



EXHIBIT MM 5

**JOSEPH FRANK
JACKSON**

A large, faint watermark of the Commission of Inquiry into State Capture logo is visible in the background, centered behind the text. It features the same circular design with the South African flag and scales of justice.



**JUDICIAL COMMISSION OF INQUIRY INTO ALLEGATIONS OF STATE CAPTURE,
CORRUPTION AND FRAUD IN THE PUBLIC SECTOR INCLUDING ORGANS OF STATE**

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**JUDICIAL COMMISSION OF INQUIRY INTO ALLEGATIONS OF STATE
CAPTURE, CORRUPTION AND FRAUD IN THE PUBLIC SECTOR INCLUDING
ORGANS OF STATE**

AFFIDAVIT

I, the undersigned,

JOSEPH FRANK JACKSON

do hereby make oath and say:

- 1 I am employed by Transnet SOC Ltd ("Transnet"), presently in the position of Internal Communications Specialist: Transnet Group Capital.
- 2 The facts to which I depose are within my personal knowledge except where it is apparent from the context that they are not, and are both true and correct.
- 3 This affidavit provides an account of the relationship between Transnet and TNA Media (Pty) Ltd ("TNA"), particularly in relation to:
 - 3.1 the placing of recruitment and tender advertisements in TNA newspapers; and
 - 3.2 the circumstances under which Transnet supported The Big Interview, a segment in TNA newspaper.


M.E

MY ROLE AT TRANSNET

- 4 My employ at Transnet officially started on 16 August 1994 at Spoornet Kimberley. I worked at Spoornet (now known as Transnet Freight Rail) as a Corporate Affairs Practitioner from January 1997 to September 2006, the last two years of which was spent in Cape Town running the Regional Communications Department of Spoornet.
- 5 Between October 2006 and December 2014, I held the position of Brand and Publicity Coordinator in Transnet Group Corporate and Public Affairs. At the end of December 2014, I joined Transnet Group Capital as an Internal Communications Specialist, a position I currently still hold. I was appointed to each of these positions pursuant to normal recruitment processes. My current position of Internal Communications Specialist was a lateral transfer.
- 6 The facts set out in this affidavit relate to the period when I was employed as Brand and Publicity Coordinator.
- 7 The role of Brand and Publicity Coordinator was the first of its kind at Transnet. The position was created because of a desire to test the brand equity of the Transnet brand (that is, the commercial value derived from consumer perception of the brand), and to review whether or not the brand should be kept as is, should be refreshed or should be completely changed.
- 8 Following from a Brand Strategy Development and Implementation Plan, which was based on the outcome of extensive research on the status of the brand equity conducted in 2006, Transnet indeed rebranded, changing its logo, divisions and corporate identity, to become Transnet as we know it now.



M. E.

- 9 My key role and function was to facilitate, manage and monitor this process, including the changes in livery, protective clothing and signage, and the introduction of the new logo to the public via a launch and media rollout.
- 10 The role of Brand and Publicity Coordinator included the following responsibilities:
- 10.1 Effective and efficient rollout of the approved branding strategy, including a culture internalisation programme and implementation of an advertising strategy as it pertains to the brand;
- 10.2 Proactively manage the public image and reputation of Transnet – its employees, executives and board members, including through:
- 10.2.1 approval and implementation of strategies;
- 10.2.2 management of the company's reputation internally.
- 10.3 Approval and implementation of a broad-based communication strategy and plans dealing with strategic issues, values, policies and principles to ensure the accessibility of Corporate Strategy information via:
- 10.3.1 annual reports
- 10.3.2 corporate plans; and
- 10.3.3 requests for information by other relevant stakeholders (including, but not limited to, employees, media, analysts, rating agencies, regulators, and the like).
- 10.4 Effective and efficient supervision of consultancies / suppliers contracted to – and by – the unit.



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- 11 As Brand and Publicity Coordinator, I reported to Mr Mboniso Sigonyela, the General Manager of Transnet Group Corporate and Public Affairs.
- 12 Mr Archie Masebe held the position of Advertising Manager at Transnet until he resigned in July 2011. Towards the end of 2011, Mr Sigonyela requested that I help with some of the work which had previously been assigned to Mr Masebe, and liaise with the appointed advertising agency, called *The Agency*, until such time that a permanent replacement was recruited.
- 13 I therefore assumed the role of assisting with some of the responsibilities of the vacant Advertising Manager's role. This was not an official acting position, and I did not receive any formal notification letter or delegation, nor any additional remuneration. I continued to function in my role as Brand and Publicity Coordinator.
- 14 Insofar as TNA is concerned, I am able to shed light on Transnet's support for The Big Interview, as well as the tender and recruitment advertisements that Transnet placed in the TNA newspaper.
- 15 I have no knowledge regarding the business breakfasts hosted by TNA, subscriptions with The New Age, or with any aspects relating to the distribution of the newspaper.

THE PROPER PROCESS FOR PURCHASING ADVERTISING SPACE

- 16 Advertising is used by Transnet as a means of generating brand awareness and for the promotion of Transnet products and services. It was the responsibility of the team led initially by the Advertising Manager in the Department of Corporate and Public Affairs.



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- 17 In 2010, *The Agency* was appointed by Transnet as its external advertising agency, pursuant to an open tender process. Its role was to provide advisory services and to source and contract for advertising opportunities for Transnet. As far as I am aware, its contract expired in 2012.
- 18 All advertising proposals or requests were handled through *The Agency*. Advertising agreements could not be established directly by media owners with Transnet Corporate and Public Affairs. If a media owner approached Transnet directly with an advertising proposal, it would be referred to *The Agency*.
- 19 My understanding is that if advertisements are not placed through a duly appointed agency, then it is necessary for Transnet, as a public entity, to follow proper procurement processes.
- 20 *The Agency* would prepare a schedule of selected newspapers for purposes of advertising. This would be reviewed by the Brand and Publicity Coordinator, to ensure that it met the branding needs of Transnet.
- 21 During Mr Masebe's stint as Advertising Manager, he produced a draft proposed guideline for advertising, which I attach marked "JJ1". However, this guideline has never been approved or made official, and there are accordingly no formalised advertising procedures.
- 22 The draft guideline provides for the rolling out of all major advertising activities in a coordinated manner, in consultation with the Heads of Communication, in a process managed by Group Corporate and Public Affairs. Attached to the draft guideline as an annexure called the Guideline for Developing the Advertising Plan, which speaks of the importance of communicating with the



target market, developing benchmarks, and ensuring that a coordinated strategy is in place.

PRESSURE TO ADVERTISE IN THE TNA NEWSPAPER

- 23 At various points in time, Mr Sigonyela stressed the importance of using TNA newspaper for the placement of advertisements.
- 24 I attach in this regard an email of 6 October 2011, which Mr Sigonyela forwarded to me. It is an email from Rajeshree Moodley of Transnet Freight Rail, in which she recorded a telephonic conversation they had had where Mr Sigonyela appears to have stressed that, in addition to any existing publications used, The New Age and the Sowetan should also be used. I attach this email marked "JJ2".
- 25 Mr Sigonyela requested that I take responsibility for managing the placement of recruitment and tender advertisements in newspapers. This entailed making sure that, from a branding perspective, the proper advertising template was used for these adverts when they were placed in newspapers.
- 26 In particular, when the different operating divisions within Transnet sought to publish recruitment and tender advertisements relevant to their divisions, I would advise them as to the correct template to be used.
- 27 Between late-2013 and mid-2014, Mr Sigonyela requested verbally that, when approached for such advice, I should tell Transnet's operating divisions that the recruitment and tender advertisements "*must*" be placed in TNA newspaper.



- 28 However, as far as I am concerned, Transnet's operating divisions are autonomous when it comes to their own expenditure. I felt I had no right to compel them to publish their advertisements in The New Age or anywhere else.
- 29 I therefore opted instead to use the word "*recommend*" when dealing with operating divisions. I also indicated that the recommendation was subject to the availability of their budget. I attach marked "JJ3" an email that I sent on 4 June 2014 to Ms Samantha Baatjies of Transnet Property in Durban, recommending that she make use of The New Age newspaper.
- 30 I was verbally reprimanded by Mr Sigonyela for recommending instead of instructing the use of TNA newspaper. He suggested I was incompetent. He also informed me that if I was not willing to do as he instructs, he would find someone who would.

THE BIG INTERVIEW

- 31 The Big Interview was a weekly interview with, and profile of, a media personality, which was published in TNA newspaper, and provided an insight into the person's public and private life.
- 32 As I explain below, Transnet was approached by TNA to advertise alongside The Big Interview in TNA newspaper on a regular basis. While the partnership afforded Transnet the opportunity to brand the border of the page where the interview was published, it did not afford Transnet the opportunity to select who would be interviewed.



- 33 During December 2011, various correspondence was exchanged between Transnet and *The Agency* regarding The Big Interview proposal. I detail this correspondence below. Certain of the emails referred to below were not sent to me, but have been provided to me by the Commission's investigators. I include such correspondence in order to paint as complete a picture as possible.
- 34 On 1 December 2011, Mr Jacques Roux of TNA sent an email to Ms Natasha Mienie of *The Agency*, attaching a proposal for Transnet to sponsor The Big Interview in TNA newspaper. The proposal was for what it described as a six month exclusive sponsorship, with the option to renew. On 7 December 2011, Ms Hanlie van Eck of Planit Media (a sub-contractor to The Agency, which provided various media advisory services, and which had been asked to conduct an evaluation of the TNA Big Interview proposal) responded to Mr Roux asking for additional information and seeking clarity regarding costs and related issues. I attach this correspondence, including the Big Interview proposal, marked "JJ4".
- 35 On 7 December 2011, Ms Mienie sent an email to Ms van Eck indicating that she was being put under increasing pressure from the Client (i.e. Transnet) for an evaluation of the proposal, and asking Planit Media to conduct the evaluation. I attach this email marked "JJ5".
- 36 On 13 December 2011, Ms van Eck sent an email to Mr Sigonyela indicating that, based on the value discount, the proposal was definitely worth taking. However, on 14 December 2011, Ms van Eck contacted Mr Roux, seeking further clarity as to the proposal. I attach this correspondence marked "JJ6".



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- 37 Later on 14 December 2011, *The Agency's* Ms Mienie sent an email confirming that, via a telephonic discussion, Mr Sigonyela had agreed to proceed with The Big Interview proposal, and that *The Agency* would present creative concepts in the week of 9 January 2012.
- 38 The same day, Ms Moremi responded to Ms Mienie's email clarifying the costs in the proposal.
- 39 I attach this chain of correspondence marked "JJ7".
- 40 Ms van Eck confirmed her view that the proposal was unjustifiable on 20 December 2011, writing to Mr Sigonyela and me and indicating that:
- 40.1 the cost to Transnet would be R327 576.00 per month, and a total cost of R1 965 457 (excl VAT) for six months; and
- 40.2 because TNA had "*no interim ABC*" (that is, no circulation data, even of an interim nature, from the Accredited Bureau of Circulation), her recommendation was not to support the proposal as the cost could not be justified.
- 41 She added that from an association point of view, the featured was well-written and it should be beneficial to be associated with it. However, she stated further that "*it is a shame that TNA is not prepared to offer more value so that it becomes a partnership*".
- 42 She concluded the email on the basis that "*as the offer stands at the moment it is the recommendation not to support this sponsorship*".
- 43 I attach this email marked "JJ8".



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- 44 The same afternoon, Ms van Eck emailed Mr Sigonyela again (attached marked "JJ9"), saying that, further to a telephone call they had had, it would assist in justifying the cost proposal if the proposal included some free advertising space.
- 45 On 22 December 2011, Ms van Eck emailed Mr Sigonyela once more, referring to the full page, full colour advertisements that Mr Sigonyela and Mr Roux had apparently agreed to, and concluding that while the cost:value ratio was still slightly high, she agreed that the proposal should be considered favourably. I attach this email marked "JJ10".
- 46 At this stage, I found the approval of The Big Interview arrangement suspicious, given that Transnet had initially received advice not to participate because of the exorbitant costs and lack of value, but then, a day later, the proposal was back on the table.
- 47 My own view was that the decision to participate in The Big Interview was not justifiable, given that TNA was a new publication, with no readership or circulation data, and a completely unknown demographic reach. This meant that it was impossible to evaluate the newspaper's reach insofar as our stakeholders were concerned, and constituted a significant risk considering the amount of money involved.
- 48 I inquired with Mr Sigonyela whether it would not be prudent to seek to establish what value we may derive from our participation, but was told that it was not important at this stage.
- 49 At some point in late 2011 or early 2012 (I do not know the exact date), I attended a meeting with Mr Sigonyela and representatives of *The Agency*. At



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the meeting, I was provided with an update as to work currently in progress, for which I was in the process of taking over responsibility. As far as I can remember, the meeting was attended by Mr Sigonyela and myself from Transnet, and representatives of The Agency, including Ms Mienie, Ms van Eck and Ms Moremi. The focus of the discussion was the Big Interview proposal.

50 On 14 February 2012, Mr Sigonyela sent a memorandum to Mr Brian Molefe, then Group Chief Executive of Transnet, seeking approval for Corporate and Public Affairs to support The Big Interview, describing TNA as one of the key publications that Transnet targets for positioning its brand and image. The memorandum, which was approved by Mr Molefe on 23 February 2012, is attached marked "JJ11".

51 I have been informed by the Commission's investigators that, on 15 February 2012, Ms van Eck contacted Jacques Roux of TNA to say that she had an instruction from Transnet to proceed with The Big Interview proposal. This was, however, before the memorandum had been approved by Mr Molefe for this advertising and so it is not clear to me how Ms van Eck could have been given an instruction to proceed with the proposal without a decision yet from the Group Chief Executive of Transnet. Nonetheless, it appears that Ms van Eck and Mr Roux corresponded about when the partnership would commence, and further details. I attach this correspondence marked "JJ12".

52 On 21 February 2012, Ms Moremi sent me the flowplan for the TNA proposal. The proposed partnership was for six months. I responded to Ms Moremi the same day to clarify that it would only proceed if the request was approved



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internally, which had not yet happened. I attach this correspondence, including the flowplan, marked "JJ13".

53 Ms Moremi sent me a revised flowplan on March 13, 2012, for the period commencing April 2012. I attach Ms Moremi's email, together with the flowplan, marked "JJ14".

54 Throughout this process, I was under significant pressure from Mr Sigonyela. He was extremely eager to have the arrangement in place as soon as possible.

55 On one occasion, he accused me of hindering the process, and requested that I provide him with a formal report on why this matter was taking so long. It is during this time that I put together a chronological sequence of events, attached marked "JJ15", detailing the process.

56 Indeed, at various points, both Mr Roux and Mr Sigonyela sought to bypass *The Agency*, and to create a direct relationship between Transnet and TNA. Mr Sigonyela said that he felt that *The Agency* was holding up the process, and was not adding value.

57 I note in this regard that:

57.1 On 5 March 2012, Ms Moremi emailed Mr Roux to inform him that I had requested that all communication should be done through *The Agency* and not directly with Transnet. I attach this email marked "JJ16".

57.2 On 29 March 2012, Ms Moremi emailed me regarding a conversation we had had about me "*being questioned why you are not doing the sponsorship deal directly with the newspaper*". She also re-sent a revised flowplan, and



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indicated that the advertising would start on Wednesday 4 April 2012, and that urgent signoff was required. I attach this email marked "JJ17".

58 On 4 April 2012, Mr Roux sent Transnet TNA's first invoice for the Big Interview, in the amount of R327 576.00. I attach the email and the invoice (as an example of the invoices received each month) marked "JJ18".


59 The Big Interview arrangement was renewed several times and ran until October 2016. In this regard:

59.1 On 5 March 2013, Mr Sigonyela wrote a memorandum seeking approval for the renewal of the Big Interview partnership, which Mr Molefe approved on 15 March 2013. I attach this memorandum marked "JJ19".

59.2 On 12 September 2013, Mr Sigonyela wrote a memorandum seeking approval for the renewal of the Big Interview partnership, which Mr Molefe approved on 18 September 2013. I attach this memorandum marked "JJ20".

59.3 On 27 March 2014, Mr Sigonyela wrote a memorandum seeking approval for the renewal of the Big Interview partnership, which Mr Molefe approved on 3 April 2014, but with the inclusion of a note reading "*Mboniso. I think we need to make an input into who gets interviewed*". I attach this memorandum marked "JJ21".

59.4 On 5 November 2014, I wrote, and Mr Sigonyela supported, a memorandum seeking approval for the renewal of the Big Interview partnership, which Mr Molefe approved on 7 November 2014. I attach this memorandum marked "JJ22". This was the first and last memorandum that I compiled.



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- 59.5 On 21 May 2015, Ms Palesa Ngoma compiled, and Mr Sigonyela supported, a memorandum seeking approval for the renewal of the Big Interview partnership, which Mr Molefe approved on 22 May 2015. I attach this memorandum marked "JJ23".
- 59.6 On 9 November 2015, Ms Ngoma compiled a memorandum seeking approval for the renewal of the Big Interview partnership, which Mr Sigonyela approved the same day. I attach this memorandum marked "JJ24".
- 59.7 On 3 May 2016, Ms Ngoma compiled a memorandum seeking approval for the renewal of the Big Interview partnership, which Mr Sigonyela approved the same day. I attach this memorandum marked "JJ25".
- 60 None of the renewals of the partnership with TNA involved The Agency. As far as I can recall, The Agency's contract expired in 2012. It was not renewed, and a replacement agency was not immediately appointed. Therefore, the relationship between Transnet and TNA became direct from shortly after the initial Big Interview transaction took place.
- 61 The Big Interview partnership was finally terminated on 31 October 2016 by Mr Sigonyela's replacement as General Manager: Corporate and Public Affairs, Mr Molatwane Likhetho. I attach the letter of termination marked "JJ26".
- 62 In sum, Transnet spent R24 872 200,16 on The Big Interview over the period 2011 to 2016.



DATED AT MIDRAND SAPS THIS 09 DAY OF OCTOBER 2019.



JOSEPH FRANK JACKSON

I HEREBY CERTIFY that the deponent has acknowledged that he knows and understands the contents of this affidavit, which was signed and sworn before me at Midrand SAPS on the 09 day of October 2019, the regulations contained in Government Notice No R1258 of 21 July 1972, as amended, and Government Notice No R1648 of 19 August 1977, as amended, having been complied with.

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Moake M.E

COMMISSIONER OF OATHS







TRANSNET ADVERTISING POLICY

Policy Reference Number	T/CPA9/P
Version Number	1.0
Effective Date	August 2011
Review Date	August 2013
Policy Owner	Corporate & Public Affairs
Policy Sponsor	GE: Legal Services
Date Approved	

Group Corporate and Public Affairs

Stakeholders


Name	Designation	Approval Signature	Date	E-Mail	Contact Number
Compulsory Stakeholder Involvement					
Subject Matter Expert	Mboniso Sigonyela GM: CPA			Mboniso.sigonyela@Transnet.net	011 308-2458
Risk Management	Disebo Moephuli Chief Risk Officer				011 308-2385
Compliance	Indira Reddy GM: Group Compliance				011 308-3590
Legal Services	Ndiphiwe Silinga GM: Group Legal				011 308-2350

Recommended by Policy Owner and Policy Sponsor:

I hereby acknowledge that a search has been conducted and that the Policy is not duplicated or in conflict with any other Transnet Policies.

Name	Designation	Approval Signature	Date	E-Mail	Contact Number
Policy Owner	Mboniso Sigonyela GM: CPA			Mboniso.sigonyela@Transnet.net	011 308-3458
Policy Sponsor	Nkuli Mabandla GE: Legal Services			Nkuli.Mabandla@Transnet.net	011 308 3927

Final Approval


 Name of Committee _____
 Date Approved _____



Group Corporate and Public Affairs

Summary of Version Control

Version Number	Effective Date	Summary of Changes



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1. BACKGROUND

Transnet requires a comprehensive Advertising Policy ("the Policy") to ensure proper governance and compliance in respect of advertising. The Policy provides a framework for how all advertising matters must be addressed to ensure consistent delivery and alignment of all advertising activities to protect Transnet's interest.

The Policy is premised on the Transnet Corporate Strategy that documents the strategic direction and priorities that the organisation aims to achieve.

Transnet is committed to engaging in the advertising arena in a responsible manner that illustrates commitment to maintaining high quality informative, marketing and customer focused services. The Policy will remain an important foundation to the business and is intended to ensure that advertising enhances rather than undermines Transnet's image. To this extent the Policy supports the principles of the Advertising Standards Authority to ensure credibility.

2. PURPOSE

The TRANSNET SOC Ltd, ("Transnet") Brand is an exclusive trademark protected by and registered according to the Trade Marks Act No. 194 of 1993 and the Copyright Act No. 98 of 1978.

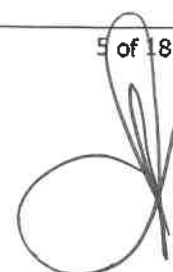
The purpose of the Policy is to:

- To utilise Transnet advertising resources and reach the target market in the most cost-effective manner; to have a framework for setting and achieving advertising objectives; to enable advertising measurement, so the organisation knows what works and what does not;
- Pro-actively promote, build and sustain Transnet's corporate identity through the implementation of specific guidelines and procedures;
- Outline the responsibilities of the operating divisions and specialist businesses in the implementation of approved advertising and marketing campaigns and strategies; and
- Ensure consistency in the manner in which the Brand building of the Transnet corporate identity is applied.

3. DEFINITIONS

3.1 **"Transnet"** means TRANSNET SOC Ltd. which includes the TRANSNET Corporate Centre and its operating divisions: TRANSNET Freight Rail, TRANSNET Engineering, TRANSNET Pipelines, TRANSNET National Ports Authority and TRANSNET Port Terminals.

3.2 **"Transnet Brand"** includes, but is not limited to:





- 3.2.1 the "T" graphic symbol;
 - 3.2.2 the wordmark "TRANSNET";
 - 3.2.3 the operating divisions and specialist businesses descriptors, being TRANSNET Freight Rail, TRANSNET Rail Engineering, TRANSNET National Ports Authority, TRANSNET Port Terminals, TRANSNET Pipelines; TRANSNET Capital Projects, TRANSNET Foundation and TRANSNET Property.
 - 3.2.4 the tagline "Delivering on our commitment to you";
 - 3.2.5 the corporate and operating division colours;
 - 3.2.6 the visual language graphic device or holding shape;
 - 3.2.7 the photographic style, and applications thereof across the various touchpoints of Transnet e.g. signage, marketing communication, electronic communication, business forms and livery.
- 3.3 **"Trade Mark"** means a mark which identifies a product or service. Such a product or service can be represented graphically, including by a picture, signature, colour, numeral, shape, configuration, pattern or a container for goods, or any combination thereof. The Trade Marks Act defines the function of a trade mark as distinguishing one entity's goods and services from those of another.
- 3.4 **"Copyright"** means the rights given to the creator, author or other person who may own the copyright of certain types of works, not to have that work copied or reproduced without authorisation.
- 3.5 **"Advertising"** means *an act* of announcing publicly by printed notice, broadcast, word of mouth, or other means; calling public attention to a product/service, especially by emphasizing desirable qualities so as to arouse a desire to buy or patronize. Promoting refers to the paid placement in the media, or the use of paid media to inform, persuade and remind target audiences about Transnet's services, programmes and products to elicit a defined favourable response. This excludes tender and recruitment advertisements.
- 3.6 **"Advertising plan"** means a description of the objectives to be achieved by an advertising program, the target market to be addressed, the message to be conveyed, the advertising approach and strategy, the timeframe, the budget, the means of evaluation, and possibly other factors.
- 3.7 **"Campaign"** means several related operations aimed at achieving a particular goal, usually within geographical and temporal constraints; a coordinated program of advertising and promotion.
- 3.8 **"Medium"** the means to carry communications, including traditional paid media such as television, newspapers, magazines, radio, outdoor billboards, posters and vehicle signage as well as alternative media such as websites, mobile applications, social media and direct response media such as emailing and short message service (sms) messaging.
- 3.9 **"Above-the-line"** the line referred to is the traditional division in advertising agency accounting between those media and services which attract commission from the media. Non-commission-bearing activities are termed **"below-the-**



line" and campaigns which involve expenditure in paid media in addition to fee-based executions, are referred to as **"through-the-line"**.

- 3.10 **"Operating division and specialist businesses"** means the following *TRANSNET* operating divisions: TRANSNET National Ports Authority, TRANSNET Pipelines, TRANSNET Port Terminals, TRANSNET Freight Rail, TRANSNET Rail Engineering, and includes the Corporate Centre, TRANSNET Foundation TRANSNET Properties and TRANSNET Capital Projects.
- 3.11 **"Touchpoints"** means the different ways in which Transnet's Brand interacts with, manifests itself in across various platforms and media, and makes an impression on customers, staff and other stakeholders during their relationship with an organization. It is a comprehensive analysis of how Transnet and its products and services are being marketed, branded and communicated.
- 3.12 **"GCE"** means the Group Chief Executive
- 3.13 **"CE"** means the operating division Chief Executive
- 3.14 **"GE"** means the Group Executive

4. SCOPE

The policy applies to employees of Transnet, including those employed on fixed term contracts, as well as any agencies, contractors and third parties who have been granted rights to use the Brand.

- 4.1 It is the responsibility of Transnet employees, agencies, contractors and third parties utilising the Advertising Policy to abide by the "Corporate Identity Guidelines" manual and related legislative requirements; and commit to the common law protection of the Transnet Brand.
- 4.2 Transnet has the legal right to enforce compliance with the Policy and institute fair, just and consistent disciplinary action against employees infringing its Brand and/or intellectual property rights.
- 4.3 Should an employee or contractor of Transnet become aware of any actual or potential infringement of the Policy, the Transnet intellectual property and/or the Transnet Brand, by a Transnet employee, contractor or non-related party, such person must bring such infringement to the immediate attention of Group Corporate and Public Affairs and/or Group Legal Services.

5. POLICY STATEMENT

The Policy governs all interaction with the approved service provider(s). The Policy shall at all times be interpreted and read with the policy and procedures determined by the relevant Transnet policies.

All advertising campaigns will be aligned with the Transnet strategy.

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All major advertising activities shall be rolled-out in a coordinated manner to ensure maximum benefit for Transnet. This will be done in consultation with the Heads of Communication in a process managed by Group Corporate and Public Affairs.

Advertising executions will comply with Transnet's code of ethics and the Advertising Standards Authority.

Transnet, its operating divisions and specialist businesses reserves the right to verify that service providers adhere / subscribe to relevant codes; including but not limited to codes of conduct related to the print, broadcasting; internet and other related communications and media regulatory bodies and consumer protection agencies e.g. BCCSA.

6. ROLES AND RESPONSIBILITIES

Designated personnel and their roles

- The GCE is the ultimate custodian of Reputation of TRANSNET SOC Ltd.
- The GE Corporate Services is the delegated official for final approval of any advertising and/or marketing campaign and/or strategy of the Group on all advertising/marketing matters which may have an impact on the corporate image of the Transnet Group.
- The CE, or his/her nominated delegate, are the delegated officials for any advertising and/or marketing campaign and/or strategy of the operating divisions and specialist businesses on all advertising/marketing matters which may have an impact in the respective areas of operation.

The role of Corporate Services

The advertising and marketing disciplines for which Group Corporate Services is responsible include but are not limited to:

- Establish and formalise a Communications Forum, a governance structure that will fulfil an oversight role and that will harmonize and integrate advertising efforts across Transnet operating divisions and specialist businesses. This structure will comprise the Heads of Communication of the operating divisions and specialist business or his/her nominated delegate. Where advertising campaigns or ad-hoc advertising initiatives may impact or require the inputs of other role players in the organisation, this forum will ensure that the designated person (s) are represented at relevant forum meetings.
- Facilitate the consultation process with the Heads of Communication
- Ensure that campaigns and other advertising initiatives follow the relevant processes
- Ensure consistency in the rollout of campaigns
- Monitor the impact of campaigns

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The role of Heads of Communication Departments

Ensure that the campaigns and marketing messages are taken through the relevant processes and that stakeholders are kept informed

Accountable:	Office of the Group Chief Executive
Responsible:	Group Corporate Services
Consultation:	The Board, ExCo, Group Strategy Executive, Group Legal and PR/Communication Executives, Group Risk Management Executive; Group Compliance Executive, Group Finance Executive, Group HR Executive, Heads of Communication Departments in operating divisions and specialist businesses
Informed:	Employees and agencies

It is the responsibility of all employees to adhere to the guidelines and ensure that all Transnet touchpoints are clear, consistent and coherent to enhance and protect the Transnet Brand every time they act on behalf of or represent Transnet internally and externally.

7. RELATED INFORMATION AND REFERENCE

This policy should be read in conjunction with the following supporting documents and guidelines:

Internal Documents:

- the "Corporate Identity Guidelines" manual which sets out the rules and uses for managing the Transnet Brand coherently, consistently and effectively;
- the Transnet Disciplinary Code and Procedures;
- the Brand Compliance policy;
- the Transnet Media Relations and Spokesperson Policy;
- the Crisis Communications Policy;
- the Online version of the Corporate Identity Manual; and
- any other related policies and procedures.

External Documents:

- Guidelines for developing the Advertising Plan

Regulatory Requirements:

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Transnet recognises the importance of complying with all applicable regulatory requirements as reflected in the Transnet regulatory universe. Specific reference is made to:

- The Copyright Act No. 98 of 1978
- The Trade Marks Act No. 194 of 1993
- The Public Finance Management Act No. 1 of 1999

8. EXCLUSIONS

There are no exclusions to this Policy.

