

2022

ANNUAL OVERVIEW
MARCH 2021 - FEBRUARY 2022

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ASIS ENTERPRISE AND
SUPPLIER DEVELOPMENT

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PURPOSE

ASISA's Enterprise and Supplier Development initiatives exist to grow small and medium enterprises for impact. We build SMEs that support our funders' value chains, create jobs and move society forward to create a brighter future for our country.

VISION

Our vision is to create meaningful and sustainable shared value for our funders, enterprises and nation through the SMEs we grow and support.

MISSION

We invest in the growth of SMEs with the potential to create far-reaching impact through an innovative combination of tailored business acceleration and investment support.

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ASISA

ENTERPRISE AND

SUPPLIER DEVELOPMENT

OUR IMPACT

From Inception until
28 February 2022

SPENT IN INDUSTRY PROCUREMENT

R250m

FROM OUR SUPPORTED SMES

35%

AVERAGE
REVENUE
INCREASE
ACROSS SMES
SUPPORTED

2517  5775
JOBS CREATED JOBS SUPPORTED



99 700
HOURS OF BUSINESS
SUPPORT FOR SMES

100%

BLACK OWNED SMES
including

-  FEMALE OWNED
-  YOUTH OWNED
-  TOWNSHIP OWNED



998

SMES DEVELOPED

R754m 
COMMITTED TO SME
INVESTMENTS (R450M) &
ACCELERATION (R294M)



59

FUNDERS PROVIDED WITH
OPTIMAL ESD INVESTMENT

ESD PROGRAMMES
RUN SINCE INCEPTION

48

TOTAL ESD FUNDS
PORTFOLIO SIZE

40

R959m 
RAISED FOR SME
INVESTMENTS (R599M) &
ACCELERATION (R360M)

2168 
ARTISANS & SMALL
CONTRACTORS BENEFITTED
THROUGH INDIRECT JOB CREATION

2022 INVESTMENT OVERVIEW UPDATE



This financial year, from March 2021 to February 2022, saw a continuation of the trend which started in the previous year. Across the country, businesses began to pull themselves out of the depths they found themselves in during the pandemic period and focused on stabilising and growth. The companies in the ASISA Enterprise and Supplier Development (ESD) Funds were no different.

ACROSS OUR PORTFOLIO WE SAW COMMON THEMES PLAYING OUT WITH A FOCUS ON:

- **Stabilisation and a “return to normal”:**
Benefitting from the relief funding and payment holidays in the previous year, as well as the non-financial support provided by the ASISA ESD Funds, many of the portfolio companies found themselves returning to operating conditions similar to what was experienced prior to 2020. Examples include motor body repairers and construction companies which saw workflow return to what was previously experienced, and asset allocators recommenced engagements with Fund Managers in the portfolio.
- **Growth from the base:**
The next point of focus was for portfolio companies to begin to grow their business from a point of stability. This was nowhere more obvious than for the companies within our inclusive innovation portfolio. These focused on access to healthcare, financial inclusion and green impact and saw strong increase in customer engagement, and income.

New investments into **3** SMEs.
Aviro Health, i-G3n, Gap Geysers

Follow-on funding to **3** SMEs.
Reach Republic, Kandua, Sanari Capital

A number of our portfolio companies pursued follow-on funding rounds in order to aid their expansion, with the ASISA ESD Fund participating in most. This provided additional runway for these businesses in order for them to take advantage of opportunities presented to them.

We saw our collaboration with our impact partners continue to bear fruit, with additional investments in partnership with the Green Outcomes Fund (managed by GreenCape) into an alternative energy enabling business, as well as our first investment co-sponsored by a large European DFI (who has elected to remain anonymous) into the healthcare space. These engagements have further increased the scope of the impact achieved by the ASISA ESD Funds, in addition to the impact achieved through supporting transformation within the financial services value chain.

This year our larger investors' capital contributions reached maturity for the first time. We have been humbled

and amazed by the support we have received from our investors, predominantly within the ASISA membership. This support came through in seeing our investors who have reached maturity deciding to re-contribute their capital for an additional seven years. This show of commitment will allow these funds to continue to deliver impact in a sustainable manner, which is the reason this initiative was set up to begin with. With a number of additional investors coming to maturity in this next year, we are hopeful that we will see continued commitment.

The primary focus in the coming year remains on ongoing support of our existing portfolio in order to assist them in achieving their growth ambitions, as well as identifying new investment opportunities into impactful businesses.

We remain grateful to all of our partners who have supported us as the management team over the past nine and a bit years, including the ASISA members themselves, ASISA staff, our Board of Trustees, ASISA ESD Manco

Directors and Investment Committee, who give of their time to ensure the funds are governed effectively. In particular the outgoing ASISA CEO Leon Campher who has tirelessly fought on behalf of this initiative. We will miss your influence as you move on. We are, however, excited at the energy and passion that ASISA's incoming CEO Busisa Jiya brings and as a fund manager look forward to continuing to build impact together.

I will be stepping aside to take on new challenges and as of next year you will be hearing from the new Fund Head, Caryn Moseley, whose experience with the fund spans the past 7 years. I would like to say a massive thank you to the dedicated delivery team who tirelessly work to ensure that we achieve the impact we all desire, which often includes many late nights and overtime, rolling up of proverbial sleeves and working hard to ensure the success of our portfolio companies.

