

HERITAGE MONTH Bulletin

September 2020

 **NATIONAL
EMPOWERMENT
FUND**
Growing Black Economic Participation

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R200 million set aside for Black Business to fight COVID-19

“Among its manifestations the spread of the coronavirus pandemic has resulted in the strangulation of many businesses, job losses, deepening poverty and the erosion of the empowerment dividend. That is why the National Empowerment Fund (NEF) values the organic collaboration with the Department of Trade, Industry and Competition (the dtic) as our parent ministry in identifying, financing and supporting black businesses to help the country with the manufacture and distribution of priority and essential products that are in short supply. By supporting these businesses through the NEF COVID Black Business Fund, the country is fighting the pandemic while taking sustainable economic transformation forward,” says NEF Board Chairman, Mr Rakesh Garach.

R200 million set aside for Black Business to fight COVID-19

As South Africa intensifies the fight to contain the spread of the COVID-19 pandemic, black entrepreneurs have continued to apply to the NEF for concessionary loans to purchase machinery, equipment and raw materials and to fund other working capital requirements for the manufacture and supply of healthcare products and the production of food, explains NEF CEO Ms Philisiwe Mthethwa.

Ms Mthethwa says “since the NEF COVID Fund began its operations more than a month ago, R131 million has been approved for 20 black-owned businesses countrywide, and these are hard at work helping the country respond to the pandemic”.

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Mr Rakesh Garach, NEF
Chairman of the board



Ms Philisiwe Mthethwa,
NEF CEO

NEF and partners distribute 7 000 food parcels to fight COVID-19

The South African Government took radical action when the coronavirus manifested in the country. Government, the medical fraternity, scientists and advisors were able to draw on the experiences of other countries, combined with local dynamics, to evaluate the risks and make enormously difficult decisions. Strong initial containment efforts were followed with a nationwide lockdown as community transmission began to increase. Globally, South Africa's rapid and evidence-based action has been lauded.

Unfortunately, this necessary intervention has come with a massive and multi-dimensional impact, which has fallen hardest on poverty-stricken communities who are least able to absorb the socioeconomic repercussions of the pandemic. Most ominously the lockdown has resulted in overwhelming levels of hunger as household incomes have shrunk and food has become increasingly difficult to afford. Other social results such as job losses, interruptions to public health programmes, loss of access to educational and other child support services, growing challenges with mental health and increased gender-based violence are collectively deepening hardships in many communities, mostly black, rural and peri-urban. It is for this reason that the NEF and various partners have combined efforts to distribute 7 000 food parcels to poor households across seven provinces.

Partnering Telesure to distribute 4 000 food parcels

“In response to the socioeconomic and humanitarian challenges facing the nation as a result of the COVID-19 pandemic, the employees of the National Empowerment Fund (NEF) have come together to contribute R1.5 million for the distribution of food parcels countrywide,” says CEO Ms. Philisiwe Mthethwa.

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From page 1, R200m set aside for Black Business to fight COVID-19

Briefing Parliament's Portfolio Committee on Trade and Industry via video conferencing on Wednesday, 13 May, she said "the NEF has assigned teams comprising the CEO, dtic senior officials, NEF executives, fund managers, chartered accountants, engineers, investment professionals and admitted attorneys to screen, process and disburse funding applications. In the weeks ahead more and more approvals will follow because the NEF is committed to ensuring that we respond optimally in supporting eligible black entrepreneurs to help South Africa confront the challenges of the COVID-19 crisis".

Funding between R500 000 and R10 million per business

"The Fund supports businesses that are at least 51% black-owned and which produce a range of products. The funding ranges from R500,000 up to R10 million and has a repayment holiday



Mr Mzi Dayimani,
NEF General Counsel

of up to 12 months and thereafter repayments can be structured for up to a period of 48 months at a fixed interest rate of 2.5%. In line with the NEF's transformation mandate, preference will be given to applications that demonstrate meaningful black women ownership, management and control. Equally important, the transactions must result in retaining or increasing direct jobs," explains NEF General Counsel, Mr Mzi Dayimani.

He says to date the NEF has approved funding in excess of R10 billion for black entrepreneurs across all sectors of the economy including healthcare, manufacturing and agri-processing, and has the necessary track-record and institutional capacity "to contribute effectively towards flattening the curve by supporting the manufacture of healthcare products and the production of food items that are in short supply". These products include gloves, masks, sanitizers, coronavirus test kits, personal protective clothing, toilet paper, hospital linen, mattresses and sponges, detergents and cleaning products, disposable aprons and cups, maize meal, flour, yeast, beans, milk, fish and canned food, margarine and bread spread, chicken, eggs, baby food and water.

R50m in loan repayment holiday and 0% interest for existing NEF investees

In the briefing to the Portfolio Committee, the CEO said "as part of its comprehensive response to the pandemic and following an extensive and ongoing assessment of its client portfolio, the NEF has resolved to grant 47% of its existing investees tpa loan repayment holiday for a period of up to three months from April to June 2020 to help safeguard the sustainability of the businesses whose operations have been affected by the country's necessary lockdown". She said this will amount to a total R30 million postponement in capital repayments. "In addition, the NEF has approved a zero rating on interest for these eligible investees over the same period, which will result in a total R20 million benefit for the clients. Amounting to a total R50 million, these concessions will ensure that when the lockdown is lifted the businesses are not confronted by an ominous debt obligation".

Providing economic relief in aid of inclusive growth

"These measures are necessary to ensure the sustainability of the SMEs and black industrialists that the NEF has funded since inception to date to ensure their continued contribution to South Africa's quest for employment creation and inclusive growth" said Ms Mthethwa.

