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ASISD

ENTERPRISE AND

SUPPLIER DEVELOPMENT

DESIGNED
TO BUILD
BUSINESSES.

TOGETHER.

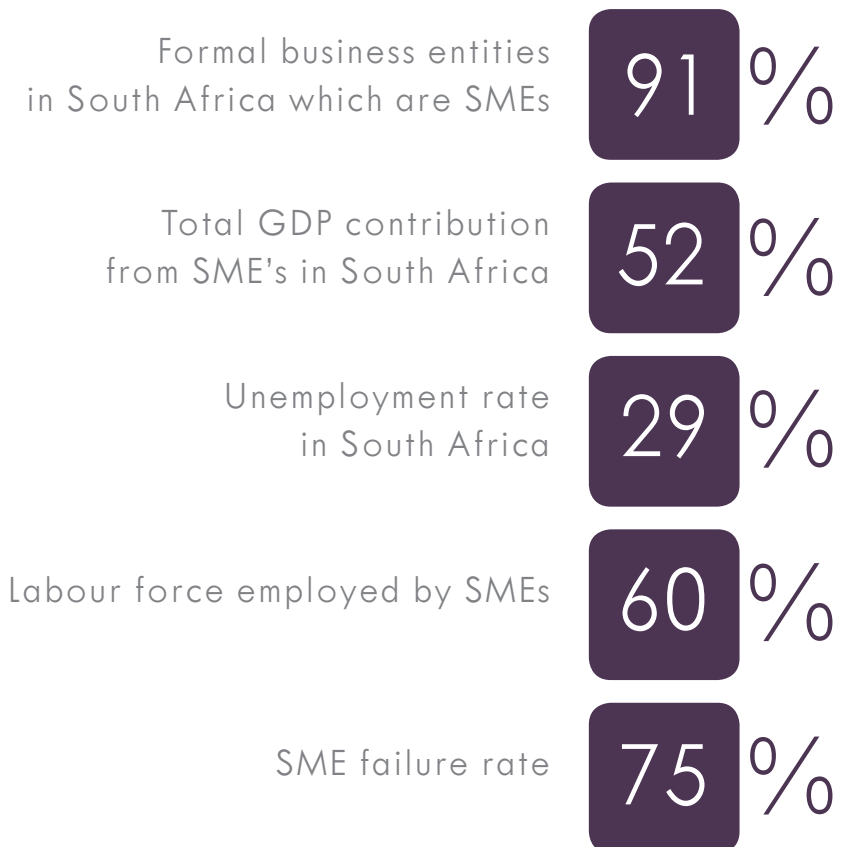
We are committed to creating sustainable shared value for our funders, enterprises and nation by investing in the growth of small and medium enterprises through an innovative combination of tailored business acceleration and investment support.



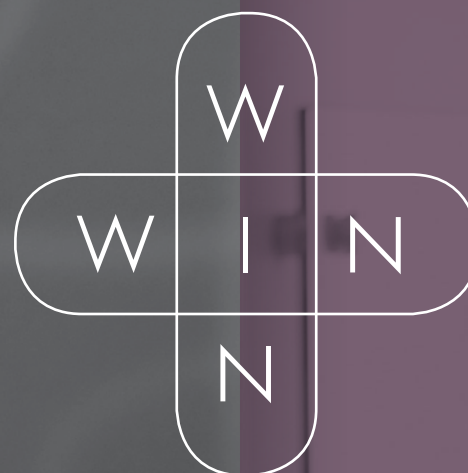
"Our approach to Enterprise and Supplier Development (ESD) provides a strategic solution for economic growth that builds not just businesses, but society too."
RUTH BENJAMIN-SWALES (ASISA ESD Fund Trustee)

Enterprise and Supplier Development (ESD) is a powerful mechanism for change in South Africa.

The economic output of South Africa's Small and Medium Enterprises (SMEs) provides over half of our national GDP, and employs 60% of our labour force. Strategically focussing on SMEs for investment and business acceleration unlocks their growth potential with the knock-on effect of creating jobs and reducing poverty. The simplicity of the solution is unparalleled in its ability to elevate and empower our industry, society and nation.