As a fund management team, we look forward to continuing to generate ongoing impact.

GREG MCDONALD
Portfolio Head



2022 ACCELERATION OVERVIEW UPDATE

The period covering March 2021 to February 2022 was a period of recovery and adaptation. Most of the programmes moved towards a hybrid model of implementation – with some face-to-face interactions with mentors and bootcamps being held in person. The Manco team also implemented a hybrid model of working, allowing for more engagement and interaction.

THE KEY OBJECTIVES FOR MANCO WERE:

- Continuity on delivery of programme
- Scalable programmes for ESD and broker programmes
- Renewals of key client contracts
- Compliance for contributors

During the financial year we worked with **352** SMEs and Intermediaries.

Created over **149** JOBS.

Supported over **900** JOBS in total.

THE FOLLOWING PROGRAMMES RAN DURING THE FY22 PERIOD:

- **Sanlam ESD and Broker Programme 2021:**
Sponsored by the Sanlam Foundation and Sanlam Investments, this was the 7th year of the programme working with supply chain linked SMEs and BlueStar businesses.
- **MMH 2019 Programme and 2020 Programme:**
Sponsored by the Momentum Metropolitan Foundation Trust, the 2019 programme focused on behavioural coaching for 60 independent financial advisors. The 2020 Programme was initiated and is due to kick off in FY23.
- **Santam 2021 Programme:**
Sponsored by Santam Limited, the programme was focused on working with over 60 Brokers in the short-term insurance space.
- **OUTsurance Kwande Futhi Programme 2021:**
Sponsored by OUTsurance and its subsidiaries, the new programme launched in September and focuses on plumbing and construction SMEs.
- **Liberty Intermediary Development Programme 2021:**
The Programme aims to support the growth and development of black owned brokerages of the insurance sector and related sub-sectors in order to expand the pool of scarce and critical skills. This programme is sponsored by the Liberty Group.
- **Stockbroker Programme 2020:**
Sponsored by Stanlib and SA Homeloans, the programme focused on assisting black owned Stockbroking businesses with Strategy and planning.
- **IFA Programme 2021:**
The 6th year of the programme, sponsored by Ninety-One and M&G Investments and other smaller funders. This two-pronged programme focuses on working with IFAs and interns.



Even with the lockdown restrictions and various Covid waves over the last 12 months, the programmes continued to deliver successfully by creating impact and ensuring the SMEs we worked with remained sustainable. A special thanks to the delivery partners on the ground who continued to deliver and persevere.

The ability to partner with the Financial Sector Members has set this initiative apart. Through this partnership we are able to create impact and make a difference to the SMEs we work with and the entrepreneurs themselves. We thank you for the continued support.

AMANDA URBAN
Head of Programmes



BOARD OVERVIEW

Our initiatives are governed by a board of directors representing industry and Government with more than 200 combined years of specialist experience in financial services, governance, fund management, procurement and transformation.



“

The ASISA ESD initiatives invest in small business to, alongside earning a financial return, contribute measurable positive social or environmental impact and play a role in attaining the Sustainable Development Goals. The impact of our work to date in stockbroking, fund management, healthcare, motor-body-repair companies, IFAs, and small contractors is pleasing with:

- Almost 1000 small businesses with revenue growth of 35% per annum.
- 2500 jobs created and close to 6000 jobs supported.
- Procurement spend of conservatively R250 million.

However, impact investing has risk - the risk that the entire amount of the investment is lost in spite of best endeavours. The liquidation and writing down of our largest investment to date had a negative impact on our return profile. Nonetheless the board is confident that we are on track to expand our impact together with improved returns in the year ahead

The Board thanks the ASISA and Edge Growth teams for their ongoing proficiency, dedication, and professionalism. Also, many thanks to my fellow board members for their wisdom, leadership, and commitment to the ASISA ESD initiatives.

Finally, the Board thanks Leon Campher whose foresight and innovative thinking launched the ASISA ESD initiatives just under 10 years ago. Leon's knowledge, common sense and commitment to the transformation and economic growth of South Africa will be missed. The Board extends a warm welcome to Busisa Jiya and looks forward to a constructive and successful working relationship into the future.

INGRID GOODSPEED

Board Chair

”

BOARD OF DIRECTORS

as at 02/2022

INGRID GOODSPEED
Non-Executive Director



NIRAJ GUDKA
Chief Operating Officer
PSG Konsult



RODGER WALTER
Chief Financial Officer
ASISA



KENEILOE SELAMOLELA
Chief Transformation Officer
OUTsurance



ZULFA ABDURAHMAN
Chief Risk Officer
Old Mutual



LEHLOHONOLO MOKOMELA
Group Transformation Head
MMI Holdings



RUTH BENJAMIN-SWALES
CEO
ASISA Foundation



FRANCOIS ADRIAAN
Senior Policy Advisor
ASISA



SCHALK FOURIE
Non-Executive Director



ASLAM HIGGINS
Head Of Group Procurement
Santam & Sanlam



RIAZ GARDEE
Head Of Corporate Finance
Liberty



THEMBA PALAGANGWE
General Manager,
Governance and
Transformation
The South African Insurance Association



INVESTMENT COMMITTEE

as at 02/2022



LEON CAMPHER
CEO
ASISA



MIKE HERRINGTON
Executive Director
Global Entrepreneurship Monitor
UCT Entrepreneurship Head



HANNEKE LOUW
Corporate Finance and Investments
Santam



JAMES HOWARD
Portfolio Manager
Future Growth



RIAZ GARDEE
Head Of Corporate Finance
Liberty



TASKEEN ISMAEL
Corporate Finance Manager
Old Mutual

INVESTMENT COMMITTEE OVERVIEW

Our Investment Committee is responsible for evaluating and approving the Fund's portfolio of investments and boasts investment professionals with experience in private equity, SMEs and developmental investing.



