



Broad-Based Black Economic Empowerment Verification Certificate

FIREFLY ADVERTISING (PTY) LTD

Certificate No:01/B-BBEE/2013/01991QSE

Registration no: 1998/023498/07
VAT no: 4490143585
Head Office, Location: Unit 12,
Fairways Office Park,
Somerset West,
7130

PO Box 1134,
Strand,
7139

Verification standard applied: Codes of Good Practice on Black Economic Empowerment
Issue of the rating standard applied: Section 9 of the B-BBEE Act 53 of 2003
Scorecard applied: Qualifying Small Enterprises Scorecard (<R35 Million annual turnover)
Financial year rated: 2013

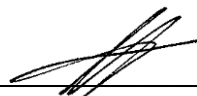
Element	Element weighting	Score
Ownership	25	-
Management Control	25	-
Employment Equity	25	5.27
Skills Development	25	-
Preferential Procurement	25	25
Enterprise Development	25	25
Socio-Economic Development	25	25
Overall Score	100	80.27

Broad Based BEE status level : **A level THREE contributor to B-BBEE**
BEE procurement recognition level : **110%**
Black Ownership : **0%**
Black Women Ownership : **0%**
Value Adding Supplier (Yes/No) : **NO**

Although the abovementioned is the current level of turnover/income and is closely related to the economic indicators, it may be more or less in future. Consequently, this Certificate does not serve as a guarantee that the income reflected will continue at the same level.

Based on our work performed, we have no reason to believe that the B-BBEE status reflected in this Certificate has not been determined in all material respects, in accordance with the Codes of Good Practice on Black Economic Empowerment, gazetted on 9 February 2007 in terms of the Broad-Based Black Economic Empowerment Act of South Africa. Our limited assurance report dated 23 December 2013 is available for inspection at the registered office of FIREFLY ADVERTISING (PTY) LTD together with the accompanying Scorecard and should be referred to for an understanding of our limited assurance engagement and the extent of work performed.

This Certificate has been determined on the basis of information provided by management that may not be complete in all respects. We do not accept or assume responsibility to anyone, apart from FIREFLY ADVERTISING (PTY) LTD, for our work, for this report, or for the conclusion we have reached.


B-BBEE Approved Registered Auditor full Name: Gerhard Stols
B-BBEE Approved Registered Auditor Registration No: 509360B
B-BBEE Approved Registered Auditor

Date of issue: 23/12/2013
Expiring date: 22/12/2014
Period of validity: 12 Months

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GP Stols Financial Services
Registered Firm IRBA Registration No: 903915