9. REQUEST TO DEVIATE FROM POLICY

In cases where material and compelling circumstances merit deviation(s) from particular provision(s) of a policy, written submissions shall be sent to GCE, who shall have full authority to grant such request, in whole or in part, or to refuse same.

10. WARNING

- 10.1 Non compliance with the Policy and any infringements of Transnet's intellectual property through any deliberate or negligent act or omission, including personnel, either expressly or implied, to comply with applicable regulatory requirements, will be considered serious and will be dealt with in terms of section 51 (1) (e) (i) of the Public Finance Management Act (PFMA) and Transnet's disciplinary processes and procedures. This does not preclude any other action, as may be provided for in law or any other regulations requirement, from being taken against the offender (s).
- 10.2 Any non-conformance related to this Policy or Transnet's intellectual property will be viewed as serious and may result in:
- Disciplinary action that could ultimately lead to dismissal of the offender (s) in terms of the applicable Transnet disciplinary processes and procedures; or
 - Contractor (s) or other service provider (s) being deemed to be in breach of their contractual obligations.
- 10.3 If any agent, contractor or third party whom Transnet has authorised to use the Transnet Brand conducts himself in any way which has the effect of directly or indirectly infringing upon the intellectual property of Transnet as it pertains to such Brand, such agent, contractor or third party breaches this policy and Transnet hereby reserves its rights to take the appropriate action against such agent, contractor or third party, including but not limited to the institution of civil proceedings for the recovery of any and all damages (including consequential damages) which it may suffer as the result of such breach.

A handwritten signature in black ink, consisting of a large, stylized loop followed by a vertical stroke and a horizontal stroke at the bottom.



ANNEXURE

**GUIDELINE FOR DEVELOPING THE
ADVERTISING PLAN**

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1 BACKGROUND

- 1.1 The overall purpose of advertising is:
- To communicate with the target market – create awareness of Transnet, its services and the benefits they offer, strengthen the company's image, and address the target market's needs;
 - To generate a measurable response that illustrates greater market presence and recognition and awareness of the Transnet Brand; and
 - To enhance commercial interest in Transnet.
- 1.2 The Advertising Plan should address the following:
- What does the Company want to accomplish through advertising? What are its advertising goals and objectives?
 - What is the Company's target market?
 - What does the Company want to say to the market? What is its message?
 - How will the message be timed and what determines the timing of the message?
 - What will the Company do to achieve its objectives? How long will that take and how much will it cost?
 - How will the Company measure its progress? How will the Company know if it has accomplished its objectives?
- 1.3 Transnet should develop an Advertising Plan annually, before the end of the third quarter of the current year.
- 1.4 Inputs to the Advertising Plan should include:
- The Company's marketing plan where campaigns are linked to Transnet's commercial interest;
 - The Company's Public Relations/Communications Strategy
 - The Company's current media kit;
 - The Company's current trade show kit, if one exists; and
 - Media kits from magazines, Internet search engines, etc.
- 1.5 Outputs / Deliverables should include:
- The Advertising Plan for the coming year, including a timeline and milestones;
 - The advertising budget for the period covered by the Plan;
 - Effectiveness measurements, such as
 - a. Number of leads generated;
 - b. Advertising cost per lead;
 - c. Number of (any) media references to the company;
 - d. Feedback and response times to advertising initiatives; and
 - A media kit.





2 DEVELOPING THE ADVERTISING PLAN

- 2.1 To develop an effective Advertising Plan, the Marketing Manager should
- Have a benchmark (what advertising the Company has done or is doing);
 - Have a set of goals and objectives – know where the Company wants to be or what the Company wants to achieve; and
 - Have a strategy – know how the Company plans to use advertising to get where it wants to be.
- 2.2 The Marketing Manager should review existing advertising (attachment MT1000-1 – ADVERTISING REVIEW WORKSHEET may be used as a guideline) to developing a set of benchmarks (internal benchmarks and/or industry benchmarks). Advertising benchmarks should include, at a minimum:
- Which media were used;
 - The target market(s) for the ad;
 - The cost of the ad;
 - The number of leads generated by the ad or response rate to ads;
 - The additional commercial interest the ad generated;
 - The cost per lead and cost per sale where a particular initiative is linked to Transnet's commercial interest; and
 - The goals for each ad.
- 2.3 The Marketing Manager should use these benchmarks to help develop advertising objectives and strategies (attachment MT1000-2 – ADVERTISING OBJECTIVES-STRATEGIES WORKSHEET may be used for this purpose).
- 2.4 The Marketing Manager should formalize the Advertising Plan (attachment MT1000-3 – ADVERTISING PLAN may be used as a guideline). The Plan should:
- Contain an executive summary or overview of the Plan;
 - Concisely explain the message to be conveyed;
 - State the advertising goals and objectives;
 - Identify advertising media the Company will use;
 - List the schedule and timing of advertising events (attachment MT1000-4 – ADVERTISING SCHEDULE may be used as a guideline);
 - List roles and responsibilities;
 - Set out the overall advertising budget for the coming year and budget guidelines/details for individual strategies; and
 - Describe how the Plan's progress and effectiveness will be measured.
- 2.5 The Marketing Manager should review the Advertising Plan with key Department Managers (Departments that are impacted by the Plan, e.g., Commercial Services, Operations, etc., coordinated by Communications

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Departments in operating divisions and specialist businesses, etc.) to ensure the Plan is understood, to assure Departments' buy into the Plan, and to make adjustments to the Plan as needed.

- 2.6 The Marketing Manager should have the ADVERTISING PLAN approved by the GE and then distribute it to key Department Managers.

3 MONITORING / MEASURING THE ADVERTISING PLAN

- 3.1 The Marketing Manager should ensure that advertising is measured using one or more of the following methods:

- Sampling the target market by asking how they heard or what they know about the Company or its products/services.
- Post-testing, to determine if objectives were achieved (testing techniques include aided/unaided recall, attitude tests, and inquiry tests).
- Assigning a unique code to each method (piece) of advertising so that with each contact, response rates for each method can be tracked.

- 3.2 The Marketing Manager should periodically monitor feedback on the Company's ads and compare the feedback reports with the Advertising Plan to determine if advertising activities are effective.

4 UPDATING THE ADVERTISING PLAN

- 4.1 When advertisements do not yield expected results or whenever the Company or the business environment undergoes a significant change, the Marketing Manager should revise the Advertising Plan.
- 4.2 The Marketing Manager should hold an Advertising Plan review meeting with key Department Managers to consider (and possibly implement) revisions to the Advertising Plan.
- 4.2 The revised Advertising Plan should be submitted to the GCE for approval.
- 4.3 The revised Advertising Plan (and its parts) should be monitored to determine if revisions/adjustments to the Plan are yielding the desired results.

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5 ATTACHMENTS TO THE ADVERTISING PLAN GUIDELINE

5.1 MT1000-1 – ADVERTISING REVIEW WORKSHEET

MT1000-1 – ADVERTISING REVIEW WORKSHEET¹

Year: 2011

2. Description	3. Medium	4. Ad Target	5. Total Ad Cost	6. Ad Units	7. Timing	8. # Leads	9. # Sales	10. Sales (in \$)	11. Sales Goal	12. Cost per Lead (5+8)	13. Cost per Sale (5+9)	14. Ad Cost as % of Sales
"My Way" product brochure	print	dealers	R2,500	10,000	indefinite	350	10	R5,699.00	25	R7.14	R250.00	43.9
"The Highway" (new prod.) direct mailer	print	manufacturers	R2,500	10,000	Dec (05), Apr, Aug	1,000	60	R3,990.00	100	R2.50	R41.67	62.7

Notes:

MT1000-1 – ADVERTISING REVIEW WORKSHEET

Year: _____

2. Description	3. Medium	4. Ad Target	5. Total Ad Cost	6. Ad Units	7. Timing	8. # Leads	9. # Sales	10. Sales (in \$)	11. Sales Goal	12. Cost per Lead (5+8)	13. Cost per Sale (5+9)	14. Ad Cost as % of Sales

Notes:



5.2 MT1000-2 – ADVERTISING OBJECTIVES-STRATEGIES WORKSHEET

MT1000-2 – ADVERTISING OBJECTIVES-STRATEGIES WORKSHEET	
1. Marketing Goals / Objectives	• •
2. Advertising Contribution	• •
3. Target Market(s)	• • •
4. Awareness / Interest	• • •
5. Message	• •
6. Media	• •
7. Market Action	• •
8. Competition	• •
9. Advertising Objective(s)	• • •

Advertising Budget Worksheet

Medium	Total Cost	Reader (viewer) ship	Leads	Sales	Cost/ Lead	Cost/ Sale
trade publication "A"	R2,500	25,000	500	75	R5.00	R33.33
direct mail	R2,500	10,000	500	100	R5.00	R25.00

Notes:



5.3 MT1000-3 – ADVERTISING PLAN

I. Executive Summary

II. Current Status (What the Company is now doing)

III. Message

IV. Media

V. Goals and Objectives

VI. Roles and Responsibilities

VII. Advertising Schedule/Timing (attach MT1000-4)

VIII. Measuring Progress

IX. Budget

X. Approval
 _____ Date _____
 (Group Chief Executive)
 _____ Date _____
 (Marketing Manager)



5.4 MT1000-4 – ADVERTISING SCHEDULE (SAMPLE)

MT1000-4 – ADVERTISING SCHEDULE (SAMPLE)

Task	2011				2012								
	September	October	November	December	January	February	March	April	May	June	July	August	September
Develop ad(s)													
Ad purchases													
Ad timing:													
Magazine													
Search engine													
Web site													
General e-mail blast													
Targeted e-mails													
PR (press release)													
Direct mail													

▲ = Milestones





Joseph Jackson Transnet Group Capital JHB

From: Mboniso Sigonyela Transnet Corporate JHB
Sent: Thursday, October 6, 2011 2:36 PM
To: Joseph Jackson Transnet Corporate JHB
Subject: Fw: Placement of Advertisements

From: Rajeshree Moodley Transnet Freight Rail JHB
Sent: Thursday, October 06, 2011 02:11 PM
To: Mboniso Sigonyela Transnet Corporate JHB
Cc: Tumelo T Mokwena Transnet Freight Rail JHB
Subject: Placement of Advertisements

Dear Mboniso

Our telephonic conversation of the 05 October 2011 regarding the placement of advertisements has reference. In this regard I would like to confirm the following:

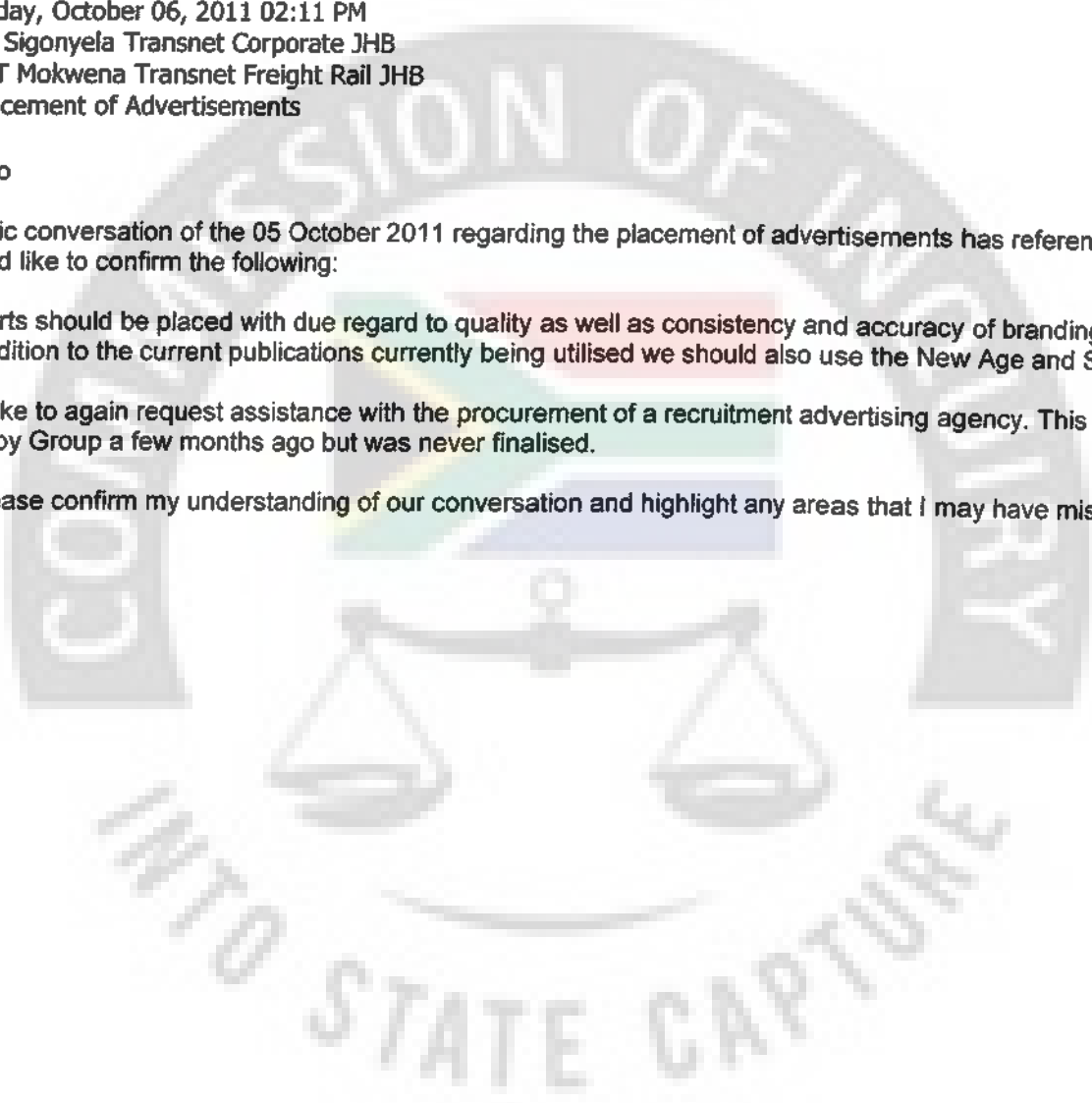
1. Adverts should be placed with due regard to quality as well as consistency and accuracy of branding.
2. In addition to the current publications currently being utilised we should also use the New Age and Sowetan.

I would also like to again request assistance with the procurement of a recruitment advertising agency. This process was initiated by Group a few months ago but was never finalised.

Could you please confirm my understanding of our conversation and highlight any areas that I may have missed.

Many thanks

Rajeshree





From: Joseph Jackson Transnet Corporate JHB <Joseph.Jackson@transnet.net>
Sent: Wednesday, 04 June 2014 10:33
To: Samantha.Baatjies@transnet.net
Subject: RE: Recruitment Advert
Importance: High

Hi Samantha

Thanks for this, it looks good. We can also recommend you make use of the New Age newspaper. Thanks.

Regards
Joseph

From: Samantha Baatjies *Transnet Property DBN
Sent: 04 June 2014 08:19 AM
To: Joseph Jackson Transnet Corporate JHB
Subject: Recruitment Advert

Hi Joseph

I have changed the font to Tahoma as requested. I plan to advertise in Sunday Tribune or Zululand Observer. I will however confirm once I receive the quotes as there is a limited budget.

Kind Regards
Samantha Baatjies



A handwritten signature in black ink, located in the bottom right corner of the page. The signature is stylized and appears to be a single name.



Joseph Jackson Transnet Group Capital JHB

From: Martha Moremi <mmoremi@agency.co.za>
Sent: Thursday, December 8, 2011 10:41 AM
To: Joseph Jackson Transnet Corporate JHB
Cc: Natasha Mienie
Subject: FW: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.
Attachments: Proposal Transnet 30November_2011 -Sponsorship - The Big Interview.pdf

Importance: High

Hi Joseph,

We are still waiting for the publication to answer the questions before we can finalise the evaluation.

Regards,

Martha

From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]
Sent: 07 December 2011 08:24 PM
To: Jacques.roux@jic.co.za
Cc: Natasha Mienie; Martha Moremi
Subject: FW: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.
Importance: High

Hi there Jaques

Please can you send me a visual example of this sponsorship.

Please can you also clarify-

- ...that the cost for the sponsorship is R327 576 (inclusive of Agency Comm)
- ...that this will be weekly up until the end of May 2012 (please specify number of weeks)
- ...what we need to provide on a weekly basis
- ...how the interviews / discussions will work.

Many thanks and kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

email: hanlie@planitmedia.co.za

Restrictions and Qualifications are contained in our email disclaimer available on our website at <http://www.planitmedia.co.za/e-mail-disclaimer>

From: Jacques.roux@jic.co.za [mailto:Jacques.roux@jic.co.za]
Sent: 01 December 2011 10:17 AM
To: Natasha Mienie
Subject: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Natasha

As discussed telephonically herewith please find our proposal for Transnet to sponsor "The Big Interview" in our newspaper.

We look forward to your positive response here.

Best regards

Jacques Roux
071 859 7120



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www.clearswift.com



The Agency

C/o: Me Natasha Minnie

Proposal for Transnet sponsorship of "TNA The Big Interview"

Dear Natasha,

We thank you for the opportunity to invite Transnet to participate in a very exciting sponsorship opportunity in TNA!

Page overview: " The Big Interview"

An in-depth, challenging interview with a personality currently in the news to take forward current debates. Ideally, the interview deals with the big issues, but extends to provide an insight into the person's private life as well.

TRANSNET	
Proposal date	2011/11/30
Period	Dec '11 - May '12
Total value	R 1 965 456.00

Department	P.C.C	Size	COST	Position	INS	TOTAL	Monthly			
							Week 1	Week 2	Week 3	Week 4
Earspaces	R 598.00	4 x 6	14 352.00	Top left, botttom right	4	57 408.00	1	1	1	1
Strip advert	R 358.00	7 x 7	17 542.00	Right hand page, prior	4	70 168.00	1	1	1	1
Naming rights			50 000.00	Page border	4	200 000.00	1	1	1	1
						R 327 576.00				

We launched "The Big Interview" with Honourable President Zuma, and have since interviewed super-sleuth Piet Byleveld, Archbishop Desmond Tutu, SABC CEO Phil Molefe and also covered Tony Leon, former DA leader and now ambassador to Argentina. In the planning are Brian Molefe, Maria Ramos, Eskom's Brian Dames, Helen Zille, Gary Kirsten, Pieter de Villiers and many more!

TNA Media is committed to continuously explore more opportunities to add value our readers through exciting features!

This proposal is based on a 6 month exclusive sponsorship with the option for renewal thereafter.

Your associations with this very popular feature will add value to both our organisations through this new and exciting daily news platform.

We thank you once again for the opportunity of submitting this proposal and look forward to being of service at all times.

Kind Regards,

Jacques Roux

TNA MEDIA Pty. Ltd.

Co. Registration No:
2010/00659/07

Directors: A Gupta / L Zim / EG Pahad

52, Lechwe Street,
Corporate Park South,
Midrand, Old Pretoria
Main Road, Midrand 1685

Tel: +27 11 542 1222
Fax: 086 733 7000

email: info@tnamedia.co.za
web: www.thenewage.co.za

PO Box 5728, Halfway House, Midrand, 1685



Joseph Jackson Transnet Group Capital JHB

From: Martha Moremi <mmoremi@agency.co.za>
Sent: Wednesday, December 7, 2011 4:11 PM
To: Joseph Jackson Transnet Corporate JHB
Subject: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.
Attachments: Proposal Transnet 30November_2011 -Sponsorship - The Big Interview.pdf

Hi Joseph,

This is what we received from the publication.

Regards,

Martha

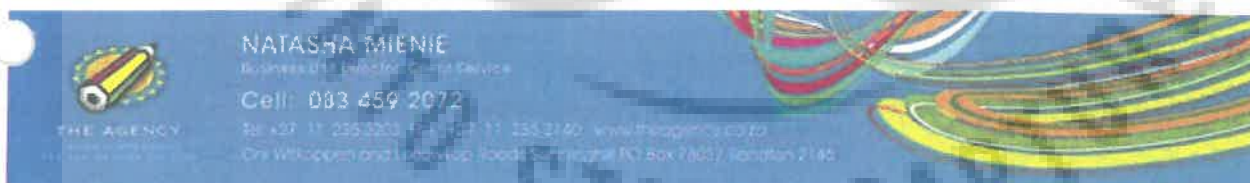
From: Natasha Mienie
Sent: 07 December 2011 11:22 AM
To: hanlie@planitmedia.co.za
Cc: Martha Moremi
Subject: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Hanlie

Not sure if I sent this to you but somehow I think I did. Client has phoned and is putting me under pressure for an evaluation of this proposal. Please could you have a look at it and give us a media evaluation and a recommendation as to whether Transnet should proceed or not.

Is there any possibility that you could get this done for us by tomorrow?

Thanks



From: Jacques.roux@jic.co.za [mailto:Jacques.roux@jic.co.za]
Sent: 01 December 2011 10:17 AM
To: Natasha Mienie
Subject: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Natasha

As discussed telephonically herewith please find our proposal for Transnet to sponsor "The Big Interview" in our newspaper.

We look forward to your positive response here.

Best regards

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071 859 7120



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Attention:

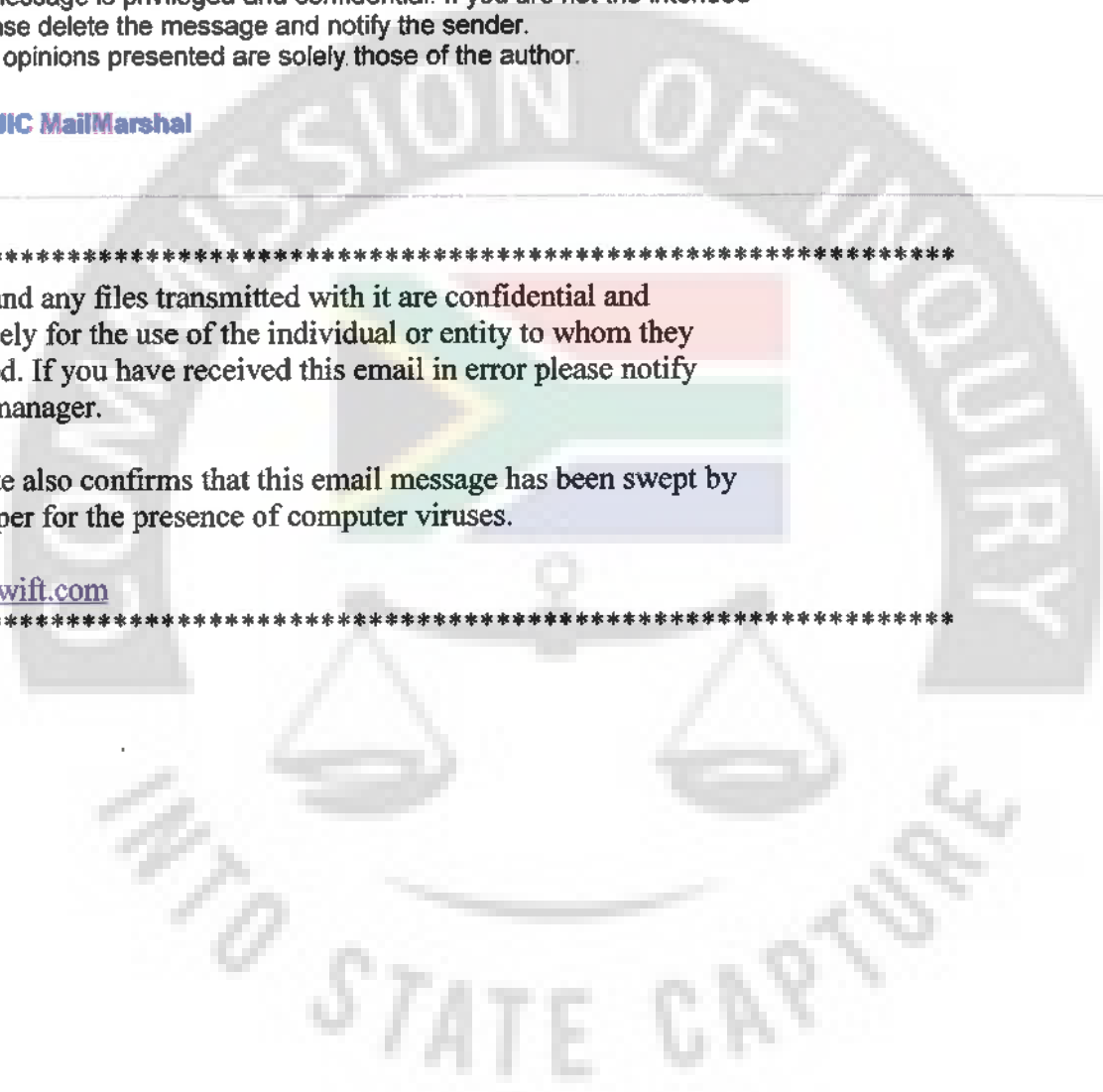
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The Agency

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TRANSNET	
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Department	P.C.C	Size	COST	Position	INS	TOTAL	Monthly			
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Strip advert	R 358.00	7 x 7	17 542.00	Right hand page, prior	4	70 168.00	1	1	1	1
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						R 327 576.00				

We launched "The Big Interview" with Honourable President Zuma, and have since interviewed super-sleuth Piet Byleveld, Archbishop Desmond Tutu, SABC CEO Phil Molefe and also covered Tony Leon, former DA leader and now ambassador to Argentina. In the planning are Brian Molefe, Maria Ramos, Eskom's Brian Dames, Helen Zille, Gary Kirsten, Pieter de Villiers and many more!

TNA Media is committed to continuously explore more opportunities to add value our readers through exciting features!

This proposal is based on a 6 month exclusive sponsorship with the option for renewal thereafter.

Your associations with this very popular feature will add value to both our organisations through this new and exciting daily news platform.

We thank you once again for the opportunity of submitting this proposal and look forward to being of service at all times.

Kind Regards,

Jacques Roux

TNA MEDIA Pty. Ltd.

Co. Registration No.:
2010/016509/07

Directors: A Gupta / L Zim / EG Pahad

52, Lechwe Street,
Corporate Park South,
Midrand, Old Pretoria
Main Road, Midrand 1685

Tel: +27 (0) 542 1222
Fax: 086 733 7000

email: info@tnamedia.co.za
web: www.thenewage.co.za

PO Box 5728, Halfway House, Midrand, 1685



Joseph Jackson Transnet Group Capital JHB

From: Hanlie van Eck <hanlie@planitmedia.co.za>
Sent: Tuesday, December 13, 2011 8:22 AM
To: Joseph Jackson Transnet Corporate JHB
Cc: 'Martha Moremi'; 'Natasha Mienie'; Mboniso Sigonyela Transnet Corporate JHB
Subject: FW: The New Age Sponsorship Proposal

Apologies Joseph; forgot to include you...

Kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

email: hanlie@planitmedia.co.za

Restrictions and Qualifications are contained in our email disclaimer available on our website at <http://www.planitmedia.co.za/e-mail-disclaimer>

From: Hanlie van Eck [<mailto:hanlie@planitmedia.co.za>]
Sent: 13 December 2011 08:14 AM
To: 'Mboniso Sigonyela Transnet Corporate JHB'
Cc: 'Natasha Mienie'; 'Martha Moremi'; 'Kgomotso Boikanyo'
Subject: The New Age Sponsorship Proposal

Hi there Mboniso. As per the discussion with Natasha last night the following-

- Sponsorship Opportunity in The New Age
- Number of Wks : Estimated 22 ads (Dec/Jan – May)
- Cost of Sponsorship : R327 576
- Value of Sponsorship
 - 7x7 FC Strip : R322 322
 - Earspaces (4x6) : R315 744
 - Naming Rights : R 50 000
 - TOTAL VALUE : R688 066
- i.e. discount value is : R360 490 (almost 52% discount)
- Based on value discount definitely worth taking.

Please let me know if you require any additional information.

Kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

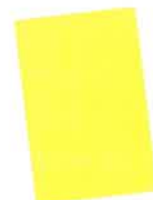
Address: 112 First Ave, Fairland, Randburg

Mail: Suite 162, Private Bag X09, Weltevreden, 1715

email: hanlie@planitmedia.co.za

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From: Jacques.roux@jic.co.za
Sent: Wednesday, 14 December 2011 12:01
To: hanlie@planitmedia.co.za
Cc: nazeemh@tamedia.co.za; natasham@agency.co.za; Mboniso.Sigonyela@transnet.net; mmoremi@agency.co.za
Subject: RE: Transnet Sponsorship Proposal
Attachments: Proposal Transnet 30November_2011 -Sponsorship - The Big Interview.pdf

Hi Hanlie

The attached proposal that we submitted is calculated on a monthly basis with the cost being R327, 576.00 per month (4 executions) with the total proposed sponsorship over a 6 month period equalling R1, 965, 456.00.

Hope this clarifies!

Jacques Roux
 J71 859 7120



From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]

Sent: 14 December 2011 06:18 AM

To: Jacques Roux

Cc: nazeemh@tamedia.co.za; 'Natasha Mienie'; Mboniso.Sigonyela@transnet.net; Jacques Roux; 'Martha Moremi'

Subject: Transnet Sponsorship Proposal

Importance: High

Hi there Jacques

Many thanks for all the info sent through but please bear with me as I have more questions-

- The layout that you have sent me is not exactly as the proposal so I need to ensure that we are all on the same page.

