



# Brian Joffe to step down as Long4Life CEO

Brian Joffe will relinquish his position as CEO of Long4Life in February 2022, and move into the role of chairman at the company. Current chairman, Graham Dempster, will then assume the role of deputy chairman.



Brian Joffe, Long4Life CEO. Source: Long4Life

The Long4Life investment holding company owns brands including the [Sorbet beauty chain](#), retailers Sportsmans Warehouse and Outdoor Warehouse, and sportswear brands First Ascent and Capestorm. The company also has a beverage division comprising [Inhle Beverages](#) in Gauteng and [Chill Beverages](#) in the Western Cape, producing brands like Score energy drinks and Fitch & Leedes.

"The board is delighted that Brian will continue to participate in the company's future in a strategic role and that Long4Life will continue to be guided by both Brian and Graham's superb leadership and remarkable experience," Long4Life stated in a Sens announcement.

"The board has commenced a process to identify Brian's successor and to allow for a timeous and smooth handover. Shareholders will be advised on progress made in this regard in due course," it said.



Clicks CEO resigns, Bertina Engelbrecht named successor

23 Sep 2021



## Takeover bid

The company also announced that it received an "unsolicited expression of interest" to acquire all the shares in Long4Life. "The Board is evaluating this and will update shareholders should there be any further developments," it said.

One of SA's most successful entrepreneurs, Joffe founded Bidvest in 1989 and is [credited with](#) significantly contributing to its growth into an industrial conglomerate. He left Bidvest and established Long4Life five years ago.