



1. Who is MSASA and was the company formed especially for the Joint Venture partnership with KWE?

MSASA was officially founded in 2009 and is a registered company. They are not newcomers in the industry and have actively traded as a freight and cargo handling business. MSASA's formidable business team has chalked up more than 45 years of hard earned experience gained first hand in the freight and cargo handling, as well as the mining industries. Both locally and abroad.

2. Who are the MSASA shareholders?

The founding members are: George Khumalo, Joe Mnisi and Papilele Matlaila.

3. Does MSASA have a business portfolio in the industry and are they well known?

MSASA initially started out with 5 employees as a freight company in 2009 but are certainly not newcomers in the industry. Through sheer diligence, they have built a strong business portfolio in the engineering, food, mining, automotive industry suppliers, manufacturers of synthetic fuels, telecommunications, power distribution, chemical, broadcasting, breweries, electronics, defence, transport and avionics industries.

4. Why was the joint venture formed?

The joint venture was primarily formed to bolster the skills shortage and transformation of top management. To realize this goal, KWE have committed to a process whereby opportunities be created to facilitate the transition and growth of skilled personnel, into executive positions. KWE's head office based in Japan sanctioned their approval based on parallel business values.

5. What skills and business expertise do they, MSASA, bring to the table?

Cumulatively, the MSASA shareholders have more than 45 years of hard earned experience gained within the freight, cargo handling and mining industries. One of the shareholders, George Khumalo, has extensive local and international management experience gained at an international cargo freight company. Papilele Matlaila's active PBL membership (Progressive Business Leadership) means that he has acquired extensive travelling within SADC countries. Also to countries such as Japan, Brazil, France, Germany, the Netherlands and Vietnam. His has also facilitated Small Business Developments between PUM in the Netherlands and South Africa.

6. How will this joint venture affect staff at KWE South Africa?

No change is envisaged to our core business, other than a positive and progressive move towards the acceleration of expertise and talent in our industry, which remains a scarcity. KWE has always placed a high premium on training and development and the nurturing of our staff from within. Our current staff compliment ratio is 50,3% white and 49,7% black.



7. There are two companies: KWE South Africa and KWE MSASA. How will the business be managed, going forward?

KWE will make their global infrastructure available to KWE MSASA to enable them to continue to operate for their own account. The joint venture initiative will also realize the employment of skilled personnel and their skills transfer will be facilitated by KWE. This business initiative is primarily aimed to bolster the skills shortage within the industry and to contribute to the process of transformation.



8. How does the joint venture affect our current customers?

No change to the core business is envisaged. Both KWE South Africa and KWE MSASA have their own client base and continue to operate for their own account. They both benefit from their association to offer integrated global logistics solutions and services in Europe, the Middle East & Africa to South East Asia, East Asia, Japan and the Americas.

9. Will existing staff be transferred to KWE MSASA?

KWE MSASA will primarily employ skilled personnel and focus on their training and up-skilling, at an increased rate. Internal training and skills transfer will be supplied by KWE.

10. Does the management and reporting structure change at KWE South Africa?

No significant management structure change at KWE South Africa is envisaged, other than a shared directorship. Joe Mnisi will become an executive director of KWE and this directorship will alternate every year with George Khumalo.

The management structure of KWE MSASA is as follows. George Khumalo will assume the role of Chairman of KWE MSASA, Arend du Preez as Managing Director and other Exco directors are: Joe Mnisi, Papilele Matlaila and Ikuhiro Hojo.

11. Does this mean that our business venture with the Keodirelang consortium no longer exists?

KWE South Africa has had a long standing business agreement with Keodirelang consortium and will continue to do so. The consortium recently changed their name to Amuugu Investments (Pty) Ltd and the loan for the shares purchased, have been restructured. This came about because of the global recession and the unfortunate passing of Monwabisi Manjesi, leaving Thendjiwe Lucas as the only director on the KWE board.

KWE's opinion is that their partners must at all times contribute to the strategy and goals of the company. With the new joint venture, the responsibility is now shared and will contribute positively to the wellness of KWE in South Africa.