The total value of the NEF's Economic Relief Measures for the benefit of black entrepreneurs in respect of COVID-19, provided in partnership with **the dtic**), amount to R250 million.

From page 1, NEF and partners distribute 7 000 food parcels to fight COVID-19

The NEF partnered with Telesure Investment Holdings (TIH) who also contributed R1,5 million towards the humanitarian relief. For several days in succession starting on Saturday, 09 May 2020, the two organisations distributed food parcels to 4 000 households in the Eastern Cape, KwaZulu Natal, Mpumalanga and the Northern Cape. "We hope this contribution will complement the support provided by Government and the private sector in lending a hand to vulnerable households by easing the burden imposed by the pandemic. We have no doubt that more and more citizens and companies will continue to give and to embrace fellow South Africans who have been most affected by the pandemic, which is one of the gravest challenges of our times," says Mthethwa.

Speaking on behalf of TIH, which incorporates Auto & General Insurance, 1st for Women Insurance, Dialdirect Insurance, Budget Insurance, 1Life and hippo.co.za, Ms Nonkululeko Maninjwa said: "We remain committed to ensuring that our communities are assisted during this crisis and beyond. In addition to the 4 000 families assisted with the NEF, over 87 000 additional food parcels will be delivered to the communities of Diepsloot, Cosmo City, Olievenhoutbosch and Tembisa by mid-May. We have also teamed up with Makro in support of 10 000 SASSA grant recipients."

The food parcels comprised maize meal, samp, rice, cooking oil, long-life milk, a variety of fresh vegetables, canned fish, soya mince, sugar, sugar beans, bread flour, tea bags, yeast, peanut butter, washing soap, toothpaste and sanitary towels. In this report the names of members of the community have been left out to uphold their dignity.



Northern Cape

In collaboration with the Northern Cape Department of Social Development the NEF and Telesure identified the community of Platfontein for the distribution of food parcels. The area consists of residents from two indigenous communities of the San, namely the !Xun and Khwe. The area has a very high unemployment rate with 90% of its residents without a steady and regular income. The drive targeted households where children suffered from malnutrition. The member of the Executive Council (MEC) responsible for Social Development in the Northern Cape, the Hon. Ms. Martha Bartland, was part the deliveries and the traditional Chiefs of the respective communities were visited and consulted before the distribution. Speaking in !Xun one elderly lady said although she is "happy for the food parcel received, I wish the kids from Platfontein could be provided quality education", stating that "things have changed and children must go to universities and be able to provide for their own food".

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From page 2, NEF and partners distribute 7 000 food parcels to fight COVID-19

Speaking at the same event NEF Acting Divisional Executive for SME and Rural Development, Mr Nhlanhla Nyembe, said, “giving connects us to others, creates stronger communities and builds a happier society for everyone. It is not all about money, we can also give our time, ideas and energy to help the growth of communities”.

Kwa-Zulu Natal

In Kwa-Zulu Natal the NEF distributed food parcels to the rural communities of Mahlabathini, Melmoth, kwaMbonambi, eMondlo and Bulwer. Poor and vulnerable members of these rural communities, especially woman-headed households, child-headed households and widowers were targeted for the relief outreach. As one local resident of Mahlabathini remarked, “the NEF food parcel was well thought out and put together by people with knowledge, understanding and love for rural black people. We really appreciate the generosity.”

“I was so overcome with emotion in kwaMbonambi when a young 5-year old boy ran out of his home with excitement as the CEO of the NEF, Ms Mthethwa, arrived at their gate well after dark to ensure that this woman-headed household with 5 children was not left hungry during this difficult time in our country. This to me was the epitome of our organizations mantra of being “a funder with a soul,” said NEF Divisional Executive for Corporate Finance and Venture Capital, Ms Hengiwe Makhathini.

She said that this was “one of the most fulfilling and purposeful experiences for me, the privilege to be involved in the facilitation of this wonderful humanitarian gesture made possible by NEF executives, management and staff to pay it forward to our people”.

Mpumalanga

In Mpumalanga the NEF and Telesure targeted child headed households. The food parcels were distributed in Hlau Hlau, Dwaleni, Nkomeni, Ngodini, Manyeveni, Makoko, Khumbula and Kabokweni. The areas are poverty stricken with no access to municipal water and the residents survive on part-time jobs, collecting and selling recycle waste, a survivalist industry that has been impacted by the national lockdown to curb the COVID-19 pandemic.

Most of the residents are not eligible to earn pension and do not have access to a consistent income. The NEF and Telesure partnered with two local non-governmental organisations, Sisonke Development Foundation from KaBokweni and Hlau Hlau Youth Development Forum. Through community facilitators, lists of deserving beneficiaries were compiled and verified by the Department of Social Development to ensure transparency. A central delivery and distribution center was established as the Hlau Hlau Community Hall where respective Municipal Councilors and community leaders would collect the parcels and deliver to affected communities.

Eastern Cape

The Eastern Cape is fast becoming entrenched as South Africa's most poverty-stricken province, a Human Sciences Research Council study has found. In this Province the NEF targeted an area just a few kilometers outside Port Alfred known as Bathurst. This was selected due to the increasing

burden on women as the sole household breadwinners despite earning much less than men. Not only is the growing gender imbalance leading to women in the area securing more menial jobs than men, or being paid less for doing the same work, but Bathurst is one of many that lead the way in out-migration as skilled workers, mostly men, leave for greener pastures in urban areas.

The area remains trapped in structural poverty that negatively affects Bathurst's health and socio-economic profile. On behalf of the community and the village, the Ward Councilor expressed his gratitude to the NEF and Telesure, saying “this has made a positive impact on the lives of ordinary people as the lockdown, necessary as it is, has taken a heavy toll not only in the health of our people but also on their ability to earn a living and to feed their children and families,” said Ward Councilor Mr. Andile Marasi.

