



Dear Stakeholder,

Home Loans launches a first of its kind Home Channel Show on DStv “Guiding You Home”.

Buying a home is an exciting milestone for many of us. Our purpose is to make buying a home an exciting journey for our customers and help them enjoy this life changing moment.

We are thrilled to announce the launch of our new Home Channel TV show on DStv (channel 176). The ‘Guiding you Home’ show will re-invigorate our presence in the market and allow us to actively engage with our customers, giving them home finance solutions that will help them to prosper.

The show will feature real life examples of customers going through the home buying journey, demonstrating how we enable customers’ achieve their ambitions. In addition to helping our customers unlock the doors to their dream homes, the show will also provide us with a platform to foster long-lasting relationships with them.

The ‘Guiding you Home’ show will flight on DStv’s Channel 176 from **6 April**, for two seasons on the following times (including repeats):

- Mondays 12:30
- Tuesdays 16:30
- Thursdays 20:20 (prime-time)
- Fridays 08:30
- Saturdays 15:00 and 23:00
- Sundays 10:00 and 20:00

Absa Home Loans is excited about this new initiative as it speaks to our strategic journey to become the ‘Go-To’ home loans bank in SA. We believe this will help us reclaim our presence in the market while showcasing the tangible customer-centric value propositions we have been building.

Whether customers are first time home buyers, building their dream homes or wanting to realise a long-held vision of owning a holiday home on the beachfront - the show will demonstrate how we help guide our customers home.

Remember to look out for the new Home Loans adverts currently airing on the Home Channel, BBC Lifestyle and BBC Entertainment on DStv.

Regards

Carel Gronum
Managing Executive: Absa Home Loans