For R327 576 (including Agency Comm; Excl VAT) we will get 22x-

- articles to sponsor
- strip ads (7x7 FC)
- ear spaces (4x7 FC)
- Naming Rights

If this is the case client is extremely happy with the proposal. Please can you just confirm that this is right and we will then send through the necessary paperwork / approvals.

Also – please can you then send the date, deadlines and specs for the 1st insertion.

Many thanks and kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

Address: 112 First Ave, Fairland, Randburg

Mail: Suite 162, Private Bag X09, Weltevreden, 1715

email: hanlie@planitmedia.co.za

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Any views or opinions presented are solely those of the author.

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Joseph Jackson Transnet Group Capital JHB

From: Natasha Mienie <natasham@agency.co.za>
Sent: Wednesday, December 14, 2011 10:05 AM
To: Joseph Jackson Transnet Corporate JHB; Martha Moremi
Cc: Mboniso Sigonyela Transnet Corporate JHB
Subject: NEW AGE SPONSORSHIP

Hi Joseph and Martha

This e-mail serves to confirm my telephonic discussion with Mboniso on 12/12/2011.

We will be proceeding with the New Age sponsorship. At this stage we are still in the process of finalizing the sponsorship detail and costs in order that a flow plan can be presented for sign off.

In the interim, The Agency is to proceed with creative development of a few concepts that can be rotated during the duration of the sponsorship. The messages will be generic messages that are focused around the topics such as leadership, pioneering and related topics. Messages as per Mboniso's brief must be very succinct and impactful (similar to messages that one would apply on a billboard – i.e no copy intensive messaging allowed).

It is agreed that The Agency must present creative concepts w/c 9 January 2012.

Many thanks



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Joseph Jackson Transnet Group Capital JHB

From: Martha Moremi <mmoremi@agency.co.za>
Sent: Wednesday, December 14, 2011 10:16 AM
To: Joseph Jackson Transnet Corporate JHB; Mboniso Sigonyela Transnet Corporate JHB
Cc: hanlie@planitmedia.co.za; planit@icon.co.za; Natasha Mienie
Subject: : NEW AGE SPONSORSHIP Costs

Follow Up Flag: Follow up
Flag Status: Flagged

Morning Mboniso,

Jacques confirmed the costs of sponsorship as follows:

- R327 576.00 per month
- R1 965 456 for 6 moths

regards,

Martha Moremi
 011 235 3170

From: Natasha Mienie
Sent: 14 December 2011 10:05 AM
To: Joseph.Jackson@transnet.net; Martha Moremi
Cc: Mboniso.Sigonyela@transnet.net
Subject: NEW AGE SPONSORSHIP

Hi Joseph and Martha

This e-mail serves to confirm my telephonic discussion with Mboniso on 12/12/2011.

We will be proceeding with the New Age sponsorship. At this stage we are still in the process of finalizing the sponsorship detail and costs in order that a flow plan can be presented for sign off.

In the interim, The Agency is to proceed with creative development of a few concepts that can be rotated during the duration of the sponsorship. The messages will be generic messages that are focused around the topics such as leadership, pioneering and related topics. Messages as per Mboniso's brief must be very succinct and impactful (similar to messages that one would apply on a billboard – i.e no copy intensive messaging allowed).

It is agreed that The Agency must present creative concepts w/c 9 January 2012.

Many thanks



NATASHA MIENIE
 Business Unit Director, Client Service
 Cell: 683 459 2072
 Fax: 427 34 230-2358 www.theagency.co.za
 City Mall, 6023 Secunda Road, Fynnville, PO Box 78028, London, 2146

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A handwritten signature in black ink, located in the bottom right corner of the page. The signature is stylized and appears to be a single name.



Joseph Jackson Transnet Group Capital JHB

From: Hanlie van Eck <hanlie@planitmedia.co.za>
Sent: Tuesday, December 20, 2011 7:25 AM
To: Mboniso Sigonyela Transnet Corporate JHB; Joseph Jackson Transnet Corporate JHB
Cc: 'Martha Moremi'; 'Kgomotso Boikanyo'; 'Natasha Absalom'
Attachments: Proposal Transnet 30November_2011 -Sponsorship - The Big Interview.pdf

Hi there all

The proposal is as follows-

- 2x Earspaces (4x6 each) top left and bottom right : Costed @ R14 352 (loading of 20%)
- 7x7 strip at the bottom of the page : Costed @ R17 542 (loading of 100%)
- Naming Rights on the Page Border : Costed @ R50 000 ea
- Cost per Month : R327 576
- Total COST : R1 965 457 (excl VAT)

Based on the above cost we cannot justify this feature.

From a value point of view no interim ABC has been provided as yet and verified circulation is a concern.

However – from an association point of view this feature is definitely well written and it would be beneficial to be associated with this.

It is a shame that TNA is not prepared to offer more value so that it becomes a partnership. At this stage the offer stands as it is.

As the offer stands at the moment it is the recommendation not to support this sponsorship.

Kind regards

Hanlie van Eck



Planit Media SA

fax: 086 756 4205

Mobile: +27 83 459 5678

Address: 112 First Ave, Fairland, Randburg

Mail: Suite 162, Private Bag X09, Weltevreden, 1715

email: hanlie@planitmedia.co.za

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Joseph Jackson Transnet Group Capital JHB

From: Hanlie van Eck <hanlie@planitmedia.co.za>
Sent: Tuesday, December 20, 2011 4:53 PM
To: Mboniso Sigonyela Transnet Corporate JHB; Joseph Jackson Transnet Corporate JHB
Cc: 'Martha Moremi'; 'Kgomotso Boikanyo'; natasham@agency.co.za
Subject: RE: The New Age Sponsorship Proposal

Hi there Mboniso

As per our telcon it would be great if we could get some free advertising space to give us value for this proposal.

- 6 FP FC ads or 12x ½ Pg FC would give value of R775 008
- 4 FP FC ads or 8x ½ Pg FC would give value of R516 672

Of course the 6 FPFC ads (12 ½ Pg ads) would be preferred but even if we only get 4 FP FC ads (8 ½ Pg FC ads) it would assist in justifying the cost to value ratio of the proposal.

If that were the case I'd recommend we support the sponsorship.

Please let me know if you need any additional info.

Kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

email: hanlie@planitmedia.co.za

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From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]
Sent: 20 December 2011 07:25 AM
To: 'Mboniso.Sigonyela@transnet.net'; 'Joseph.Jackson@transnet.net'
Cc: 'Martha Moremi'; 'Kgomotso Boikanyo'; 'Natasha Absalom'
Subject:

Hi there all

The proposal is as follows-

- | | | |
|---|-------------------------|-------------------|
| • 2x Earspaces (4x6 each) top left and bottom right | : Costed @ R14 352 | (loading of 20%) |
| • 7x7 strip at the bottom of the page | : Costed @ R17 542 | (loading of 100%) |
| • Naming Rights on the Page Border | : Costed @ R50 000 ea | |
| • Cost per Month | : R327 576 | |
| • Total COST | : R1 965 457 (excl VAT) | |

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Kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

Address: 112 First Ave, Fairland, Randburg

Mail: Suite 162, Private Bag X09, Weltevreden, 1715

email: hanlie@planitmedia.co.za

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From: Hanlie van Eck <hanlie@planitmedia.co.za>
Sent: Thursday, 22 December 2011 08:13
To: Mboniso.Sigonyela@transnet.net; Joseph.Jackson@transnet.net
Cc: 'Martha Moremi'; 'Kgomotso Boikanyo'; natasham@agency.co.za
Subject: RE: The New Age Sponsorship Proposal

Hi there Mboniso

With regards to the 3x FP FC (or 6x ½ Pg FC) ads you and Jacques have agreed to-

- The Value of the Sponsorship is : R2 127 684
- The Cost of the Sponsorship is : R1 965 457
- i.e. a saving of : R 162 228

The cost : value ratio is still slightly high at 1:108 but in light of the content of the sponsorship (i.e. influential decision makers) we agree that this sponsorship should be considered favourably.

Please let me know if you require any additional info.

Many thanks and kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

email: hanlie@planitmedia.co.za

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From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]
Sent: 20 December 2011 04:53 PM
To: 'Mboniso.Sigonyela@transnet.net'; 'Joseph.Jackson@transnet.net'
Cc: 'Martha Moremi'; 'Kgomotso Boikanyo'; 'natasham@agency.co.za'
Subject: RE: The New Age Sponsorship Proposal

Hi there Mboniso

As per our telcon it would be great if we could get some free advertising space to give us value for this proposal.

- 6 FP FC ads or 12x ½ Pg FC would give value of R775 008
- 4 FP FC ads or 8x ½ Pg FC would give value of R516 672

Of course the 6 FPFC ads (12 ½ Pg ads) would be preferred but even if we only get 4 FP FC ads (8 ½ Pg FC ads) it would assist in justifying the cost to value ratio of the proposal.

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Please let me know if you need any additional info.

Kind regards

Hanlie van Eck



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email: hanlie@planitmedia.co.za

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From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]

Sent: 20 December 2011 07:25 AM

To: 'Mboniso.Sigonyela@transnet.net'; 'Joseph.Jackson@transnet.net'

Cc: 'Martha Moremi'; 'Kgomotso Boikanyo'; 'Natasha Absalom'

Subject:

Hi there all

The proposal is as follows-

- 2x Earspaces (4x6 each) top left and bottom right : Costed @ R14 352 (loading of 20%)
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It is a shame that TNA is not prepared to offer more value so that it becomes a partnership. At this stage the offer stands as it is.

As the offer stands at the moment it is the recommendation not to support this sponsorship.

Kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

Address: 112 First Ave, Fairland, Randburg

Mail: Suite 162, Private Bag X09, Weltevreden, 1715

email: hanlie@planitmedia.co.za

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A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the bottom.



Transnet Limited
Registration
Number
1990/000900/06

Carlton Centre
150 Commissioner
Str. Johannesburg
2001

P.O. Box 72501
Parkview
South Africa, 2122
T +27 11 308 2512
F +27 11 308 2638

TRANSNET



MEMORANDUM

www.transnet.net

To : Mr Brian Molefe
Group Chief Executive

From : Mr Mboniso Sigonyela
GM: Corporate and Public Affairs

Date : 14 February 2012

SUBJECT: The sponsorship of The New Age (TNA) "The Big Interview"

PURPOSE

1. The aim of the submission is to seek approval for Corporate and Public Affairs (CPA) to sponsor TNA "The Big Interview".

DISCUSSION

2. The New Age (TNA) publication is one of the key publications that Transnet targets for positioning its brand and its image as part of its Reputation Management Strategy.
3. The TNA "The Big Interview" is an in-depth, challenging interview with a personality currently in the news. Ideally, the interview deals with big issues, but extends to provide an insight into the person's private life as well.
4. This sponsorship opportunity will afford Transnet the following benefits:
 - 2x Earspaces (4x6 each) top left and bottom right: Costed @ R14 352.00
 - 7x7 strip at the bottom of the page: Costed @ R17 542.00
 - Naming Rights on the Page Border: Costed @ R50 000.00
 - We will actively engage in the sourcing of interviews with particular focus on those who would provide third party endorsements on opinion leaders and newsmakers from whose association Transnet reputation will be boosted.
 - TNA Media has "The Big Interview" inserts weekly and invites high profile and influential speakers for each session to interact with guests, who are opinion-makers. Some of the influencers who have been interviewed so far include:
 - o Piet Byleveld (former South African Police Service Detective)
 - o Archbishop Emeritus Desmond Tutu (retired Anglican Archbishop)
 - o Phil Molefe (former SABC CEO)
 - o Tony Leon (Ambassador to Argentina)
 - o Ray Phiri (South African artist)
 - o Zola Budd (South African long distance athlete)
 - o Aaron Mokoena (Professional soccer player) and the

- Honourable President Zuma (President of the Republic of South Africa)
 - This platform will afford Transnet the opportunity to send key messages to our stakeholders.
 - Transnet will be afforded advertising coverage from the publication.
5. Support and recommendation for the sponsorship has been endorsed by "The Agency" (Transnet's appointed advertising agency). CPA sought "The Agency's" advice and was tasked at looking at the value that company would derive from the proposal.

FINANCIAL IMPLICATIONS

6. This initiative will cost R327 576.00 per month and at a total cost of R1 965,457.00 for six months (one million, nine hundred and sixty five thousand, and four hundred and fifty seven rands).

BUDGET IMPLICATIONS

7. This sponsorship will be funded through the CPA's advertising budget for the current year.



RECOMMENDATION

8. We recommend that:
- a. the GCE approves this proposal for the sponsorship of The New Age (TNA) "The Big Interview"
 - b. that the sponsorship will be reviewable every three months

Compiled and Recommended by:

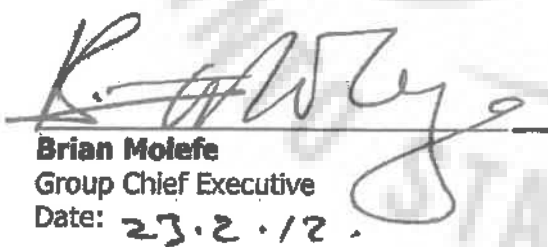


Mkhoniso Sigonyela
GM: Corporate and Public Affairs
Date: *Feb 19 2012*

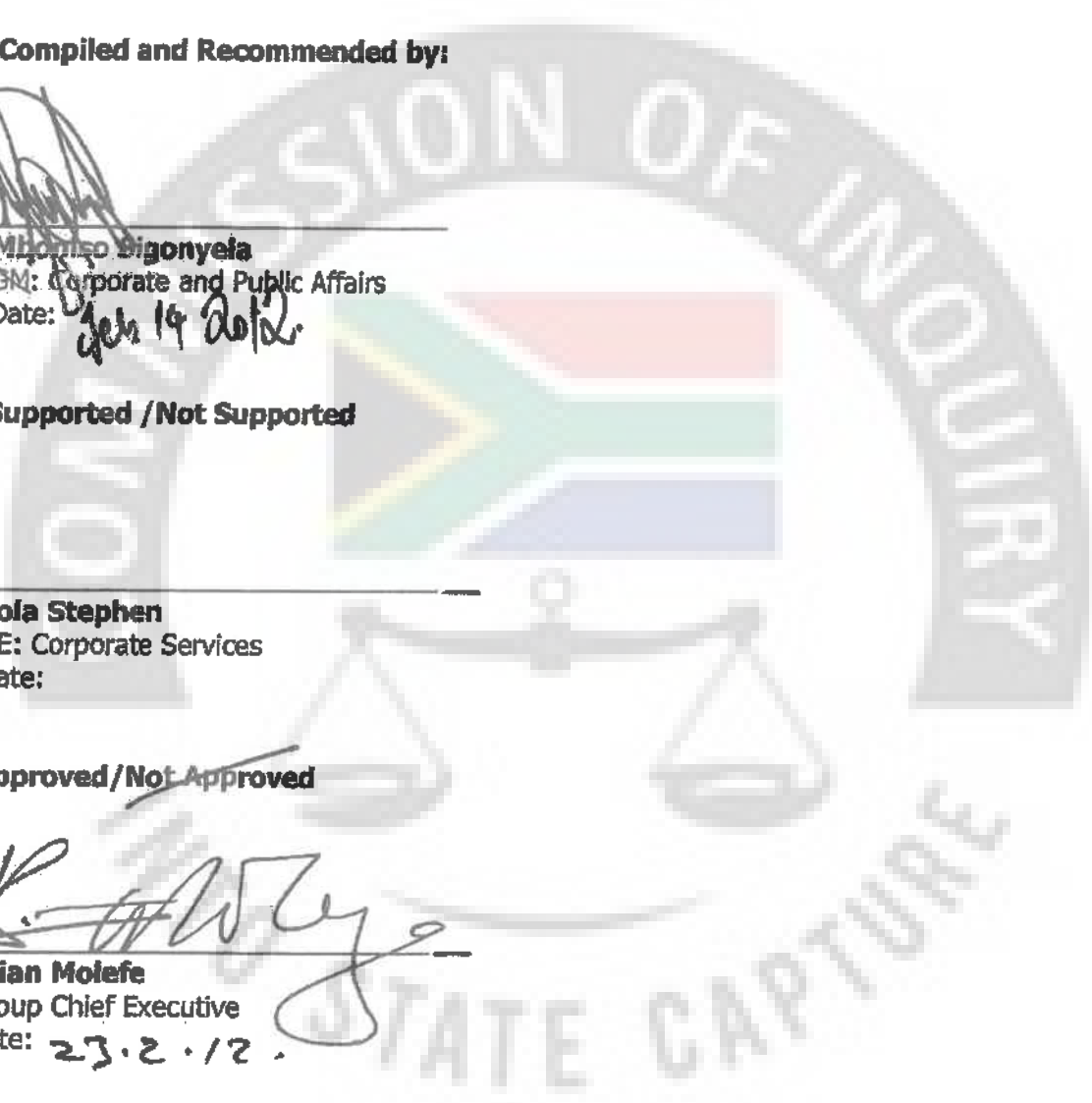
Supported / Not Supported

Zola Stephen
GE: Corporate Services
Date:

Approved / ~~Not~~ Approved



Brian Molefe
Group Chief Executive
Date: *23.2.12*





From: Jacques.roux@jic.co.za
Sent: Friday, 17 February 2012 16:13
To: hanlie@planitmedia.co.za
Cc: Martha Moremi; nazeemh@tamedia.co.za
Subject: Re: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Hanlie,

The strip ads are 10x8 in size and material is required 48hrs before placement.

We would like to commence next week if you can manage somehow? Else the 29th will work also.

This feature is done on a weekly basis and will continue sponsored as per this agreement for 6 months.

Please let me know if you need any further info?

Thanks for your assistance in getting this done!

Regards
Jacques

From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]
Sent: Friday, February 17, 2012 03:38 AM
To: Jacques Roux
Cc: mmoremi@agency.co.za <mmoremi@agency.co.za>; nazeemh@tamedia.co.za <nazeemh@tamedia.co.za>
Subject: RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi there Jaques

Please can you start on the 29th; we won't have all the material etc ready by next week.

Please can you also confirm the following

- Size of the strip ads
- Dates (from when, up until when)
- Material Deadlines

Many thanks and kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

email: hanlie@planitmedia.co.za

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From: Jacques.roux@jic.co.za [mailto:Jacques.roux@jic.co.za]
Sent: 16 February 2012 04:48 PM
To: hanlie@planitmedia.co.za
Cc: mmoremi@agency.co.za; nazeemh@tnamea.co.za
Subject: RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Hanlie,

Herewith confirmation that the deal can go ahead and we should target to start next week Wednesday!

We would require a booking instruction from you and the artwork for the strip advert soonest please.

We look forward to making this a great success together.

Jacques Roux
 071 859 7120



From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]
Sent: 16 February 2012 05:21 AM
To: Jacques Roux
Cc: 'Martha Moremi'
Subject: RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Thanks Jacques – will await your revert.

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

email: hanlie@planitmedia.co.za

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From: Jacques.roux@jic.co.za [mailto:Jacques.roux@jic.co.za]
Sent: 15 February 2012 12:27 PM
To: hanlie@planitmedia.co.za
Subject: RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Hanlie,

Nice to hear from you also! I am sure all is OK – just checking with the team once on the dates etc. for execution then I will revert with confirmation.

Jacques Roux
071 859 7120



From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]
Sent: 15 February 2012 03:18 AM
To: Jacques Roux
Subject: RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi there Jaques – long time, no speak; hope the year has been a great one so far. I have had instruction from Transnet to proceed with the sponsorship

However – I'm not sure if it is still available and how the new timings will work. Please can you let me know?

Many thanks and kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

email: hanlie@planitmedia.co.za

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From: Jacques.roux@jic.co.za [mailto:Jacques.roux@jic.co.za]
Sent: 09 December 2011 04:10 PM
To: hanlie@planitmedia.co.za
Cc: nazeemh@tnameia.co.za
Subject: RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Hanlie,

Please find attached a suggested execution for your consideration and input.

As for the clarity required please see below:

- that the cost for the sponsorship is R327 576 (inclusive of Agency Commission)
 1. Prices include agency commission but exclude VAT
- that this will be weekly up until the end of May 2012 (please specify number of weeks)
 1. The exact number of weeks will depend on when we can commence with this sponsorship in December. From January to May will be 22 weeks.
- what we need to provide on a weekly basis
 1. We require artwork for the strip adverts weekly
- how the interviews / discussions will work
 1. All interviews are done with leading opinion shapers in South Africa across the spheres of politics, business, sport and social arena. These are done directly by the reporters of TNA and then published on

a weekly basis. We can share with you the planned names of the interviewees post successful completion of the deal on a monthly basis.

Jacques Roux

071 859 7120



From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]

Sent: 07 December 2011 08:24 PM

To: Jacques Roux

Cc: 'Natasha Mienie'; 'Martha Moremi'

Subject: FW: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Importance: High

Hi there Jaques

Please can you send me a visual example of this sponsorship.

Please can you also clarify-

- ...that the cost for the sponsorship is R327 576 (inclusive of Agency Comm)
- ...that this will be weekly up until the end of May 2012 (please specify number of weeks)
- ...what we need to provide on a weekly basis
- ...how the interviews / discussions will work.

Many thanks and kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

email: hanlie@planitmedia.co.za

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From: Jacques.roux@jic.co.za [mailto:Jacques.roux@jic.co.za]

Sent: 01 December 2011 10:17 AM

To: Natasha Mienie

Subject: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Natasha

As discussed telephonically herewith please find our proposal for Transnet to sponsor "The Big Interview" in our newspaper.

We look forward to your positive response here.

Best regards

Jacques Roux
071 859 7120



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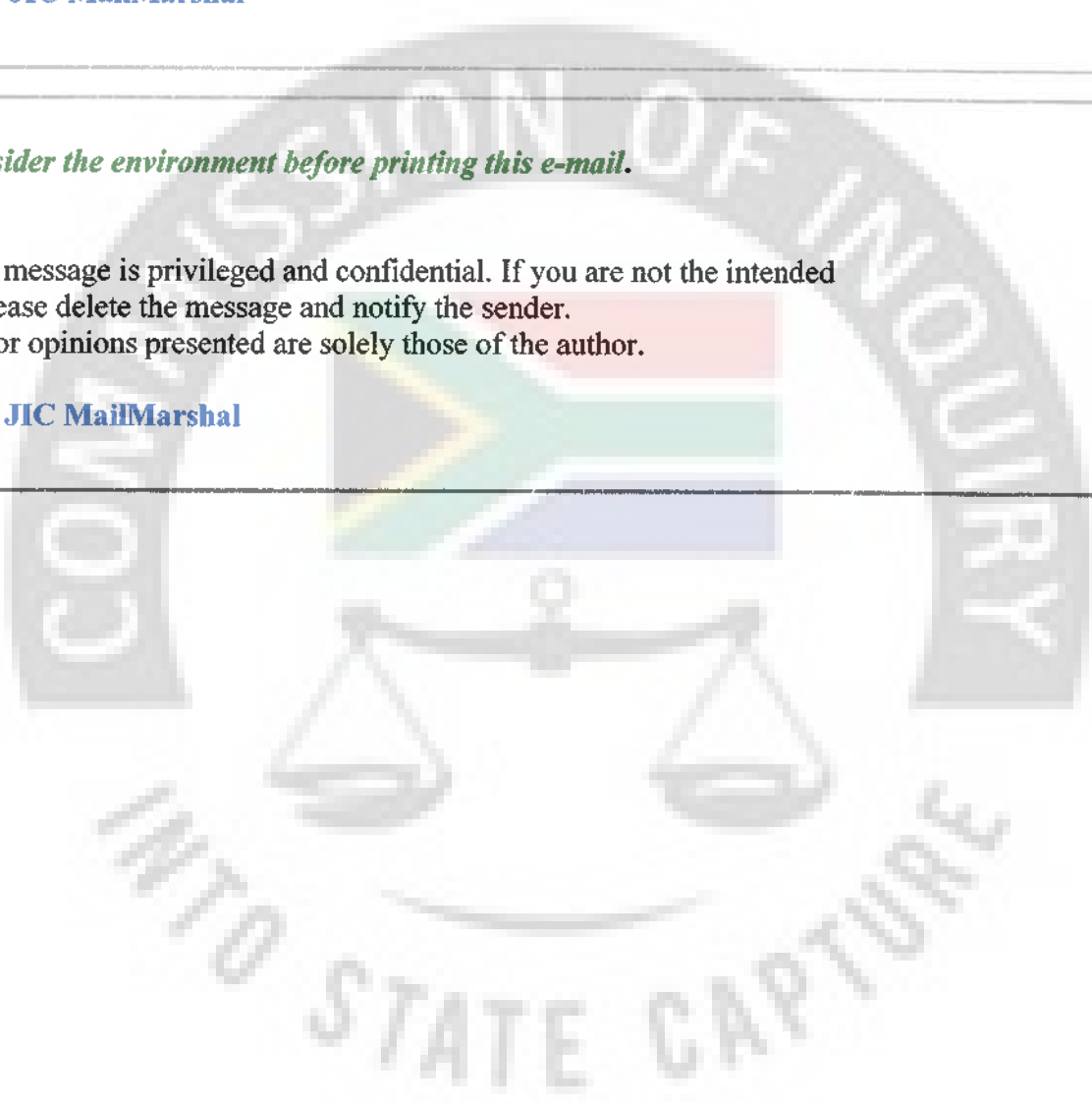
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Scanned by **JIC MailMarshal**



A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the bottom.



Joseph Jackson Transnet Group Capital JHB

From: Martha Moremi <mmoremi@agency.co.za>
Sent: Tuesday, February 21, 2012 3:30 PM
To: Joseph Jackson Transnet Corporate JHB
Cc: Natasha Mienie; Mboniso Sigonyela Transnet Corporate JHB; Lebogang Molefe
Subject: RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Joseph,

Thanks a lot, we will proceed once we receive a signed flowplan.

Regards,

Martha

From: Joseph.Jackson@transnet.net [mailto:Joseph.Jackson@transnet.net]
Sent: 21 February 2012 02:02 PM
To: Martha Moremi
Cc: Natasha Mienie; Mboniso.Sigonyela@transnet.net; Lebogang Molefe
Subject: RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.
Importance: High

Hi Martha

Thanks for this.

Just to confirm and for clarity, this sponsorship will only continue if the "formal" request is approved internally (we are still awaiting this signoff from our seniors). The flowplan, therefore, will only be considered when we have obtained approval and dates might have to change.

Regards
Joseph

From: Martha Moremi [mailto:mmoremi@agency.co.za]
Sent: 21 February 2012 10:30 AM
To: Joseph Jackson Transnet Corporate JHB
Cc: Natasha Mienie; Mboniso Sigonyela Transnet Corporate JHB; Lebogang Molefe
Subject: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.
Importance: High

Hi Joseph,

Herewith the flowplan for The New Age Sponsorship for your approval. The sponsorship is for 6 months, starting on Wednesday, 29 February 2012 and consists of the following elements:

- strip ad 10x8 FC
- Ear spaces 4x6 FC
- 3x FP Ad
- Naming rights

Regards,



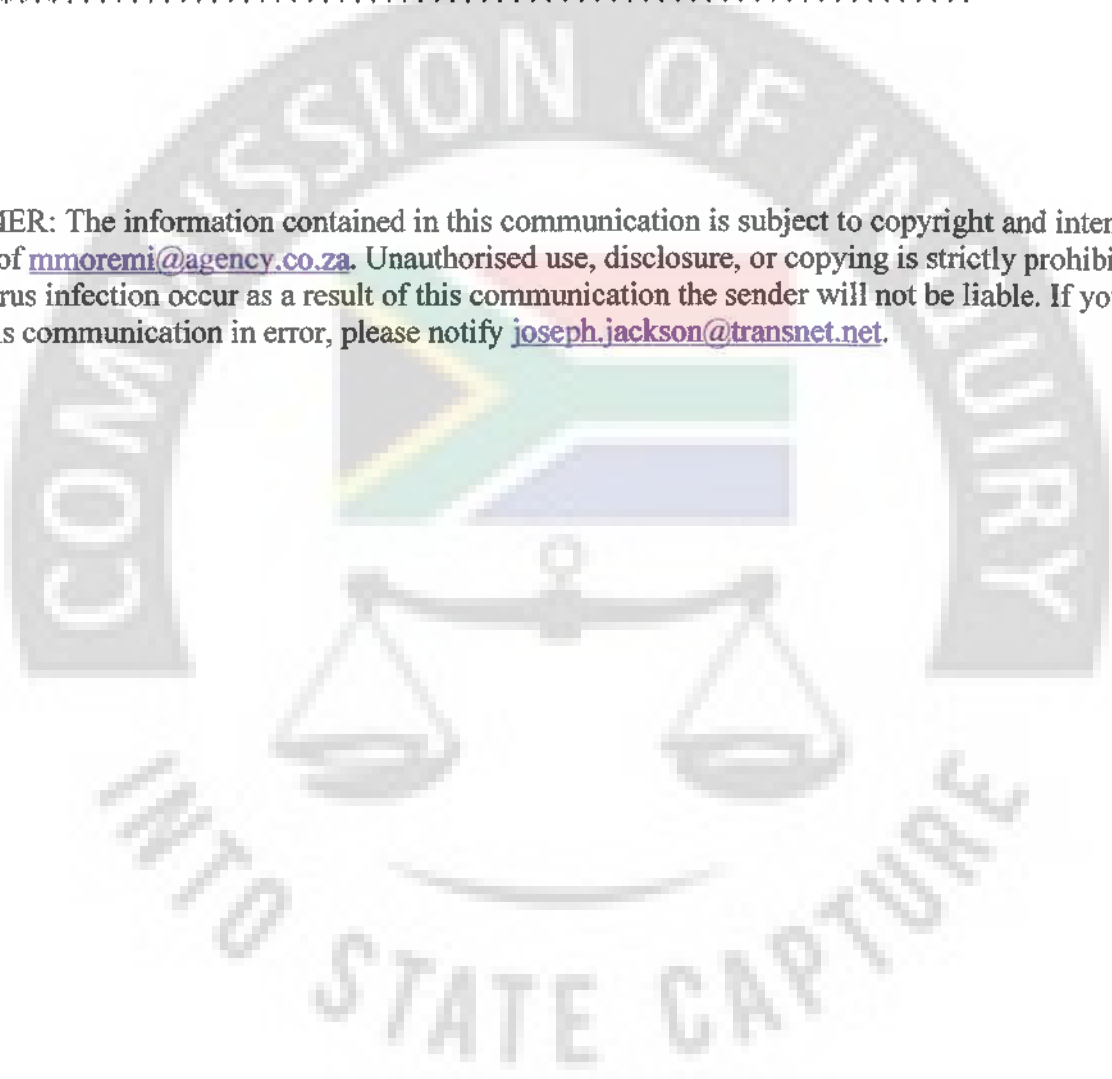
Martha Moremi

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The Agency

C/o: Me Natasha Minnie

Proposal for Transnet sponsorship of "TNA The Big Interview"

Dear Natasha,

We thank you for the opportunity to invite Transnet to participate in a very exciting sponsorship opportunity in TNA!