2000 parcels in Limpopo with Domba Trust and Goseame Open Market

In mid-April the NEF partnered with the Domba Trust, a shareholder of Meropa Gaming and Entertainment, along with Goseame Open Market, a fresh produce and retail outlet funded and temporarily managed by the NEF, to deliver 2000 food hampers to rural communities of Tshififi and Tshinapfene (Vhembe District), Dikgale in Polokwane and Thohoyandou, in Limpopo.

Commenting about the partnership, Mr Mashudu Ramano of Domba Trust said “we are delighted to be part of this noble initiative to provide food hampers to a few of our communities in Limpopo at this time. Even though the need is greater out there we have a saying in my language which goes ‘vhana vha muthu, vha thukhukana thoho ya nzie’, which means children of the mother share the head of a locust”.

Chief Tshikalange, leader of the Tshififi community, says “the food hampers will go a long way towards assisting the hardships the people in my village are experiencing which are made worse by the COVID-19 virus. We are truly touched by this generous gesture.”

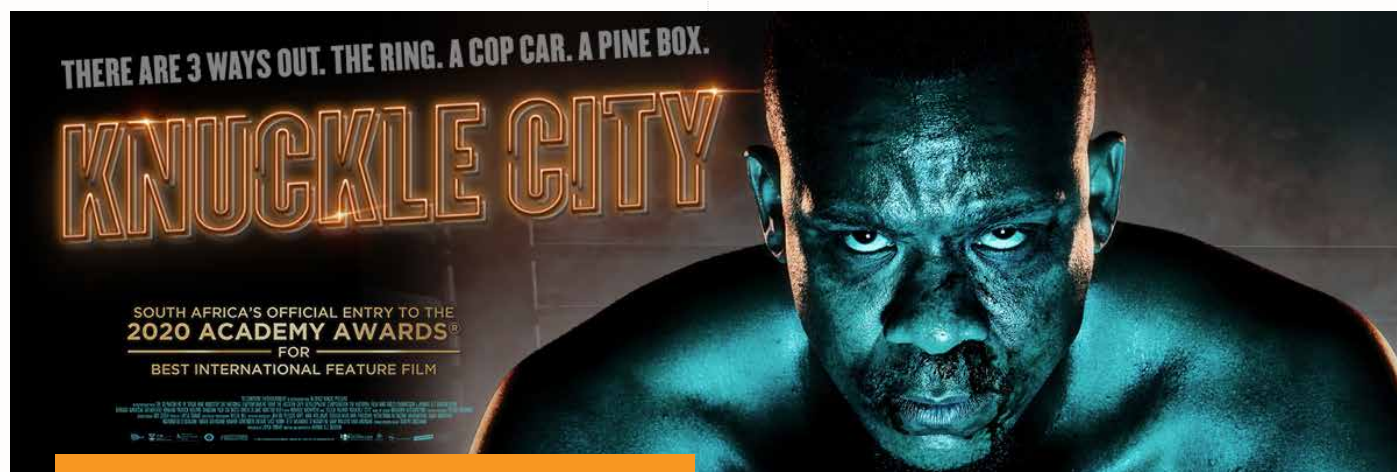
1000 food parcels with Golden Dice Foods

Together with Golden Dice Foods, a Gauteng-based investee company funded by the NEF, 1000 food parcels comprising maize meal, samp and beans were distributed to impoverished households in the company's resident province. “The products are manufactured and packaged by the milling company, which has received R20 million funding from the NEF for start-up, machinery and working capital,” says Acting CEO, Mr Selvan Naicker.

NEF contributes R500 000 to the Solidarity Fund

Meanwhile, in a related gesture of patriotic service, the NEF has made a contribution of R500 000 to the Solidarity Fund, a private public partnership that was created on 23 March 2020 to respond to the COVID-19 crisis in South Africa. The Solidarity Fund is a platform for the general public, civil society and the public and private sectors to contribute to the consolidated effort to fund various community relief initiatives countrywide.

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KNUCKLE CITY

Approved amount R2.9 million

Knuckle City (Pty) Ltd, is a 100% black-owned special purpose vehicle which was incorporated to produce a film titled "Knuckle City". Yellowbone Entertainment (Pty) Ltd, is the production company that owns 100% of Knuckle City. The company is 50% owned by Mr Jahmil Xolani Qubeka (Black Male) and 50% owned by Ms Layla Swart (Black Female). The company approached the National Empowerment Fund (NEF) for funding of R2.9 million to produce Knuckle City. The total production budget was R10, 6 million, with R2.9 million sought from the NEF. The transaction was also co-funded by the Eastern Cape Development Corporation (ECDC), Multichoice Network (MNET), the Department of Trade,

Industry and Competition (**the dtic**) and the producers.

Knuckle City is about a journey of a long struggling boxer from Mdantsane in the Eastern Cape, who uses boxing to escape the drudgery of township life. He uses his father's gym called Knuckle City Gym to train and prepare himself for the illusive fight that he has not yet secured. As the movie progresses the big fight is announced, from which the undercard fighters within their ranks were to be selected for the fight. The film takes us through a thrilling journey by the main character in ensuring that he is selected for the fight.

The film employed 1492 people, categorised as follows, 52 crew members; 52 cast members; 64 casual workers and 2 Knuckle City employees (the sponsors). Of these jobs 558 were female and 934 were youth.



