

COMPANY PROFILE: ISUHAMBA GROUP (PTY) LTD t/a LONG HAUL FM

1. Executive Summary

Long Haul FM is a specialized digital radio station and broadcast platform engineered in Port Shepstone to serve the South Coast of KwaZulu-Natal (KZN) and the regional transportation and logistics corridor. Operating under **Isuhamba Group (Pty) Ltd**, Long Haul FM bridges the gap between regional tourism, local commerce, environmental stewardship, and transit operations.

By combining low-bandwidth continuous audio streaming with active corridor telemetry, real-time route alerts, and curated regional broadcasting, Long Haul FM keeps local residents, freight drivers, and tourists connected across the KZN South Coast while actively supporting community development and conservation.

2. Company Details & Regulatory Information

- **Registered Business Entity:** Isuhamba Group (Pty) Ltd
- **Trading Name:** Long Haul FM
- **Company Registration Number:** K2021380590
- **Physical Address:** Unit 4, 4a Goodlands Rd, Anerley, Port Shepstone, KwaZulu-Natal, South Africa
- **Music & Broadcast Licensing:** Fully licensed with the South African Music Performance Rights Association (SAMPRA) – License ISU002.
- **Tourism & Local Affiliations:** SCTIE (South Coast Tourism & Investment Enterprise) Tier 1 Registered Partner.
- **Global Broadcast Directory:** Listed internationally on Radio Garden.
- **Primary Web Address:** longhaul-fm.co.za
- **Live Streaming Console:** radio.longhaul-fm.co.za

3. Vision, Mission & Core Values

Our Vision

To be the premier digital audio voice, corridor telemetry partner, and environmental advocate across the South Coast of KwaZulu-Natal and South Africa's logistics network, delivering seamless audio and vital information anywhere on the road.

Our Mission

- **Empower Regional Commerce:** Drive visibility for local South Coast businesses, tourism partners, and regional advertisers through targeted audio marketing.
- **Keep the Road Moving:** Provide drivers and fleet operators with continuous, reliable audio streams and instant transit alerts tailored to low-bandwidth road conditions.
- **Promote South Coast Tourism & Conservation:** Highlight local attractions, eco-tourism champions, and environmental initiatives in partnership with regional stakeholders.

Core Values

- **Innovation:** Utilizing high-performance, lightweight streaming architecture (Tauri v2) to minimize listener data costs.
- **Compliance & Integrity:** Strict adherence to copyright, music licensing, and transparent commercial partnerships.
- **Community & Stewardship:** Dedicated to promoting local South Coast voices, local artists, and regional conservation efforts.

4. Key Offerings & Technical Capabilities

A. Digital Audio Streaming

- High-fidelity, data-optimized digital radio stream accessible 24/7 globally via web browsers, smart devices, and specialized native client apps.
- Curated music programming featuring local South African content, regional news, and continuous entertainment.

B. Dedicated Mobile & Desktop Applications

- Custom-engineered cross-platform client software for **Android** and **Windows** (powered by Tauri v2).
- Features continuous background audio playback, low-latency streaming along low-coverage corridors, and integrated route notification telemetry.

C. Commercial Advertising & Sponsorship

- Targeted audio ad placements, sponsored shows, route alert inclusions, and web banner placements.
- Customized marketing packages designed for local tourism operators, service centers, logistics fleets, and regional merchants.

5. Environmental Stewardship & Conservation Initiatives

Long Haul FM leverages its broadcast reach and digital presence across the KZN South Coast to protect the region's natural biodiversity and promote sustainable practices:

- **Coastal & Marine Protection:** On-air features and digital coverage supporting South Coast marine conservation, coastal clean-up drives, and plastic-reduction campaigns along regional beaches.
- **Wildlife & Reserve Stewardship:** Dedicated airtime spotlighting local nature reserves, anti-poaching initiatives, and biodiversity preservation across KwaZulu-Natal's coastal and inland ecological corridors.
- **Green Logistics & Fleet Sustainability:** Educational segments tailored for freight and fleet operators, promoting carbon-reduction strategies, efficient driving habits, and green logistics practices.
- **Eco-Tourism Advocacy:** Partnering with regional eco-tourism operators to highlight sustainable travel, ethical wildlife interactions, and community-led conservation projects.

6. Audience & Broadcast Reach

- **Geographic Focus:** South Coast of KwaZulu-Natal (Port Shepstone, Anerley, Margate, Hibberdene, Scottburgh, and surrounding coastal corridors).
- **Target Audience:**
- **Tourists & Visitors:** Seeking local activity updates, beach reports, weather, eco-tourism spots, and venue recommendations.
- **Freight & Transport Drivers:** Relying on long-haul entertainment, route updates, and active transit telemetry.
- **Local Residents & Business Owners:** Tuning in for daily regional updates, local news, and community stories.

7. Management & Key Stakeholders

- **Johannes Nicolaas Uys (Hannes)** – *Founder and Operations Lead*
- **Andre Theron** – *Co-founder & Lead Software Architect*

8. Contact Information

- **Physical Address:** Unit 4, 4a Goodlands Rd, Anerley, Port Shepstone, KwaZulu-Natal, South Africa

- **Email:** admin@longhaul-fm.co.za
- **Website:** <https://longhaul-fm.co.za>
- **Live Web Player:** <https://radio.longhaul-fm.co.za>