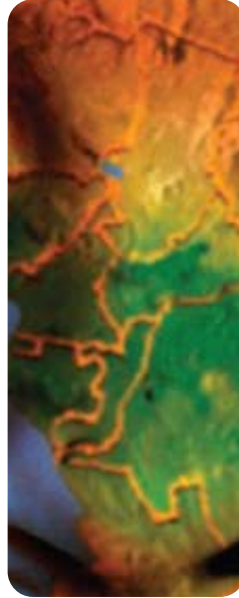




all about people



SIYENZA



Siyenza Management, founded and situated in Southern Africa, produces services competitive with global standards, and is immensely proud of its South African roots. Our philosophy demands that we set global standards for interactive communication and outstanding performance in the fields of brand architecture, communication, event management, marketing and publishing.

Siyenza, which means 'we do' in Nguni, provides a unique platform to facilitate the bringing together of people. This is achieved through our varied services resulting in the desired communication reaching a broader target market and delivering a synergised message! Renowned as a world class service provider, with strong networks across South Africa, Africa and the world, Siyenza is highly regarded in the business community and displays a sound track record of delivery, voted as one of the top 15 event management companies in Africa.

Vision

Our vision is to be the client's first choice provider of quality, service & value in the global market-place.

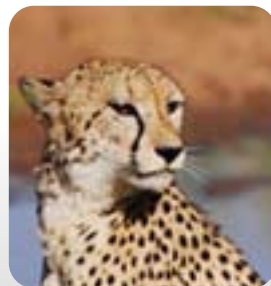
Mission

Siyenza Management, an empowered enterprise, founded upon service to our customers and committed to building value for our shareholders, is a niche events, marketing & communications business. Our cornerstone is knowledge of the market-place and an extensive business network base. From this, we build personal interaction platforms that serve our extensive client base to deliver their messages. Our service offering distinguishes itself on the basis of quality, customer service and value that can be trusted.

Premier Values

The values that guide our business include:

- **Leadership:** Siyenza is a company with the authority to lead, the creativity to inspire and the will to foster positive social and environmental change.
- **Passion:** We have a passion for delivering value to our clients
- **Respect:** We treat our team members, customers, partners and suppliers with mutual respect and sensitivity, recognizing the importance of diversity.
- **Integrity:** We are committed to the highest level of integrity in every aspect of our business.
- **Excellence:** We aim to be the best in quality and in everything we do.
- **Innovation:** We are creative in delivering value to our clients, shareholders, suppliers and the community. We anticipate change and capitalize on the many opportunities that arise.
- **Empowerment :** To empower our talented people to take the initiative.
- **Teamwork:** We promote and support a diverse, yet unified, team. We work together to meet our common goals





Strategic Focus Areas

Siyenza Management differentiates itself from competitors because each of our services is inextricably linked to the delivery of the client's core business objectives. This ensures that our services engage with the client's strategy and have a demonstrable, positive impact on the business – accelerating its growth and enhancing its market position.

The strategic focus areas comprise:

1) Brand architecture

The architecture of a brand is critical to the ongoing marketing of the product as it determines the nature and content of all subsequent communications relating to the marketing thereof.

As part of our service offering we will formulate a strategy identifying the attributes to be associated with the brand and ultimately develop an integrated marketing & brand strategy. Siyenza furthermore, facilitate the development of new or additional brands.

2) Event & Exhibition Management

Our aim is to integrate your event and / or exhibition seamlessly into your existing marketing strategy by identifying the need and meeting the objectives of the function.

Siyenza Management is able to play an integral part in making the global village that much smaller by bridging the communication barrier through the management and facilitation of international and local events.

Event Management is rapidly becoming a critical environment for nearly any endeavour where timely delivery of information, products and / or services is required.

A complete service solution is available to clients ranging from executive breakfasts, exhibitions, conferences, team-building activities, golf days, gala dinners, etc.

3) Reputation Management, Communications & Public Relations

Now more than ever, it is critical for organisations to not only play an active role but also invest in the management of their reputations.

The advent of the internet and the increasing availability to the access of information via television, newspapers, magazines, and other outlets, means that managing your reputation in the public domain is a full time job. It also means that considering the overwhelming presence of available information, critical factors affecting your company's reputation and brand aren't easily discernable from the noise.

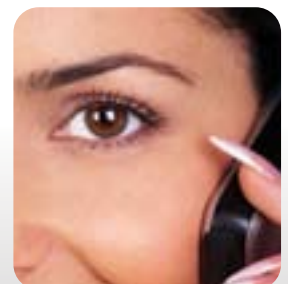
A public relations strategy, integrating all marketing components, is critical to the successful and sustained management of a company's reputation. Siyenza Management has the experience and skill to develop a comprehensive strategy to address the objectives and meet the challenges of your business.

The Communications Strategy service outlines exactly how your business will communicate its brand attributes and company positioning by focusing on which channels best serve your internal and external audiences.

4) Publishing Activities

Hot off the press - A new innovative service to the Siyenza strategic focus areas, publishing provides a tool to enforce various deliverables for our clients.

Niche publishing products have been developed and produced for clients, ranging from annual reports, directories, magazines and newsletters.



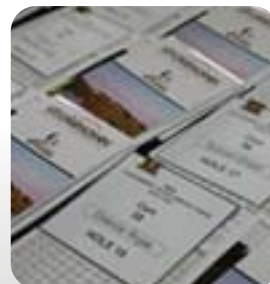


Our Clients & Projects

Our clients, some of the brightest stars in their respective fields, operate in a host of market sectors across the globe!

Our clients include business organisations from both the public and private sectors and include the following as examples:

- Strategic marketing and public relations service for Business Unity South Africa (BUSA). BUSA represents South African business on macro-economic and high-level issues that affect it at the national and international levels
- Brand architecture, strategic marketing & communications management, on-going public relations and event management for the NEPAD Business Foundation.
- Launch of the Black Business Supplier Development Programme for the South African Department of trade & Industry
- Ribbon Cutting Ceremony for the new dti Campus in Pretoria
- Event Management assistance for the London based Commonwealth Business Council's Africa Investment Forum
- Gala banquet event management on behalf of Mr Tokyo Sexwale, with guests of honour, President Nelson Mandela and Mr David Rockefeller (USA)
- Private dinner hosted by Mr Tokyo Sexwale for HRH Princess Anne
- Inaugural banquet for the launch of the NEPAD Business Foundation with guest of honour, President Thabo Mbeki, various government Ministers and VIP guests
- The Annual President's Investment Council
- Lion of Africa Conference and Fire-walking team-building activity
- Publishing the Annual NEPAD Business Foundation Business Guide and launching this at the 2007 World Economic Forum
- Representing Teba Bank, with Chief Executive Mark Williams, recently named by the World Economic Forum as an exceptional global leader and chosen as one of 245 young leaders with the potential to shape the future of the world.
- Support as well as representing Dr Reuel Khoza, renowned national and international thought leader, author and involved in several notable continental and global initiatives. Initiatives including the Business Council for Sustainable Development, World Economic Forum and New Partnership for Africa's Development (NEPAD).





Contact Details

Siyenza Management (Pty) Ltd

Physical Address: 1st Floor
Twin Towers East
Sandton City
Sandton
2196
Johannesburg
South Africa

Postal Address: PO Box 3738
Cramerview
2060
Johannesburg
South Africa

Tel: +27 11 783-5313
Fax: +27 11 884-4458
Email: info@siyenza.za.com
Website: www.siyenza.za.com