DZUGUDA PRODUCTIONS

Approved amount R9 million

Dzuguda Productions (Pty) Ltd is a 100% black owned film and television production company. The company works on a commissioning basis with the main client being the South African Broadcasting Corporation (SABC). The company is wholly owned by Mr Rudzani Ryan Dzuguda. The production company launched itself into the fiercely competitive international stage through the production of the acclaimed film titled MIX. The film was showcased at film festivals around the world, including Denmark, Germany and the USA.

Dzuguda Productions had been experiencing revenue growth from R8.5 million in the 2014 financial year to R27.1 million by 2017. This growth was driven by the production projects that the business was commissioned for by its key client SABC. At the time in order to meet the demand and facilitate the growth, Dzuguda required total funding of approximately R9 million for the projects and to acquire production equipment and to build capacity. The funding requirements were based on production costs to produce content on current and future productions.

At the time of approaching the NEF Dzuguda had a staff complement of 29. The company was exploring contracts in the private sector and in the advertising industry for content creation and production.

G TWENTY ONE LIVE

Approved amount
R15 million



Glen21 is a thriving black South African owned events and entertainment business. The company is managed and owned by Mr. Netshipise. With assistance from his team, Glen21 has grown from revenues of less than R1 million at inception in 2005 to R114 million in the financial year that ended August 2018.

The company employs 14 creative and talented black individuals and the majority of the staff is mainly youth. Glen21 is a trailblazer in the creative industries and has managed to attract international brands such as Castle Lite, a South African Breweries (SAB) brand and Black Entertainment Television (BET), an American pay television channel, a unit of Viacom. The company has successfully hosted concerts by internationally acclaimed artists such as Chris Brown, J Cole, Mary J Blige, Lil Wayne, Rick Ross and most recently Toni Braxton. Glen21 prides itself with delivering a world class entertainment experience and has hosted events within the continent as far as Nigeria and Tanzania.

At the time when the NEF approved the transaction, the industry trends were as follows. In South Africa, live music revenue stood at R1.3 billion in 2015 and it was projected to grow at a Compound Annual Growth Rate (CAGR) of 8.1% in the following three years, projected to reach R1.9 billion in 2022. Live music was benefitting from the decrease in sale of recorded music which has caused the average ticket price to rise by approximately 10% since 1996 according to a study undertaken by Price Waterhouse Coopers in 2015. Live music has become very popular in South Africa and the music festival market is a lucrative business.

KINGS OF MULBERRY

Approved amount R 1.6 million

Kings of Mulberry is a special purpose vehicle which was incorporated for the production of the film titled Kings of Mulberry Street. Ladybug Films is the production company that owns 100% of the rights to the film. The company is woman-owned and managed and is committed to striving for a quality South African film industry, one that is representative of the country's demographics, is commercially viable and encourages development.

The company was established by Judy Naidoo in September 2002. Since inception the company has produced several international and local award winning documentaries, short films, commercials and feature length films. Kings of Mulberry is a Bollywood Comedy genre film that follows the story of two 9 year old boys from different social backgrounds, who become unlikely friends and save their township from the ills of a local gang that terrorises the community. The film is set during the Apartheid era with a nod from Bollywood, reflects all the elements which make the genre popular.

The producer is an experienced film producer and director with a master's degree in producing from the National Film and Television School in the United Kingdom. She also completed a certificate in filmmaking from the New York Film Academy and holds a BA (Dramatic Arts) honours degree from Wits.

The film supported 351 jobs during production.



Rustilox (Pty) Ltd, is a special purpose entity which was incorporated for the production of a film titled "Sew the winter to My Skin". Yellowbone is the production company that owns 100% of Rustilox and is an innovative and dynamic film production house focusing on quality entertainment and ground-breaking work by young black South African film makers. Yellowbone is owned by Xolani Qubeka, a black male and has 50% shareholding and Layla Swart, a black woman. As a team they have extensive knowledge of development, pre-production, production and post production which are all key components for a successful film. Rustilox commenced production in October 2017, and this took place in the Eastern Cape as well as in Gauteng.

