



**SERA**  
BEE Verification Agency

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BVA 032

Small Enterprise Rating Agency Pty Ltd t/a SERA

Certificate number: 153/09/2011

Date of issue: 04 OCTOBER 2011

# BBBEE VERIFICATION CERTIFICATE

In accordance with the Codes of Good Practice issued in terms of Section 9(1) of the Broad Based Black Economic Empowerment Act, 2003 (act 53 of 2003 Gazetted 9 February 2007)

## INITIATIVE PROMOTION & DESIGN CC

REGISTRATION NUMBER: CK 1994 / 038988 / 23  
 VAT REGISTRATION: 4350101350  
 PHYSICAL ADDRESS: 14 NUTTALL GARDENS  
 MORNINGSIDE  
 DURBAN

received an overall B-BBEE status of a

### LEVEL 2 (TWO) WITH A SCORE BETWEEN 85 AND 100

EFFECTIVE BLACK OWNERSHIP: 0%  
     BLACK MALE: 0%  
     BLACK FEMALE: 0%  
 VALUE ADDED SUPPLIER: YES

with a B-BBEE Procurement Recognition level of 125%

SCORECARD: QUALIFYING SMALL ENTERPRISE  
 VALID FROM: 04 OCTOBER 2011  
 EXPIRY DATE: 03 OCTOBER 2012

ELEMENT	SCORE	TARGET SCORE
EMPLOYMENT EQUITY	23.55	25
PREFERENTIAL PROCUREMENT	25	25
ENTERPRISE DEVELOPMENT	25	25
SOCIO-ECONOMIC-DEVELOPMENT	25	25

TECHNICAL SIGNATORY: SERA (PTY) LTD

**TOTAL SCORE: 98.55**