

CAPITAL EQUIPMENT GROUP

PROFILE

2026



CAPITAL EQUIPMENT GROUP A DIVISION OF INVICTA HOLDINGS LTD



Invicta Holdings Limited is a South African-based investment management and holding company of the Capital Equipment Group (CEG) and Engineering Solutions Group (ESG).

Invicta, listed on the JSE in 1989, is a symbol of ingenuity, constantly growing and adapting to meet market demands. It is the only JSE listed company to achieve Top 100 Performers status for 20 consecutive years - and be ranked in the elite Top 20 Companies.



ABOUT CEG



The Capital Equipment Group (CEG) comprises a network of local companies and authorised dealers specialising in the supply of construction and forklift equipment, supported by a strong and reliable spare parts operation.

We maximise equipment lifecycle value by managing every stage of the customer journey—from flexible finance solutions and extended warranties to maintenance agreements, on-site support, and trade-in options when customers are ready to upgrade.

Our participative and inclusive management style supports the development of our people and creates equal opportunities for growth and advancement based on ability and merit, without discrimination.

All business units are strengthened by robust centralised support services, including finance, administration, legal, merchandising, logistics, training, and human resources.

As an importer and supplier of earthmoving and forklift equipment through multiple divisional outlets, CEG and its employees are committed to maintaining ISO 9001:2015, ISO 14001:2015, and ISO 45001:2018 standards, as well as meeting all applicable legal and regulatory obligations. This commitment ensures the consistent delivery of high-quality products, services, and customer support.

WHAT WE DO

The CEG Group is a leading importer and distributor of capital equipment and industrial consumables, delivering end-to-end solutions backed by expert aftermarket and technical support.

We represent globally recognised brands sourced from leading manufacturers around the world. Our focus is on maximising value across the entire equipment lifecycle, partnering with our customers from day one through flexible finance options, extended warranties, planned maintenance solutions, and seamless trade-in support as fleets evolve.

By sourcing and stocking genuine OEM spare parts, we help customers maximise uptime, improve reliability, and protect their investment.

Our products and services are delivered through a robust, company-owned branch network of 13 locations, complemented by an additional 19 authorised dealers across South Africa—ensuring nationwide reach, fast response times, and consistent support wherever our customers operate.



CEG MISSION

CEG is a proudly South African company supplying essential capital equipment that supports productivity and progress across the mining, construction and materials-handling industries nationwide.

Our mission is to be the supplier of choice by delivering reliable, high-performance equipment, backed by exceptional service, strong parts support and expert technical capability — ensuring long-term value throughout the full lifecycle of our customers' assets.

By investing in our people and building trusted, long-term partnerships with our customers and stakeholders, we enable safe, efficient operations, drive sustainable growth, and create lasting value that strengthens businesses and uplifts the communities in which we operate.



CEG VISION

CEG's vision is to be the most trusted supplier of capital equipment, material handling solutions, and genuine spare parts across Southern Africa — recognised for reliability, expertise, and enduring partnerships.

We strive to be the first choice for our customers, respected by partners and competitors alike, and a place where our people take pride in building meaningful, long-term careers.

Through disciplined, values-driven growth — including the acquisition of complementary brands and businesses — we aim to deliver sustainable performance, strong cash generation, and lasting value for our shareholders, while supporting the industries that drive regional economic progress.



CEG Values

Respect & Dignity

We treat everyone with fairness, professionalism, and respect.

We embrace diversity of people, backgrounds, and perspectives.

We create safe, inclusive workplaces, free from discrimination and harassment.

We listen and act, even when it's difficult.

Ethical Business & Integrity

We always do business the right way.

We act honestly, transparently, and lawfully.

We reject corruption, conflicts of interest, and unethical behaviour.

We take responsibility for our actions and decisions.

People First

Our people are our greatest asset.

We invest in growth, development, and wellbeing.

We create equal opportunities based on merit and ability.

We support our people through fair practices, open communication, and meaningful engagement.

Collaboration & Respectful Challenge

We achieve more together.

We value teamwork, trust, and open dialogue.

We welcome constructive challenge and diverse perspectives.

We succeed as one team.

Excellence & Continuous Improvement

We strive to improve every day.

We set high standards for performance, service, and impact.

We learn from experience and embrace innovation.

Sustainability & Responsibility

We think long-term.

We consider the impact of our decisions on people, communities, and the environment.

We operate responsibly and sustainably.

We build a business we are proud to pass on.



MESSAGE FROM OUR LEADER



We operate in a dynamic environment where economic, environmental and industry conditions continue to evolve. These changes challenge us to think differently, move decisively and innovate with purpose. They also create opportunities for growth, improvement and long-term value.

What sets CEG apart is the strength of our people. Our team consistently demonstrates adaptability, resilience and a shared commitment to excellence. This has allowed us to maintain our reputation for supplying world-class capital equipment, backed by strong parts availability and expert technical support that customers can rely on.