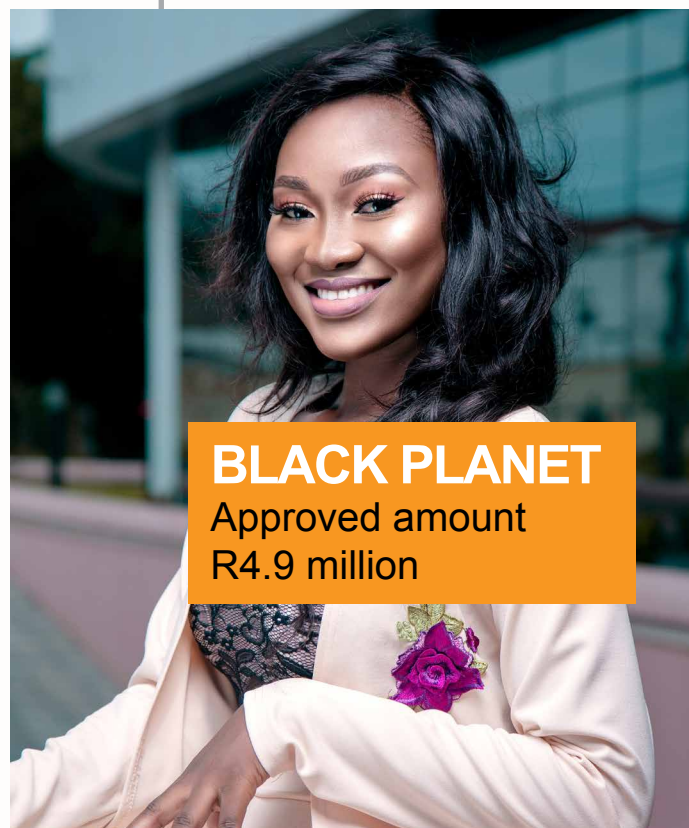
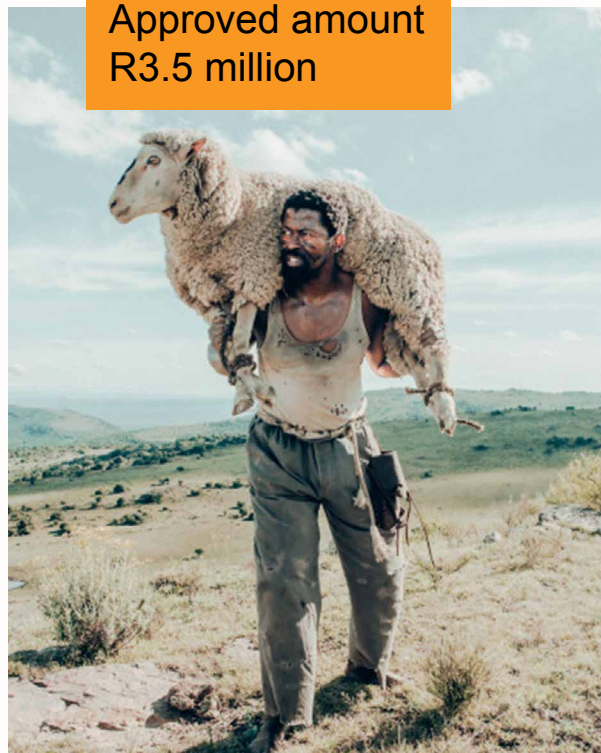
The genre of this film is a Western and the synopsis is as follows:

Sew the Winter to My Skin is the cinematic retelling of the story of John Kepe, the self-proclaimed "Samson of the Boschberg" who stole from farms in Somerset East, South Africa for over a decade during the 1950's. Set against the backdrop of the epic Boschberg Mountain, during the tense decade before Apartheid came into legislation, the Robin Hood tale of John Kepe plays out through his trial which ultimately leads to him being sentenced to death. The film is approximately 90 minutes long.

The film created 98 temporary jobs for South Africans (21 cast and 77 crew) there was further emphasis on skills transfer through the training of unskilled or inexperienced crew members, focusing on people from previously disadvantaged backgrounds.

RUSTILOX

Approved amount
R3.5 million



BLACK PLANET

Approved amount
R4.9 million

Black Planet is a 100% black owned company established by Thula Sindi. Thula Sindi creates a luxury fashion range of clothing targeted at the South African women. All of the clothing is locally manufactured with the factory based in Marshalltown, Johannesburg. The brand has flourished both operationally and creatively over the years and the business has boutique stores in Rosebank and Menlyn Malls. The brand produces three collections namely runway, the signifier range as well as accessories.

After matriculating from the National School of the Arts in 2001 and with an interest in painting and photography, Thula Sindi enrolled at the London International School of Fashion, where he trained to become a professional designer. After the 2005 South African fashion week where he showcased his work under the company, he began the journey of creating his own clothing and design line. He officially launched the Thula Sindi design label in 2006. The line made its debut during the 2006 South African Fashion Week. It offers intelligently designed and affordable clothes for the stylish and modern woman. In 2007, Thula Sindi dresses and other clothing items were shown at the Couture Fashion Week in Paris, France.

After the Paris show, he featured in several other shows in Cape Town and Johannesburg. He was nominated among the top ten emerging designers in the Afrique Est La Mode Pan African Fashion competition that was held in Niamey, Niger. Today, the line is one of the top South African clothing brands and his collections are popular in countries such as Kenya, China, Japan, Nigeria, the United States of America, Angola and Namibia, among others.

LUJU INTEGRATED MEDIA CONSULTANTS

Approved amount
R2.7 million



Luju Integrated Novelty Media Consultants is a special purpose vehicle that has been registered to administer, produce and hold the rights to the film “My Zulu Wedding”. The company is 100% black-owned by Luju Pictures and Productions and delivers the full range of multimedia production services in the fields of film, television, communications and entertainment. The company specialises in content creation and employs youthful creatives that bring innovation and professionalism to the industry.

The entrepreneur Ms Lineo Sekeloane has 20 years production experience under her belt and has produced numerous films including the award winning Home “Sweet Home” produced for DSTV. In 2006 she produced “Mthunzi we Ntaba” which was screened on SABC. She has also produced numerous

commercials, documentaries music and corporate videos.

The production journey of **My Zulu Wedding** started more than 9 years ago with a story board and the film premiered in local cinemas in October 2019. The storyline follows a 28 year old Lou who is told that she has been promised to the Zulu King in marriage to repay an ancestral debt. She is forced to confront the tradition she has been running away from since the death of her parents when she turned 15. The producer is an astute business woman who marketed the film internationally and has had screenings in Denmark, Los Angeles, and New York. The film was also screened at the Pan African Film Festival. The film supported 460 jobs during production.



LAST VICTIMS 2017

Approved amount R2.7 million

Last Victims 2017 (Pty) Ltd is a special purpose vehicle incorporated for the production of a feature film called “Last Victims”. The company is 70% owned by Marius Maynard Kraak, a black South African Male and 30% owned by Rajiv Terwardkar, an Indian non South African male. The “Last Victims” is a theatrical feature film that crosses between political drama and a dark serial killer thriller. The film holds a magnifying glass to the psychological repercussions of both the perpetrator and victim of the Apartheid Era Special Police Branch, the “Death Squad”, and 28years after

the brutal purge of a group of activists. Both the shareholders in the production are operationally involved in the day-to-day running of the business through their roles as the directors of the company and executive producers.

