



Broad-Based Black Economic Empowerment Verification Certificate

INITIATIVE PROMOTIONS & DESIGNS (PTY) LTD

Certificate Number: 01/B-BBEE/2020/00575/QSE

Registration Number: 2020/141642/07
 VAT Number: 4350101350
 Head Office Location: 14 Nuttal Gardens
 Morningside, Durban
 Kwa-Zulu Natal
 4001

Verification Standard Applied: Marketing, Advertising and Communication Sector
 Issue of the Rating Standard Applied: Section 9 of the B-BBEE Amendment Act 46 of 2013
 Scorecard Applied: QSE Entity with a turnover of <R50m

B-BBEE Level: A level ONE contributor to B-BBEE

B-BBEE Procurement Recognition Level: 135%

Black Ownership: 26.00%

Black Women Ownership: 26.00%

Y.E.S Initiative Applied: No Y.E.S. Initiative

Financial Year Rated: 2020

Element	Element weighting	Score
Ownership	25	25.00
Management Control	15	11.60
Skills Development	25	25.00
Enterprise and Supplier Development	30	30.00
Socio-Economic Development	5	5.00
Y.E.S Initiative Bonus Points		0.00
Overall Score	100	96.60

Empowering Supplier	Yes
Designated Group Supplier	No
Modified Flow Through Applied	No
Exclusion Principle Applied	No
Discounting Principle Applied	No
Black New Entrant Percentage	26.00%

Black Designated Group Percentage	0.00%
Black Youth Percentage	0.00%
Black Disabled Percentage	0.00%
Black Unemployed Percentage	0.00%
Black People Living in Rural Areas Percentage	0.00%
Black Military Veterans Percentage	0.00%

This verification certificate and verification report is based on information provided to Amax BEE Verifications (Pty) Ltd and represent an independent opinion based on the verification and analysis completed by Amax BEE Verifications (Pty) Ltd. The calculation of the scores has been determined in accordance with the Marketing, Advertising and Communication Sector as Gazetted. Gazettes 39887 & 41866



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Period of validity: 12 Months

