



Honeycomb BEE Ratings

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BROAD-BASED BEE VERIFICATION CERTIFICATE

We Certify that

Primedia Outdoor a division of Primedia (Pty) Ltd

*Company Address: Primedia Place, 15 Fredman Drive, Sandown, Sandton, 2196
Registration Number: 2005/044403/07 VAT Number: 4210240596*

Has been verified for compliance with the B-BBEE Act of 2013 and the MAC Sector Code Gazette No. 39887 of 1 April 2016 and has achieved the following:

BEE RATING

Level One (1) Contributor

(Generic Scorecard)

BEE PROCUREMENT RECOGNITION LEVEL

135%

| Analysis | Score | Element | Results |
|---------------------------------------|--------------|--|------------------|
| Black Ownership | 33.61% | Ownership | 18.72 |
| Black Woman Ownership | 12.79% | Management Control | 13.10 |
| Black Designated Group | 7.60% | Skills Development | 21.85 |
| Black Youth | 1.50% | Enterprise & Supplier Development | 39.00 |
| Black Disabled | 0.00% | Socio-Economic Development | 5.00 |
| Black Unemployed | 0.00% | Responsible Marketing & Communications | 5.00 |
| Black People Living in Rural Areas | 6.10% | Total | 102.67 |
| Black Military Veterans | 0.00% | Y.E.S. Initiative Implemented | No |
| Black Military New Entrants | 23.96% | Y.E.S. Target Achieved | N/A |
| Exclusion Principle Applied | No | Number of Levels Promoted | N/A |
| Modified Flow Through Principle | No | Certificate Number | HR_GEN_3206_23 |
| Empowering Supplier | Yes | Version Number | 1.0 |
| Discounting Applied | No | Issue Date | 16 November 2023 |
| Financial Period Reviewed: Start Date | 01 July 2022 | Expiry Date | 15 November 2024 |
| Financial Period Reviewed: End Date | 30 June 2023 | Revision Date | N/A |



Verification Manager
Chemonic Penny
Honeycomb BEE Ratings



BVA 046
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