



FOR IMMEDIATE RELEASE

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GO.SEE.DO. MEDIA (PTY) LTD ANNOUNCES NEW OWNERSHIP

Go.See.Do. Media (Pty) Ltd, Africa's largest information display and brochure distribution network, is pleased to announce that Alison Coughlan, current General Manager of Go.See.Do. Cape Town, will become the new owner effective 1st July 2023. Go.See.Do. Media (Pty) Ltd trades as Go.See.Do. South Africa and is the Master Franchisor for Go.See.Do. South Africa as well as the owner of the franchise businesses Go.See.Do. Cape Town and Go.See.Do. Gauteng. Ms Coughlan has been an employee of the company for 5 years managing the Cape Town operations. She has almost four decades of experience in tourism, including all spheres of government in tourism, and as a business owner. As a current Board Member of Cape Town Tourism she is well established as an active participant within the tourism community.

In 2020, Go.See.Do. South Africa was rebranded from Brochure Management South Africa (BMSA) which was established in Cape Town in 1995. Today the business has a network of 18 independently owned Franchises distributing tourism information to around 2,500 destinations countrywide. Go.See.Do. South Africa offers physical brochure display and distribution at strategic tourism locations throughout South Africa with printed brochures and maps as well as QR code scanning options, an easy to use contactless information generation system. This is all managed by a world-class operating system which ensures clients receive detailed information on the distribution, movement and replenishment of their brochures at their selected display sites. The franchise network and number of sites ensures there is flexibility in display options to suit every budget and marketing strategy.

Outgoing Managing Director and owner Paul Vos, had this to say about the appointment. "Beginning on the 1st July 2023, a new chapter begins for Go.See.Do. South Africa. My wife Pam and I are thrilled about the sale of our business to Alison Coughlan, a dedicated employee who has been an invaluable part of our team for five remarkable years. From that day forward, Alison will take the reins and lead Go.See.Do. South Africa into an exciting future. This milestone represents a seamless transition of ownership, ensuring the continuity and growth of our business. We have full confidence in Alison's ability to carry forward our vision, values, and commitment to delivering exceptional travel experiences." He adds, "To our esteemed clients, dedicated staff, and valued partners, we extend our deepest gratitude for your unwavering support and trust throughout our ownership. Your loyalty has been instrumental in shaping Go.See.Do. South Africa into the reputable brand it is today. As the outgoing owners, we take great pride in passing the torch to someone who knows our business inside and out, and who shares our passion for providing information on unforgettable adventures. We are excited for the possibilities that lie ahead under Alison's capable leadership. July 1st 2023, marks not just a new ownership era, but also a continuation of the exceptional service and experiences you have come to expect from Go.See.Do. South Africa." He concludes, "Thank you all for being part of our journey, and we invite you to join us in welcoming Alison as the new owner and embracing the exciting adventures that lie ahead."

For more information – please contact:

Paul Vos

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