Page overview: " The Big Interview"

An in-depth, challenging interview with a personality currently in the news to take forward current debates. Ideally, the interview deals with the big issues, but extends to provide an insight into the person's private life as well.

TRANSNET	
Proposal date	2011/11/30
Period	Dec '11 - May '12
Total value	R 1 965 456.00

Department	P.C.C	Size	COST	Position	IJS	TOTAL	Monthly			
							Week 1	Week 2	Week 3	Week 4
Earspaces	R 598.00	4 x 6	14 352.00	Top left, bottom right	4	57 408.00	1	1	1	1
Strip advert	R 358.00	7 x 7	17 542.00	Right hand page, prior	4	70 168.00	1	1	1	1
Naming rights			50 000.00	Page border	4	200 000.00	1	1	1	1
						R 327 576.00				

We launched "The Big Interview" with Honourable President Zuma, and have since interviewed super-sleuth Piet Byleveld, Archbishop Desmond Tutu, SABC CEO Phil Molefe and also covered Tony Leon, former DA leader and now ambassador to Argentina. In the planning are Brian Molefe, Maria Ramos, Eskom's Brian Dames, Helen Zille, Gary Kirsten, Pieter de Villiers and many more!

TNA Media is committed to continuously explore more opportunities to add value our readers through exciting features!

This proposal is based on a 6 month exclusive sponsorship with the option for renewal thereafter.

Your associations with this very popular feature will add value to both our organisations through this new and exciting daily news platform.

We thank you once again for the opportunity of submitting this proposal and look forward to being of service at all times.

Kind Regards,

Jacques Roux

TNA MEDIA Pty. Ltd.

Co. Registration No.:
2010/06556/07

Directors: A Gupta / L. Zim / EG Pahad

52, Lechwe Street,
Corporate Park South,
Midrand, Old Pretoria
Main Road, Midrand 1685

Tel: +27 11 542 1222
Fax: 086 733 7000

email: info@tnamedia.co.za
web: www.thenewage.co.za

PO Box 5728, Halfway House, Midrand, 1685



Joseph Jackson Transnet Group Capital JHB

From: Martha Moremi <mmoremi@agency.co.za>
Sent: Tuesday, March 13, 2012 10:41 AM
To: Joseph Jackson Transnet Corporate JHB
Cc: Natasha Mienie; Lebogang Molefe
Subject: TNA Sponsorship ads
Attachments: The New Age Sponsorship - Rev3.xls

Hi Joseph,

Herewith the revised flowplan to start in April 2012. I will try and have the creative to you sometime early next week to allow the creative team to put more thoughts into the topics you need covered as they are very broad and we need to make references for Transnet specific.

Regards,

Martha

From: Joseph.Jackson@transnet.net [mailto:Joseph.Jackson@transnet.net]
Sent: 13 March 2012 10:37 AM
To: Martha Moremi
Cc: Natasha Mienie; Lebogang Molefe
Subject: RE: TNA Sponsorship ads
Importance: High

Hi Martha

Kindly advise when we can expect the next creative concept. Thanks in advance.

Regards
seph

From: Martha Moremi [mailto:mmoremi@agency.co.za]
Sent: 09 March 2012 02:29 PM
To: Joseph Jackson Transnet Corporate JHB
Cc: Natasha Mienie; Lebogang Molefe
Subject: TNA Sponsorship ads

Hi Joseph,

Apologies for the delay in getting the creative to you. I have included 2 strip advert options with different headline, the image and body copy remains the same. The size of the carspace does not allow us to do much in terms of the copy hence we have only shown the arrows and the illustration representing a forward sign.

Regards,

Martha



From: Berry ([mailto:berry@agency.co.za])
Sent: 09 March 2012 02:27 PM
To: Martha Moremi
Subject: New ads



THE AGENCY
ILANGA LEMPUMELELO
THE SUN OF YOUR SUCCESS

BERRY NIEZEN
DTP Manager

Cell: 082 664 3456

Tel: +27 11 235 3159 Fax: 086 580 9635 www.theagency.co.za

Cnr Wilkoppes and Leeuwkop Roads Sunninghill PO Box 78037 Sandton

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www.clearswift.com

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Thanks a lot for confirming that we should continue to develop creative based on the conversation that was held in December 2012, the creative department will be briefed accordingly.

For the purpose of 1st few insertions the process & timings will be as follows given tight deadlines:

Creative

- 3 Copy line options for the strip ads – Thursday, 8 March 2012
- 4 Copy line options for the earspace ads – Thursday – 8 March 2012
- Production CE for the earspace ads as well as Strip Ads – Wednesday, 7 March 2012
- Artwork approval – Friday, 9 March 2012
- Agency dispatches material to publication - Monday, 12 March 2012

Media

- Date revisions on the flowplan – Wednesday, 7 March 2012
- Approval on revised flowplan & booking – Thursday, 8 March 2012

Kindly advise the number of insertions/weeks one advert should appear.

Regards,

Martha

From: Joseph.Jackson@transnet.net [<mailto:Joseph.Jackson@transnet.net>]
Sent: 05 March 2012 12:12 PM
To: Joseph.Jackson@transnet.net; Martha Moremi
Cc: Mboniso.Sigonyela@transnet.net; hanlie@planitmedia.co.za; Natasha Mienie
Subject: RE: : NEW AGE SPONSORSHIP Costs
Importance: High

Hi Martha

As per our telephonic conversation attached documents (approval of mock up) for your attention and action.

As per the email below from Natasha after having been briefed by Mboniso, the request remains unchanged. The following is required:

"The Agency is to proceed with creative development of a few concepts that can be rotated during the duration of the sponsorship. The messages will be generic messages that are focused around the topics such as leadership, pioneering and related topics. Messages as per Mboniso's brief must be very succinct and impactful (similar to messages that one would apply on a billboard – i.e no copy intensive messaging allowed)". Also highlighted in red below.

Kindly revert with a timeline, of when we can expect creative concepts to be presented, which will run in The New Age for a period of six months (attached also please find examples of banner ads we have done the past, which you could also find on the branding website).

Regards
Joseph

From: Joseph Jackson Transnet Corporate JHB
Sent: 14 February 2012 12:25 PM
To: Martha Moremi
Cc: Mboniso Sigonyela Transnet Corporate JHB; hanlie@planitmedia.co.za; Natasha Mienie; Kgomotso Boikanyo; Lebogang Molefe
Subject: FW: : NEW AGE SPONSORSHIP Costs
Importance: High



CHRONOLOGICAL SEQUENCE OF EVENTS FOR THE APPROVAL OF THE NEW AGE (TNA) "THE BIG INTERVIEW" SPONSORSHIP

- 14 February 2012 – A request is made by the GM: Group Corporate and Public Affairs, Mr. Mboniso Sigonyela, to commence with The New Age (TNA) "The Big Interview" sponsorship which was initiated in December 2011, with talks with The Agency, represented by Ms. Natasha Mienie
- 14 February 2012 – Ms. Martha Moremi (The Agency) is contacted to provide an update on the matter and supply to Mr. Joseph Jackson
- 14 February 2012 – An email is sent via Ms. Moremi to Mr. Joseph Jackson providing the last communication which was sent by Ms. Hantie van Eck providing an opinion regarding the sponsorship and its value
- 14 February 2012 – Mr. Joseph Jackson, sends Ms. Martha Moremi an email providing the last email received from the Agency (Ms. Mienie), in which it details the next steps to be taken in finalising the sponsorship: which included a finalising of costs and flow plan presentation for sign off, also that the Agency would proceed with creative development of few concepts as per the brief received by Mr. Sigonyela, which would be presented week commencing 09 January 2012
- 14 February 2012 – A memo is compiled by Mr. Joseph Jackson to obtain permission to support the TNA sponsorship for submission to the Group Chief Executive Mr. Brian Mofefe and recommended by Mr. Sigonyela (memo attached)
- 14 February 2012 - Memo approved by Mr. Mboniso Sigonyela – GM: Corporate and Public Affairs
- 21 February 2012 – A flow plan is sent by The Agency (Ms. Moremi) for approval
- 21 February 2012 – An email is sent to Ms. Moremi by Mr. Joseph Jackson confirming that the sponsorship would only continue when the "formal" request is approved internally
- 23 February 2012 – Sponsorship is approved by the Group Chief Executive
- 24 February 2012 - Memo received back at Group Corporate and Public Affairs
- 24 February 2012 - Flow plan presented to Mr. Sigonyela for approval, he requests a "mock up" be included with flow plan before sign off. The Agency is advised telephonically (message left on mobile of Ms. Moremi)
- 27 February 2012 - An email is sent to Ms. Moremi with a hand written note by Mr. Sigonyela requesting a "mock up" for review and approval
- 28 February 2012 – Ms. Moremi requests that a written brief be submitted by Transnet before work can commence



- 28 February 2012 – A follow up email is sent to by Mr. Joseph Jackson and the "mock up" is once again requested for flow plan final approval
- 02 March 2012 – TNA "mock up" received sent by The Agency
- 05 March 2012 – TNA "mock up" signed and emailed to The Agency, with a reminder of the initial brief which agreed to by Mr. Sigonyela and Ms Mienie
- 05 March 2012 – revised creative and media schedules provided by The Agency for insertion in TNA 14 March 2012

Memo and emails attached for ease of reference



A handwritten signature in black ink, located in the bottom right corner of the page. The signature is stylized and appears to be a cursive name.

The New Age Sponsorship Series of Events

2011

- Communication on the above mentioned started on 1st December 2012
- There have been back and forth until the e-mail sent by The Agency on 22 December 2012.

2012

- Communication resumed on 14 February 2012, client requested to start with sponsorship ASAP.
- TNA was briefed on 15 February 2012 and confirmed on Monday, 20 February 2012 that the sponsorship can proceed
- A revised flowplan with date amendment to start on Wednesday, 29 February 2012 sent to client on Tuesday, 21 February 2012.
- An e-mail acknowledgement from client received on Tuesday, 21 February 2012 and advising The Agency that the sponsorship can only proceed on Media flowplan signoff/approval.
- Monday, 27 February 2012, a scanned media flowplan with Mboniso's name scratched out received, client also requested to see a TNA mockup before proceeding with the sponsorship.
- Tuesday, 28 February 2012, client confirmed to being in a possession of TNA mockup dated, 7 December 2012. The Agency informed client that that particular mockup was incomplete as it did not include the 2 earspaces that formed part of TNA proposal and that a revised one will be requested from TNA.
- Tuesday, 28 February 2012, The Agency advised client to give a written instruction to proceed with creative development for this project.
- Tuesday, 28 February 2012 pm, an e-mail was sent to client suggesting that sponsorship to start on Wednesday, 7 March 2012 to allow for creative development, approvals and bookings. A flowplan was requested and resent to client.
- Tuesday, 28 February 2012 The Agency requested a revised TNA mockup and was only received on Thursday, 1 March 2012 pm and was sent to client on Friday, 2 March 2012 am.
- Monday, 5 March 2012, written clarity for The Agency to proceed with creative development received.
- Monday, 5 March 2012, client requested a process timelines and was sent at around 18h00.



From: Jacques.roux@jic.co.za
Sent: Monday, 05 March 2012 17:34
To: mboniso.sigonyela@transnet.net
Subject: Fw: TNA Sponsorship Update

Hi Mboniso

Just received the below communication from the agency.

We really do not want to delay this for another week - please can you assist to close this for tomorrow?

Regards
Jacques

From: Martha Moremi [mailto:mmoremi@agency.co.za]
Sent: Monday, March 05, 2012 05:29 PM
To: Jacques Roux
Cc: Joseph.Jackson@transnet.net <Joseph.Jackson@transnet.net>; Natasha Mienie <natasham@agency.co.za>; hanlie@planitmedia.co.za <hanlie@planitmedia.co.za>; Lebogang Molefe <lebogangm@agency.co.za>
Subject: TNA Sponsorship Update

Hi Jacques,

As per our telephonic conversation, client (Joseph) requested that all communication with regard to the above-mentioned sponsorship should be done via The Agency and not directly with them.

To allow for TNA 48 hour material deadline (which was before close of business today), Agency creative processes, media bookings/CI and client approvals it is better if this project kicks off on Wednesday, 14 March 2012 and not 7th March 2012.

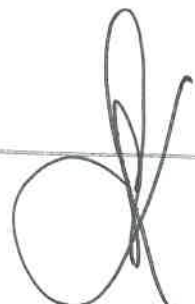
Regards,

Martha

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A handwritten signature in black ink, consisting of a large loop followed by a vertical stroke and a horizontal stroke.

From: Jacques.roux@jic.co.za
Sent: Monday, 05 March 2012 18:59
To: mboniso.sigonyela@transnet.net
Subject: Fw: TNA Sponsorship Update

Hi Mboniso

Pls find below my reply to the agency.

Your assistance to get this executed tomorrow will be much appreciated.

Regards
 Jacques

From: Jacques Roux
Sent: Monday, March 05, 2012 06:52 PM
To: 'mmoremi@agency.co.za' <mmoremi@agency.co.za>
Cc: 'Joseph.Jackson@transnet.net' <Joseph.Jackson@transnet.net>; 'natasham@agency.co.za' <natasham@agency.co.za>; 'hanlie@planitmedia.co.za' <hanlie@planitmedia.co.za>; 'lebogangm@agency.co.za' <lebogangm@agency.co.za>
Subject: Re: TNA Sponsorship Update

Hi Martha

As discussed we were really hoping to get this sponsorship going last week already.

We will greatly appreciate if you can get the artwork executed tomorrow - we will accept the material.

Hoping that you will be able to help!

Best regards
 Jacques

From: Martha Moremi [mailto:mmoremi@agency.co.za]
Sent: Monday, March 05, 2012 05:29 PM
To: Jacques Roux
Cc: Joseph.Jackson@transnet.net <Joseph.Jackson@transnet.net>; Natasha Mienie <natasham@agency.co.za>; hanlie@planitmedia.co.za <hanlie@planitmedia.co.za>; Lebogang Molefe <lebogangm@agency.co.za>
Subject: TNA Sponsorship Update

Hi Jacques,

As per our telephonic conversation, client (Joseph) requested that all communication with regard to the above-mentioned sponsorship should be done via The Agency and not directly with them.

To allow for TNA 48 hour material deadline (which was before close of business today), Agency creative processes, media bookings/CI and client approvals it is better if this project kicks off on Wednesday, 14 March 2012 and not 7th March 2012.

Regards,

Martha

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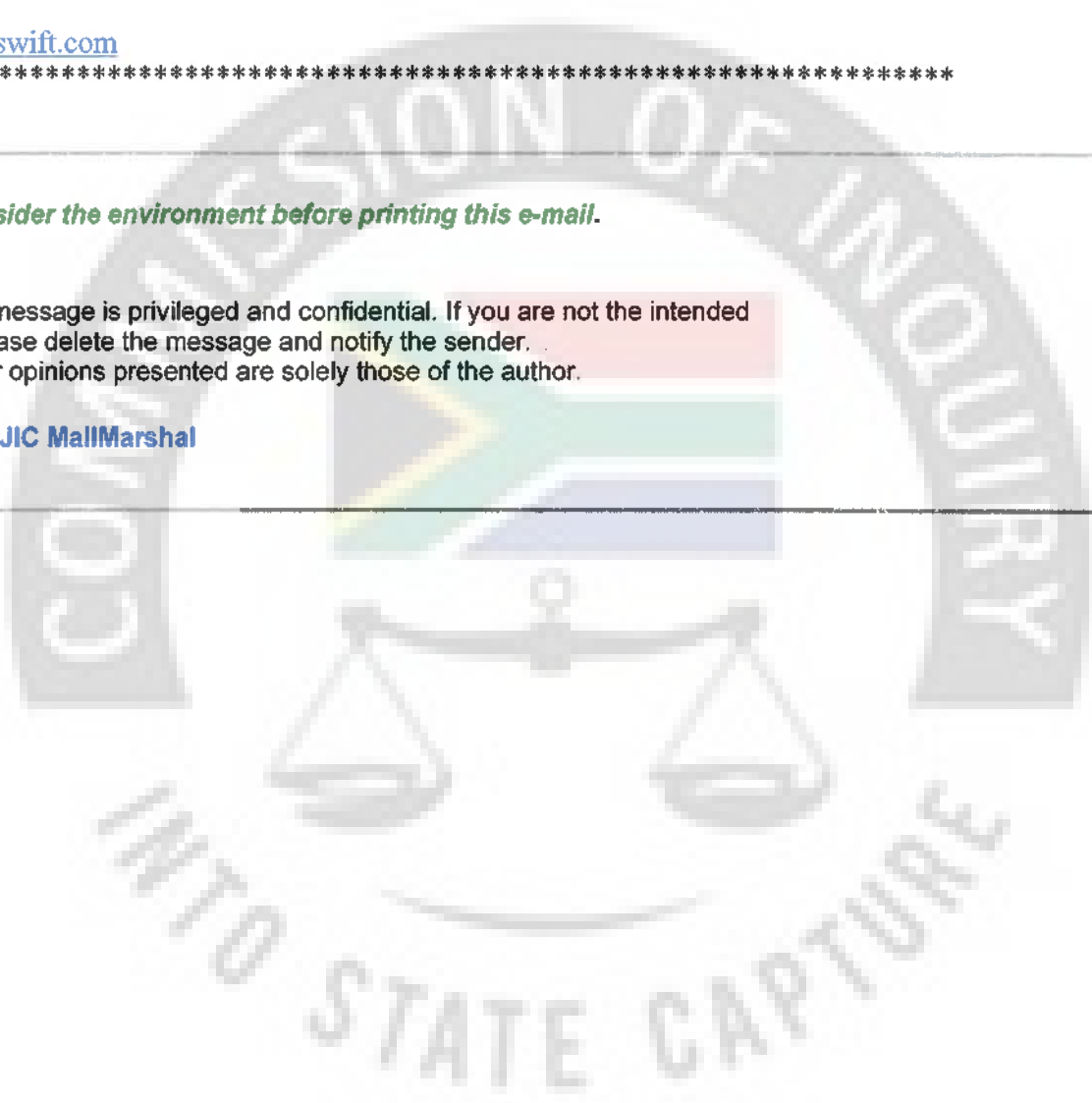
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Scanned by **JIC MalIMarshal**



A handwritten signature in black ink, consisting of a large loop and a vertical stroke.



Joseph Jackson Transnet Group Capital JHB

From: Martha Moremi <mmoremi@agency.co.za>
Sent: Thursday, March 29, 2012 12:48 PM
To: Joseph Jackson Transnet Corporate JHB
Cc: Natasha Mienie; Lebogang Molefe
Subject: The New Age Sponsorship
Attachments: The New Age Sponsorship - Rev3.xls

Hi Joseph,

Further to our conversation yesterday, where you mentioned that you are being questioned why you are not doing the sponsorship deal directly with the newspaper. Please be advised that agencies generate revenue from Agency commission that is charged on media placement as standard industry practice. Should a decision be taken that you should do the deal direct, The Agency will not be involved in facilitating payment with the media owner as there will be a loss of revenue on The Agency side

Kindly note that sponsorship is planned to start on Wednesday, 4 April 2012 as per the attached flowplan sent to you on Tuesday, 13 March 2012, we therefore require urgent signoff if you are still going ahead with us.

Regards,

Martha

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Joseph Jackson Transnet Group Capital JHB

From: Jacques.roux@jic.co.za
Sent: Wednesday, April 4, 2012 12:59 PM
To: Anton van_Rensburg Transnet Corporate JHB
Cc: Joseph Jackson Transnet Corporate JHB
Subject: RE: Message from KMBT_C452
Attachments: Transnet SOC Big Interview.pdf

Hi Anton,

Please find attached. In case you have already received the invoice please excuse the duplication.

Regards
Jacques Roux
071 859 7120



From: Anton.van_Rensburg@transnet.net [mailto:Anton.van_Rensburg@transnet.net]
Sent: 02 April 2012 11:06 AM
To: Jacques Roux
Cc: Joseph.Jackson@transnet.net
Subject: FW: Message from KMBT_C452
Importance: High

Dear Jacques

Attached please find PO number as requested. Kindly provide a tax invoice and remember to include our VAT number: 4720103177

Regards
Anton
From: minolta@transnet.net [mailto:minolta@transnet.net]
Sent: 02 April 2012 10:53 PM
To: Anton van_Rensburg Transnet Corporate JHB
Subject: Message from KMBT_C452

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A handwritten signature in black ink, consisting of several loops and a long vertical stroke, located in the bottom right corner of the page.

TNA Media (PTY) LTD

52 Lechwe Street, Corporate Park,
Old PTA Main Road, Midrand, PO
Box 5728, 1685 Halfway House, RSA

Tel: +27 11 542 1222
Fax: +27 11 314 2986
Fax2 email: +27 86 733 7172
Email: invoice@tramedia.co.za

TNA
THE NEW AGE

www.thenewage.co.za

TAX INVOICE

VAT No.: 4890256276 Co Reg. No: 2010/006569/07

Sold To

Customer Code: 5000000453
Customer Name: TRANSNET SOC LTD
Address: 150 CARTON CENTRE
COMMISSIONER STREET JOHANNESBURG
Gauteng - 2001

Attn : Cell: +27 72 695 1442
Tel. : +27 11 308 2512 Fax : +27 11 308 2465
Email: KAGISO.PHATLANE@TRANSNET.NET

Invoice Date: 28.03.2012 **Invoice Time: 18:19:41**
Invoice No: 1000002322 **Issued by: LINDAL**
Advertiser: 5000000453 **Ad Category: DS**
Caption: Front page Ear piece Big Interview
CIO No: PO4500145470
Customer VAT No: 4720103177
Remark:

Due Date:

Bill No.	Date of Insertion	Publ-ication	Position	Size		Color Code	Rate Code	Rate	Premium Amount %	Disc. %	Amount
				Width	Height						
2334	07-03-12	TNAT	FP	4	6	4	B	0.00	0.00	0.00	14352.00
2335	07-03-12	TNAT	ANY	32	7	4	B	0.00	0.00	0.00	17542.00
2336	07-03-12	TNAT	ANY	8	54	4	B	0.00	0.00	0.00	50000.00
2337	14-03-12	TNAT	Pg-1	4	6	4	B	0.00	0.00	0.00	14352.00
2338	14-03-12	TNAT	ANY	32	7	4	B	0.00	0.00	0.00	17542.00
2339	14-03-12	TNAT	ANY	8	54	4	B	0.00	0.00	0.00	50000.00
2340	21-03-12	TNAT	Pg-1	4	6	4	B	0.00	0.00	0.00	14352.00
2341	21-03-12	TNAT	Pg-17	32	7	4	B	0.00	0.00	0.00	17542.00
2342	21-03-12	TNAT	ANY	8	54	4	B	0.00	0.00	0.00	50000.00
2343	28-03-12	TNAT	Pg-1	4	6	4	B	0.00	0.00	0.00	14352.00
2344	28-03-12	TNAT	ANY	32	7	4	B	0.00	0.00	0.00	17542.00
2345	28-03-12	TNAT	ANY	8	54	4	B	0.00	0.00	0.00	50000.00

Bank Details :
Bank Name : ABSA
Account No.: 4076462329
Branch : ABSA Sandton
Branch Code : 331155

Bill To:
Address:

Attn: **Cell:**
Tel.: **Fax:**
Email:

Gross Amount	327576.00
VAT @ 14%	45860.64
Sub Total	373436.64
Commission	0
Net Total	373436.64

Amount in words: THREE HUNDRED SEVENTY-THREE THOUSAND FOUR HUNDRED THIRTY-SIX Rand and SIXTY-FOUR Cent.





MEMORANDUM

www.transnet.net

To : Mr. Brian Molefe
Group Chief Executive

From : Mr. Mboniso Sigonyela
GM: Corporate and Public Affairs

Date : 05 March 2013

SUBJECT: The renewal of The New Age (TNA) "The Big Interview" partnership

PURPOSE

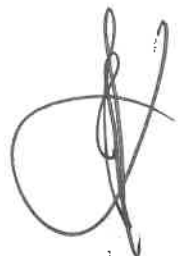
1. The aim of the submission is to seek approval for Corporate and Public Affairs (CPA) to renew the exclusive partnership of TNA "The Big Interview".

DISCUSSION

2. The New Age (TNA) is one of the key publications that Transnet targets for positioning its brand and its image as part of its Reputation Management Strategy.
3. TNA "The Big Interview" is an in-depth, challenging interview with a personality currently in the news. Ideally, the interview deals with big issues, but extends to provide an insight into the person's private life as well.
4. TNA media publishes "The Big Interview" weekly. Transnet has had exclusive rights to this partnership for the last twelve months. It has been a resounding success and has helped with regards the company's brand building initiatives. As an additional value add, Transnet has also been afforded advertising coverage from the publication's website and social media sites.
5. The articles focus on high profile opinion-makers and who are thought leaders in their respective areas of expertise. Some of the influencers who have been interviewed so far include:
 - 5.1 Trevor Manuel (Minister in the Presidency)
 - 5.2 Archbishop Emeritus Desmond Tutu (retired Anglican Archbishop)
 - 5.3 Malusi Gigaba (Minister of Public Enterprises)
 - 5.4 Graeme Smith (Test Captain for the South African Cricket team)

The renewal of The New Age (TNA) "The Big Interview"

- 5.5 Ray Phiri (South African artist)
- 5.6 Nkosazana Dlamini Zuma (Chairperson of the African Union Commission)
- 5.7 Gugile Nkwinti (Minister of Rural Development and Land Reform) and the
- 5.8 Honourable President Zuma (President of the Republic of South Africa)
6. This partnership affords Transnet the following benefits:
 - 6.1 x2 Earspaces (4x6 each) top left and bottom right: Costed @ R15 787.20
 - 6.2 7x7 strip at the bottom of the page: Costed @ R19 296.20
 - 6.3 Naming rights on the page border: Costed @ R55 000.00
7. This partnership was assessed and supported by the then contracted advertising agency, The Agency.
8. The proposal from TNA Media is attached hereto, for ease of reference.



FINANCIAL IMPLICATIONS

- 9. This initiative will cost a total of R2 342 168.40 (two million, three hundred and forty two thousand, one hundred and sixty eight rand and forty cents) for a six month period.

BUDGET IMPLICATIONS

- 10. There are sufficient funds in the Advertising budget of CPA to cover the cost.

RECOMMENDATIONS

- 11. It is recommended that the GCE approves the renewal of the exclusive The New Age (TNA) "The Big Interview" partnership.

COMPILED AND RECOMMENDED BY:



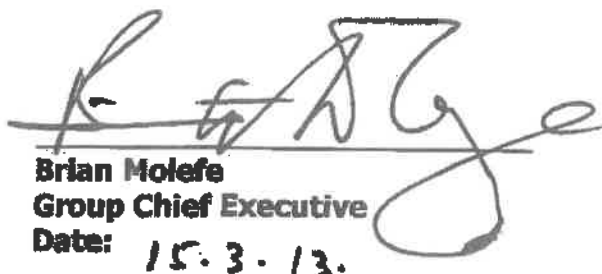
Mboniso Sigonyela
 GM: Corporate and Public Affairs
 Date: 15.3.13

SUPPORTED / NOT SUPPORTED BY:



Nkuli Mabandla
 Group Executive: Legal Services
 Date: 6 March 2013

APPROVED / NOT APPROVED



Brian Molefe
 Group Chief Executive
 Date: 15.3.13.





Mr Mboniso Sigonyela
Transnet

Proposal for Transnet sponsorship of "TNA The Big Interview"

Dear Mboniso

We thank you for the opportunity to invite Transnet to participate in a very exciting sponsorship opportunity in TNA.