The genre of the film is Political Drama and the synopsis is as follows:

Now a farmer, an ex – apartheid police operative of the Death Squad, finds his family the victim of a brutal farm attack, during which attack he loses both his wife and son. This triggers a deeply suppressed feeling of guilt for his past offences against humanity, for which he now believes he is being punished for. He seeks out the only survivor of his very last mission, an Indian South African man named Pravesch, once a hard line anti – apartheid activist, but a broken man after having been tortured to within an inch of his life. Now beating out an existence as a waiter in a Johannesburg restaurant, far from his native Kwa-Zulu Natal, Pravesch has yet to recover from the trauma and stress of torture, and the images of those he lost years before, continue to haunt him.

The film was distributed by Indigenous Films in the South African market and by Blairwood Entertainment in the international market. The Company approached the NEF for funding to the tune of R2.7 million. During Production the film supported 351 jobs in the creative industry.

F and D Pictures is a special purpose vehicle which was incorporated for the production of the film "Hidden Gardens". F and D Pictures is a majority black owned company, with a 75% black shareholding. F and D Pictures is owned by 4 shareholders equally at 25% equity per person. The shareholders include Mr. Gumbi, Ms. Ngcobo, Ms. Weinek and Ms. Shale. The lead sponsors Ms. Weinek and Mr. Gumbi are shareholders of a production house The Ergo Company.

The Ergo Company was founded in 2011 and Mr. Gumbi is the majority shareholder with 65% shareholding and Ms. Weinek owns the remaining 35% shareholding of The Ergo Company. **Hidden Gardens** was shot in Kwa-Zulu Natal and Gauteng with principal photography commencing on the 2nd February 2019. The projected completion date of the feature film was targeted as November 2019 to align to the holiday season.

The genre of the film is Drama and the synopsis is as follows:

The joyless Gerald, who is sick and keen on dying is dumped with a 12 year old grandson he never knew even existed, Gerald embarks on a road trip across the country with the adept confidence trickster but broken-hearted Michael to find the child's father, encountering everyday absurdities, and strange and delightful fellow travellers, and in so doing they discover the meaning of family.

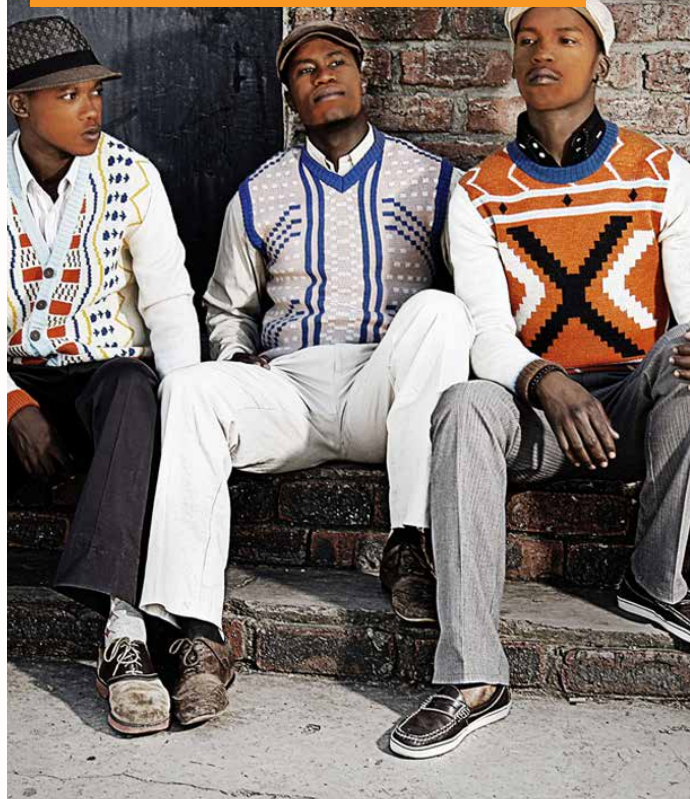
F & D PICTURES

Approved amount
R2.2 million



MAXHOSA AFRICA

Approved amount R5 million



MaXhosa Africa started as a knitwear company born out of a love of reinterpreting Xhosa beaded motifs and patterns into contemporary knitwear. While each piece is unique, all pieces share a connection to the history of Xhosa tradition. Each piece's history is shared in the product description as part of the sales package.

The inspiration for starting MaXhosa Africa came as a result of a research project Laduma Ngxokolo conducted at the Nelson Mandela University in 2010 for his Textiles Designs and Technology Bachelor of Technology (BTech) thesis project. The research study idea later turned into a niche business concept that attracted national and international attention when he presented at the Design Indaba conference in 2011.

The idea of Laduma's thesis project was to design a distinctive high-quality range of men's knitwear that preserves traditional Xhosa aesthetics by innovating knitting patterns that are inspired by traditional Xhosa beaded work. This work led Laduma to winning the 1st prize in an international design competition in London in 2010 that was hosted by the Society of Dyers and Colourists (SDC). This was his very first award he had won and from then he has scooped multiple awards both on his individual capacity and for the brand MaXhosa Africa.

The company specializes in pattern designs that translate to luxury quality knitwear, which are the Company's core products, along with accessories such as: scarves, socks, cushions, beaded products and rugs, which are bio-products. MaXhosa has recently introduced an Atelier service that caters for exclusive clients, currently, this offering is only available in Johannesburg as this is a made to measure service.

The company has a total of 30 employees consisting of 26 permanent and 5 casual workers.

