



Honeycomb BEE Ratings

0861 HONEYCOMB

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 audited for compliance with the B-BBEE Act No. 53 of 2013 and the Media, Advertising and Communication Sector Code - Gazette No.398878 of 2016 and has achieved the following:

BEE RATING

Level One (1) Contributor

(Generic Scorecard)

BEE PROCUREMENT RECOGNITION

135%

Analysis	Results	Element	Score
Black Ownership	40.03%	Ownership	22.93
Black Woman Ownership	22.37%	Management Control	25.36
Black Designated Group	12.94%	Skills Development	17.69
Black Youth	4.20%	Enterprise & Supplier Development	36.23
Black Disabled	0.08%	Socio-Economic Development	3.22
Black Unemployed	0.54%	Responsible Social Marketing and Communication	5.00
Black People Living in Rural Areas	7.79%	Total	110.43
Black Military Veterans	0.00%	Y.E.S. Initiative Implemented	No
Black New Entrants	25.06%	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_3703_24
Empowering Supplier	Yes	Version Number	1.0
Discounting Applied	No	Issue Date	11 December 2024
Financial Period Reviewed: Start Date	01 July 2023	Expiry Date	10 December 2025
Financial Period Reviewed: End Date	30 June 2024	Revision Date	N/A


Verification Manager
Zunaid Vallee
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