The ASISA ESD Investment Committee identifies Black-owned SMEs with high growth potential and opportunity to grow in or integrate into ASISA member supply or value chains. This leads to investment from either the ASISA Enterprise Development Trust or the ASISA Supplier Development Trust (referred to as the ASISA ESD Funds), which investment can take the form of loan or equity capital.

For the period under review most of the SMEs included in the ASISA ESD Funds delivered solid growth in revenue as a direct result of receiving tailormade funding, post investment support as well as access to market via ASISA member supply chains. This enabled the investee companies to not only maintain jobs, but also create additional jobs.

A special and heartfelt thank you goes to John Sturgeon who has served on the ASISA ESD Investment Committee for many years. His valuable input will be sorely missed.

I would like to thank my fellow committee members for the time and effort dedicated to this worthwhile initiative. I would also like to commend the Edge Growth Investment team for the professional and dedicated support to the Investment Committee.

I am proud of the significant impact that has been achieved.

LEON CAMPHER
Investment Committee Chair



2022

INVESTMENT HIGHLIGHTS



“

Collaborating with partners focused on sustainability and impact is key to ensuring we stay relevant and true to our purpose. These engagements have increased the scope of our impact and supporting transformation within the financial services value chain.

GREG MCDONALD
Portfolio Head

”

PORTFOLIO OVERVIEW

Over the years, the ASISA ESD Fund has developed investment themes which focus on some of the key areas requiring intervention within the financial services sector and economy at large. Here we provide a summary of these themes as well as a short update on at least one investment within that theme.

Black Fund Managers

Emerging fund managers find it notoriously difficult to attract capital due to the circular requirement of track record, which in itself requires capital. The ASISA ESD initiative has provided around R40m in capital to assist emerging fund manager LPs to cover their operating costs and hire a team in order to attract enough assets under management to become sustainable.

Healthcare

The funds have committed over R35m into healthcare investments, many of which are integrated not only into the National Department of Health but also the value chains of the medical aid and insurance providers.

Motor Body Repairers

One of the most significant spend areas for short term insurers is motor body repairs. The ASISA ESD Fund has developed a sub-theme focused on these businesses. With unpredictable cash flow, low margins and difficulty in directing procurement, this is a difficult space to fund.

Other Short Term Insurance Value Chain

The short term insurance chain has numerous other elements requiring funding, including property services, as well as tech-enabled products to reduce claims and resultant damage.

Black Stockbrokers

Many small stockbrokers struggle to achieve scale due to the requirements for capital adequacy (CAPAD). The ASISA ESD Fund collaborated with the JSE in order to develop a pre-funded guarantee mechanism which would provide four emerging stockbrokers with sufficient CAPAD in order to grow their business by taking larger orders from more substantial clients. Over the last three years, the ASISA ESD Funds have provided over R90m in guarantees for these brokers.

Black Financial Intermediaries

There is significant need to support the emerging financial intermediaries space. The ASISA ESD Funds have worked to support this fund, although finding suitable investees has been difficult. However, the investment made to date has seen strong growth.



WASTE WANT

Some investments, such as the one described below, are not a typical supply chain investment. However, not only did this business supply some of the ASISA members, but it also falls squarely within the Green Outcomes sub-theme, which focuses on positive environmental impact. This business has also been part of the ASISA portfolio for the longest, starting off as part of an ESD Programme and subsequently receiving investment from the Fund. As such it is worth reflecting on this exceptional impact success story.

BACKGROUND

Waste Want Waste Management (Pty) Ltd (WW) is a 100% black-owned waste management company based in Cape Town. WW was founded in 2010 as a family business and has since grown into a leading enterprise in the waste management industry. The company's humble beginning is rooted in the management of a recyclable buyback and sorting centre in Stikland, which played an instrumental role in community development and in creating employment opportunities.

In 2014 the ASISA ESD Fund made an initial investment into WW. The funding was used for i) equipment purchases to increase production capacity, ii) the hiring of key production staff and iii) working capital. This enabled WW to increase capacity and enabled them to tender successfully and deliver on larger contracts from the City of Cape Town (CoCT). Between 2016 and 2019, WW received additional loan funding from the ASISA ESD Fund, and in August 2020 received a further loan through ASISA ESD's partnership with the Green Outcomes Fund. The Green Outcomes Fund (GOF) incentivises ASISA ESD to increase investment in green SMEs with high job creation potential.