TRANSNET	
Proposal	05.03.2013
Period	April 2013 - Sep 2013
Total value	R 2 342 168.40

Page Overview: "The Big Interview"

An in depth, challenging interview with a personality currently in the news to take forward current debates. Ideally, the interview deals with the big issues, but extends to provide an insight into the person's private life as well.

Department	P.C.C	Size	Cost	Position	INS	Total Cost
Earspace	R 657.80	4 x 6	R 15 787.20	Top Left, bottom right	26	R 410 467.20
Strip Advert	R 393.80	7 x 7	R 19 296.20	Right hand page, prior	26	R 501 701.20
Naming Rights			R 55 000.00	Page border	26	R 1 430 000.00
						R 2 342 168.40

We launched "The Big Interview" with Honourable President Zuma, and have since interviewed Min Makusi Gigaba, AFCON CEO, Minister of Rural Development Gugile Nkwinti, Graeme Smith Test Captain for SA National Cricket team and Chairperson of the AU Commission Nkosazana Dlamini Zuma. In the planning are Benedict Martins, Helen Zille, SONA with President Zuma, Min Finance Pravin Gordhan.

The Big Interview will be advertised on our website and be covered on our social media sites

TNA Media is committed to continuously explore more opportunities to add value to our readers through exciting features.

This proposal is based on a 06 month exclusive sponsorship with the option of renewal thereafter.

Your associations with this very popular feature will add value to both our organisations through this new and exciting daily news platform.

We thank you once again for the opportunity of submitting this proposal and look forward to being of service at all times.

Kind Regards,

Wiedaad Tallep

079 765 9101

TNA MEDIA Pty. Ltd.

25 Exchange Street
Corporate Park, Sandton
Midrand, 1011
Midiya Group, Midrand 1015

011 513 1225
Fax: 011 513 2000

enquiries@tnamedia.co.za
www.tnamedia.co.za

100 Exchange Street, Midrand, 1015



JFJ-107
"JJ20"

Transnet SOC Ltd
Registration Number
1990/000900/30

Carlton Centre
150 Commissioner Str.
Johannesburg
2001

P.O. Box 72501
Parkview
South Africa, 2122
T +27 11 308 2512
F +27 11 308 2638

TRANSNET



MEMORANDUM

www.transnet.net

To : Mr. Brian Molefe
Group Chief Executive

From : Mr. Mboniso Sigonyela
GM: Corporate and Public Affairs

Date : 12 September 2013

SUBJECT: The renewal of The New Age (TNA) "The Big Interview" partnership

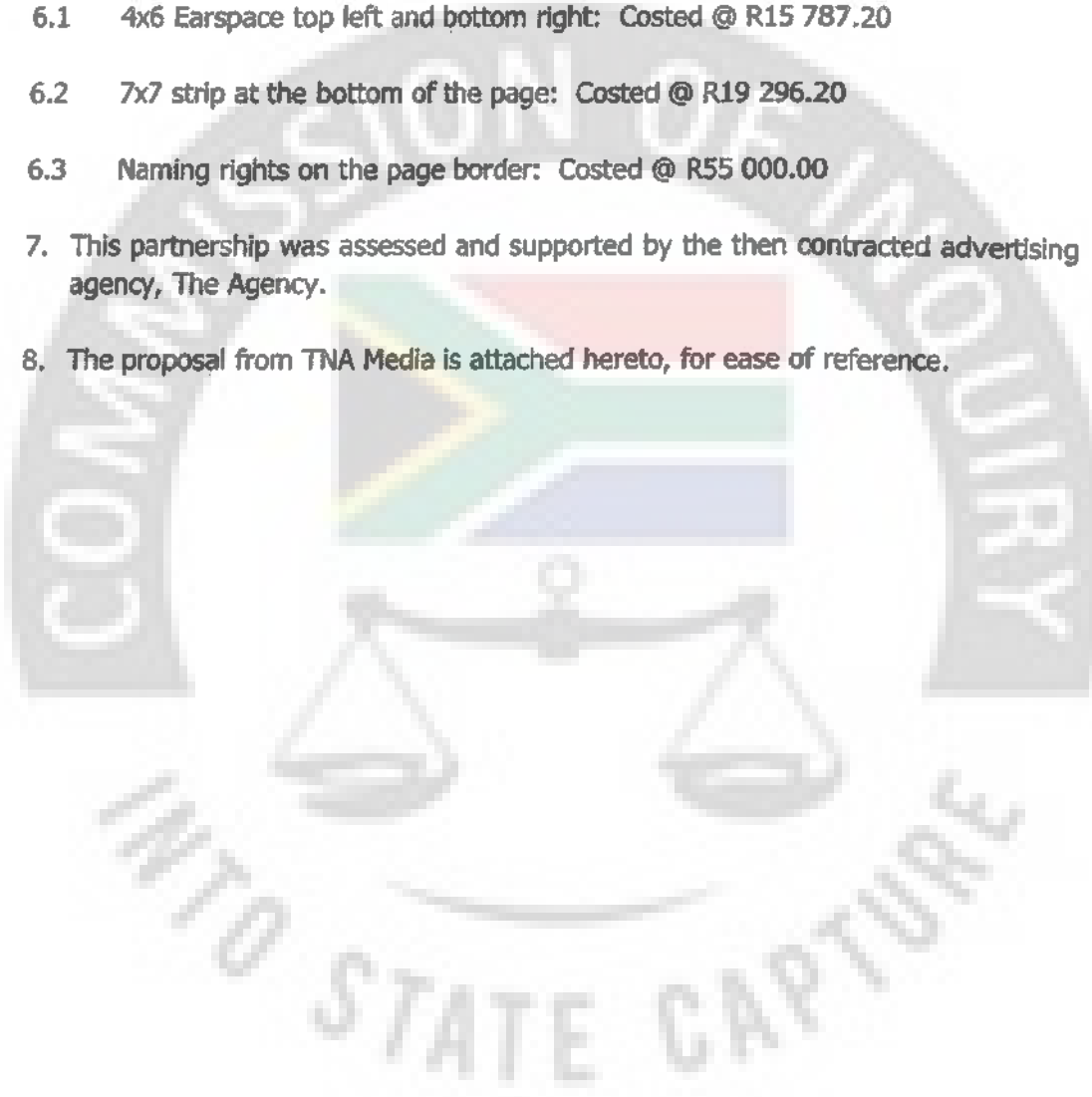
PURPOSE

1. The aim of the submission is to seek approval for Corporate and Public Affairs (CPA) to renew the exclusive partnership of TNA "The Big Interview".

DISCUSSION

2. The New Age (TNA) is one of the key publications that Transnet targets for positioning its brand and its image as part of its Reputation Management Strategy.
3. TNA "The Big Interview" is an in-depth, challenging interview with a personality currently in the news. Ideally, the interview deals with big issues, but extends to provide an insight into the person's private life as well.
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5. The articles focus on high profile opinion-makers and who are thought leaders in their respective areas of expertise. Some of the influencers who have been interviewed so far include:
 - 5.1 Nkosazana Dlamini Zuma (Chairperson of the African Union Commission)
 - 5.2 Malusi Gigaba (Minister of Public Enterprises)

- 5.3 Fikile Mbalula (Minister of Sport)
- 5.4 Gugile Nkwinti (Minister of Rural Development and Land Reform) and the
- 5.5 Honourable President Zuma (President of the Republic of South Africa)
6. This partnership affords Transnet the following benefits:
 - 6.1 4x6 Earspace top left and bottom right: Costed @ R15 787.20
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7. This partnership was assessed and supported by the then contracted advertising agency, The Agency.
8. The proposal from TNA Media is attached hereto, for ease of reference.



A handwritten signature in black ink, consisting of a large, stylized 'O' followed by a vertical line that loops back to the top of the 'O'.

FINANCIAL IMPLICATIONS

- 9. This initiative will cost a total of R2 792 585.40 (two million, seven hundred and ninety two thousand, five hundred and eighty five rand and forty cents) for a six month period.

BUDGET IMPLICATIONS

- 10. There are sufficient funds in the Advertising budget of CPA to cover the cost.

RECOMMENDATIONS

- 11. It is recommended that the GCE approves the renewal of the exclusive The New Age (TNA) "The Big Interview" partnership.

COMPILED AND RECOMMENDED BY:

Mphahle Sigonyela
 GM: Corporate and Public Affairs
 Date: 10.10.2013

SUPPORTED /NOT SUPPORTED BY:

Nkuli Mabandla
 Group Executive: Legal Services
 Date: 11 September 2013

APPROVED /NOT APPROVED

Brian Molefe
 Group Chief Executive
 Date: 13.9.13.

TRANSMET

Proposal	11.07.2013
Period	Oct 13 - Apr 2014
Total value	R 2 792 585.40

Page Overview: "The Big Interview"

An in depth, challenging interview with a personality currently in the news to take forward current debates. Ideally, the interview deals with the big issues, but extends to provide an insight into the person's private life as well.

Department	P.C.C	Size	Cost	Position	INS	Oct'13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	Total Cost
Earspace		R 657.80 4 x 6	R 15 787.20	Top Left, bottom right	31		5	4	4	5	4	4	5 R 489 403.20
Strip Advert		R 393.80 7 x 7	R 19 296.20	Right hand page, prior	31		5	4	4	5	4	4	5 R 598 182.20
Naming Rights			R 55 000.00	Page border	31		5	4	4	4	4	4	5 R 1 705 000.00
													R 2 792 585.40



Transnet SOC Ltd
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1996/000900/30

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TRANSNET



MEMORANDUM

www.transnet.net

To : Mr. Brian Molefe
Group Chief Executive

From : Mr. Mboniso Sigonyela
GM: Corporate and Public Affairs

Date : 27 March 2014

SUBJECT: The renewal of The New Age (TNA) "The Big Interview" partnership

PURPOSE

1. The aim of the submission is to seek approval for Corporate and Public Affairs (CPA) to renew the exclusive partnership of TNA "The Big Interview".

DISCUSSION

2. The New Age (TNA) is one of the key publications that Transnet targets for positioning its brand and its image as part of its Reputation Management Strategy.
3. TNA "The Big Interview" is an in-depth, challenging interview with a personality currently in the news. Ideally, the interview deals with big issues, but extends to provide an insight into the person's private life as well.
4. TNA media publishes "The Big Interview" weekly. Transnet has had exclusive rights to this partnership for the last twenty four months. It has been a resounding success and has helped with regards the company's brand building initiatives. As an additional value add, Transnet has also been afforded advertising coverage from the publication's website and social media sites.
5. The articles focus on high profile opinion-makers and who are thought leaders in their respective areas of expertise. Some of the influencers who have been interviewed so far include:
 - 5.1 Tokyo Sexwale (Minister of Human Settlements)
 - 5.2 Nkosazana Dlamini Zuma (Chairperson of the African Union Commission)
 - 5.3 Malusi Gigaba (Minister of Public Enterprises)

5.4 Nosivlwe Mapisa-Nqakula (Minister of Defence) and the

5.5 Honourable President Zuma (President of the Republic of South Africa)

6. This partnership affords Transnet the following benefits:

6.1 4x6 Earspace top left and bottom right: Costed @ R16 734.48

6.2 7x7 strip at the bottom of the page: Costed @ R20 454.07

6.3 Naming rights on the page border: Costed @ R58 300.00

7. This partnership was assessed and supported by the then contracted advertising agency, The Agency.

8. The proposal from TNA Media is attached hereto, for ease of reference.

FINANCIAL IMPLICATIONS

9. This initiative will cost a total of R2 482 702.30 (two million, four hundred and eighty two thousand, seven hundred and two rand and thirty cents) for a six month period.

BUDGET IMPLICATIONS

10. There are sufficient funds in the Advertising budget of CPA to cover the cost.

RECOMMENDATIONS

11. It is recommended that the GCE approves the renewal of the exclusive The New Age (TNA) "The Big Interview" partnership.

COMPILED AND RECOMMENDED BY:



Mboniso Sigonyela
GM: Corporate and Public Affairs
Date: April 03 2014

APPROVED / NOT APPROVED



Brian Molefe
Group Chief Executive
Date:

*Mboniso.
I think we need to
make an input into
who gets interviewed.*

[Signature]
3.4.14.





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1st memo
to Mofus



MEMORANDUM

www.transnet.net

To : Mr. Brian Molefe
Group Chief Executive

From : Mr. Mboniso Sigonyela
GM: Corporate and Public Affairs

Date : 05 November 2014

SUBJECT: The renewal of The New Age (TNA) "The Big Interview" partnership

PURPOSE

1. The aim of the submission is to seek approval for Corporate and Public Affairs (CPA) to renew the exclusive partnership of TNA "The Big Interview".

DISCUSSION

2. The New Age (TNA) is one of the key publications that Transnet targets for positioning its brand and its image as part of its Reputation Management Strategy.
3. TNA "The Big Interview" is an in-depth, challenging interview with a personality currently in the news. Ideally, the interview deals with big issues, but extends to provide an insight into the person's private life as well.
4. TNA media publishes "The Big Interview" weekly. Transnet has had exclusive rights to this partnership for the last twenty four months. It has been a resounding success and has helped with regards the company's brand building initiatives. As an additional value add, Transnet has also been afforded advertising coverage from the publication's website and social media sites.
5. The articles focus on high profile opinion-makers and who are thought leaders in their respective areas of expertise. Some of the influencers who have been interviewed so far include:
 - 5.1 Gugile Nkwinti (Minister of Rural Development)
 - 5.2 Nkosazana Dlamini Zuma (Chairperson of the African Union Commission)
 - 5.3 Malusi Gigaba (Minister of Home Affairs)

5.4 Senzeni Zokwana (Minister of Agriculture Forestry and Fisheries) and the

5.5 Honourable President Zuma (President of the Republic of South Africa)

6. This partnership affords Transnet the following benefits:

6.1 4x6 Earspace top left and bottom right: Costed @ R16 734.48

6.2 7x7 strip at the bottom of the page: Costed @ R20 454.07

6.3 Naming rights on the page border: Costed @ R58 300.00

7. This partnership was assessed and supported by the then contracted advertising agency, The Agency.

8. The proposal from TNA Media is attached hereto, for ease of reference.

FINANCIAL IMPLICATIONS

9. This initiative will cost a total of R2 542 168.30 (two million, five hundred and forty two thousand, one hundred and sixty eight rand and thirty cents) for a six month period.

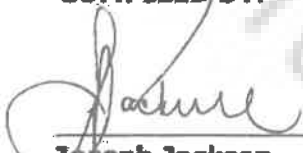
BUDGET IMPLICATIONS

10. There are sufficient funds in the Advertising budget of CPA to cover the cost.

RECOMMENDATIONS

11. It is recommended that the GCE approves the renewal of the exclusive The New Age (TNA) "The Big Interview" partnership.

COMPILED BY:



Joseph Jackson
Brand and Publicity Coordinator
Date: 05/11/2014

RECOMMENDED BY:



Mabeliso Sigonyela
GM: Corporate and Public Affairs
Date: 05 November 2014

APPROVED / ~~NOT APPROVED~~



Brian Molefe
Group Chief Executive
Date: 7.11.14.





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*2nd memo
Month to month
May 15 - Nov 2015
6 months*

TRANSNET

www.transnet.net

MEMORANDUM

To : Mboniso Sigonyela
GM: Corporate and Public Affairs

From : Palesa Ngoma
Corporate and Public Affairs

Date : 21 May 2015

SUBJECT: The renewal of The New Age (TNA) "The Big Interview" partnership

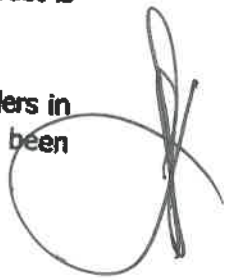
PURPOSE

1. The aim of the submission is to seek the GM: Corporate and Public Affairs' approval for Corporate and Public Affairs (CPA) to renew the exclusive partnership with The New Age for the "The Big Interview" on a month to month basis.

DISCUSSION

2. The New Age (TNA) is one of the key publications that Transnet targets for positioning its brand and its image as part of its Reputation Management Strategy.
3. TNA "The Big Interview" is an in-depth, challenging interview with a personality currently in the news. Ideally, the interview deals with big issues, but extends to provide an insight into the person's private life as well.
4. TNA media publishes "The Big Interview" weekly. Transnet has had exclusive rights to this partnership for the last twenty four months. It has been a resounding success and has helped with regards the company's brand building initiatives. As an additional value add, Transnet has also been afforded advertising coverage from the publication's website and social media sites.
5. The current contract expired on 30 April 2015 and CPA recommends that Transnet continues with the partnership. CPA proposes that the partnership be renewed on a month to month basis until a permanent or long term contract is signed.
6. The articles focus on high profile opinion-makers and who are thought leaders in their respective areas of expertise. Some of the influencers who have been interviewed so far include:

The renewal of The New Age (TNA) "The Big Interview"



- 5.1 Gugile Nkwinti (Minister of Rural Development)
- 5.2 Nkosazana Dlamini Zuma (Chairperson of the African Union Commission)
- 5.3 Malusi Gigaba (Minister of Home Affairs)
- 5.4 Senzeni Zokwana (Minister of Agriculture Forestry and Fisheries) and the
- 5.5 Honourable President Zuma (President of the Republic of South Africa)

7. This partnership affords Transnet the following benefits:

- 6.1 4x6 Earspace top left and bottom right: Costed @ R16 734.48
- 6.2 7x7 strip at the bottom of the page: Costed @ R20 454.07
- 6.3 Naming rights on the page border: Costed @ R58 300.00

8. This partnership was assessed and supported by the then contracted advertising agency, The Agency.

9. The proposal from TNA Media is attached hereto, for ease of reference.

FINANCIAL IMPLICATIONS

10. This initiative will cost R423 694.72 per month.


BUDGET IMPLICATIONS

11. There are sufficient funds in the CPA Advertising budget to cover this cost.


RECOMMENDATIONS

12. It is recommended that the GM: Corporate and Public Affairs approves for Corporate and Public Affairs (CPA) to renew the exclusive partnership with The New Age for the "The Big Interview".

COMPILED BY


 Palesa Ngoma
 Corporate and Public Affairs
 Date: 21/05/2015

APPROVED BY


 Mphahlele Sigonyela
 GM: Corporate and Public Affairs
 Date: 22 July 2015



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JFJ-121
"JJ24"

TRANSNET



3rd memo
6 months
Nov 2015 - May 2016

MEMORANDUM

www.transnet.net

To: Mboniso Sigonyela
GM: Corporate and Public Affairs

From: Palesa Ngoma
Corporate and Public Affairs

Date : 9 November 2015

SUBJECT: The renewal of The New Age (TNA) "The Big Interview" partnership

PURPOSE

1. The aim of the submission is to seek approval the GM: Corporate and Public Affairs' approval for Corporate and Public Affairs (CPA) to renew the partnership with The New Age for the "The Big Interview" for a period of six months with a 3.5% increase to the cost.

DISCUSSION

2. The New Age (TNA) is one of the key publications that Transnet targets for positioning its brand and its image as part of its Reputation Management Strategy.
3. TNA "The Big Interview" is an in-depth, challenging interview with a personality currently in the news. Ideally, the interview deals with big issues, but extends to provide an insight into the person's private life as well.
4. TNA media publishes "The Big Interview" weekly. Transnet has had exclusive rights to this partnership for the last twenty four months. It has been a resounding success and has helped with regards the company's brand building initiatives. As an additional value add, Transnet has also been afforded advertising coverage from the publication's website and social media sites.
5. The "Big Interview" articles focus on high profile opinion-makers who are thought leaders in their respective areas of expertise. Some of the influencers who have been interviewed so far include:
 - 5.1 Gugile Nkwinti (Minister of Rural Development)
 - 5.2 Nkosazana Dlamini Zuma (Chairperson of the African Union Commission)
 - 5.3 Malusi Gigaba (Minister of Home Affairs)
 - 5.4 Senzeni Zokwana (Minister of Agriculture Forestry and Fisheries) and the
 - 5.5 Honourable President Zuma (President of the Republic of South Africa)

6. The current contract expired on 30 October 2015 and CPA recommends that Transnet continues with the partnership.
7. CPA has been renewing on a month to month basis and proposes that this partnership be renewed for six months until a permanent or long term contract is signed. There will be a 3.5% increase from the previous year's contract.
8. This partnership affords Transnet the following benefits:
 - 7.1 4x6 Earspace top left and bottom right
 - 7.2 7x7 strip at the bottom of the page
 - 7.3 Naming rights on the page border
9. The proposal from TNA Media is attached hereto, for ease of reference.

FINANCIAL IMPLICATIONS

10. The previous cost of this initiative was R2 542 168.32. The new amount will be R2 631 144.19. This will result in an average cost of R450 000 per month.

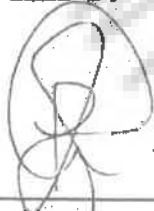
BUDGET IMPLICATIONS

11. There are sufficient funds in the CPA Advertising budget to cover this cost.

RECOMMENDATIONS

12. It is recommended that the GM: Corporate and Public Affairs approves for Corporate and Public Affairs (CPA) to renew the partnership with The New Age for the "The Big Interview" for a period of six months with a 3.5% increase to the cost.

COMPILED BY



Palesa Ngoma
Corporate and Public Affairs
Date:

APPROVED BY



Mboniso Sigonyela
GM: Corporate and Public Affairs
Date: 9 Nov 2015





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4th Memo

Month - non fee
from May 2016

JFJ-124
TRANSNET

MEMORANDUM

www.transnet.net

To : **Mboniso Sigonyela**
GM: Corporate and Public Affairs

From : **Palesa Ngoma**
Corporate and Public Affairs

Date : **3 May 2016**

SUBJECT: The renewal of The New Age (TNA) "The Big Interview" partnership

PURPOSE

1. The aim of the submission is to seek the GM: Corporate and Public Affairs' approval for Corporate and Public Affairs (CPA) to renew the partnership with The New Age for the "The Big Interview" on a month to month basis.

DISCUSSION

2. The New Age (TNA) is one of the key publications that Transnet targets for positioning its brand and its image as part of its Reputation Management Strategy.
3. TNA "The Big Interview" is an in-depth, challenging interview with a personality currently in the news. Ideally, the interview deals with big issues, but extends to provide an insight into the person's private life as well.
4. TNA media publishes "The Big Interview" weekly. Transnet has had exclusive rights to this partnership for the last twenty four months. It has been a resounding success and has helped with regards the company's brand building initiatives. As an additional value add, Transnet has also been afforded advertising coverage from the publication's website and social media sites.
5. The current contract expired on 30 April 2016 and CPA recommends that Transnet continues with the partnership. CPA proposes that the partnership be renewed on a month to month basis until a permanent or long term contract is signed.
6. The articles focus on high profile opinion-makers and local personalities who are leaders in their respective areas of expertise. Some of the influencers who have been interviewed so far include:
 - Honourable President Zuma (President of the Republic of South Africa)
 - Tokyo Sexwale – Former Minister of Human Settlements
 - Nomvula Mokonyane – Minister of Water and Sanitation
 - Selaelo Selota – Jazz Musician



- David Kau – Top South African comedian

7. This partnership affords Transnet the following benefits:

- 4x6 Earspace top left and bottom right
- 7x7 strip at the bottom of the page
- Naming rights on the page border

FINANCIAL IMPLICATIONS

8. This initiative will have an average cost of R450 000 per month.

BUDGET IMPLICATIONS

9. There are sufficient funds in the CPA Advertising budget to cover this cost.

RECOMMENDATIONS

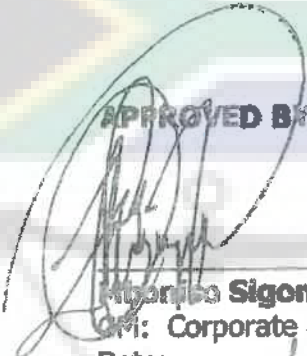
10. It is recommended that the GM: Corporate and Public Affairs approves for Corporate and Public Affairs (CPA) to renew the exclusive partnership with The New Age for the "The Big Interview" on a month to month basis.

COMPILED BY



Palesa Ngoma
Corporate and Public Affairs
Date: 03/05/2016

APPROVED BY



Mponiso Sigonyela
GM: Corporate and Public Affairs
Date:

13 May 2016





Molotwane Likhetha, General Manager, Corporate and Public Affairs

TRANSNET



Managing Editor, Mr Gary Naidoo
The New Age Media Pty Ltd
52 Lenchwe
Midrand
1685

E-mail: wiedaadt@tnamedia.co.za

Dear Mr Naidoo,

TERMINATION OF THE BIG INTERVIEW AGREEMENT IN THE NEW AGE

Transnet looks at the partnership we cemented over the years with your organisation with pride, and wish such a relationship could continue unabated. The Big Interview platform you accorded us, to profile our company has been phenomenal, allowing us a broader reach.

However, the weak economic climate confronting the country, has taken its toll on our company. Unfortunately, we are not in a position to continue supporting the publishing of the 'Big Interview' as our branding and marketing avenue.

We therefore regret to inform you that as from 01 November 2016, we will not continue with the "Big Interview" platform.

On behalf of Transnet, we wish to congratulate your organisation on keeping their mandate, through presenting a wide range of accurate and balanced news, therefore keeping the country informed.

We are confident that The New Age newspaper will continue to celebrate the achievements of South Africans.

We wish your organisation success in your future endeavours.

Kind regards,

Molotwane Likhetha

PP

Molotwane Likhetha
GM: Corporate and Public Affairs

Date: 31/10/2016

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Directors: LC Mabaso (Chairperson) SI Gama* (Group Chief Executive) Y Forbes GJ Mahtalele PEB Mathakga ZA Nagdee VM Nkonyana SD Shane
BG Stegman PG Williams GJ Pita* (Group Chief Financial Officer)
*Executive

Group Company Secretary: NE Khumalo

OTHER DOCUMENTS



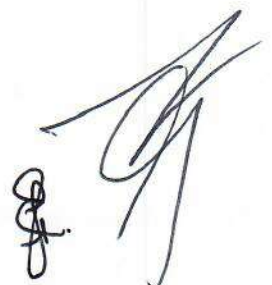
AFFIDAVIT

I, the undersigned

Hanlie Van Eck, ID Number 6612010003081

do hereby state under oath as follows:

- 1.1 The contents contained in this affidavit are within my personal knowledge, save where indicated to the contrary, and are, to the best of my knowledge and belief, both true and correct.
- 1.2 My Attached statement is a simple explanation of how decisions within the Media industry on placing valued advertising are made.
- 1.3 This is followed by a short version of how the events occurred over the period which I recorded in the attached emails, all the originals of the clipped emails are available for your perusal
- 1.4 I am an adult Female with full legal capacity, presently residing and domiciled at 112 First Avenue, Fairland's, Johannesburg in the Gauteng Province of the Republic of South Africa,



General Guidelines for Media Evaluation

When selecting media a mix of art and a bit of science are required. **Science** deal with the hard fact and is objective e.g.–

1. What is the circulation
2. Is the circulation audited
3. What is the readership (not the same as circulation; there are media tools / research to measure this)
4. What is the cost, the CPT, the discount, the effectiveness
5. What is the value
6. What is the Cost: Value ratio? (1:3 is what most are looking for)
7. Who is the reader / their demographic profile / etc

All the above information is available using Research companies i.e. Circulation – ABC (Audit Bureau of Circulation), Readership – AMPS (All Media and Products Survey). CPT, discount, value etc. is calculated.

Art deals more with the subjective e.g.

1. Look and Feel of the publication
2. The psychographic profile of the reader
3. Is it an influential publication / Media Owner Reputation
4. What is the value of the publication's editorial
5. What marketing objectives are addressed using this publication

When a media strategist / planner gets a request to evaluate a proposal, all of the above should be taken into consideration. Many companies used specific templates and would allocate weights to specific elements e.g. what element is more important than another. The objective is not always Cost Efficiency, it could be Impact, or Reach, etc. Examples of the MTN evaluation template used in previous years, follows-

1. Not Recommended
2. Recommended

PRINT MEDIA EVALUATION

Date	Tuesday, 26-August 2006
Product	MTN

Media Opportunity	Service - Leadership in Local Government > Sept/Oct Issue > Nov/Dec Issue
--------------------------	--

Cost Effectiveness	Yes		CPT (Based on print order)	Cost (FPFC) (Rates include agency commission and exclude VAT)
	No	x	R 2 380.00	R 23 800

Publication Information

SERVICE is a bi-monthly publication which addresses Leadership in Local Government. It has a total print run of 10,000 copies. The publication provides a direct communication channel between the public and private sectors. It is used by the various government departments to communicate with one another

Typical content will include Health and Welfare; Women in Leadership; Municipal Finance; Social Upliftment; Energy distribution; Legal issues; Water Management; BEE implementation; Land Reform; Training & Education; Corporate Social Investment; ICT delivery; Safety and Security; Infrastructure; Developmental Governance, etc

Distribution is to all National, Provincial and Local Government departments (including all Metropolises and municipalities). Also to the CEO's and MD's of the top 350 JSE listed companies and selected SACOB and NAFCOC members. Will also be distributed in the welcome packs at the following conventions:

Sept/Oct Issue: Institute of Municipal Financial Officers National Convention (2-4/10); South African Housing Foundation (9-11/10); SAFMA Facilities Management Expo and Conference (24-26/10); ICT

	Ranking (1-Low / 3-High)	Weight (Constant)	Score	Comments
ABC / VFD	1	15%	5%	No ABC
Circulation	1	15%	5%	
Cost effective	1	10%	3%	
Look & Feel of Publication	3	20%	20%	
Discounted	1	10%	3%	
Reputable Publisher / Media Owner	3	10%	10%	New Africa Publications Magazines Limited
Suitable/Relevant to target market / strategy	1	20%	7%	Decision-makers: Government and big business

**** TOTAL **** 100% 53%

SCORE		
😊	80+	A definite YES
😐	60-79	Maybe / Let's Consider
😞	0-59	I don't think so!