We remain firmly committed to delivering value for our customers, partners and stakeholders, building trusted relationships and safeguarding their interests at every stage.

Looking ahead, our focus is on strengthening and expanding our portfolio of leading brands. By doing so, we are positioning CEG for sustainable growth and continued success in an ever-changing landscape.

GROUP STRUCTURE

Chief Executive Officer
Graham Forte



HPE Africa

MD
Ross Collard

Acquired 2013



Develon

MD
Mark Bedford

Acquired 2008



Shamrock

MD
Brenton Kemp

Acquired 2018



Criterion
Equipment

MD
Brenton Kemp

Acquired 2009



OUR BRANDS



HD HYUNDAI
CONSTRUCTION EQUIPMENT



DEVELON



TCM



MOFFETT



COMBiLIFT
LIFTING INNOVATION



AGRIMAC



BUNDU



SCOSAN
HEAVY INDUSTRIES

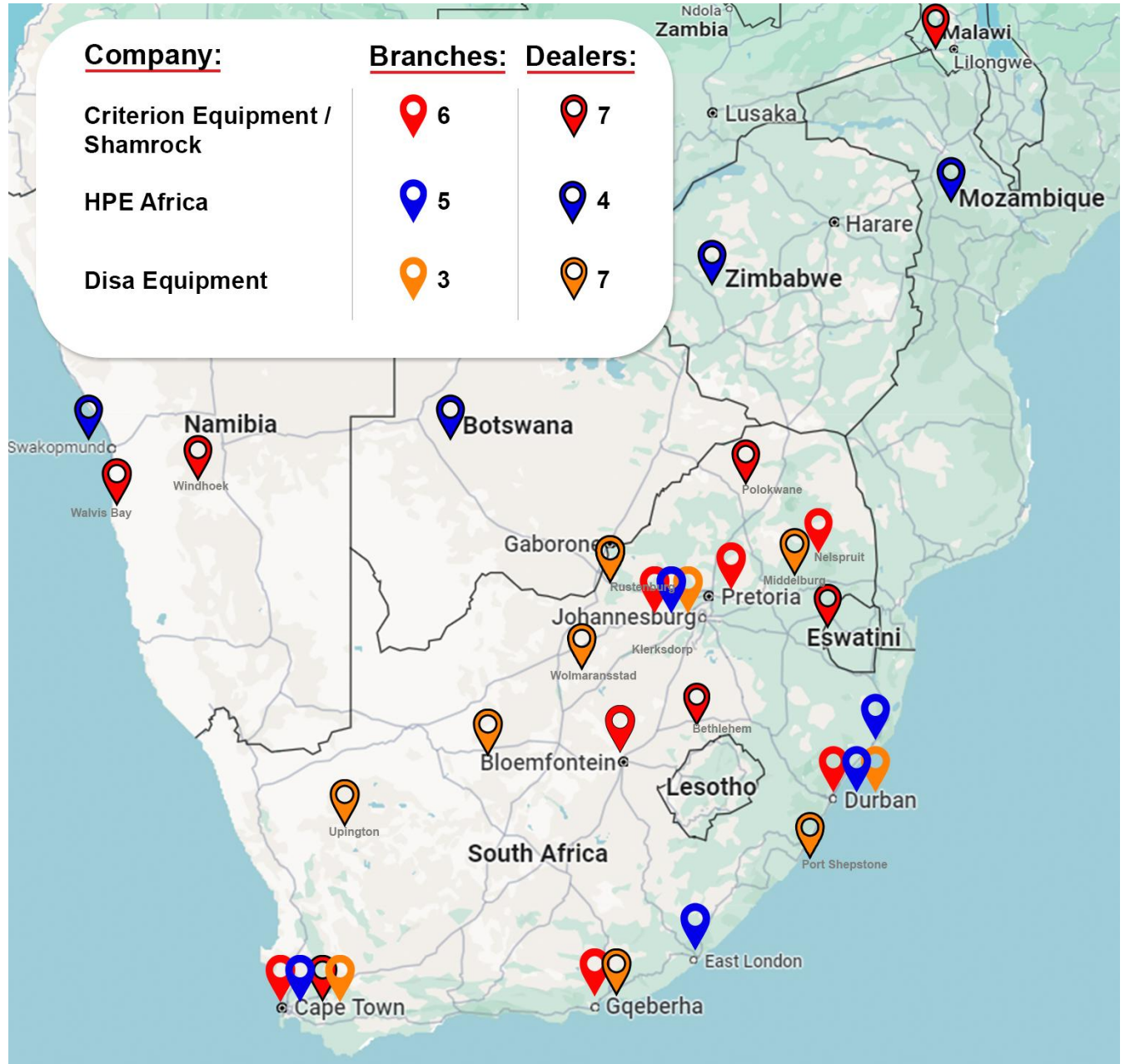


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OUR DISTRIBUTION NETWORK



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