"Our innovative model allows us to provide strategic growth funding and support to businesses that are aligned to the value chains of our funders."
TREVOR CHANDLER (ASISA ESD Fund Advisor)



STARTING A SUPPLY CHAIN REACTION.

“Our philosophy is based on the belief that investments will have far reaching impact if resources are channelled into businesses that are aligned to industry supply chains with the capability to grow and create employment and other forms of social impact.”

RUTH BENJAMIN SWALES, ASISA FOUNDATION CEO

WE ACCELERATE COMPANIES LIKE JUDANTE.

Judante is a dynamic 100% black owned construction company based in Cape Town changing the industry with their passion, creativity and use of technology.

“In an industry as competitive as ours, it’s not enough to promise good quality skills and service - you have to guarantee it.”

DANE THOMSON, MD

CRITERIA	DESCRIPTION
Funding Requirement	R6,500,000
Turnover	R20,000,000 p/a
Stage of business	Growth Phase
Geography	Cape Town (HQ)
Supply Chain Alignment	High
Strategic Fundamentals	High
Growth potential	Medium
Social Impact	High (Job Creation & Transformation)
BEE	100% Black Owned

INVESTMENT CAPITAL

The Fund is structured as an independent open trust for anyone to invest in, including companies, funds or individuals. By strategically optimising their enterprise and supplier development spend, the Fund enables funders to maximise their enterprise development points in terms of the B-BBEE scorecard while achieving meaningful and measureable commercial and social impact outcomes.

Funders can contribute by providing an Investment, Loan or Grant to the Fund and benefit from maximum and immediate ESD points.

Investors become shareholders of the Fund and can expect to receive an IRR of between 6% and 10% on their investment over the lifetime of the fund depending on the performance of the underlying portfolio companies. Returns are earned through loan repayments, dividend payments and equity value growth by the Fund's investee businesses. Lenders are entitled to capital preservation on best endeavours, and grant capital contributions are utilised for Business Development Support.

INVESTMENT CAPITAL



LOAN CAPITAL



GRANT CAPITAL



PROGRAMME CAPITAL

CAPITAL INVESTMENT

The Fund accelerates and invests in enterprises with highly differentiated competitive advantage / strategic fundamentals and / or supply chain alignment with the required skills and experience to succeed.

SME INVESTMENTS

The Fund invests in equity, debt, or combined structures into deals of R1m – R20m in size in high growth potential businesses requiring expansion capital with a focus on job creation and social impact.

SME POST INVESTMENT SUPPORT

The Fund provides the uniquely tailored business acceleration support that SME enterprises and suppliers require to grow. We invest capital while complementing management with support and specialist expertise to unlock accelerated growth.

SME ACCELERATION PROGRAMMES

The Fund is further able to implement tailored supplier development programmes for funders seeking to build enterprises and suppliers that are directly aligned to their value chain.

“Build the economy and you build business”



“Build business and you build the economy”

RETURN ON INVESTMENT

RETURN ON INVESTMENT

FUND MANAGER
Experienced ED Fund Management and Business Development Support team

BRAND BENEFIT
Access to investment success stories for Marketing, PR & reputational benefit

COST EFFICIENCY
Maximum compliance benefit for every Rand spent and single upfront investment that counts year on year

GOVERNANCE
Best practice governance structure and standards

SOCIAL IMPACT
Job creation through business development support. Alignment to industry and national priorities

TURNKEY SOLUTION
Flexible, tailored turnkey ED solution aligned to Funder and SME's unique needs

IMMEDIATE ESD POINTS
Immediate and on-going access to Enterprise Development (BEE) points

ONGOING SUPPORT
On-going business development support throughout the duration of the investment

REPORTING
Best practice on-going business performance reporting

GROWTH STRATEGY AND PLAN
Development of a tailored growth strategy and growth implementation plan

SKILLS DEVELOPMENT
Targeted mentoring & skills development tailored to the unique needs of the SME

DIAGNOSTIC ASSESSMENT
Upfront diagnosis of existing business state and constraints to growth

FINANCIAL SUPPORT
Financial support in the form of capex or opex tailored to the enterprise growth needs

GROWTH

HTWORO

INVESTOR BENEFITS

SME BENEFITS



MOVING MOUNTAINS TO CHANGE THE SOCIO-ECONOMIC LANDSCAPE.