Evaluation Results	Yes		No	53%	Maybe/ Lets Consider
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Comments



Not recommended - unless Local Government is an important stakeholder

Note: Rates exclude VAT and Agency Commission

PRINT MEDIA EVALUATION

Date	Wednesday, 19 September 2006
Product	MTN

Media Opportunity	Top 100 Special Report in Business Times (First right of refusal - 29 September)
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<p>The Offer - wrap around the Special Report and advertising dominance</p>  <p>Grindrod does it again!</p> 	DESCRIPTION	FREQUENCY	VALUE
	MTN branded 115 gsm glossy wrap around	Once	R 473 180
	10x4 Horizontal strip advert on the centre spread	Once	R 63 280
	15x7 Advert on pg 3 of the supplement	Once	R 54 579
	20x7 Advert on pg 5 of the supplement	Once	R 63 280
	39x7 Advert on OBC of the supplement	Once	R 141 905
	1,000 Run on copies of the supplement	Once	R 1 000
	ADVERTISING VALUE		R 796 224
	COST OF PACKAGE		R 500,000 (-37,3%)

Cost Effectiveness	Yes	X	CPT (Based on Circulation, ABC: April-June 2006)	Cost of Package (Includes Agency Commission)
	No		R 992.00	R 500 000

Publication Information

Top 100 is a flagship survey published annually by Johnnic Communications for Sunday Times (ABC: 504,013, April-June 2006). Top 100 is pre-printed and inserted in Business Times. The Business Times Top 100 Awards is one of the most prestigious events on the business calendar. The event takes place on November 8th at a Gala dinner in Johannesburg. The full list of top 100 companies and in-depth interviews with the CEOs of the top 10, are contained in a Special Report, as are tables of turnover, return on assets etc. Copies will be inserted into the full print order of Sunday Times on 12 November. The Special Report will also be given to guests at the Gala dinner.

	Ranking (1-Low / 3-High)	Weight (Constant)	Score	Comments
ABC / VFD	3	15%	15%	
Circulation	3	15%	15%	
Cost effective	2	10%	7%	
Look & Feel of Publication	2	20%	13%	
Discounted	2	10%	7%	
Reputable Publisher / Media Owner	3	10%	10%	
Suitable/Relevant to target market / strategy	3	20%	20%	Execs

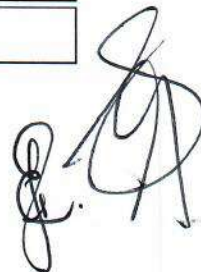
**** TOTAL **** 100% 87%

SCORE		
😊+	80+	A definite YES
😊-	60-79	Maybe / Let's Consider
😞-	0-59	I don't think so!

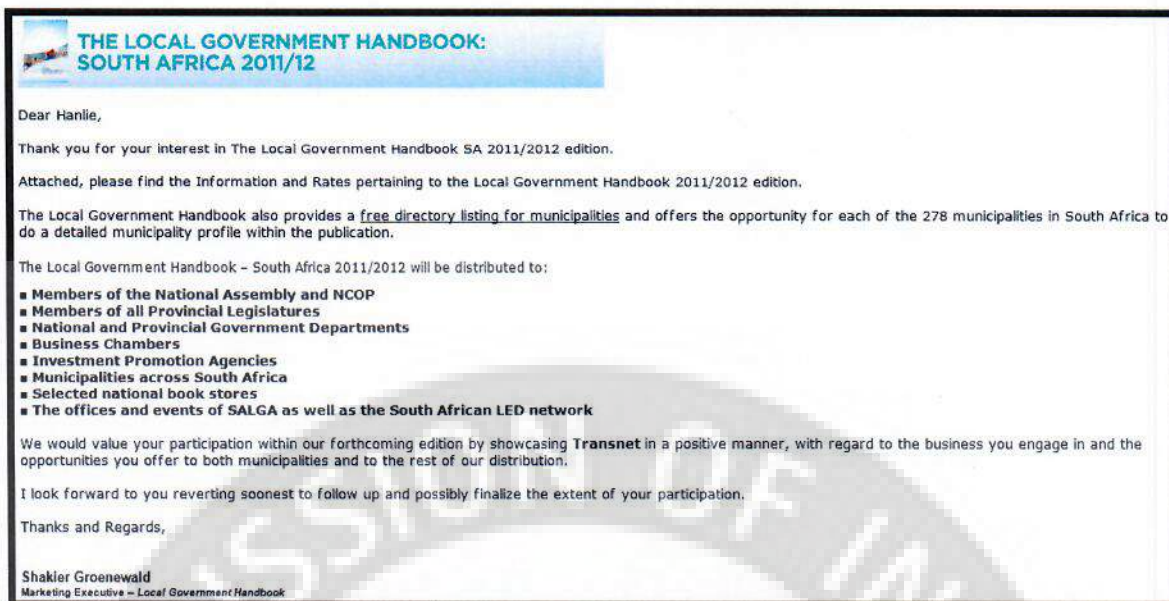
Evaluation Results	Yes	87%	No	Maybe/ Lets Consider
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Comments Recommended

Note: Rates include Agency Commission and exclude VAT
Page 4 of 17



It is not necessary to use a template for every request either as the reason for appearing in said publication is in the value of the reader e.g.



All advertisers often receive requests from Media Owners to appear in their media channel. Often the proposal is approved directly by client and the agency is instructed to book (see below)



The reasons for participating is clear and from an agency point of view, solid and reasonable.

Proposal for Transnet sponsorship of "The Big Interview" in the New Age (TNA)


In this case a request was sent on the 7th of Dec 2011 by Natasha Minnie (BUD on the Transnet business)-



I've received another mail from Martha Moremi as to the urgency-

Reply Reply All Forward

Wed 2011-12-07 02:04 PM

 Martha Moremi <mmoremi@agency.co.za>
RE: New Age Sponsorship Proposal - Transnet

To: Natasha Mienie; hanlie@planetmedia.co.za

Sorry,

Just saw Natasha's mail now

From: Martha Moremi
Sent: 07 December 2011 02:03 PM
To: Natasha Mienie; hanlie@planetmedia.co.za
Subject: New Age Sponsorship Proposal - Transnet

Afternoon ladies,

There is a guy that called last week being referred to us by Mboniso, just following up in terms of where we are at with the proposal.

Regards,

Martha

The information supplied was not adequate for a proper evaluation so I requested additional information-

Reply Reply All Forward

Fri 2011-12-09 04:10 PM

 Jacques.roux@jic.co.za
RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

To: hanlie@planetmedia.co.za
 Cc: nazemh@planetmedia.co.za

Message  the big interview execution.pdf (4 MB)

Hi Hanlie,

Please find attached a suggested execution for your consideration and input.

As for the clarity required please see below:

- that the cost for the sponsorship is R327 576 (inclusive of Agency Commission)
 1. Prices include agency commission but exclude VAT
- that this will be weekly up until the end of May 2012 (please specify number of weeks)
 1. The exact number of weeks will depend on when we can commence with this sponsorship in December. From January to May will be 22 weeks.
- what we need to provide on a weekly basis
 1. We require artwork for the strip adverts weekly
- how the interviews / discussions will work
 1. All interviews are done with leading opinion shapers in South Africa across the spheres of politics, business, sport and social arena. These are done directly by the reporters of TNA and then published on a weekly basis. We can share with you the planned names of the interviewees post successful completion of the deal on a monthly basis.

Jacques Roux
 071 859 7120







From: Hanlie van Eck [mailto:hanlie@planetmedia.co.za]
Sent: 07 December 2011 08:24 PM
To: Jacques Roux
Cc: 'Natasha Mienie'; 'Martha Moremi'
Subject: FW: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.
Importance: High

Hi there Jaques
 Please can you send me a visual example of this sponsorship.



Martha was sending constant messages as to the urgency of this evaluation –

 Reply
  Reply All
  Forward


 Martha Moremi <mmoremi@agency.co.za>
 RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

To: planit@icon.co.za; Hanlie Van Eck
 Cc: Natasha Mienie

Thanks a lot for the update!

Enjoy your weekend

Regards,

Martha

From: planit@icon.co.za [mailto:planit@icon.co.za]
Sent: 09 December 2011 05:52 PM
To: Martha Moremi; Hanlie Van Eck
Cc: Natasha Mienie
Subject: Re: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Martha - Jaques has sent me the info I have asked for just 1645. I will evaluate and will revert by Monday.

Thanks
 Sent from my BlackBerry® wireless device

From: Martha Moremi <mmoremi@agency.co.za>
Date: Fri, 9 Dec 2011 17:42:31 +0200
To: 'hanlie@planitmedia.co.za' <hanlie@planitmedia.co.za>
Cc: Natasha Mienie <natasham@agency.co.za>
Subject: RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

Hi Hanlie,

How are you doing on this proposal?

Regards,

Martha

 Reply
  Reply All
  Forward


 Martha Moremi <mmoremi@agency.co.za>
 RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age.

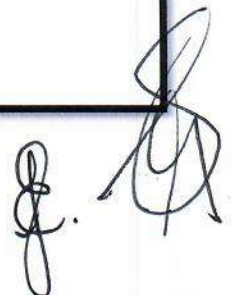
To: planit@icon.co.za; Hanlie Van Eck
 Cc: Natasha Mienie

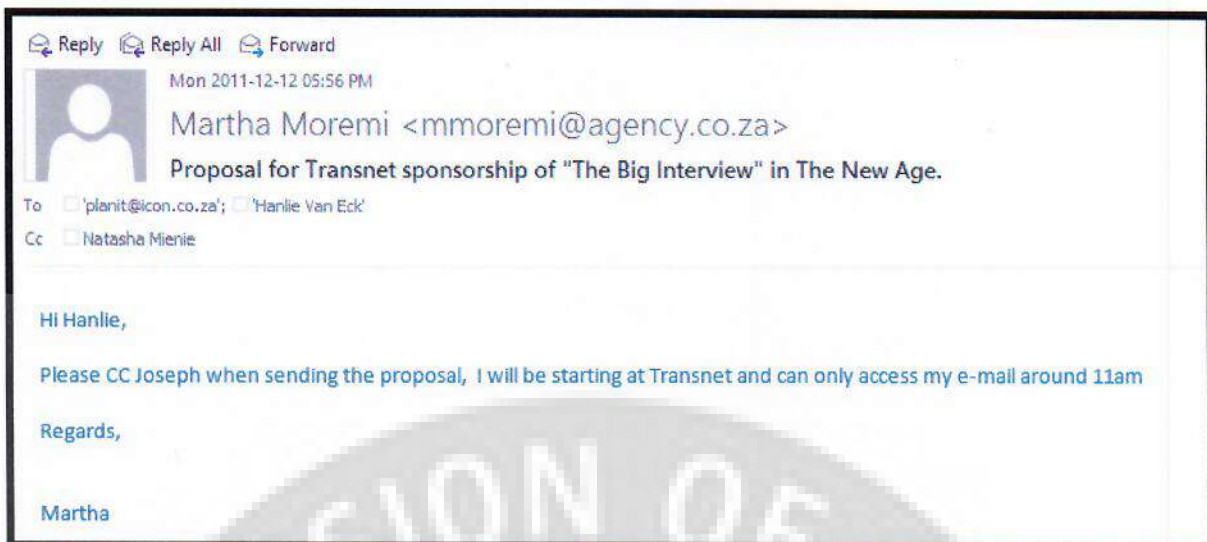
Hi Hanlie,

Please advise when I can expect the proposal.

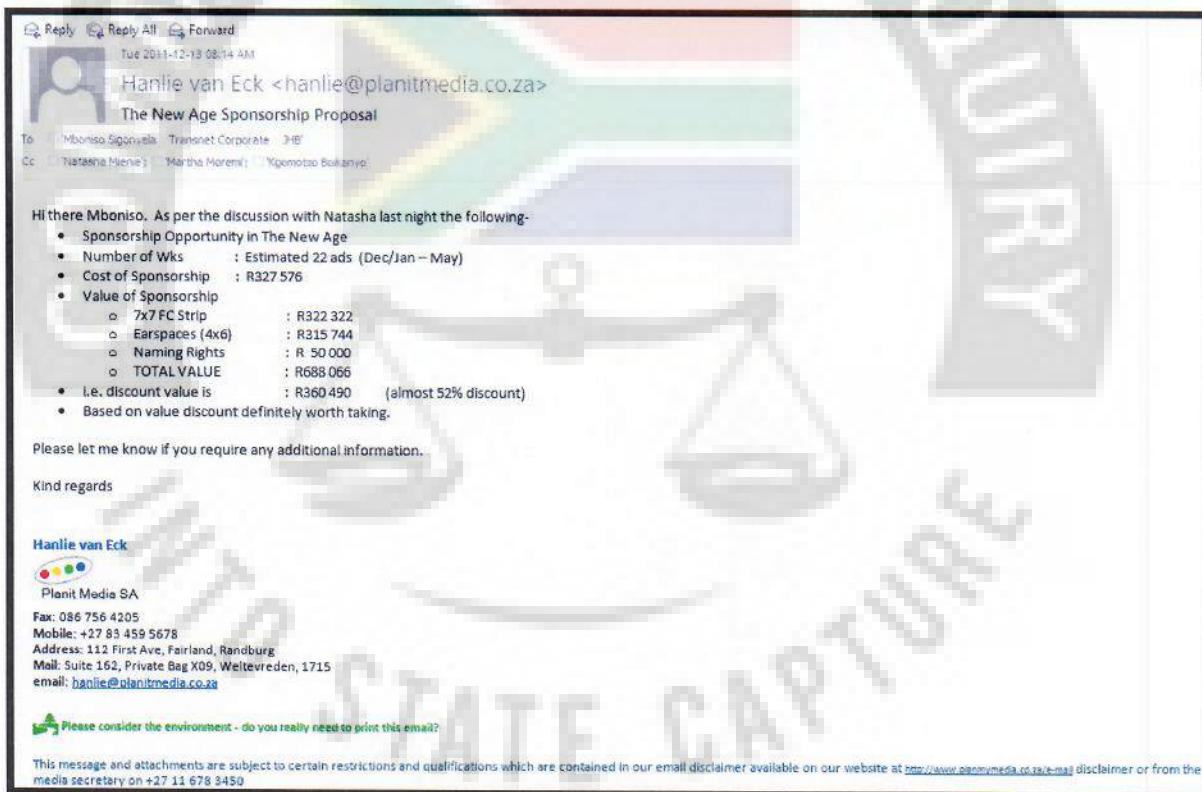
Regards,

Martha

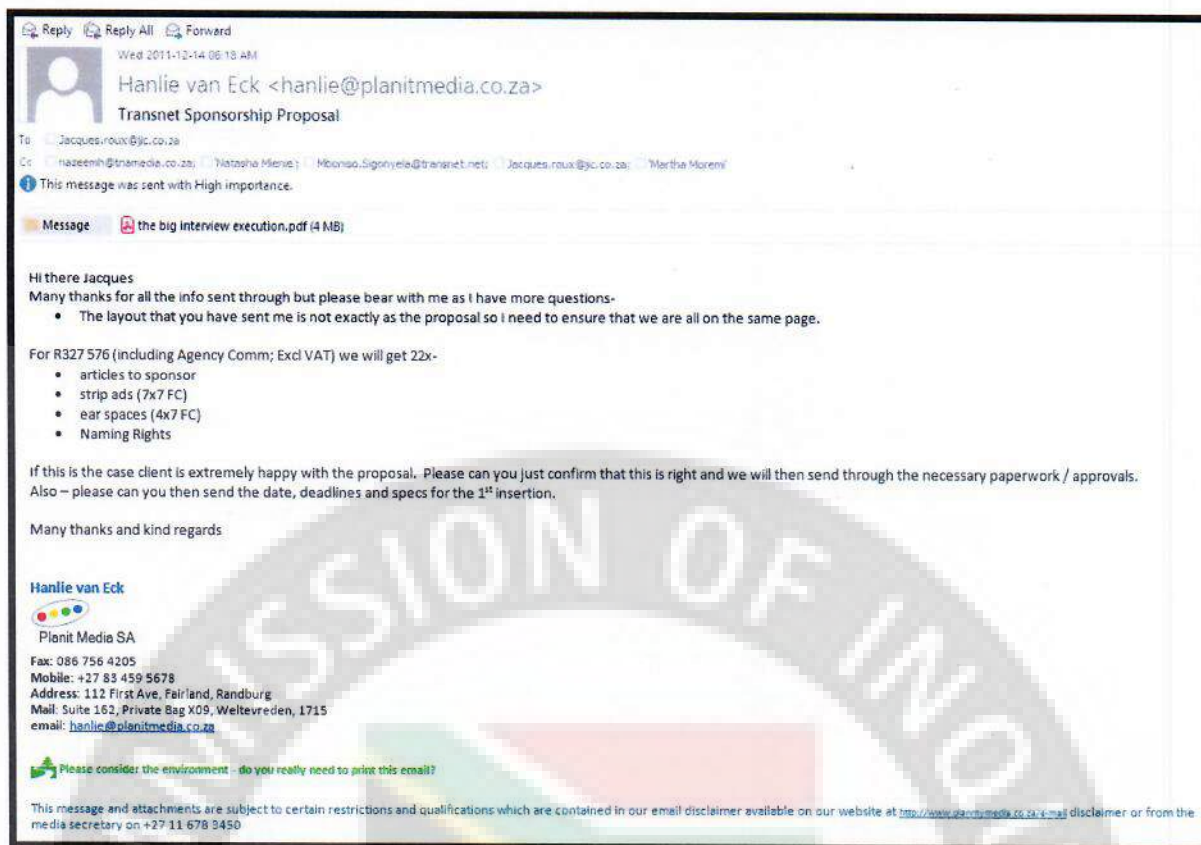




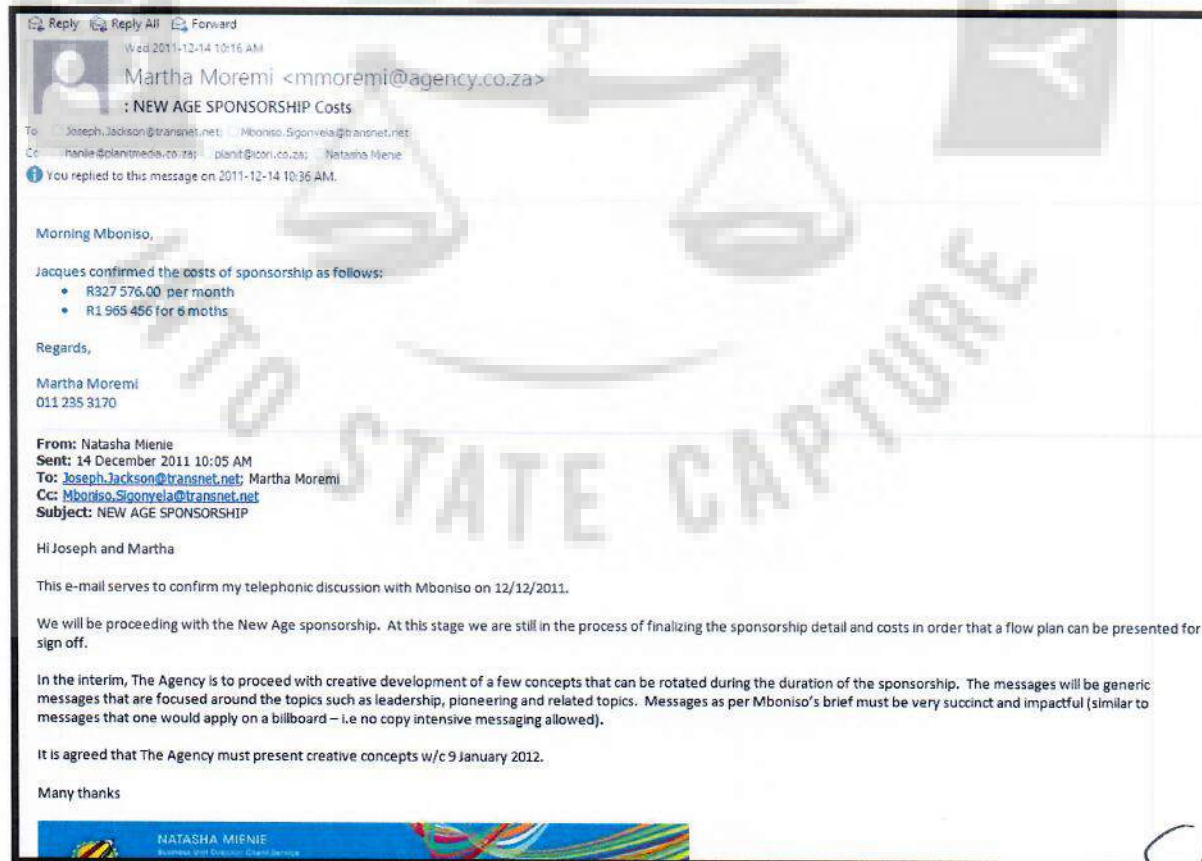
Based on the information provided the proposal was acceptable from a 'savings / cost' point of view. I send this information through to client service as well as client-



Due to the substantial saving, I was concerned that I've mis-understood some of the elements so I requested more clarity from the media owner on Tuesday, the 13th of December-




Later that day, the following mail was received, confirming Natasha's conversation with client as well as confirming that we're going with the sponsorship.







This confused me completely as the Value / ROI discussed so far was no longer relevant-


Reply Reply All Forward

Wed 2011-12-14 10:37 AM

 Hanlie van Eck <hanlie@planitmedia.co.za>
RE: : NEW AGE SPONSORSHIP Costs

To:  Martha Moremi;  Joseph.Jackson@transnet.net;  Mboniso.Sigonyela@transnet.net

Cc:  Natasha Mienie'


 This message was sent with High importance.

Message RE: Proposal for Transnet sponsorship of "The Big Interview" in The New Age. (4 MB)

Hi there all
Based on this cost the sponsorship is extremely expensive and not worth the ROI.
I recommend we don't proceed.

As per my previous mail to Jaques (see attached) the total cost was confirmed at R327 576 for 22 weeks.
At this deal it was fantastic but not as it stands now.

Kind regards

Hanlie van Eck

Planit Media SA
Fax: 086 756 4205
Mobile: +27 83 459 5678
email: hanlie@planitmedia.co.za
Restrictions and Qualifications are contained in our email disclaimer available on our website at <http://www.planitmedia.co.za/e-mail-disclaimer>

From: Martha Moremi [<mailto:mmoremi@agency.co.za>]
Sent: 14 December 2011 10:16 AM
To: Joseph.Jackson@transnet.net; Mboniso.Sigonyela@transnet.net
Cc: hanlie@planitmedia.co.za; planit@icon.co.za; Natasha Mienie
Subject: : NEW AGE SPONSORSHIP Costs

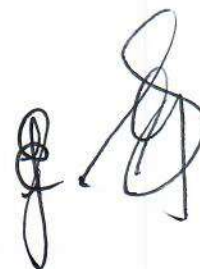
Morning Mboniso,

Jacques confirmed the costs of sponsorship as follows:

- R327 576.00 per month
- R1 965 456 for 6 moths

Regards,

Based on this new costings, I recommend we do not proceed. The following mail was received from TNA, confirming the higher costs-



Reply Reply All Forward
Wed 2011-12-14 12:01 PM

 Jacques.roux@jic.co.za
RE: Transnet Sponsorship Proposal

To: hanlie@planitmedia.co.za
Cc: nazeemh@tnamea.co.za; natashan@agency.co.za; Mboniso.Sigonyela@transnet.net; mmoremi@agency.co.za

You replied to this message on 2011-12-14 12:19 PM.

Message Proposal Transnet 30November_2011 -Sponsorship - The Big Interview.pdf (482 KB)

Hi Hanlie

The attached proposal that we submitted is calculated on a monthly basis with the cost being R327, 576.00 per month (4 executions) with the total proposed sponsorship over a 6 month period equalling R1, 965, 456.00.

Hope this clarifies!

Jacques Roux
071 859 7120



From: Hanlie van Eck [mailto:hanlie@planitmedia.co.za]
Sent: 14 December 2011 06:18 AM
To: Jacques Roux
Cc: nazeemh@tnamea.co.za; 'Natasha Mienie'; Mboniso.Sigonyela@transnet.net; Jacques Roux; 'Martha Moremi'
Subject: Transnet Sponsorship Proposal
Importance: High

Hi there Jacques

Many thanks for all the info sent through but please bear with me as I have more questions-


- The layout that you have sent me is not exactly as the proposal so I need to ensure that we are all on the same page.

For R327 576 (including Agency Comm; Excl VAT) we will get 22x-

- articles to sponsor
- strip ads (7x7 FC)
- ear spaces (4x7 FC)
- Naming Rights

A recommendation to NOT PROCEED was sent to client-

Reply Reply All Forward
Tue 2011-12-20 09:25 AM

 Hanlie van Eck <hanlie@planitmedia.co.za>

To: Mboniso.Sigonyela@transnet.net; Joseph.Jackson@transnet.net
Cc: 'Martha Moremi'; 'Kgobetso Bokanyedi'; 'Natasha Absalom'

Message Proposal Transnet 30November_2011 -Sponsorship - The Big Interview.pdf (486 KB)

Hi there all

The proposal is as follows-


- 2x Earspaces (4x6 each) top left and bottom right : Costed @ R14 352 (loading of 20%)
- 7x7 strip at the bottom of the page : Costed @ R17 542 (loading of 100%)
- Naming Rights on the Page Border : Costed @ R50 000 ea
- Cost per Month : R327 576
- Total COST : R1 965 457 (excl VAT)


Based on the above cost we cannot justify this feature.
From a value point of view no interim ABC has been provided as yet and verified circulation is a concern.

However – from an association point of view this feature is definitely well written and it would be beneficial to be associated with this. It is a shame that TNA is not prepared to offer more value so that it becomes a partnership. At this stage the offer stands as it is.

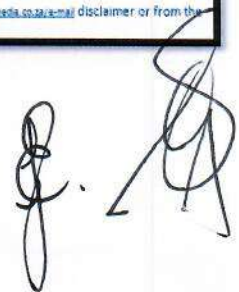
As the offer stands at the moment it is the recommendation not to support this sponsorship.

Kind regards

Hanlie van Eck

Planit Media SA
Fax: 086 756 4205
Mobile: +27 83 459 5678
Address: 112 First Ave, Fairland, Randburg
Mail: Suite 162, Private Bag X09, Weltevreden, 1715
email: hanlie@planitmedia.co.za


 Please consider the environment - do you really need to print this email?

This message and attachments are subject to certain restrictions and qualifications which are contained in our email disclaimer available on our website at http://www.planitmedia.co.za/email_disclaimer or from the media secretary on +27 11 678 3450



As per the correspondence I had a conversation with Mboniso Sigonyela where I've requested additional value as it seemed Mboniso was in discussions with them as well-

Reply Reply All Forward
Thu 2011-12-22 08:19 AM

 Hanlie van Eck <hanlie@planitmedia.co.za>
RE: The New Age Sponsorship Proposal

To: Mboniso Sigonyela@transnet.net; Joseph Jackson@transnet.net
Cc: Martha Moremi; Kgomoiso Boikanyo; natasham@agency.co.za


Hi there Mboniso
With regards to the 3x FP FC (or 6x ½ Pg FC) ads you and Jacques have agreed to-

- The Value of the Sponsorship is : R2 127 664
- The Cost of the Sponsorship is : R1 965 457
- i.e. a saving of : R 162 228

The cost : value ratio is still slightly high at 1:108 but in light of the content of the sponsorship (i.e. influential decision makers) we agree that this sponsorship should be considered favourably.

Please let me know if you require any additional info.

Many thanks and kind regards

Hanlie van Eck

Planit Media SA
Fax: 085 755 4205
Mobile: +27 83 459 5678
email: hanlie@planitmedia.co.za
Restrictions and Qualifications are contained in our email disclaimer available on our website at <http://www.planitmedia.co.za/e-mail-disclaimer>

From: Hanlie van Eck [<mailto:hanlie@planitmedia.co.za>]
Sent: 20 December 2011 04:53 PM
To: 'Mboniso.Sigonyela@transnet.net'; 'Joseph.Jackson@transnet.net'
Cc: 'Martha Moremi'; 'Kgomoiso Boikanyo'; 'natasham@agency.co.za'
Subject: RE: The New Age Sponsorship Proposal

Hi there Mboniso
As per our telcon it would be great if we could get some free advertising space to give us value for this proposal.

- 6 FP FC ads or 12x ½ Pg FC would give value of R775 008
- 4 FP FC ads or 8x ½ Pg FC would give value of R516 672

Of course the 6 FPFC ads (12 ½ Pg ads) would be preferred but even if we only get 4 FP FC ads (8 ½ Pg FC ads) it would assist in justifying the cost to value ratio of the proposal. If that were the case I'd recommend we support the sponsorship.

I don't recall any discussions and can find no other correspondence post the above mail from Martin Green (National Portfolio Manager TNA) requesting booking confirmations-

From: Martin Green [<mailto:marting@tnamedia.co.za>]
Sent: 07 March 2012 01:34 PM
To: Bianca Barr
Cc: hanlie@planitmedia.co.za
Subject: Transnet - The New Age "the big interview"

Hello B,

Not too sure if you know about a Transnet sponsorship that has been agreed to for "the Big Interview" at all?

