



## THE INTRICACIES OF PULLING OFF “STEINHEIST”/ DIE VERWIKKELDHEID OM “STEINHEIST” TE “IMPLEMENTEER”

On December 6 2017, after its CEO Markus Jooste resigned during an investigation into accounting irregularities, the share price of Steinhoff fell a whopping 90% in a week. The crisis in the company once lauded as the “Ikea of Africa” wiped R200bn off the JSE and from the accounts of the pension funds of ordinary South Africans. The Steinhoff collapse also cost Christo Wiese billions of dollars, turning the dollar multibillionaire into a mere dollar multimillionaire overnight.

In recent years documentaries, series and films that deal with the opaque world of finance have found popular success. Couple that with its status as the biggest corporate fraud in SA’s history and the Steinhoff scandal made perfect sense for production company Idea Candy to choose as their next project.

They built the series on the book Steinheist, written by Financial Mail editor Rob Rose, and enlisted Cape Town-based documentarian Richard Gregory (The Boers at the End of the World) to helm the project.

Albert van Driel, AMAGP Chairman also participated in the series

Op 6 Desember 2017, nadat Markus Jooste, uitvoerende hoof, bedank het tydens 'n ondersoek na rekeningkundige onreëlmatighede, het die aandeelprys van Steinhoff binne 'n week met 'n yslike 90% gedaal. Die krisis in die maatskappy wat eens geprys is as die “Ikea van Afrika” het R200 miljard van die JSE en uit die rekeninge van die pensioenfondse van gewone Suid-Afrikaners gegee. Die Steinhoff-ineenstorting het Christo Wiese ook miljarde dollars gekos, wat die dollar-multimiljardêr oornag in 'n blote dollar-multimiljoenêr verander het.

In onlangse jare het dokumentêre, reekse en rolprente wat oor die ondeursigtige wêreld van finansies handel, gewilde sukses behaal. Tesame met sy status as die grootste korporatiewe bedrog in SA se geskiedenis het die produksiemaatskappy Idea Candy baie sin gemaak om die Steinhoff skandaal as hul volgende projek te kies.

Hulle het die reeks gebou op die boek Steinheist, geskryf deur Financial Mail-redakteur Rob Rose, en die Kaapstadse dokumentêr Richard Gregory (The Boers at the End of the World) ingeroep om die projek aan te stuur.

Albert van Driel, AMAGP-voorsitter het ook aan die reeks deelgeneem

A SHOWMAX ORIGINAL DOCUMENTARY SERIES  
**STEINHEIST**  
UNCOVER SOUTH AFRICA'S  
BIGGEST CORPORATE SCANDAL

Untangle the story of the biggest corporate scandal in SA history: the Steinhoff investors who were taken in; the victims and the CEO, Markus Jooste, who's still a free man.

Genre: Documentary, Docuseries Year: 2022 FPB Rating: 16

Audio: English

Director & Cast: Richard Finn Gregory, Bruno Steinhoff, Christo Wiese

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Season

1



1. Thoroughbred  
64 min



Episode 2

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