

- Performance-based commission splits
- Structured earning progression pathways
- Entrepreneurial flexibility within franchise models
- Scalable earning potential without unnecessary corporate constraints

Unlike rigid corporate structures or fragmented independent models, Leapfrog offers a balanced approach — combining strong brand leverage with financially attractive participation models.

Our objective is simple: when our professionals win, they win well.

With our distinctive Leapfrog green brand presence and consistent national positioning, we stand out in a crowded marketplace — professionally, confidently, and credibly.



Leapfrog is a purpose-driven real estate network built on transformation, inclusion, and performance. Founded in 2007, we set out to challenge the traditional real estate model — creating a platform where agents and entrepreneurs, could share meaningfully in the success they help create.

We believe growth should be shared. We believe leadership should be accountable. And we believe opportunity should be accessible.

In 2007, Leapfrog made history as South Africa's first national Level 2 BEE contributor real estate group — a milestone that reflected our commitment to meaningful transformation, not symbolic compliance. Today, the Group comprises over 20 operating franchises and a national network of approximately 300 professionals, united under one brand and one standard of excellence.

We continue to evolve — strengthening systems, elevating standards, and expanding our national footprint.

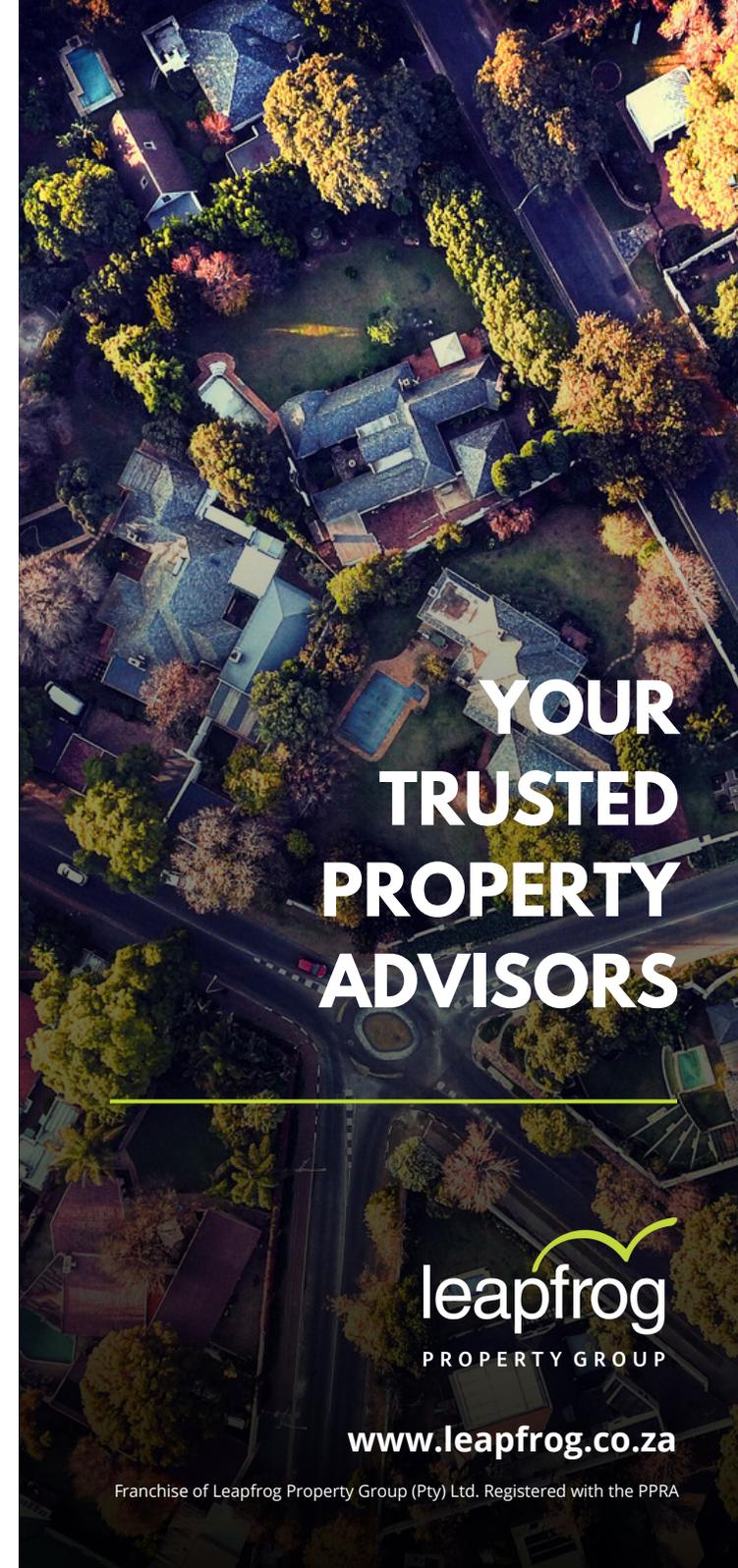
THE GROUP

Leapfrog is built on one fundamental belief: Our strength lies in the quality of our people.