ESP AFRIKA

Approved amount
R5 million



ESP Afrika (Pty) Ltd, was established in 1998 and launched the Cape Town International Jazz Festival formerly known as the North Sea Jazz Festival. In 2007 African Equity Empowerment Investment Limited acquired a 51% shareholding in the company and increased their shareholding to 75.5% in 2017. The remaining 24.5% of the shares are held by the Domingo Family Trust represented by Billy Domingo one of the original founders of the

business and currently the Chief Operating Officer as well as the Festival Director of the Cape Town International Jazz Festival .

The mission of ESP Afrika is to be a leading player globally in the field of event management, while offering a single solution for music festivals and concerts, sports, television and corporate events by effectively utilising and enhancing available knowledge and resources internally, forming strategic alliances and partnerships with relevant role players from government to corporate and private sectors, thereby establishing South Africa as a player of note on the global entertainment circuit.

ESP Afrika has become known globally as the initiator and owner of the hugely successful annual Cape Town Jazz Festival, and, as such, it represents a brand, style and best-practice benchmark in the production and events business across the continent. Fest300 voted the Cape Town International Jazz Festival as the best festival in the world and locally the best festival in Cape Town.

The company is part of the African Equity Empowerment Investments Limited group. African Equity Empowerment Investments Limited (AEEI or the Company or the Group) is a majority black-owned and black-controlled investment holding company based in South Africa and is a subsidiary of Sekunjalo Investment Holdings (Pty) Ltd.

The festival supports 15 permanent jobs and creates at least 3 560 temporary jobs during the period of the festival, 3 286 of which jobs are indirect and 274 are direct.

SH Aidan

Approved amount
R5 million



Shaidan (Pty) Ltd is a duly registered SPV that is wholly owned by Mr Maynard Kraak (100%), a black South African. The business approached the NEF for funding to the tune of R5 million for the production of the "Shaidan", a feature film that combines the elements of an action and a horror thriller. At the time of coming to the NEF the film had in principle, secured a completion guarantee with Holland Film Guarantors.

The production was in pre-production and expected to commence principle photography in April 2019. The production had also been approved for the dtic Co-Production Film and Television Production rebate, except the approved funds would flow upon the completion of the film and the final audit.

The film was the first of many films that are produced in partnership with various Canadian Film Production companies, in accordance with the Co- Production Treaty between South Africa and

Canada. On the South African level, this Co- Production Treaty is maintained by the National Film and Video Foundation of South Africa. The film is to be produced in the town of East London, in the Eastern Cape, with only three out of forty scheduled shoot days due to take place in Canada. The rest of the production will take place in South Africa.

The total production budget is an amount of R17.78 million, 49% of which expenditure is South Africa based. In terms of the funding structure, 49% of the required funds are locally sourced, while the Canadian Production Company has raised 51% of the funding in Canada, a large portion of which will be injected into the South African economy, helping in the creation of temporary jobs and the growth of the South African Film Industry. The film project is expected to create 93 temporary jobs for South Africans.

Dream Vision Pictures is a registered special purpose vehicle that is 100% owned by Ms Morishe Matlejoane, a black South African female. The Company approached the NEF for funding to the tune of R2 million to cash flow **the dtic** Emerging Black Filmmakers Incentive in the production of a dark romantic thriller feature film titled, "In the scheme of things". The film was in production, when the company approached the NEF. The production budget for the film is R14 million. The film was largely funded by New Age Holdings (Pty) Ltd, Siyaka Consulting (Pty) Ltd, the ECDC and **the dtic**.

The company sought a bridging facility from the NEF to enable the producers to continue with the production of the film and reach the set milestones in order to receive payment from **the dtic**. With these kind of rebates **the dtic** appoints its independent auditors to audit each of the set milestones prior to payment of the milestone being made. Hollard as an insurer on the other hand monitors the production expenditure against the set production budget in a bid to ensure that the film is produced within the set budget. The film had in principle, secured a completion guarantee with Hollard Film Guarantors.

The marketing and advertising of the film was handled by Zesan Films, Events and Marketing, while Indigenous Film Distributors was the distributor within the local market. Ms Matlejoane is the sole shareholder in the special purpose vehicle incorporated to produce this film, holding all 100% of the issued shares in the business. She is operationally involved in the day-to-day operations of the business through her role as the Executive

DREAM VISION PICTURES

Approved amount
R2 million



Producer of the company and the feature film. She is assisted by Bruce Molemo (Executive Director), Michael Mutombo (Director of Photography).

The film created 80 temporary job opportunities while 50 of these went to the youth.

DIPRENTE

Approved amount
R7.6 million



Diprente Junior is a new venture among the opportunities initiated by Diprente Films following their investment through time and resources in the production of animation series. Diprente Films is a long-standing television and film production company that has

produced various television series and films and has harnessed their cumulative experience to deliver quality productions.

In 2014, Mr. Isaac Mogajane, co-founder of Diprente Film started exploring the option of animation production driven by his passion for animation and the lucrative returns that the industry attracts, subject to good content. When approaching the NEF for funding Diprente Films had created two animation series, one at an advanced stage while the other was at capital raising stage. The strength of Diprente Films in this industry provides a good basis to enable them to attract clientele, over and above their own production projects.

Diprente Junior is owned by Diprente Films (with 43.1% stake) together with Mr Isaac Mogajane (46.9%) and Mr Judd Simantov (10%) in their personal capacity. The entrepreneur's cumulative experience spans over 30 years and they aim to leverage the resources in Diprente Films i.e. networks and relationships to advance their competitive advantage in the market. Mr Mogajane has taken shareholding in his individual capacity as a mechanism to align his interests in the business due to the extent of his involvement and management of the animation production studios.

