



2025

*fostering strong relationships,
Ensuring the integrity of our services*



COMPANY OVERVIEW

Reliable Holdings is a multi-service company providing innovative solutions in the fruit logistics and property management sectors. Our mission is to ensure the efficient movement and storage of fresh produce while delivering top-tier property management services that meet the needs of both commercial and residential clients. By leveraging cutting-edge technology, expertise in logistics, and deep industry knowledge, Reliable Holdings bridges the gap between agricultural suppliers, retailers, and property owners.

Reliable Holdings is redefining the way premium fresh South African produce is being distributed within Africa. Our dedication to supplying top-of-the-line fresh products as well as our long line of strong partnerships and customers, have helped us guarantee a reliable service of the finest organic products which we are proud to present to communities.

Our company was founded in 2023 and we have grown steadily since then. We are focused on Apples, Grapes, Pears and Oranges but we plan to develop our business into a multi-category operation which is continuously expanding. We are solution-driven and attention to detail is part and parcel of our make-up.



*‘fostering strong
relationships,
ensuring the
integrity of
our services’*

VISION

To lead the market in both fruit logistics and property management, offering unmatched services that drive growth and satisfaction for all stakeholders.

MIS S I O N

To be the preferred partner for logistics and property management services by providing reliable, efficient, and sustain- able solutions for our clients. We are com- mitted to tt, and delivering value through expertise and innovation.

CORE VALUES

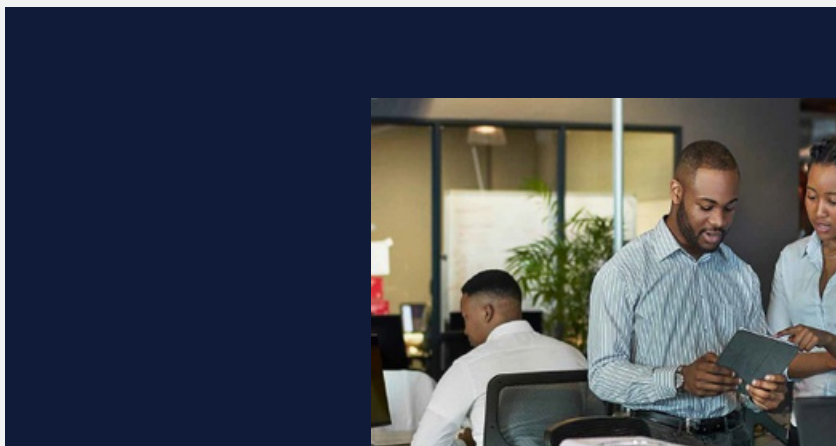
Reliability: Dependable service that clients can count on.

Sustainability: We prioritize eco-friendly practices in logistics and property management .

Integrity: Transparent and ethical business practices in all dealings.

Innovation: Constantly evolving and incorporating new technologies to improve efficiency and client satisfaction.

Customer-Centric: Our clients are at the heart of everything we do.



OUR SERVICES 01

Fruit Logistics:

At Reliable Holdings, we specialize in the end-to-end management of fruit transportation, from farms and orchards to distribution centers and retail outlets all over Africa

Our services include: Cold Chain Management: Ensuring the maintenance of optimal temperatures for perishable goods during transit.

Inventory Management: tracking systems to monitor fruit stock levels, reducing waste and ensuring timely deliveries.

Distribution & Transportation: A fleet of refrigerated trucks and efficient route planning to deliver fresh produce in the shortest time possible.

Supply Chain Optimization: Working with farmers and retailers to streamline the movement of fruits from harvest to market.

02

Property Management:

Our property management division is dedicated to maximizing the value and functionality of real estate assets.

We provide a wide range of services, including:

Residential: Property Managing rental properties, handling tenant relations, and ensuring properties are well-maintained.

Commercial Property Management: Overseeing the day-to-day operations of commercial properties, from leasing to maintenance.

Facility Management: Ensuring that properties are compliant with regulations and efficiently maintained.

Real Estate Investment Consulting: Offering guidance on property investment, development, and market trends.

FRUIT LOGISTICS

With rich soil and some of the purest waters in the world, South Africa produces a bounty of delicious, premium fruits throughout the year. Fruit Logistics. Reliable Holdings specialises in the efficient and careful transport of Apples, Grapes, Pears, and Oranges. Each fruit type has specific transport requirements, and we've optimized our logistics to maintain their freshness, quality, and integrity throughout the journey.

1. Apples: Apples require precise temperature control and humidity regulation to maintain their freshness and crispness. We transport apples in 32°F to 40°F (0°C to 4°C) conditions, with careful packaging to avoid bruising. Our cold chain ensures the apples arrive at their destination fresh and ready for market.

2. Grapes:

Grapes are highly perishable, so we keep them at 30°F to 32°F (-1°C to 0°C) to prevent spoilage. Our fleet minimizes transit time and uses ventilated packaging to prevent moisture buildup and bruising. This ensures grapes remain fresh and intact upon arrival.

3. Pears: Pears need careful temperature control between 32°F to 36°F (0°C to 2°C) to delay ripening. We manage ethylene gas production and use protective packaging to maintain their flavor, texture, and juiciness during transit.

4. Oranges: Oranges are transported at 40°F to 44°F (4°C to 7°C) to preserve freshness and prevent mold. Our packaging protects the fruit from damage, ensuring that their skins remain intact and their juice stays fresh, whether for consumption or juicing.

Products of Reliable Holdings



Apples



Pears



Grapes



Oranges



■ WHY CHOOSE US?

EXPERTISE IN BOTH SECTORS:

We are uniquely positioned to serve both the logistics and property management industries, offering comprehensive solutions under one roof.

TECHNOLOGY-DRIVEN:

Utilizing the latest tech to optimize routes, monitor temperatures, track inventory, and manage properties efficiently.

ECO-CONSCIOUS:

Sustainable practices are embedded in our services, reducing our carbon footprint and supporting the green movement.

END-TO-END SOLUTIONS:

From fruit transportation to property leasing and maintenance, we handle it all, ensuring a smooth and seamless experience for clients.

CUSTOMER-FOCUSED APPROACH:

Tailored solutions to meet the specific needs of each client, whether they are farmers, retailers, or property owners.

■ OUR TEAM

At Reliable Holdings, we employ a team of highly skilled professionals with years of experience in logistics, real estate, and supply chain management. Our staff is dedicated to delivering top-notch services with a focus on attention to detail and customer satisfaction. Our team consists of logistics experts, property managers, IT specialists, and customer service professionals, all working together to create a seamless experience for our clients.

Reliable Holdings is dedicated to providing reliable and comprehensive solutions that meet the evolving needs of businesses in the fruit logistics and property management sectors. Whether you're a fruit supplier looking to ensure your products reach the market in optimal condition, or a property owner seeking expert management services, we have the tools and expertise to support your success.





21 West Road South
Morningside
Sandton
2196



md@xtragroup.com
www.xtragroup.com