We are a network of committed professionals — franchise owners, associates, and leadership — aligned around a shared vision of ethical practice, performance excellence, and sustainable growth.

As we enter our next phase of expansion, we remain focused on building a challenger brand in South African real estate — one that combines entrepreneurial freedom with structured support and accountability.

We are not just growing. We are strengthening in capability.



YOUR TRUSTED PROPERTY ADVISORS

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PROPERTY GROUP

www.leapfrog.co.za

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OUR LEADERSHIP



Our Chairman – Bulelani Ngcuka

“I am truly proud to be associated with Leapfrog, a company that reflects the ideals of a democratic South Africa,” says Bulelani Ngcuka, Chairman since inception. A qualified legal practitioner and respected national figure, Bulelani brings principled leadership, strategic insight, and a deep commitment to transformation and progress. His experience and stewardship continue to anchor the Group’s governance and values framework. “It’s not sometimes about the people; it’s always about the people.”



Executive Director – Jan le Roux

With over four decades of experience in the real estate industry, Jan le Roux serves as Executive Director of Leapfrog. Jan’s extensive industry knowledge, regulatory insight, and deep understanding of market cycles provide invaluable strategic continuity and mentorship within the organisation. As Executive Director, he plays a key role in governance oversight, industry alignment, and supporting the leadership team in strengthening operational standards across the network. His legacy experience, combined with the Group’s forward-focused leadership, ensures a balanced approach - honouring heritage while driving innovation.



Chief Executive Officer – Fritz Swanepoel

As Chief Executive Officer, Fritz Swanepoel leads Leapfrog into its next era of structured national growth. With a clear strategic focus on scale, operational excellence, and brand strength, he is driving the development of a unified national platform designed to empower franchisees and agents to compete at the highest level. His leadership approach is anchored in three pillars: Clarity of structure, accountability in performance and long-term value creation. Under his direction, Leapfrog is building a modern real estate network - technology-enabled, compliance-driven, and growth-focused — while remaining deeply relationship-orientated at its core.

OUR ASSOCIATES HAVE A VOICE - AND A STAKE

At Leapfrog, transformation is not a statement — it is a structure. Through the Forme Share Trust, 25% of the company’s shares are allocated in tranches to agents, franchisees, and staff - ensuring that those who build the business participate in its long-term value creation.

This ownership model gives our associates more than recognition — it gives them alignment.

In addition to structured equity participation, we foster:

- Open leadership communication
- Idea contribution channels
- Performance recognition frameworks
- Professional development pathways

When our associates grow, the Group grows.



**OUR CULTURE IS BUILT ON
CONTRIBUTION, COLLABORATION,
AND ACCOUNTABILITY.**

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REAL TRANSFORMATION

Over 50% of the shares in the Group are held by the New Deal Trust and New Deal Group — entities committed to empowerment and sustainable economic participation.

These structures are not passive. They serve as active transformation vehicles — supporting beneficiaries in their professional and personal development within the Group.

Leapfrog’s empowerment model is embedded in its governance, ownership, and operational structure.

We are not transforming around the edges.

We are structured for it.

WHY TOP PERFORMERS CHOOSE LEAPFROG

High-performing agents and business owners choose Leapfrog because performance is recognised, rewarded, and supported. We attract ambitious professionals who value:

- Superior commission structures with meaningful earning upside
- A brand that enhances credibility without limiting independence
- Clear performance pathways and structured growth models
- Strong governance and compliance support that protects their business
- National marketing leverage with local entrepreneurial control
- Leadership accessibility and strategic clarity

Top performers do not want bureaucracy. They do not want stagnation. They want structure without restriction — and opportunity without ceiling.

Leapfrog provides a platform where driven professionals can scale sustainably, build personal brands within a national framework, and participate in long-term value creation.

We do not compete on noise.
We compete on structure, alignment, and results.

POSITIONING STATEMENT

Leapfrog is redefining the South African real estate landscape - through structured empowerment, aligned ownership, superior earning potential, and performance-driven growth.