Diprente Animation Studios provide, story and script writing, concept art production, storyboarding, animatic production, character and environment modelling and texturing, character rigging as well as digital game production. The production company supports 159 jobs in the creative industry.

COVET FILM

Approved amount
R1.9 million



Covet Film (Pty) Ltd, is a 100% black woman-owned entity which was funded to produce a film called “Covet Film”. Sorele Media, founded in 2013 by two media and entertainment professionals, Ms Salamina Mosese and Ms Stephina Zwane-Groenewald, positions itself in the industry as a vibrant and dynamic African media content company specialising in TV production, communications and media training. The company has released two feature films titled “Love and Kwaito” as well as “Baby Mamas”. The films were written and directed by the company co-founder, Stephina Zwane-Groenewald.

Love and Kwaito was officially selected for the Mzansi Women's Film Festival and the Johannesburg Film Festival. **Baby Mamas** film was selected for 6 international film festivals and was released in Nigeria in March of 2019. Sorele Media also produce AzaTV, an online video on demand platform that has more than 8 original concepts. In addition, Sorele services corporate clients with videography. The pair's latest offering '**Covet**' is a romantic thriller about jealousy, friendship, deceit and a love that withstands it all. Written and Directed by Stephina Zwane-Groenewald, **Covet** shows the darker side of what happens when a friend covets the life and success of another friend and decides to go after everything she has.

The film features some of South Africa's hottest performers such as Dineo Moeketsi Langa, Tshepo Mosese and Theo Jantjies. In addition to the South African talent, Covet will also features Osas Ighodaro a rising star on the American and West African film circuits. The film is currently in Pre- Production, with shooting expected to commence post financial close. The film's theatrical release is expected to be in 2021.

The film will create 342 jobs during production.



COMMITTED ARTIST PRODUCTIONS

Approved amount R15 million

Committed Artists Productions (Pty) Ltd. is a special purpose vehicle that has been formed to house the Nelson Mandela Musical project. The project is 100% owned by Dr Mbongeni Ngema. The Musical is a 2-part production that will be produced by the award winning Playwright Dr Mbongeni Ngema. It will focus on the life of the late former president Nelson Mandela. The total project value is R35 million. The project has been endorsed by the Nelson Mandela Foundation and the Graca Machel Trust. Dr Ngema is an internationally acclaimed institution and is renowned for having produced and directed Sarafina, Asinamali

and Woza-Albert, veritable theatre landmarks.

Development and pre-production will take 8 months to complete and will comprise script editing, auditions, rehearsals, marketing and costume and stage design. The show will start its 12-month South African tour at the South African Theatre in March 2021, before moving to Cape Town and Durban. The South African tour will be followed by a 2 year run on Broadway, New York, USA. Approximately 73 contracted job opportunities will be created by the project.

South Africa has a vibrant theatrical scene with more than 100 active spaces all over the country according to Brand South Africa. Musicals are by far the most commercially successful compared to plays and other forms of theatre productions.

Thikho Events Management (Pty) Ltd. is in the business of creating a platform for local and international artists to showcase their talents. Other services offered by the company include sound and DJ hire, corporate events and business marketing. The business was founded in 2011 by Mr Rumudzuli Mpheletshedzeni on a part time basis as an events planning business with its first event held in 2013. Since then Thikho has hosted several successful events with some selling out tickets weeks before D-Day, alluding to the skill with which they market their events. Some of the big events hosted by the company include the Weekend Pride, Business Premium Weekend, Day of Reconciliation Picnic and The Heavyweights. The company's first Pride weekend was hosted in March 2014 with the notion of promoting Idols SA's artists by providing a platform for them to pursue their musical career beyond the Idols competition.

Corporate events are big business. Event industry statistics point to the fact that events are an incredibly effective marketing tool but only if they're pulled off in a manner that's slick and professional. One of the most telling event industry statistics points to the increased use of technology as a crucial tool for event planners. Thikho Events Management has invested in the state of the art technology to stay at the top of their game. The company supports 3 jobs however this number increases when there are big events.

THIKHO EVENTS MANAGEMENT

Approved amount R1.2 million



INDEMNITY FEATURE

Approved amount
R4.9 million



Indemnity Feature (Pty) Ltd is a special purpose vehicle through which the feature film "Indemnity", will be produced. The intention of this venture will be to produce a commercially strong Action film that will sell and be consumed locally and internationally. The production company has been developing the script for this film for 5 years and have ensured that the story and the characters are developed for maximum success. The film will be produced locally in Cape Town, capitalizing on the highly skilled local crew members that consistently work on international productions, to achieve the highest production quality for **Indemnity**.

The producers, have a proven track record of success, with having produced over 30 Films with the recent films breaking local box office records i.e. **Happiness is a Four Letter Word** and **Keeping up with the Kandasamy's**, not to mention the many other titles the Producers have successfully completed. Their recent film, **Nommer 37**, a local thriller is enjoying international impact having premiered in the US in March, to positive reviews from publications such as The Hollywood Reporter. It is a thriller that examines a unique psychological philosophy while boasting a relentless narrative pace. The characters are universally accessible and aspirational as the film portrays working class men and women in various echelons of government, from various economic backgrounds. With Cape Town as a backdrop, and the city serving as an additional character, the movie provides international audiences with a fresh and previously unexplored landscape and setting. The film delves into the culture of Fire and Rescue Services in Cape Town – overworked, underpaid public servants and the predominantly coloured staff that comprise the city's stations, allowing a distinctive opportunity to explore a very specific subculture that is yet to be portrayed in mainstream cinema and therefore, allowing for a completely immersive experience for local and international audiences. It is projected that the film will create 350 jobs for cast and crew.

