

BROKING FOR GOOD REPORT BACK 2005

Broking for Good 2005 – A message from Raymond Ndlovu

At Noah, we have a shared vision of a thriving and robust future for South Africa and the African continent as a whole. Our determination to make a positive contribution to the greater good of our country is therefore an integral element of our business philosophy. Broking for Good, our annual social responsibility initiative, is one of the ways through which we can make a meaningful contribution.

This year, our Broking for Good trading day will take place on October 14th. All earnings from this day's trading activities will be donated to registered non-profit and community-based organisations striving to eradicate poverty in South Africa. Fifty-seven percent of South Africans are living below the poverty line. . Clearly this is the greatest threat to the establishment of a stable and robust society. We therefore support the global call to eradicate poverty, and we intend to work towards this objective.

Since our very first Broking for Good trading day in 2003, the initiative has grown in stature. This is largely due to the generous support we receive from our valued clients. We therefore thank you for supporting Broking for Good through the years and look forward to your participation this year and well into the future.

Raymond Ndlovu - CEO

KEY DEVELOPMENTS

Greater Good South Africa

In 2004 Noah established a partnership with Greater Good South Africa, an innovative and accountable social broking organisation that aims to raise awareness of, and support for, South African non-profit organisations. This partnership has proven to be both successful and mutually-beneficial as it ensures that Broking for Good has access to the expertise and services required for responsible screening and selection of projects and beneficiaries.

Apart from the obvious social broking synergy between Greater Good South Africa and Broking for Good, the partnership also enhances our role in providing clients and concerned citizens with valuable research to support their social investment activities. This significantly expands the scope for Broking for Good and ensures that Noah makes a considerable contribution to South Africa's capacity in reaching development goals.

Business Against Poverty

In striving towards our goal of eradicating poverty, Noah, through Broking for Good, recently became a founding and funding member of Business Against Poverty. This initiative, which will be executed in partnership with Greater Good South Africa, is aimed at facilitating performance-based corporate social investment in order to make a meaningful difference to anti-poverty programmes throughout South Africa.

Business Against Poverty will connect social development projects to businesses, and will explore strategies that result in robust, transparent and credible information flows enabling businesses to effectively invest their social capital. In addition, the initiative will focus on the implementation of modern monitoring and evaluation processes to measure the actual impact of poverty eradication projects.

Our CEO, Raymond Ndlovu, will serve on the board while Tamzin Ractliffe, executive director of Greater Good South Africa, will hold the position of CEO. Mervyn King, chairman of the King Committee on Corporate Governance, will serve as chairman.

HIGHLIGHTS

Broking for Good 2004

Last year's Broking for Good trading day, which was held on October 8th, was a resounding success. R801 828 was raised – an increase of nearly 350% from the amount raised in 2003. The funds were distributed as follows:

- ❖ R50 000 to the **South African Red Cross Society** for Tsunami relief efforts in East Africa
- ❖ R153 000 to a revolving stock fund supporting the capacity-building and income-generating projects of organisations selling quality products globally through Greater Good South Africa's website. The beneficiary organisations included: **Cape Mental Health Society, The Etafeni Aids Smocking project, Fountain House, Fancy Stitch Group, GAPA (Grandmothers Against Poverty & Aids), Iziko lo Lwazi Craftworkers, Khumbulani Craft, The KidzPositive Family Fund, Kunye, Kuyasa Handmade Paper Products, Learn to Earn, Mother's Creations, Nosisa's Africa Beadwork, Nazareth House, Sibanya, Sparrow Schools, T-Bag Design, The Topsy Foundation, Westlake Upliftment Projects, Wola Nani, Zenzele Training & Development, and Camphill Village.**
- ❖ R50 000 to the **Tersia King Learning Academy** in Tembisa to provide on-going support and funding for improvements in the delivery of education - specifically for the ICDL certificate this academy provides

- ❖ R175 000 to the **Giving Exchange**, which was held in Johannesburg and Cape Town in September 2005. This two day event was hosted by Greater Good South Africa and co-sponsored by the Shuttleworth Foundation's Innovation Bazaar, Independent Newspapers, Discovery and First National Bank. It provided a unique and exciting forum for role players in the public and private sectors to engage with over 120 non-profit organisations.
- ❖ R50,000 to the Sparrow Skills Centre through the "Dead Cat Bounce" event in September 2005. Established in 1996, the Sparrow Skills Centre aims to increase the employment potential of youth that have educational backlogs and learning difficulties; by providing them with access to quality, practical vocational skills training. The Centre aims to equip and empower these learners with the skills they need to either find meaningful employment within the private sector, gain access to a Technical College where they may further their studies, or start their own businesses. There are 360 youth between the ages of 14 and 18 years currently enrolled at the Skills Centre in 2005.
- ❖ A commitment to provide the inaugural annual funding for Business Against Poverty.

Broking for Good 2003

In 2003, Broking for Good's inaugural year, an amount of R283 650 was raised and administered as follows:

- ❖ R100 000 to the Tersia King Learning Academy
- ❖ R66 000 to Lesedi La Sechaba
- ❖ R3 000 to Embizweni Pre-School
- ❖ R20 000 to Megatong Primary School
- ❖ R46 000 to various Broking for Good initiatives

CONCLUSION

Responsible and effective contribution to the greater good of our country remains the driving force of our business. We are committed to the sustainable development of Broking for Good and realise the value of fostering long-term relationships with our partners and the organisations that work tirelessly for the greater good in our communities.

We therefore encourage you to join us in our efforts by trading with us on October 14th. This year we aim to at least double the amount raised in 2004 and with your co-operation, this will be achieved.

Thank you for your support.

Team Noah.