



NOTICE 34/20

3 July 2020

Dear Homeowners,

BUSINESS STRATEGY : VISION STATEMENT

The strategy workgroup had the task of reviewing the Vision Statement of Arabella Country Estate to ensure it will serve as base for any of the action plans developed.

The current Vision Statement has been developed a few years ago and it was created with professional help:

The most sought-after hotel, golf and residential estate in the southern hemisphere

The following proposals were made by the workgroup:

1. Arabella Country Estate, the sustainable estate of Choice in Africa, offering luxury, secure and active living.
2. Most sought after Country Estate offering a tranquil and secure lifestyle, set in unsurpassed natural beauty complimented by a leading golf course, hotel & spa.
3. A most sought-after residential estate, hotel and golf course in Southern Africa

Please vote for you preferred Vision Statement by clicking on the below link: <https://www.surveymonkey.com/r/ZJRKYJL>

The deadline for this survey is 16:00 on 8 July 2020.

Thank You in advance.

Geoff, Ockert and Dirk