

**APRIO IS AN INDEPENDENT, 100% SOUTH AFRICAN-OWNED COMPANY. WE FOCUS ON MULTI-STAKEHOLDER COMMUNICATION AND REPUTATIONAL ENHANCEMENT CAMPAIGNS FOR CORPORATE AND OTHER CLIENTS.**

## WHAT WE DO

Aprio provides advice and guidance on multi-stakeholder engagements, as well as for specific corporate action events.

Aprio advises clients on their strategic communication needs in the retail, resources, construction, manufacturing, transport, property, financial and food sectors, among others.

Aprio has a team of highly experienced specialists, based in Johannesburg and Cape Town, which have the resources to support a broad offering of communication requirements.

Aprio has well-established relationships with the media as well as sell and buy-side analysts.

## INVESTOR RELATIONS

Aprio provides dedicated investor relations advice that ensures seamless coordination between investors, media and other investor relations (IR) agendas. In recent years we have advised numerous clients in terms of their IR programmes and have compiled or assisted with integrated reports for Aveng, Bidvest, Implats, Verimark, ArcelorMittal, African Rainbow Minerals, Bauba Platinum, Crookes Brothers, Edcon, Famous Brands, Yebo Yetho, Trans Hex, Attacq, Prescient, Fairvest, Atlantic Leaf, Equites, Santam, Cartrack, Curro and RCL FOODS.

Aprio also conducted investor perception studies, the most recent being for Shoprite and MMI Holdings.

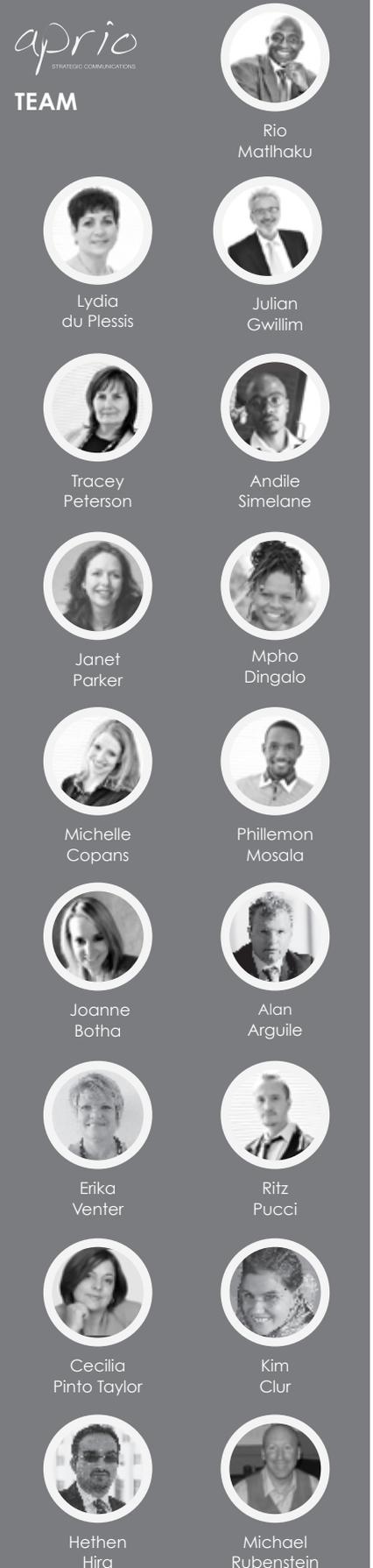
## STAKEHOLDER ENGAGEMENT

**Government and regulatory authorities:** Aprio has provided communications support - including briefing documentation, the packaging of messages and media support - for Edcon, ArcelorMittal, Walmart, Total South Africa, Xstrata, Aveng, Impala Platinum and the Chamber of Mines, among others.

## CRISIS COMMUNICATION

Aprio has developed and managed crisis communication strategies for a variety of situations which could potentially have damaged the reputation of our clients, including Impala Platinum De Beers, Impala Platinum, Old Mutual, Xstrata, RCL FOODS, Total South Africa, Walmart, Sibanye Gold and ArcelorMittal, among others.

## TEAM



# KEY ACHIEVEMENTS

## CORPORATE ACTION & CAPITAL RAISING

- Aprio advised Barclays Africa following the decision by Barclay's PLC to sell down its stake. Aprio also advised Old Mutual PLC with its separation announcement, and is advising Old Mutual Wealth on its JSE listing.
- Aprio advised and provided communication support for the JSE listings of Cartrack, Equites Property Fund, Dis-Chem, Long4life, Bidcorp, amongst others.
- Aprio successfully advises RCL FOODS, Bidvest, Aveng, Implats, Pan African Resources, amongst others, on investor and media communications campaigns.
- Aprio provides ongoing communication support to Edcon and assisted with media advice during various capital raising initiatives.
- Aprio assisted Xstrata with its media engagement during the proposed merger with Anglo American as well as the successful merger with Glencore.
- Aprio provided ongoing media guidance and support to listed investment group Bidvest during all its recent corporate actions.
- Aprio advised Total Coal and its French-owned parent company on the disposal of its assets, as well as its media and other stakeholder communication strategy and programme.
- Aprio supported and implemented Total South Africa's media relations campaigns, which won the 2014 AAA Visibility Award.
- Aprio guided Walmart and Starbucks on their respective entries into South Africa.
- Aprio advised Implats on its successful R4 billion equity raise to sustain capital commitments and long term value creation.
- Aprio advised Associated British Foods on its successful acquisition of Illovo Sugar.

## INTERNAL COMMUNICATIONS

Aprio is involved with the strategic definition, planning and implementation of numerous internal communication programmes. These are being done for corporations that might employ a few hundred, to companies employing many thousands of people spread across a diverse geographic base. Each process starts with ensuring a clear objective and/or several key goals that the company wishes to achieve over the allocated time span of the strategy. Aprio's communications approach is focused on the improvement of internal communication mechanisms - from planning and defining the various channels that can be used, to the way in which the engagement takes place and, critically, including a feedback process.

### JOHANNESBURG OFFICE

 Oxford Corner, Level One,  
32a Jellicoe Avenue, Rosebank,  
2196

 +27 (0)11 880 0037

Julian Gwillim

### CAPE TOWN OFFICE

 +27 (0)21 856 4637

Lydia du Plessis

**Aprio has been selected by De Beers, Impala Platinum, Aveng, Starbucks, Chamber of Mines of South Africa, Walmart, Richards Bay Minerals, Old Mutual, RCL FOODS, Bidvest and Edcon to redefine and implement various communication campaigns and programmes.**