Despite the global impact of the COVID 19 pandemic on the performance of businesses globally, WW had their best performance from a revenue and profitability perspective last year. WW achieved a record revenue, which was roughly three times (3X) the revenue achieved in FY19. This is a display of the management team's resilience, which has resulted in the following outcomes, amongst others.



HIGHLIGHTS SINCE INVESTMENT



REVENUE GROWTH

Revenue has grown more than 12x between 2014 and 2021



JOB CREATION

Jobs have increased from 21 employees (2014) to 350 permanent & fixed term employees (2021)

INTERVENTIONS

The fund management team has worked closely with WW over the years, initially focused on interventions to solidify business fundamentals. These interventions included focussing on WW's brand identity and positioning in the industry. As the WW team began to scale, it became pertinent for management to have greater oversight on contract profitability and cost management. The fund management team also worked with WW's management to implement accountability structures to facilitate decision making guided by financial insights. WW's current focus is on growth enablers, i.e., i) implementing HR and performance review systems to cultivate a high-performance culture and ii) expanding and diversifying current business operations to future proof the business.

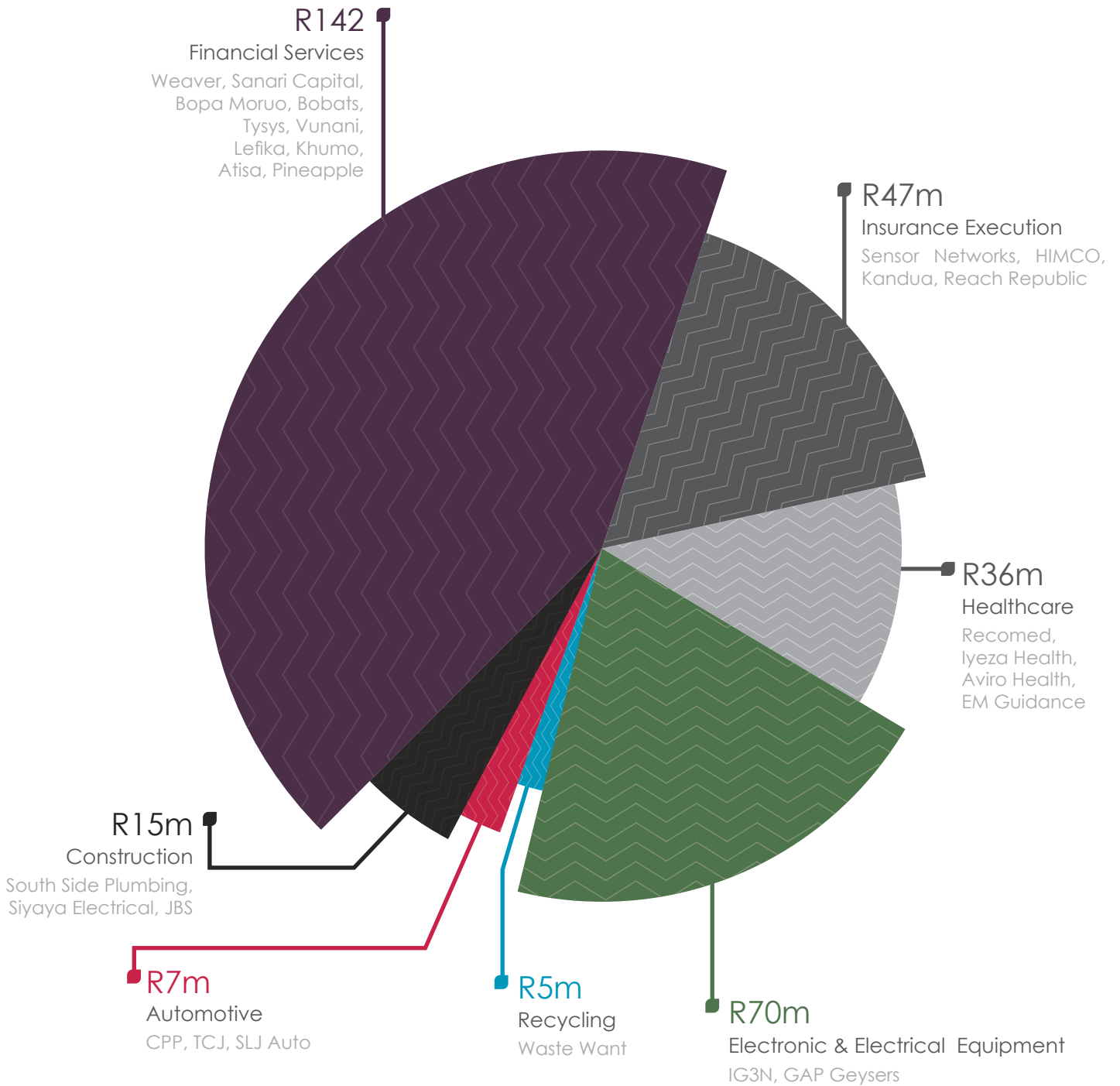
OPPORTUNITY

WW was recently awarded additional CoCT recycling contracts as well as potential for strategic acquisitions which would allow for vertical integration. This offers the potential to further grow the company, as well as the number of jobs supported by the business.

WW's journey is a depiction of the importance of providing access to capital together with business development support to enable sustainable business growth in order to achieve significant social (and environmental) impact.

