

## WHO WE ARE

The Group's main asset is a controlling stake in South African-based media group eMedia Investments Proprietary Limited ("eMedia Investments"). eMedia Investments has a number of core assets in the television and radio broadcasting sector, with additional assets in the content, properties and facilities sectors.

eMedia Investments continues to be a significant media player in Southern Africa and the rest of the continent with influential independent broadcasters that reach millions of people.

e.tv, South Africa's first and only free-to-air privately-owned commercial television station, continues to garner a significant share of the free-to-air audience. The channel's reach extends beyond our borders in the form of eAfrica, a repackaged version of the channel, which is broadcast across the continent. The success of e.tv has also spawned a number of spin-off entertainment channels which sit on the DStv, Openview and DTT platforms.

eSat.tv operates the 24-hour eNews Channel Africa ("eNCA"), which is available on DStv and has consistently commanded more than 50% of the available news audience. eNCA also boasts an impressive online offering, which includes a mobile app and a responsive website.

Platco Digital operates Openview, a free-to-air satellite television platform, which broadcasts a number of channels, including e.tv's multichannel offering; eMovies, eMovies Extra, eExtra, eBella and eToonz.

The company's content division consists of a handful of companies that have interests in the publishing, content creation and distribution, music and events industries. Our properties and facilities division is primarily concerned with providing appropriate solutions for media companies. Companies like Media Film Service, the Cape Town Film Studios and Moonlighting Films have continued to facilitate some of the world's leading films, commercials and television series.

In line with its strategic decision to invest in its core broadcasting and content-focused operations, the Group has continued to exit non-core operations during the period under review.



## OUR BUSINESS PHILOSOPHY

Through focused and ethical management of its assets, the Group strives to create long term value for all of its stakeholders through the broadcast of local and international entertainment programming as well as news and information programming. A multi-channel and multi-platform strategy enables the Group to provide valuable advertising opportunities for marketers.

Our goal is to provide shareholders with a return on their investment, while empowering citizens through job creation and adding value to the communities we operate in. This is reflected in the integrated way in which we measure our success as a group. As a media group, we have the privilege of being able to use our technology, infrastructure and platforms to assist South African businesses and non-profit organisations.

As we navigate the ever-changing media landscape we seek innovative and creative solutions to the business challenges facing the Group while complying with all relevant regulatory and legal requirements, practicing good governance and being responsible corporate citizens.

## OWNERSHIP

eMedia Holdings owns a 67.69% stake in eMedia Investments. The balance of eMedia Investments' shares are held by Venfin Media Beleggings Proprietary Limited ("Venfin").

eMedia Holding's major shareholder is the JSE-listed Hosken Consolidated Investments ("HCI"). HCI is a black empowerment investment holding company which counts the South African Clothing and Textile Workers' Union ("SACTWU") as its major shareholder. With over 100 000 workers, SACTWU is the largest trade union in the clothing, textile, leather and footwear industry in the world. HCI is mandated to create long term value for these workers, by investing in the local economy, and empowering and enriching the lives of South Africans in a sustainable manner.