See epaper as the first of the series started today www.tnaepaper.co.za

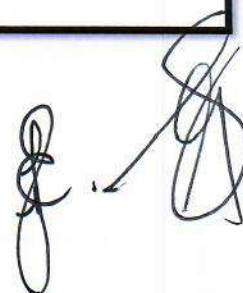
Chat soon

Martin Green | National Portfolio Manager

Tel: 011 542 1232 | Cell: 083 445 0371 | Fax: 086 733 7104

 **IMPI**
UP FOR THE BATTLE
www.thenewage.co.za

52, Lechwe Street, Corporate Park, Midrand, Old Pretoria Road, Midrand 1685 Tel: +27 11 542 1222
International Fax: +27 11 314 2986 Fax2email: Main: 086 733 7000, Adsales: 086 733 7010, Subscription: 086 733 7070



Reply Reply All Forward
 Tue 2012-03-13 09:42 PM
 Martin Green <marting@tamedia.co.za>
 RE: Transnet - The New Age "the big interview"

To: hanlie@planitmedia.co.za
 Cc: Bianca Barr (Bianca.Barr@mecglobal.com)
 You replied to this message on 2012-03-13 05:31 PM.

ReplyTo: "planit@icon.co.za" <planit@icon.co.za>
Cc: Hanlie Van Eck <hanlie@planitmedia.co.za>
Subject: Re: Transnet - The New Age "the big interview"

Hi there all - we're awaiting client signature before sending through the booking :). Bianca - will give you a shout tomorrow. Kind regards

H

Sent from my BlackBerry® wireless device

From: Bianca Barr <Bianca.Barr@mecglobal.com>
Date: Wed, 7 Mar 2012 13:56:12 +0000
To: Martin Green <marting@tamedia.co.za>
Cc: hanlie@planitmedia.co.za <hanlie@planitmedia.co.za>
Subject: RE: Transnet - The New Age "the big interview"

Hi Martin, I chatted to Natasha and she does not have any record of this either. Perhaps it was done Directly by the Agency or Client?

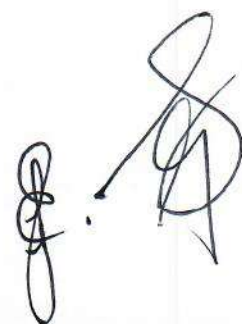
Sorry I could not help.

Kind Regards
Bianca

Bianca Barr
 MEC
 Media Buyer
Bianca.Barr@mecglobal.com
 Office: 011 582 6021
 Mobile: 083 975 4983
 Merton Place, The Avenues Office Park, 45 Homestead Rd, Rivonia 2128 www.mec.co.za







Reply Reply All Forward
 Tue 2012-03-13 05:32 PM
 Hanlie Van Eck <Hanlie@planitmedia.co.za>
 RE: Transnet - The New Age "the big interview"

To: Martin Green'
 Cc: Bianca Barr (Bianca.Barr@mecglobal.com); Marthe Moremi (mmoremi@agency.co.za)

Hi there Martin
 Well – my world nearly came to an end because my PC (literally) burnt out – smoke and all!
 It is indeed a sorry state of affairs that I'm so ruled by a machine....
 So – today I've spent running around getting a new PC and re-loading all my programmes.
 I've sent a mail this morning with the revised launch dates and are awaiting client feedback – hopefully we start on the 2nd of April.
 As soon as I get the approval it will be sent through to Bianca to book.
 Many thanks and kind regards
 Hanlie ☺

From: Martin Green [<mailto:marting@tnameia.co.za>]
Sent: 13 March 2012 03:42 PM
To: hanlie@planitmedia.co.za
Cc: Bianca Barr (Bianca.Barr@mecglobal.com)
Subject: RE: Transnet - The New Age "the big interview"

Hi Hanlie,
 Any progress on that "Big interview" sponsorship as per last correspondence? And I'll await your response at 2:24 exactly :_)

Martin Green | National Portfolio Manager
Tel: 011 542 1232 | Cell: 083 445 0371 | Fax: 086 733 7104



52 Lechev Street, Corporate Park, Midrand, Old Palmia Road, Midrand 1685, Tel: +27 11 542 1222

I can find no further correspondence confirming we're going ahead with the proposal or where I've instructed the booking agency to action. It seemed from the below correspondence that bookings were done directly and that The Agency was no longer involved-

Reply Reply All Forward

Wed 2012-03-14 09:12 AM

 Bianca Barr <Bianca.Barr@mecglobal.com>
 FW: Transnet - The New Age "the big interview"

To: hanlie@planmedia.co.za

 You replied to this message on 2012-03-15 04:25 AM.

Hi there Hanlie, do you know anything about this ad? It is not through us and Martin contacted me last week about the same ad.

Thanks
B

Bianca Barr
 MEC
 Media Buyer
Bianca.Barr@mecglobal.com
 Office: 011 592 6021
 Mobile: 083 975 4963
 Marton Place, The Avenues Office Park, 45 Homestead Rd, Rivonia 2128 www.mec.co.za

mec:
Active Engagement

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 Follow us on Facebook

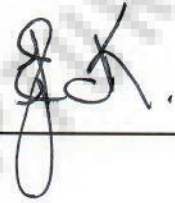
From: Martin Green [<mailto:marting@planmedia.co.za>]
Sent: 14 March 2012 08:53 AM
To: hanlie@planmedia.co.za
Cc: Bianca Barr; Martha Moremi
Subject: RE: Transnet - The New Age "the big interview"

Hi :)

Hope you all well and for those with problems, that they are being sorted?:-)

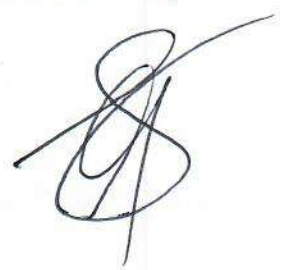
Transnet ran again today see link: <http://www.tnaepaper.co.za/> and this is the second week of it running, and I would also like to maybe suggest creative have another think on the front page visual ear space, this one just looks ugly.

DATED AT RANDBURG ON THIS 8 TH OF MARCH 2019



(DEPONENT)

The Deponent has acknowledged that she knows and understands the contents of this affidavit which were signed and sworn to before me at Randburg on this the 8th day of



March 2019 , and that she has no objection to taking the prescribed oath, and that she regards the oath as binding on her conscience, the regulations contained in Government Notice No. 1258 of 21st July 1972, as amended by Government Notice No. R1648 of 17th August 1977, as amended, having been complied with.



COMMISSIONER OF OATHS

FULL NAMES

DR GABRIEL JACOBUS VAN DER MERWI

Practising Attorney & Notary Public
COMMISSIONER OF OATHS

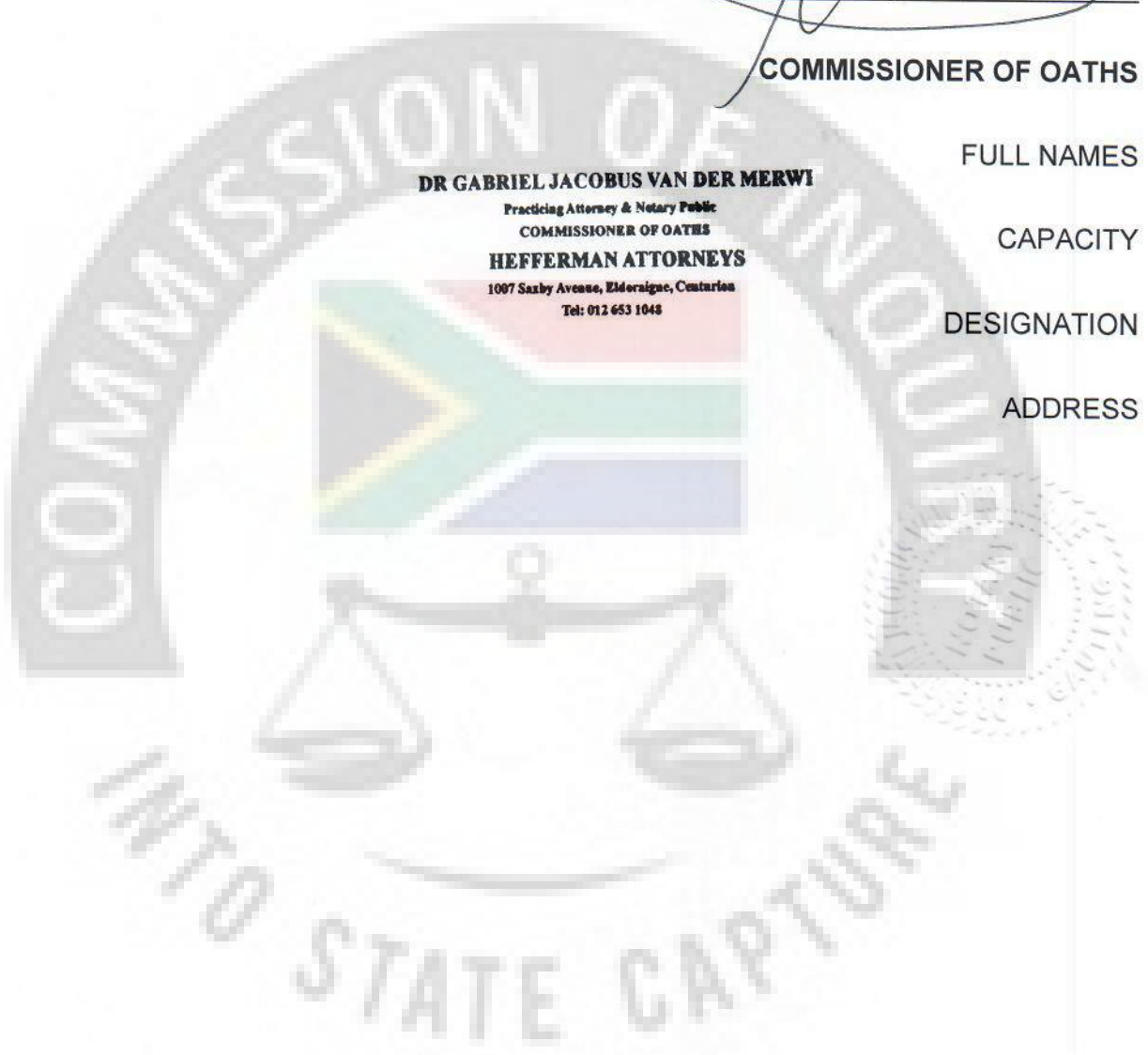
CAPACITY

HEFFERMAN ATTORNEYS

1007 Saxby Avenue, Eldoraigae, Centurion
Tel: 012 653 1048

DESIGNATION

ADDRESS





Wed 2011-12-14 10:37 AM

Hanlie van Eck <hanlie@planitmedia.co.za>

RE: : NEW AGE SPONSORSHIP Costs

To: 'Martha Moremi'; 'Joseph.Jackson@transnet.net'; 'Mboniso.Sigonyela@transnet.net'

Cc: 'Natasha Mienie'

This message was sent with High importance.

Message RE: Proposal for Transnet sponsorship of 'The Big Interview' in The New Age. (4 MB)

Hi there all

Based on this cost the sponsorship is extremely expensive and not worth the ROI.
I recommend we don't proceed.

As per my previous mail to Jaques (see attached) the total cost was confirmed at R327 576 for 22 weeks.
At this deal it was fantastic but not as it stands now.

Kind regards

Hanlie van Eck



Planit Media SA

Fax: 086 756 4205

Mobile: +27 83 459 5678

email: hanlie@planitmedia.co.za

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From: Martha Moremi [<mailto:mmoremi@agency.co.za>]

Sent: 14 December 2011 10:16 AM

To: Joseph.Jackson@transnet.net; Mboniso.Sigonyela@transnet.net

Cc: hanlie@planitmedia.co.za; planit@icon.co.za; Natasha Mienie

Subject: : NEW AGE SPONSORSHIP Costs

Morning Mboniso,

Jacques confirmed the costs of sponsorship as follows:

- R327 576.00 per month
- R1 965 456 for 6 moths

Regards,

Jacques.roux@jic.co.za

RE: Transnet Sponsorship Proposal

To: hanlie@danmedia.co.za

CC: nazem@danmedia.co.za; nazem@agency.co.za; Mbontso.Sibonyela@transnet.net; mmoreno@agency.co.za

You replied to this message on 2011-12-14 12:19 PM.

Message Proposal Transnet_30November_2011 - Sponsorship - The Big Interview.pdf (482 KB)

Hi Hanlie

The attached proposal that we submitted is calculated on a monthly basis with the cost being R327, 576.00 per month (4 executions) with the total proposed sponsorship over a 6 month period equalling R1, 965, 456.00.

Hope this clarifies!

Jacques Roux
071 859 7120



From: Hanlie van Eck [mailto:hanlie@danmedia.co.za]

Sent: 14 December 2011 06:18 AM

To: Jacques Roux

Cc: nazem@danmedia.co.za; 'Natasha Mienie'; Mbontso.Sibonyela@transnet.net; Jacques Roux; 'Martha Moremi'

Subject: Transnet Sponsorship Proposal

Importance: High

Hi there Jacques

Many thanks for all the info sent through but please bear with me as I have more questions-

- The layout that you have sent me is not exactly as the proposal so I need to ensure that we are all on the same page.

For R327 576 (including Agency Comm; Excl VAT) we will get 22x-

- articles to sponsor
- strip ads (7x7 FC)
- ear spaces (4x7 FC)
- Naming Rights

Hanlie van Eck <hanlie@planetmedia.co.za>

To : Meenoo-Sponvela @transnet.net ; Jideboh-Jacobson @transnet.net
 Cc : Hanlie van Eck ; 'Sgondiso Bekalinye' ; 'Yatsasha Abasiem'

Message  Proposal Transnet 30November_2011 - Sponsorship - The Big internetm.pdf (486 KB)

Hi there all

The proposal is as follows-

- 2x Earspaces (4x6 each) top left and bottom right : Costed @ R14 352 (loading of 20%)
- 7x7 strip at the bottom of the page : Costed @ R17 542 (loading of 100%)
- Naming Rights on the Page Border : Costed @ R50 000 ea
- Cost per Month : R327 576
- Total COST : R1 965 457 (excl VAT)

Based on the above cost we cannot justify this feature.

From a value point of view no interim ABC has been provided as yet and verified circulation is a concern.

However— from an association point of view this feature is definitely well written and it would be beneficial to be associated with this. It is a shame that TNA is not prepared to offer more value so that it becomes a partnership. At this stage the offer stands as it is.

As the offer stands at the moment it is the recommendation not to support this sponsorship.

Kind regards

Hanlie van Eck



Planet Media SA

Fax: 085 756 4205

Mobile: +27 83 459 5678

Address: 112 First Ave, Fairland, Randburg

Mail: Suite 162, Private Bag X09, Weltevreden, 1715

email: hanlie@planetmedia.co.za



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This message and attachments are subject to certain restrictions and qualifications which are contained in our email disclaimer available on our website at <http://www.planetmedia.co.za/legal> disclaimer or from the media secretary on +27 11 678 3450

AFFIDAVIT

I, the undersigned

MBONISO PAUL SIGONYELA

do make oath and state that:

1.

I am an adult male with Identity Number 7504066044086.

2.

The facts deposed to in this affidavit are within my personal knowledge unless I state otherwise, or the contrary appears from the context.

3.

I am employed by Transnet SOC Ltd in the position of General Manager: Shareholder Compact and In-house Consulting.

4.

During the period 2010 to 2016 I was General Manager: Corporate and Public Affairs ("Group Communications").



5.

CPA managed, among others, relations with The New Age ("TNA") on behalf of Transnet as part of its reputation management obligations in the Company. These relations included media relations, brand management and stakeholder relations. In this regard, agreements were reached in the following areas:

- TNA Breakfasts on SABC TV;
- "Big Interview" in TNA newspaper;
- Advertisements placements on TNA newspaper (majority of these were regulatory adverts like tenders, jobs and financial advertisements); and
- Purchase/subscription for newspapers on behalf of staff.

6.

It should be noted that although Transnet had just launched a revised corporate identity (brand), the company had not had an advertising campaign to entrench the new identity. For that reason, the brand management teams were forever on the look-out for opportunities that would result in some form of exposure without committing to engaging in advertising for explicit brand-building purposes.

7.

According to records I could gather, the total spend on various agreements with TNA over the period adds up to R127 million, made up of breakfast briefings and Big Interview partnerships. (For ease of reference, I annex hereto a list of amounts spent between 2013 and 2015 based on records we could find from Group Finance, marked ANNEXURE "A")

8.

By 2012, TNA had partnered with the SABC's morning shows to bring prominent South Africans (mostly leaders in government and civil society) as guests to selected programmes which would be held live at a venue other than SABC studios. The guests would field questions from the presenters, the studio hosts, viewers of the show and guests at the venue. Depending on the profile of the speaker, the Breakfasts would generate extensive media coverage.

9.

Upon receiving a proposal from TNA management, and after a few engagements both internally and externally, Group Communications decided that Transnet should support the TNA/SABC Sessions to advance its brand primarily through supporting a platform designed to encourage debate and accountability, especially at government level. For ease of reference, I annex hereto a copy of an example of a proposal from TNA management, marked ANNEXURE "B".

10.

With regards to stakeholder management benefits, the breakfasts would enable Transnet to share targeted messages to specific audiences including aspects of the Company's role in the economy, employment and training initiatives, corporate and social investment programmes, and regional developments.



11.

Further, the sessions, in our view at the time, had the following benefits:

- Members of the Board, Executives and some senior employees of Transnet could interact with speakers – most of whom were policy makers – and guests;
- Association with an initiative that brought unedited issues to almost all South Africans with wide media coverage;
- An opportunity for key players in Transnet to engage with leadership in business, government (Ministers and senior officials) and civil society in general;
- An opportunity for the Chairman of the Transnet Board of Directors and the Transnet Group Chief Executive or their representatives to drive Transnet's key messages about achievements and aspirations to key audiences – sometimes international; and
- Third party endorsement by high profile guests.

12.

Due to the high profile nature of the Breakfasts, driven by coverage on SABC, media scrutiny and the cost of the partnership, Group Communications prioritised and endeavoured to follow all the necessary approval levels in finalising contracts for business breakfasts. All contracts were agreed to after consultation with Group Procurement (Supply Chain) to ensure that they are compliant with Transnet procurement processes. In addition, these were reviewed by Group Legal and with regards to payments, Group Finance and finally all were agreed to or signed by the Group Chief Executive. For ease of reference, I annex hereto a copy of an example of such approval, marked ANNEXURE "C". This is the process as I understand.



13.

Generally, the agreements would be for a series of briefings over an extended period (around 12 months) and renewals would be based on further negotiations between the two parties (Transnet and TNA). As an example of this, I annex hereto a copy of agreement (contract) marked ANNEXURE "D".

14.

With regards to upfront payments for the Breakfasts, as I recall, this came up as part of the negotiations. The team from TNA requested that to make the Breakfasts a success and to enable TNA to make upfront commitments they needed Transnet to assist with payments upfront. Group Communications was not opposed to the principle, however, we sought advice from both Group Procurement and Group Finance with regards to whether it was allowed. They advised that it could upon approval by the Chief Financial Officer. This was duly received and the payments were executed in advance and this became part of the contract. The CFO agreed with the upfront payment provided Transnet realized a benefit of R2 416 800 (two million, four hundred and sixteen thousand rand). As per memo dated 16 April 2016 attached hereto for ease of reference and marked ANNEXURE "E".

15.

In addition to the breakfasts that were part of the contracts, TNA would from time to time make proposals to Transnet for what was referred to as ad hoc breakfasts. These would ordinarily take place after an existing contract had lapsed. These required a special approval allowing that such be done outside the normal contracting



arrangements in terms of the Transnet Procurement Procedures Manual which excluded advertising from the normal processes like tenders and three quote mechanisms. For ease of reference, I attach a copy of one such proposal for an ad hoc breakfast, marked ANNEXURE "F".

16.

Lastly, some of the participants in the breakfast sessions included:

- The former President of the Republic; President Jacob Zuma
- Minister for Public Enterprises, Mr Malusi Gigaba;
- Minister for Environmental Affairs, Ms Edna Molewa;
- Chairperson of the ANC, Mr Gwede Mantashe;
- Current Minister of Energy, Mr Jeff Radebe;
- Minister of Higher Education and Training, Dr Blade Nzimande;
- Minister for International Relations, Ms Maite Nkoana-Mashabane
- Minister for Rural Development and Land Reform, Mr Gugile Nkwinti;



Deponent

28 Oct 2019

I certify that the Deponent has acknowledged that he knows and understands the contents of this affidavit, which was signed and sworn to before me at



28.....on this the 10.....day of January 2019, the regulations contained in Government Notice No R 1258 of 21 July 1972, as amended, and Government Notice No R 1648 of 19 August 1955, as amended, having been complied with.

72364220
RNWago A/C

COMMISSIONER OF OATHS

SOUTH AFRICAN POLICE SERVICES
MIDRAND
2019 -10- 28
SUPPORT HEAD
SOUTH AFRICAN POLICE SERVICES



[Handwritten signature]

Index of Annexures for STA-2

Tab	Description
MS-A	Referred to as Annexure A in Mr Sigonyela's statement. List of Payments for The New Age Newspaper. Dated 4 December 2018.
MS-B	Referred to as Annexure B in Mr Sigonyela's statement. Proposal by TNA Media titled "The New Age Business Breakfast Sponsorship". Dated 31 March 2014.
MS-C	Referred to as Annexure C in Mr Sigonyela's statement. Memo titled "Sponsorship Proposal: The New Age Business Briefing Sessions". Dated 20 March 2012.
MS-D	Referred to as Annexure D in Mr Sigonyela's statement. Contract for Sponsorship Agreement between Transnet and TNA Media. Signed 7 May 2012.
MS-E	Referred to as Annexure E in Mr Sigonyela's statement. Memo titled "The New Age Media Partnership". Dated 19 April 2016.
MS-F	Referred to as Annexure F in Mr Sigonyela's statement. Memo titled "Request exclusion from procurement processes for partnering in a business briefing session". Dated 22 April 2014.

MS - A

04.12.2018

Dynamic List Display

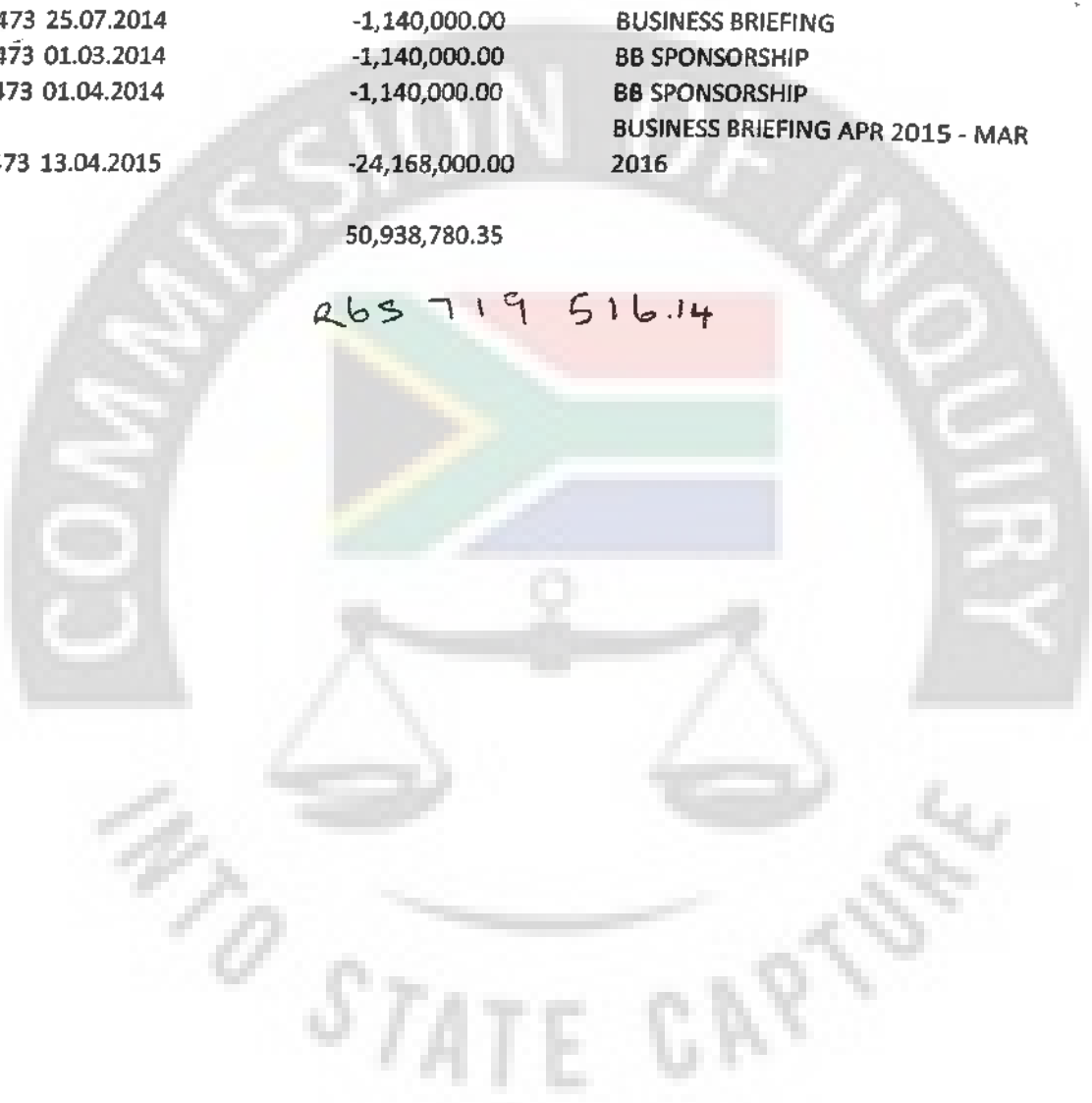
Vendor 1008473
 Company Code TR04
 Name THE NEW AGE NEWSPAPER
 City MIDRAND

DocumentNo	Doc..Date	Amt in loc.cur.	Clrng doc.
5200347932	27.02.2013	-403,844.00	BIG INTERVIEW
5200355837	27.03.2013	-410,780.32	BIG INTERVIEW
5200362814	24.04.2013	-410,780.32	BIG INTERVIEW
5200371851	29.05.2013	-513,475.40	BIG INTERVIEW
5200381673	31.07.2013	-410,780.32	BIG INTERVIEW
5200387511	31.07.2013	-513,475.40	BIG INTERVIEW
5200392974	28.08.2013	-410,780.32	BIG INTERVIEW
5200405827	25.09.2013	-410,780.32	BIG INTERVIEW
5200413814	30.01.2013	-513,475.45	BIG INTERVIEW
5200417131	27.11.2013	-410,780.36	BIG INTERVIEW
5200424348	18.12.2013	-308,085.27	advbig interview
5200434363	29.01.2014	-410,780.36	big interview
5200472746	07.07.2014	-435,427.79	BIG INTERVIEW
5200472747	07.07.2014	-415,526.92	BIG INTERVIEW
5200472748	07.07.2014	-519,408.65	BIG INTERVIEW
5200474987	17.07.2014	-435,427.79	BIG INTERVIEW
5200480793	06.08.2014	-544,284.74	BIG INTERVIEW
5200494994	30.09.2014	-435,427.80	BIG INTERVIEW
5200499404	27.10.2014	-435,427.79	BIG INTERVIEW
5200506757	31.10.2014	-544,285.46	BIG INTERVIEW
5200508402	30.11.2014	-326,570.85	BIG INTERVIEW
5200516359	31.12.2014	-286,240.72	BIG INTERVIEW
5200521452	30.01.2015	-338,528.19	BIG INTERVIEW
5200537671	31.03.2015	-451,370.92	THE BIG INTERVIEW
5200542515	25.02.2015	-451,370.92	BIG INTERVIEW
5200543617	30.04.2015	-451,371.38	BIG INTERVIEW
5200550083	31.05.2015	-435,427.80	BIG INTERVIEW
5200553596	30.04.2015	-108,856.94	BIG INTERVIEW
5200557104	30.06.2015	-435,427.84	BIG INTERVIEW
5200564626	31.07.2015	-544,284.80	THE BIG INTERVIEW
5200570847	31.08.2015	-435,427.84	BIG INTERVIEW
5200578728	30.09.2015	-544,284.80	BIG INTERVIEW
5200584301	31.10.2015	-435,427.84	BIG INTERVIEW
5200590156	30.11.2015	-450,668.68	BIG INTERVIEW
5200594934	31.12.2015	-563,335.45	BIG INTERVIEW
5200601290	31.01.2016	-450,667.76	BIG INTERVIEW

14,780,735.79

Account	DocumentNo	Doc..Date	Amt in loc.cur.
1008473	25.03.2013	-2,280,000.00	BREAKFAST
1008473	27.03.2013	-2,280,000.00	BREAKFAST
1008473	17.04.2013	-17,100,000.00	BB SPONSORSHIP MAY 2013 - MAR 2014
1008473	30.01.2014	-1,140,000.00	BUSINESS BRIEF SPONSOR
1008473	28.02.2014	-1,140,000.00	BB SPONSORSHIP
1008473	28.02.2014	-410,780.35	ADVERTISING
1008473	25.07.2014	-1,140,000.00	BUSINESS BRIEFING
1008473	01.03.2014	-1,140,000.00	BB SPONSORSHIP
1008473	01.04.2014	-1,140,000.00	BB SPONSORSHIP
1008473	13.04.2015	-24,168,000.00	BUSINESS BRIEFING APR 2015 - MAR 2016
		50,938,780.35	

R69 719 516.14



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Transnet Limited
Registration
Number
1990/000900/06

Carlton Centre
150 Commissioner
Str. Johannesburg
2001

P.O. Box 72501
Parkview
South Africa, 2122
T +27 11 308 2512
F +27 11 308 2638

MS-0
TRANSNET



MEMORANDUM

www.transnet.net

To : Mr Brian Molefe
Group Chief Executive:

From : Mr Mboniso Sigonyela
General Manager: Corporate and Public Affairs

Date : 20 March 2012

SUBJECT : SPONSORSHIP PROPOSAL: THE NEW AGE BUSINESS BRIEFING SESSIONS.