INVESTMENT PORTFOLIO BREAKDOWN

Collaborating with partners focused on sustainability and impact is key to ensuring we stay relevant and true to our purpose. These engagements have increased the scope of our impact and supporting transformation within the financial services value chain.



2022

ACCELERATION HIGHLIGHTS



“

The ability to co-create allows for alignment to the strategic goals of our partners and create tailored programmes to benefit SMEs. At the same time, we meet our goals to create jobs and create sustainable SMEs. We are better together.

AMANDA URBAN
Head of Programmes

”

THE ASISA ESD MANCO

The ASISA ESD Pty Ltd (Manco) was created as a vehicle to assist Funders to support the development of SMEs within their supply chain. Focused on the Financial Sector this has included a mix of supply chain linked SMEs as well as intermediary businesses (IFAs, tied agents) and Stockbrokers.

Funders are able to tailor the programme design to meet the business needs focused on procurement, transformation and business strategy. Together with Edge Growth and other business development specialists the Manco can deliver programmes across the country and work with multiple businesses to create impact and sustainability.



Over the past few years, the programme focus has either been industry initiatives (IFA Programme and Stockbroker Programme) or specific to a Funder (MM Broker, Liberty Broker, Sanlam ESD Programme, OUTsurance Kwande Programme, Santam Broker Programme).

BASED ON THE PROGRAMME SCOPE WE HAVE WORKED WITH SMES IN THE FOLLOWING CATEGORIES:

- Facilities
- MBR
- Marketing
- Plumbing
- IT
- Towing

MOMENTUM METROPOLITAN

INTERMEDIARY DEVELOPMENT COACHING PROGRAMME



In February 2021, Momentum Metropolitan in collaboration with ASISA ESD (Manco), launched a first of its kind online Momentum Intermediary Coaching Programme for 60 intermediaries with diverse practices and services from all over South Africa. The programme ran for 12 months and aimed to help financial advisers adopt a “coaching approach” to better equip them for engaging with their clients when it comes to making important life changing decisions about their financial future.

THE PURPOSE

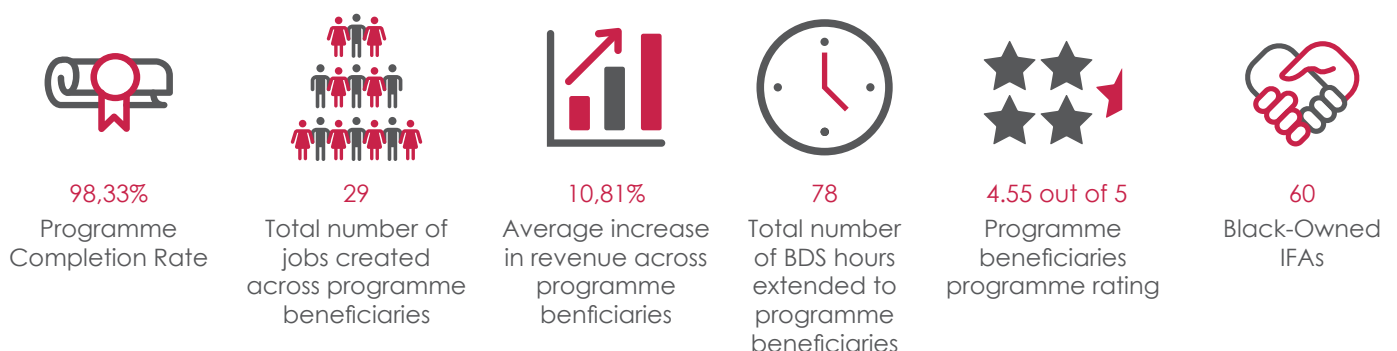
HELPING INDEPENDENT FINANCIAL ADVISERS TO ACHIEVE SIX KEY OUTCOMES:

1. Understand what drives investment decision-making by both clients and financial planners and how optimal decisions can be facilitated
2. Understand the benefits of adopting a coaching approach when engaging with clients in the financial planning process
3. Understand what is involved in implementing a coaching approach with clients and how it can help build trust, explore possibilities and lead to effective action with clients
4. Develop relevant conversational skills and insights, enabling effective coaching conversations with clients
5. Understand the role of emotions in both decision-making and the financial planning process and learn how a financial adviser can use emotion to their advantage
6. Understand how, by integrating a coaching approach into the financial planning process, a financial adviser can help clients make integrated decisions about their life and money

NOTABLE PROGRAMME INSIGHTS:

- Financial advisers of the future need to understand the “money psyche” of their clients and through the highly developed interpersonal skills imparted in this programme, are now able to listen, question, guide, council, empathise and most importantly coach their clients on their journey to financial success.
- This is evidenced by the positive results achieved in this programme in spite of the effects and impact of the Covid-19 pandemic, in addition to the feedback that has been received from the programme beneficiaries, who share that they found true value from the programme and are applying the skills and knowledge learnt from the workshops, group coaching, and check-in sessions they attended over the course of the programme period.
- Furthermore, the Momentum Metropolitan 2020 programme, in collaboration with ASISA ESD (Manco), is currently underway and will run up until June 2023. The programme is designed to impact 200-250 brokers with a comprehensive development programme that brings together practice management support and financial coaching to impact the intermediary space. This support programme caters for Tied agents and Independent Financial Advisors (IFAs), providing them with necessary, but specific development growth support.