"We understand that SMEs require more than just financial support in order to grow. We also understand that every SME is a unique business with a unique business need. That is why our Fund offers tailored business development support as well as financial support structured according to the specific needs of each SME."

LEON CAMPHER, ASISA CEO

WE INVEST IN COMPANIES LIKE RECOMED.

RecoMed is a leading black-owned and home grown technology venture in the online healthcare booking space and has grown from strength to strength to become Africa's leading online healthcare booking scale up.

"Besides being a great service for both patients and doctors, RecoMed is also a great place to work - we believe in personal development and growth."

SHERAAN AMOD, CEO

CRITERIA	DESCRIPTION
Funding Requirement	R7,500,000
Turnover	R2,100,000 p/a
Stage of business	Early Growth Phase
Geography	Cape Town (HQ)
Supply Chain Alignment	High
Strategic Fundamentals	High
Growth potential	High
Social Impact	High (Job Creation & Local Healthcare Innovation)
BEE	>49.4% Black owned

WE'VE BEEN BUSY.

(And it shows!)

OPTIMAL ESD INVESTMENT FOR
52
FUNDERS



732
SMEs
DEVELOPED



75 500
HOURS
OF SME DEVELOPMENTAL
SUPPORT PROVIDED



29%
AVERAGE REVENUE
INCREASE ACROSS
SUPPORTED SME'S



R190M
SPENT IN INDUSTRY
PROCUREMENT FROM OUR
SUPPORTED SME'S



R491M
DEPLOYED
IN SME SUPPORT
& INVESTMENTS



4 324
JOBS SUPPORTED
1 036
JOBS CREATED



CHANGING THE WAY BUSINESS DOES BUSINESS.



PROCUREMENT
SUCCESSFUL INTEGRATION OF SMEs INTO
OUR INVESTORS' SUPPLY CHAINS



INVESTMENT COMMITTEE

The Fund invests in the growth of enterprises that hold the potential to create far reaching impact. 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.

LEON CAMPHER
CEO, ASISA



RIAZ GARDEE
Head of Corporate Finance,
Liberty



JAMES HOWARD
Portfolio Manager,
Future Growth



MIKE HERRINGTON
Executive Director,
Global Entrepreneurship Monitor,
UCT Entrepreneurship Head



JOHN STURGEON
Group Executive, Corporate Finance,
Liberty Holdings LTD,
Chairperson of Audit and Risk Committee



HANNEKE LOUW
Corporate Finance and
Investments, Santam



TASKEEN ISMAEL
Corporate Finance Manager,
Old Mutual



BOARD OF DIRECTORS

The Fund is 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.



Director and Chair
INGRID GOODSPEED
Non-Executive Director



Director
RUTH BENJAMIN-SWALES
CEO, ASISA Foundation



Director
FRANCOIS ADRIAAN
Senior Policy Advisor, ASISA



Director
RODGER WALTER
Chief Financial Officer, ASISA



Director
RAY-ANN SEDRES
Head of Sustainability,
Santam



Director
NIRAJ GUDKA
Chief Operating Officer,
PSG Konsult



Director
LEHLOHONOLO MOKOMELA
Group Transformation Head,
MMI Holdings



Director
SCHALK FOURIE
Non-Executive Director



Director
KENEILOE SELAMOLELA
Chief Transformation Officer,
OUTsurance



Director
ZULFA ABDURAHMAN
Chief Risk Officer,
Old Mutual



Director
DALTON DATECHONG
Procurement - Group Finance,
Liberty

LET'S TALK.

We'd love to show you how we can maximise the value of your ESD contribution. Once your requirements have been confirmed, we will provide you with an ESD Contribution Agreement tailored to your requirements as well as the Fund's BEE Certificate. The Fund will further assist to:

DETERMINE AN OPTIMAL INVESTMENT APPROACH
(Grant, Loan, Investment, Programme or Combination)

CONFIRM THE REQUIRED VALUE OF YOUR ESD INVESTMENT

DEVELOP YOUR ESD CONTRIBUTION AGREEMENT

PROCESS AND ACCREDIT YOUR ESD INVESTMENT

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