PURPOSE

1. The aim of this submission is to humbly request the Group Chief Executive's approval for Corporate and Public Affairs to sponsor the hugely successful Business Briefing sessions in partnership with The New Age (TNA).

DISCUSSION

2. The Briefing sessions are held on a monthly basis and are intended to provide thought leadership on critical topics including politics, economic and infrastructure development. The sessions, which are broadcast live on SABC 2's Morning Live show between 06h00 and 08h30, are led by high-profile and influential speakers and allow guests to interact with the speaker.
3. Since the launch, the sessions have focused on national issues with the president of the Republic making the most appearances. It is envisaged that in future, the focus will be on provinces, where key opinion makers including Premiers and Members of the Executive (MECs) will be invited to speak about developments and challenges facing their areas.

THE NEW AGE BUSINESS BRIEFING SESSIONS

FINANCIAL IMPLICATIONS

9. Sponsorship for a maximum of 16 sessions will cost R16 000 000.00 (16million rand) excluding VAT.

BUDGET IMPLICATIONS

10. This sponsorship will be funded through the CPA's Advertising budget for the financial year 2012/13. There are adequate funds in this budget to cover this opportunity.

RECOMMENDATION

11. It is recommended that the Group Chief Executive approves the partnership sponsorship for the Provincial Business Briefing for the financial year 2012/13.

Compiled by:



Kagiso Phatlane
Senior Coordinator:
Stakeholder Relations
Date: 22/03/2012

Recommended by:



Mboniso Sigonyela
GM: Corporate and Public Affairs
Date: March 22 2012

Supported / Not-Supported:



Anoj Singh
Acting CFO
Date: 28/03/12

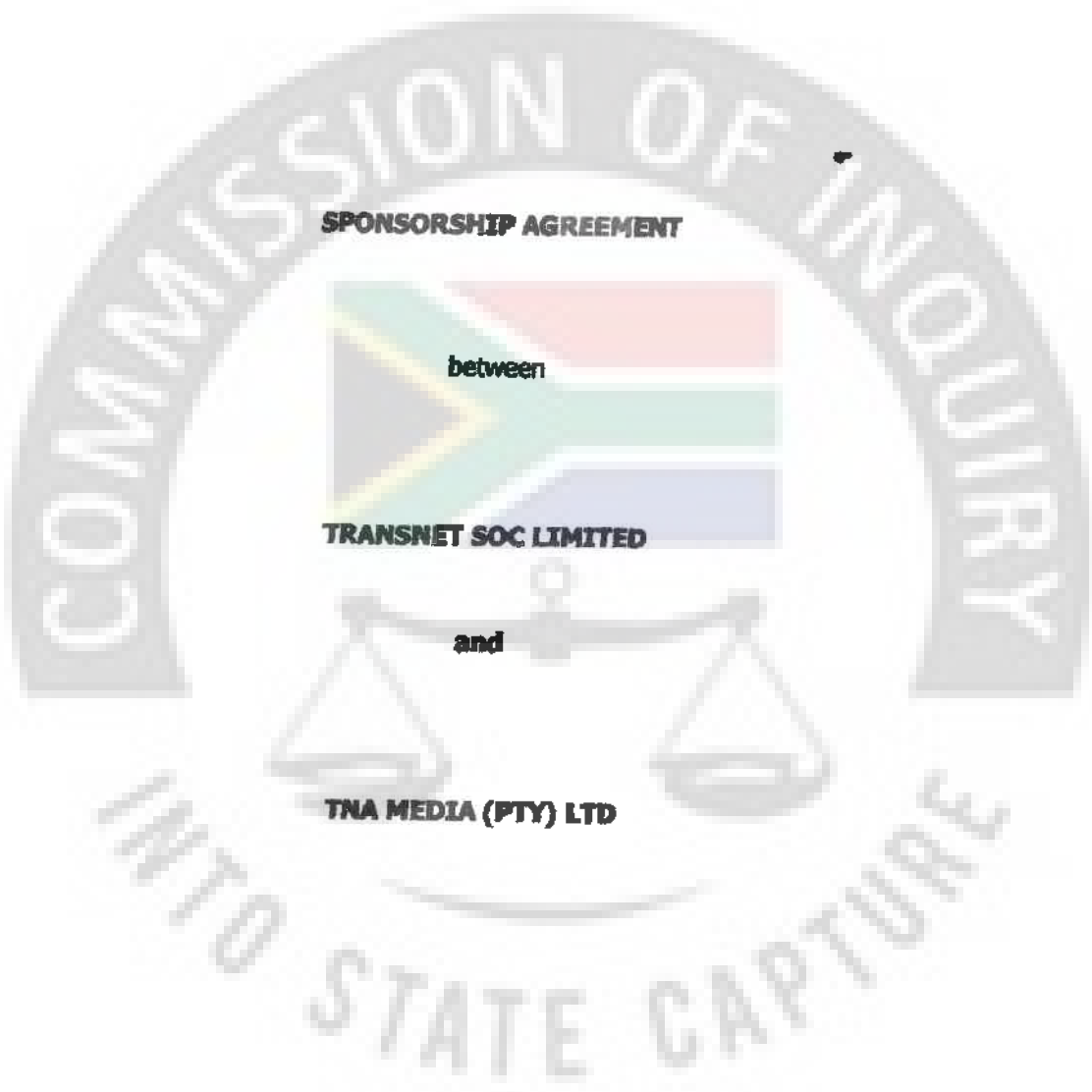
Approved / Not-Approved



Brian Molefe
Group Chief Executive
Date: 23.3.12.



115-03



Handwritten signatures and initials at the bottom right of the page.

TRANSNET



1. DEFINITION

In this Agreement, unless the context indicates otherwise:

- 1.1 "Agreement" shall mean this agreement and any annexures attached hereto;
- 1.2 "Beneficiary" means TNA Media (Pty) Ltd;
- 1.3 "Commencement Date" means, notwithstanding the Signature Date, **1 April 2012**;
- 1.4 "Event" means the New Age Business Briefing Breakfast sessions hosted by TNA Media ~~on a monthly basis~~; *when*
- 1.5 "Month" means a calendar month;
- 1.6 "Parties" means Transnet and TNA Media, and "Party" shall mean either of them as the context requires;
- 1.7 "Propriety Rights" means all existing and future intellectual property rights attaching to the Event including without limitation copyright, registered and unregistered trademark and design rights and the accompanying goodwill;
- 1.8 "Republic" means the Republic of South Africa;
- 1.9 "Signature Date" shall mean the date of signature of this Agreement by the last Party signing;
- 1.10 "TNA Media" means TNA Media (Pty) Ltd, a private company duly incorporated in terms of the laws of the Republic of South Africa, with registration number 2010/006569/07; and
- 1.11 "Transnet" means Transnet SOC Ltd, a public company with limited liability duly incorporated in terms of the laws of the Republic South Africa, with registration number 1990/000900/06.

2. INTERPRETATION

- 2.1 Headings and sub-headings are inserted for information purposes only and shall not be used in the interpretation of this Agreement.
- 2.2 Unless the context clearly indicates a contrary intention, any word connoting:
 - 2.2.1 any singular shall be deemed to include a reference to the plural and vice versa;

3

TRANSNET



- 3.4 As a result of the growing popularity of the Event, it is envisaged that cities participating in the Event be increased and the Event be extended to include all provincial capitals.
- 3.5 Transnet is a principal supporter of the Event, and wishes to provide financial support in return for which TNA Media shall provide Transnet with a range of marketing opportunities.
- 3.6 Transnet shall sponsor sixteen (16) sessions of the Event for a period of twelve (12) Months.
- 3.7 Accordingly, the Parties wish to record and agree on terms and conditions governing the sponsorship of the Event.
- 3.8 The Parties agree that this Agreement constitutes legally binding obligations upon each of the Parties in respect of the matters covered herein.

4. DURATION

This Agreement shall commence on the Commencement Date and shall terminate on the 31 March 2013 or the sixteenth session of the Event whichever comes first, unless terminated earlier pursuant to clause 11 below *Uma*

5. GOOD FAITH

In the implementation of this Agreement, the Parties undertake to observe utmost good faith and warrant that in their dealings with each other, they shall neither do anything nor refrain from doing anything which might prejudice or detract from the rights, assets or interests of the other Party.

6. TRANSNET'S UNDERTAKING

- 6.1 Transnet undertakes to sponsor 16 sessions of the Event for a period of twelve (12) Months.
- 6.2 The Parties agree that the cost for sponsoring 16 sessions of the Event shall be capped at a sum of R16, 000, 000.00 (sixteen million rand) including VAT.
- 6.3 Payment as in 6.2 above will be made by Transnet 7 (seven) days after this Agreement has been signed.
- 6.4 Transnet acknowledges that TNA Media owns and/or controls the Event and the Proprietary Rights belonging to TNA Media, and agrees that it has no right, title or interest thereto save as provided for in this Agreement.

TRANSNET



- 7.1.10 shall adhere to the Transnet's rules, restrictions and goals, respecting its identity.
- 7.2 TNA Media undertakes to name Transnet as the sponsor on all publications related to this Agreement which shall include media interviews, flyers, posters and banners, *etcetera*.
- 7.3 TNA Media shall not publicise, or permit anyone to publicise the sponsorship other than in a form to which Transnet has given its prior written approval, and as provided for in this Agreement.
- 7.4 TNA Media shall not have the right to use in any way the Proprietary Rights belonging to Transnet without Transnet's prior written consent.
- 7.5 Such use shall be limited solely for the duration of the definitive agreement and any related advertising or promotional materials.
- 7.6 The Parties acknowledge that the provisions in this clause do not convey any right, title or ownership interest in the Proprietary Rights.
- 8. USE OF SPONSORSHIP**
- 8.1 The sponsorship is to be used only for the purpose approved herein, and in accordance with this Agreement, unless alternative arrangements have been agreed upon with Transnet and approval is received in writing.
- 8.2 The sponsorship is to be utilised in the time period for which it has been requested. In the event of delays for whatever reasons, a written report must be submitted immediately explaining the reasons for the delay and furnishing the new date of implementation and the expected date of completion of the Event.
- 8.3 Transnet shall in writing provide acceptance of or decline a report about a delay.
- 8.4 In the Event that Transnet declines a report on a delay TNA Media shall return sponsorship monies for that Event to Transnet within seven (7) working days after it was notified about Transnet's refusal to accept the reasons for a delay.
- 8.5 The Parties agree that should any of the Events be cancelled or this contract terminated in terms of clause 11 herein, an amount of R 1, 000,000.00 (one million rands) per event will be refunded to Transnet within 30 (thirty) days of cancellation.

TRANENET



10.3.6 publicly disclosed with the other Party's written consent in terms of 10.12.

10.4 All media releases, public announcements and public disclosures by any Party or their respective employees or agents relating to this Agreement or its subject matter, including without limitation promotional marketing material, shall be co-ordinated with and approved by each Party prior to the release thereof. The foregoing will not apply to any announcement intended solely for internal distribution by any Party or to any disclosure required by legal, accounting or regulatory requirements beyond reasonable control of the Party in question.

~~11. EARLY TERMINATION~~

~~11.1 Transnet reserves the right to terminate this Agreement upon giving 30 (thirty) days' notice to TNA Media.~~

~~11.2 Transnet shall be entitled to terminate this Agreement, in writing, for failure of TNA Media to perform its responsibilities.~~

12. **CESSION AND ASSIGNMENT**

Neither Party shall be entitled to cede assign, transfer in any other way and/or alienate or delegate any of its obligations and rights, in part or in whole, in terms of this Agreement without prior written consent of the other Party, which consent shall not be unreasonably withheld.

13. **BREACH AND TERMINATION**

13.1 Should any Party commit a breach of any term, condition, undertaking, warranty or representation contained in this Agreement, ("the Defaulting party") and -

13.1.1 should such breach be incapable of being remedied; or

13.1.2 should such breach be capable of being remedied, and the Defaulting party failed to remedy such breach within 30 (thirty) days after receipt of a written notice from the other party ("the Non-Defaulting party"), requiring the breach to be remedied;

the Non-Defaulting party shall be entitled, without prejudice to any other rights which it may have in terms of this Agreement or at law, to claim specific performance, without prejudice to any of its rights to claim damages.

TRANSNET



16. DOMICILIUM

- 16.1 The Parties choose as *domicilium citandi et executandi* (hereinafter referred to as the "domicilium") and for the delivery of any notices arising out of the Agreement or its termination or cancellation the address set out below:

**TRANSNET SOC:
LIMITED**

150 Commissioner Street
Carlton Centre
Johannesburg
2000
Fax: 011 308 2638

TNA MEDIA (PTY) LTD:

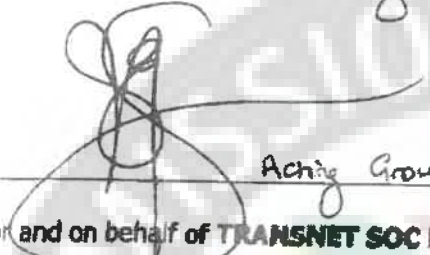
52 Lechwe Street
Corporate Park South
Old Pretoria Road
Midrand
1685
Fax: 086 733 7000

- 16.2 Each Party shall be entitled from time to time, by written notice to the other Party, to vary its domicilium to any other address which is not a Post Office Box or a *Poste Restante*.
- 16.3 Any notice given and any payment made by any Party to the other Party (hereinafter referred to as "the addressee") which:
- 16.3.1 is delivered by hand during normal business hours of the addressee at the addressee's domicilium, shall be deemed, until the contrary is proved by the addressee, to have been received by the addressee at the time of delivery;
- 16.3.2 is posted by prepaid registered post to the addressee at the addressee's domicilium shall be deemed, until the contrary is proved by the addressee, to have been received on the seventh (7th) day after the date of posting.
- 16.3.3 is sent by telex or facsimile machine shall be deemed, until the contrary is proven by the addressee, to have been received within one (1) hour of transmission where it is transmitted during business hours of the receiving instrument and at noon on the following business day

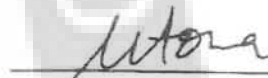


This Agreement may be executed in two or more counterparts all of which, when read together, shall constitute one and the same instrument. A facsimile shall constitute a valid counterpart for all purposes hereunder.

Signed at Johannesburg on this 07 day of May 2012


Acting Group Chief Executive
For and on behalf of **TRANSNET SOC LIMITED**

Signed at JOHANNESBURG on this 14th day of MAY 2012


CHIEF EXECUTIVE
For and on behalf of **TNA MEDIA (PTY) LTD**

MS-E 17

Transnet SOC Ltd
Registration
Number
1990/000900/30

Carlton Centre
150 Commissioner
Str. Johannesburg
2001

P.O. Box 72501
Parkview
South Africa, 2122
T +27 11 308 2512
F +27 11 308 2638

TRANSNET



MEMORANDUM

www.transnet.net

To : Garry Pita
Group Financial Chief Officer
From : Mboniso Sigonyela
GM: Corporate and Public Affairs
Date : 19 April 2016
Subject : THE NEW AGE MEDIA PARTNERSHIP

PURPOSE

1. The purpose of this submission is to request the Group Chief Financial Officer to note that Corporate and Public Affairs (CPA) will pay The New Age the entire cost of R24 168 000, 00 in advance for the 2016/17 business briefing sessions contract.

BACKGROUND

2. The Group Chief Executive has approved the renewal of the partnership between Transnet and The New Age for 20 (twenty) business briefing sessions at a cost of R24, 168, 000, 00 (twenty four million, one hundred and sixty eight thousand rand) including VAT.

DISCUSSION

3. CPA and The New Age agreed on the renewal of the contract for 20 (twenty) breakfasts, on the same terms as last year's, at a cost of R24, 168, 000, 00 (twenty four million, one hundred and sixty eight thousand rand) including VAT, on condition that Transnet pays the cost in advance.
4. The company had a savings of R2 416 800, 00 (two million, four hundred and sixteen thousand, and eight hundred rand) inclusive of VAT, that the company would have incurred from the annual customary inflation increase of up to 10%.

FINANCIAL IMPLICATIONS

6. The TNA/SABC partnership of twenty sessions will cost R24, 168, 000, 00 (twenty four million, one hundred and sixty eight thousand rand) including VAT.

BUDGET IMPLICATIONS

7. This partnership will be financed from Corporate and Public Affairs' advertising budget.

RECOMMENDATION

8. It is recommended that the Group Chief Financial Officer notes that Corporate and Public Affairs will pay The New Age the entire cost of R24 168 000, 00 in advance for the 2016/17 business briefing sessions contract.

Compiled by:

Mboniso Sigonyela
GM: Corporate and Public Affairs

Date: 19 April 2016

For noting by:

Garry Pita
Group Chief Financial Officer

Date: 19/4/16

MS-F

Transnet SOC Ltd
Registration
Number
1990/000900/30

Carlton Centre
150 Commissioner
Str. Johannesburg
2001

P.O. Box 72501
Parkview
South Africa, 2122
T +27 11 308 2512
F +27 11 308 2638

TRANSNET



MEMORANDUM

www.transnet.net

To : Edward Thomas
Executive Manager: ISCM

From : Mboniso Sigonyela
General Manager: Corporate and Public Affairs

Date : 22 April 2014

**Subject : REQUEST EXCLUSION FROM PROCUREMENT PROCESSES FOR
PARTNERING IN A BUSINESS BRIEFING SESSION**

PURPOSE

1. The aim of this submission is to request the Executive Manager: ISCM and GM: Corporate and Public Affairs approve that Corporate and Public Affairs (CPA) partner with The New Age and SABC forthcoming Business Briefing session, while the process of contracting is started.

INTRODUCTION

2. On the 24 April 2014 the Honourable Minister of Public Enterprises, Mr Malusi Gigaba will be addressing a Business Briefing session critical to the company's business. The Briefing will be held at Sandton Convention Centre in Johannesburg.
3. The New Age Business Briefing sessions are held on a monthly basis as part of the strategy to engage thought leadership on critical discussion. High profile and influential South African speakers are invited to each Business Briefing session held, and guests are allowed to interact with the speakers

BACKGROUND

4. The Group Chief Executive has approved that Transnet renew its partnership with The New Age and SABC for the financial year 2014/15.

DISCUSSION

5. CPA's brief is to build Transnet's brand by identifying advertising or partnership initiatives. One key advertising opportunity for the company's brand and image building is through the Business Briefing platforms.

a

6. According to Transnet's Procedures Manual (section 3.5 of Exclusions) which governs all procurement activities within Transnet, it excludes Media Advertising from Procurement processes such as open tender, three quotes system etc. This exclusion allows Transnet to partner with The New Age and SABC in this Business Briefing session.
7. These sessions offer an advertising opportunity for Transnet with the following added benefits:
- Transnet Board and Executive Management to attend and be part of a historic event.
 - This platform will afford the GCE or Chairman an opportunity to send key messages to wide audience in South Africa and abroad.
 - Transnet will have brand exposure.
 - The platform is another avenue for a third party endorsement.

FINANCIAL IMPLICATIONS

8. This Business Briefing session will cost R 1000 000.00 (one million rand) excluding VAT.

BUDGET IMPLICATIONS

9. This Business Briefing session will be funded from CPA's Advertising budget.

RECOMMENDATION

10. It is recommended that the Executive Manager: ISCM and GM: Corporate and Public Affairs approve that Corporate and Public Affairs (CPA) partner with The New Age and SABC for the forthcoming Business Briefing session, while the process of contracting is started.

Compiled by:



Kagiso Phatlane
Senior Coordinator: Stakeholder Relations

Date: 22/04/2014

Approved by:




Mphahlele Sigonyela
GM: Corporate and Public Affairs

Date:

22/04/2014

Noted by:



Edward Thomas
Executive Manager: ISCM

Date: 22/4/14

TO: THE JUDICIAL COMMISSION OF INQUIRY INTO ALLEGATIONS OF STATE CAPTURE, CORRUPTION AND FRAUD IN THE PUBLIC SECTOR INCLUDING ORGANS OF STATE

ATTENTION: Adv Andre Lamprecht
Ms Shannon van Vuuren
Mr Warren Redcliffe

BY EMAIL: secretary@commissions.org.za

FROM: Ms Palesa Ngoma

DATE: 29 October 2019

Dear Sirs

RESPONSE TO NOTICE IN TERMS OF RULE 3.3

1. I refer to the Commission's notice in terms of rule 3.3 to me dated 16 October 2019.
2. I have read Mr Joseph Jackson's affidavit. Save to state that I acted on the instruction of my superiors in the preparation of the memoranda referred to, I do not dispute that I compiled the memoranda. Accordingly, I respectfully do not consider it necessary to make application to cross-examine Mr Jackson or to appear before the Commission.
3. Please find attached hereto my statement, which contains my recollection of the compilation of memoranda concerning TNA Media (Pty) Ltd to the best of my ability.

Yours faithfully



Palesa Ngoma

**JUDICIAL COMMISSION OF INQUIRY INTO ALLEGATIONS OF STATE
CAPTURE AND FRAUD IN THE PUBLIC SECTOR INCLUDING ORGANS OF
STATE**

STATEMENT

Introduction and background

1. My name is Palesa Mbali Ngoma.
2. I make this statement in response to the allegations by Mr Joseph Jackson that I compiled certain memoranda seeking approval for the Big Interview partnership with TNA Media (Pty) Ltd and The New Age publication when I was employed at Transnet SOC Ltd.
3. I trust that the fuller context within which those memoranda were compiled, as set out below, will assist the Commission.
4. I was employed at Transnet SOC Ltd from June 2011 to May 2018.
5. During that period, I occupied the following positions within the Group Corporate and Public Affairs division:
 - June 2011 – June 2013: Graduate in Training (Junior communications specialist)
 - July 2013 – July 2014: Communications Specialist
 - August 2014 – April 2016: Senior communications Specialist
 - May 2016 – August 2016: Acting Marketing Manager (Transnet Property)
 - September 2016 – May 2018: Internal Communications Manager

6. This statement provides my knowledge of the relationship between Transnet SOC Ltd with The New Age media, particularly in relation to:
- The New Age business breakfasts
 - The circumstances under which Transnet supported The Big Interview, a segment in TNA newspaper
 - Distribution of The New Age newspaper
7. Transnet runs a 24-month Graduate-in-Training programme (now known as a Young People in Training), which I was fortunate enough to join in June 2011. I was employed in Group Corporate and Public Affairs, at Transnet's Head Office in the Carlton Centre, Johannesburg.
8. During this time, I was expected to shadow different managers within the department with the view of acquiring knowledge within the different fields available in the department.
9. As a Graduate-in-Training, I reported directly to the Multi-Media Manager, Mr Sean Badal. However, the different managers could give me instructions as well as request assistance on various projects.

The New Age business breakfasts

10. It was during this period that I received instructions from the Head of Department, General Manager: Corporate and Public Affairs, Mr Mboniso Sigonyela (either directly or through my line manager) to compile memoranda for Transnet to partner with SABC in the hosting of The New Age business breakfasts.
11. The instructions for the memoranda would come with a brief outline or guidance as to what the memoranda should state. Mr Sigonyela would then edit and revise the content before signing approval.

12. These memoranda were for the approval of the General Manager: Corporate and Public Affairs, Mr Sigonyela and/or the Group Chief Executive, Mr Brian Molefe – depending on the value of the request.
13. This partnership with The New Age media would entail the purchase of a table of ten at the business breakfast (where each delegate was promised a 6-month free subscription of the newspaper) or a sponsorship of the business breakfast event.
14. During my time as a Graduate-in-Training, I wrote memoranda for Transnet's sponsorship of the following breakfasts (this list may not be exhaustive):
- 16/11/2011 – Breakfast with Minister Trevor Manuel (purchased a 1 table of ten) – R7 130
 - 07/02/2012 – Breakfast with President Jacob Zuma – 1 table
 - 02/04/2012 – Minister Malusi Gigaba - 1 table
 - 17/08/2012 – Women Empowerment breakfast- 1 table
 - 09/01/2013 – Sponsorship of the AFCON-related breakfast – R1 million
 - 18/03/2013 – Sponsorship of the BRICS business breakfasts – R 4 million (this was a sponsorship of two business breakfasts, the first with the Foreign Ministers of the BRICS countries, the other breakfast was with the Presidents of the BRICS countries).
15. I was instructed by my managers to write these memoranda.
16. The process involved compiling a memorandum, which would be approved by the relevant manager. Transnet would then inform TNA Media that the company would be purchasing a table or sponsoring an event. TNA would send Transnet an invoice, which would be signed (approved) by the General Manager: Corporate and Public Affairs and processed for payment.
17. Transnet would later get a long-term contract with TNA Media to sponsor several breakfasts.

Subscription to The New Age newspaper

18. In December 2011, while Mr Mboniso Signoyela was away on leave, and Ms Viwe Tlaleane was acting as the General Manager: Corporate and Public Affairs, I was requested to assist in piloting a newspaper trial with The New Age newspaper within the company.
19. Transnet would purchase 2000 copies of The New Age newspaper for a trial period of three months. The newspapers were for the benefit of non-managerial staff. Transnet's Procurement department would guide on the necessary processes to follow.
20. Having received guidance from the procurement department, I was instructed by Mr Mboniso Sigonyela to compile a memorandum, which I completed on 21 December 2011, and was recommended by Ms Viwe Tlaleane, acting General Manager: Corporate and Public Affairs, supported by the Chief Procurement Manager, Ms Shantell Mackay and approved by the Chief Supply Chain Officer, Mr Garry Pita for the purchase of the newspapers.
21. The trial period was to be effective from 1 January 2012 for three months. The newspaper was to be distributed at 12 of Transnet's most populated sites – across the different operating divisions situated across the country.
22. On 1 February 2012, I was again instructed by my superior, Mr Sigonyela to write a memorandum to the Chief Supply Chain Officer, Mr Garry Pita, and the Group Chief Executive, Mr Brian Molefe, seeking an escalated arrangement of the purchasing of the newspapers. The memorandum was to state that the trial was a resounding success and it had gone a long way towards boosting staff morale and inculcating a reading culture within the organisation.

23. This new arrangement would involve purchasing a national and regional complement of a newspaper for a period of 12 months.
24. Therefore, this meant that in Johannesburg, Transnet would purchase The New Age and Sowetan newspapers; East London purchased The New Age and Daily Dispatch newspapers, Pretoria – The New Age and Pretoria News, etc.
25. This subscription arrangement with the different media houses lasted for a year. Thereafter, all newspaper subscriptions ceased except for The New Age, which continued to supply all sites with free copies of the paper for a period of approximately three months.
26. Eventually the copies stopped being delivered by TNA Media to the various Transnet sites. I do not know what the reason for that was as it was not communicated to me.

The Big Interview segment

27. Prior to December 2014, Mr Joseph Jackson (who was the Brand and Publicity Coordinator) managed Transnet's partnership and support of The Big Interview segment within The New Age newspaper.
28. In December 2014, Mr Jackson left Group Corporate and Public Affairs to join Transnet Group Capital as the Internal Communications Specialist.
29. At the time, I was the Senior Communications Specialist reporting to Ms Viwe Tlaleane, the External Communications Manager.
30. Upon Mr Jackson's departure, I was instructed by the General Manager: Corporate and Public Affairs (Mr Sigonyela) to manage Transnet's continued support of The Big Interview segment.

31. On 21 May 2015, Mr Sigonyela instructed me to write a memo for his approval, keeping the same content outline as the previous memoranda prepared by Mr Jackson.
32. In preparing the memorandum, Mr Sigonyela had stated that Transnet had had a 'contract' with TNA Media; however, that had lapsed on 30 April 2015. Corporate and Public Affairs would investigate another long-term contract in the near future. In the interim, the payments would be on a month-to-month basis.
33. On 9 November 2015, Mr Sigonyela instructed me to write a memo for his approval. This memorandum was written in effect to reflect the 3,5% price increase in the monthly cost.
34. In April 2016, I was seconded to Transnet Property – a division responsible for the management of Transnet's vast property portfolio – as an Acting Marketing Manager. I was to begin work in May 2016.
35. On 3 May 2016, even though I was out of the Corporate and Public Affairs department, on secondment at Transnet Property, I was instructed Mr Sigonyela, to prepare a memorandum for the renewal of The Big Interview segment. This was the last memorandum I was instructed to compile.
36. On 31 October 2016, The Big Interview partnership was terminated by Mr Molatwane Likhetha who had replaced Mr Sigonyela as the General Manager: Corporate and Public Affairs.
37. As far as I understand it, Transnet had a direct relationship with TNA Media for the breakfasts, newspaper subscriptions and the advertising segment.

29/10/2019
DATE


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