PROGRAMME RESULTS AND STATISTICS:



SANLAM

ESD AND BROKER 2021 PROGRAMME

The Sanlam Enterprise and Supplier Development and Broker 2021 Programme, in collaboration with ASISA ESD (Manco), kicked off on the 1 st of January 2020 and ran until 31 December 2021, impacting 26 SMEs on the ESD programme and 15 brokers on the broker programme.

THE PURPOSE

ENHANCING SANLAM'S COMPETITIVE ADVANTAGE BY:



- Strategically developing and transforming Sanlam's distribution network and supply chain through the creation and support of an environment fostering financial resilience and sustainability for high potential businesses.
- The ESD programme intended to contribute to job creation through the development of sustainable businesses that can grow and contribute to the wider economy.
- The Broker programme was designed to develop and transform Sanlam's distribution capability by providing specialist practice management training to 24 financial planning practices.

PROGRAMME RESULTS AND STATISTICS:



Jobs Created: 58



Black Female-Owned SMEs supported: 12



Jobs Supported: 173



Black Female-Owned Practices supported: 12



Average SME revenue growth : 37%



Access to Finance: 35 programme participants received grant contributions totaling R1,1m



ESD Programme IFA SMEs: 13



Broker Programme IFA SMEs: 35

LIBERTY

INTERMEDIARY DEVELOPMENT 2021 PROGRAMME

The Liberty Intermediary Development 2021 Programme, in collaboration with ASISA ESD (Manco) kicked off on 15 November 2021 and will be running up until July 2023, impacting 56 brokers to date, and with further recruitment currently underway. The programme was designed to support the growth and development of black owned SMEs brokerages of the insurance sector and related sub-sectors in order to expand the pool of scarce and critical skills, as well as address the issues of sustainability facing the sub-sector.

THE PURPOSE

PROVIDING FINANCIAL ADVISERS WITH SUPPORT TO SUSTAIN AND GROW THEIR BUSINESS BY MEANS OF:

- Access to knowledgeable and reliable resources
- An awareness of what the financial adviser doesn't know
- A sense of community and accountability by interacting with their peers
- Guidance on the use of technology / business tools to grow
- Assistance with keeping up with industry regulatory changes e.g. CPD points/requirements.

NOTABLE PROGRAMME INSIGHTS:

- The Entrepreneurial Councils (ECs) have provided a welcome haven against the loneliness of being a small business owner, with participants freely sharing information, despite being competitors.
- In some instances, we have even connected them with previous programme participants to share lessons learnt.
- We are seeing more offline discussions taking place between like-minded business owners, flowing from the ECs as the teams get to know each other better.
- The ECs, portal and tribe Whatsapp groups have been a great platform to share industry news such as bursary information or learnership availability.
- Participants find our content very rich, the detail and variety in the content and subject matter is superior over other programmes that they have experienced. It offers rich nurturing and relevant content.
- It stretches minds and opens up possibilities for entrepreneurs.

23 Fully Active Participants

36 Entrepreneur Council Sessions undertaken

8 Bootcamps done

106 Hours Mentor Hotline Sessions done

8 Coffee chats/ Sundowners completed

1000+ Logins on Incubator Portal



INDEPENDENT FINANCIAL ADVISORS

2021 PROGRAMME

Sponsored by Coronation Asset Managers, M&G Investments, Allan Gray, Ninety One and in collaboration with ASISA ESD (Manco), the Independent Financial Advisors (IFA) 2021 Programme impacted 30 IFA practices and was designed to enhance the sustainability of the industry by developing the strategic distribution channels for both the businesses of today as well as that of tomorrow.

THE PURPOSE

INVESTING IN THE STRATEGIC GROWTH AND DEVELOPMENT OF SELECTED IFAS IN ORDER TO:

- Equip their businesses with practical practice management toolkits, skills and knowledge
- Building the industry distribution capability.

The programme also runs an internship stream through the ASISA Academy which aims to develop financial planners. In 2021 40 interns completed the programme.

PROGRAMME RESULTS AND STATISTICS:



More than half of the businesses gained significant new clients as a result of the programme



Average increase in profitability **20%**



Average increase in revenue **22%**



STOCKBROKER

2020 PROGRAMME

The Stockbroker Development Programme was launched in 2016 and has been ongoing year on year in collaboration with the ASISA ESD (Manco), SA Home Loans and Standard Bank Securities.

The initial programme ran over three years, from 2020 to 2022, working with five stockbrokers, following the Edge Growth 10Xe model.

The ASISA ESD Fund set up a stockbroker themed fund to provide a Pre-Funded Settlement Guarantee (PFSG) to selected black owned and managed stockbrokers to help them with their JSE capital adequacy requirements, enabling them to trade a higher value of equities per day. Five stockbrokers benefited from the PFSG.

THE PURPOSE

ENHANCING INDUSTRY SUSTAINABILITY BY DEVELOPING BLACK OWNED STOCKBROKERS, ADDRESSING:

- Resource constraints
- Concentration risks
- Service delivery challenges faced in the industry

The industry has seen massive changes and the programme adapted the needs of the stockbrokers. The programme beneficiaries have increased from 5 in 2016 to 9 in 2022.



