PRESS RELEASE FROM DIPULA PROPERTIES

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**Dipula unveils refreshed brand identity to mark two decades of progress**

As part of a celebration marking 20 years in the South African property sector, real estate investment trust Dipula has unveiled a refreshed brand identity, including a new name and logo, that reflects its evolution into a focused, future-ready real estate business.

Formerly known as Dipula Income Fund, the company now operates as **Dipula Properties** — a change that aligns more clearly with the nature of its operations and strategic direction. The updated name directly communicates this shift. It builds on the company’s transition in 2022 from a dual-share structure to a single-share model in a move that streamlined its original hybrid fund approach and clarified its identity as a property business, first and foremost.

As CEO Izak Petersen explains, “The rebrand reflects who we are today: a modern and purpose-driven property company that is clear on its role in creating sustainable value. We’ve grown and adapted over the years, and our brand now tells that story with greater confidence and clarity.”

At the heart of the refreshed identity is Dipula’s new logo, a clean, architectural form that conveys upward motion and forward momentum. Designed to represent growth, ambition and progress, the logo speaks to Dipula’s continued drive to open doors and shape inclusive, sustainable communities through property.

“We wanted a visual identity that’s not just modern, but meaningful,” Petersen adds. “The new logo captures the structured nature of our work while pointing to the optimism and energy we bring to every project and property. It’s a symbol of what we’re building, and where we are going.”

Since its establishment in 2005 and subsequent listing on the JSE in 2011, Dipula has built a portfolio of 161 retail, office, industrial and residential properties. The portfolio is defensively positioned, with township, rural and urban convenience retail contributing more than two-thirds of total income. The group’s long-term focus and steady performance have given it a solid reputation in the listed property space.

Dipula’s journey is one of collective achievement — shaped not only by strong leadership and a committed in-house team, but also by long-standing partnerships with funders, shareholders, suppliers and tenants. These joint efforts have built a resilient, black-managed company with a clear sense of purpose and pride in its track record.

Looking ahead, Dipula enters its third decade with renewed focus and optimism. “Our rebrand is not just about marking 20 years, but also about preparing for the next chapter,” says Petersen. “We are excited about the opportunities ahead and remain committed to growing a business that delivers real impact for all our stakeholders.”

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**RELEASED BY CATCHWORDS FOR:**

Dipula Properties

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