PROGRAMME RESULTS AND STATISTICS:



70 Jobs supported
5 Jobs created



Support Provided
31 workshops provided
80 coaching sessions



R79.5m deployed
into Stockbroker investments
- from 2018 to date



3% Increase
average revenue increase
in 4 of the Stockbrokers

SANTAM

2021 PROGRAMME

The Santam 2021 Programme in collaboration with ASISA ESD (Manco), kicked off in June 2021 and ran up until July 2022, impacting 64 brokers.

The programme was designed to expand Santam's distribution network nationally by focusing on the short-term insurance space.

THE PURPOSE

TO ASSIST FINANCIAL PRACTICES IN ESTABLISHING THEMSELVES IN THE RESPECTIVE BUSINESS AND MARKET IN THE SPIRIT OF ENTERPRISE DEVELOPMENT.

MODULES COMPLETED:

- (1) Value propositions that resonate
- (2) Client relationship management
- (3) Financial management
- (4) Process development and management
- (5) 'Peopling' your process
- (6) People driven advice process
- (7) Creating new markets
- (8) Business planning for a successful future



PROGRAMME RESULTS AND STATISTICS:



64 BROKERS
developed

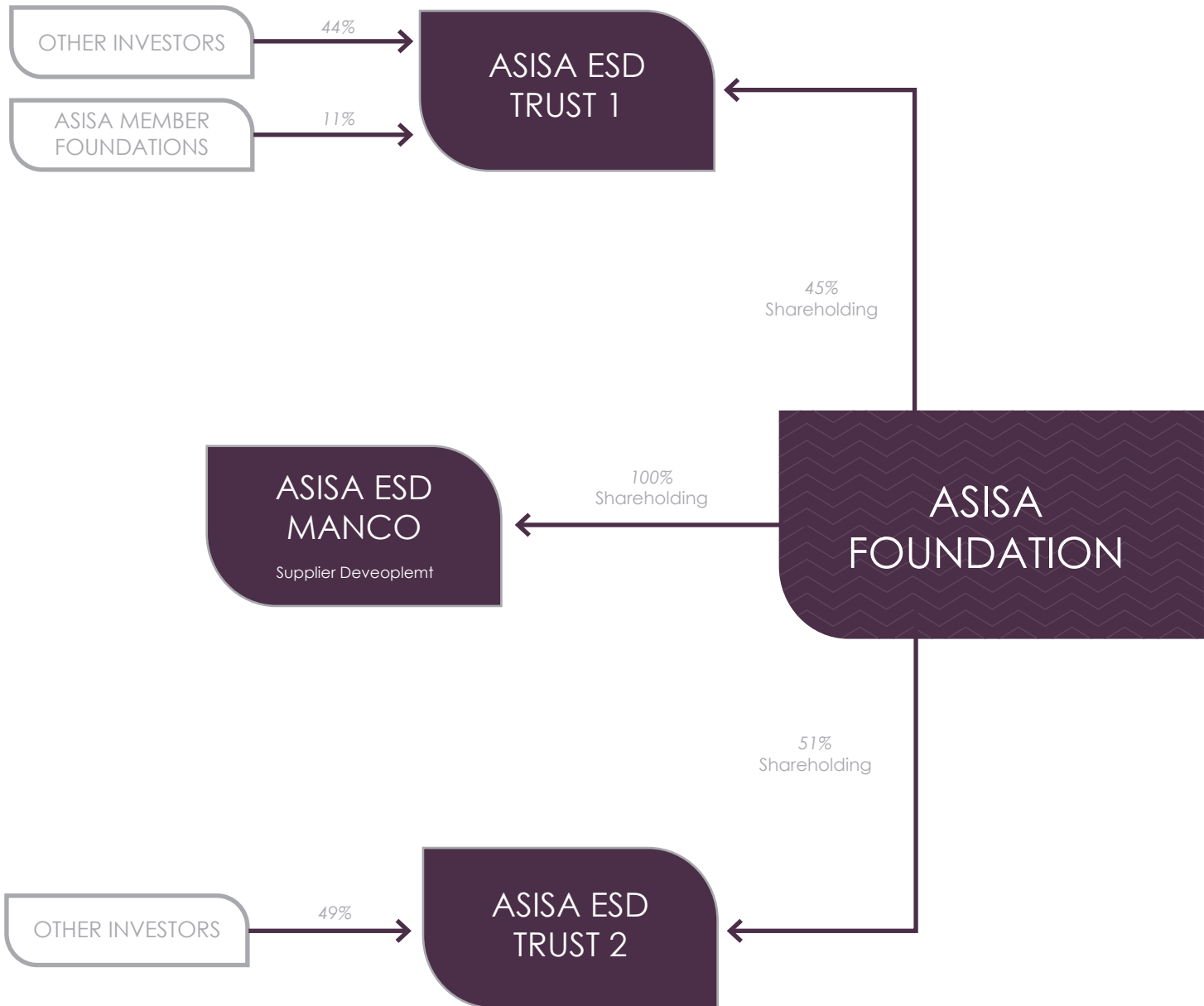


SUPPORT PROVIDED
8 modules provided
over 12 months

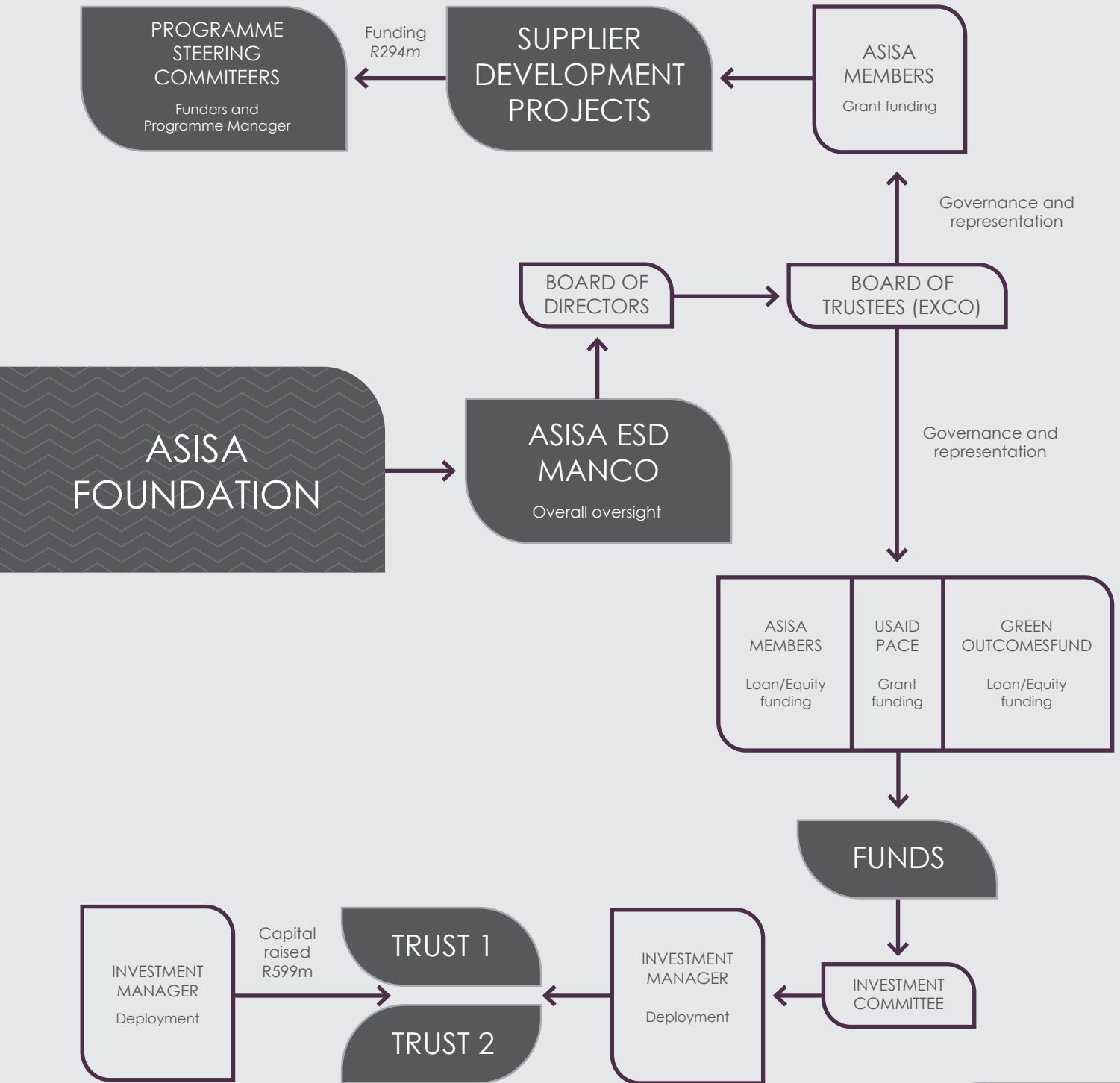


83% OF BROKERS
STATING INCREASES
IN REVENUE

OWNERSHIP



STRUCTURE AND GOVERNANCE



OUR FUNDERS



2023 AND BEYOND



CAPACITY BUILDING

Ensure the continued growth and sustainability of the SMEs we support by providing best practice business development support.



DEPLOYMENT

Continue to invest in the growth of SMEs through financial support and developmental programmes to create further shared value for our funders, investees and society.



CAPITAL RAISING

Raise additional funding for the continued support of SME development initiatives in support of our industry and nation.



EMPOWERMENT

Continue our commitment to optimally align our initiatives to regulatory, compliance and transformation outcomes that marry the spirit and intent of the B-BBEE codes.



IMPACT METRICS

Alignment to global Sustainable Development Goals and our National Development Plan to provide funders with insightful data to report on impact achieved.



LEADING PRACTICE

Align to broader stakeholder priorities with regard to leading practice in enterprise and supplier development.

The ESD initiative is CELEBRATING 10 YEARS OF IMPACT IN 2023



We look forward to
CELEBRATING WITH YOU and sharing the
LIFE CHANGING IMPACT
achieved over the last 10 YEARS