



Division of Invasset Chartered Accountants Incorporated  
Company Registration number: 2013/058813/21  
IRBA Practice number: 969809-0000  
SAICA Practice number: 30663072  
bee@invasset.co.za  
www.invasset.co.za

This is to certify that  
**PONELELO MEDIA MONITORING (PTY) LTD**

**Certificate Number** : DMID/2015/000214EME  
**Version Number** : 2  
**Registration number** : 2004/014007/07  
**VAT number** : 4540269208  
**Head Office, Location** : Corner of JG Strijdom and Springhaas Road  
Constantia Kloof  
Roodepoort  
1709

**Verification standard applied** : Amended Codes of Good Practice (Government Gazette 36928)  
**Issue of the rating standard applied** : Section 9(1) of the B-BBEE Act 53 Of 2003  
**Scorecard applied** : Exempt Micro Enterprise (<R10 million annual turnover)

**Broad Based BEE status level** : A level 2 contributor to B-BBEE  
**BEE procurement recognition level** : 125%  
**Black Ownership** : 51%  
**Black Women Ownership** : 30%  
**Empowered Supplier** : Yes  
**Enterprise Development Beneficiary Status** : N/A

Although the abovementioned is the current level of turnover/income and is closely related to the economic indicators, it may be more or less in future. Consequently, this Certificate does not serve as a guarantee that the income reflected will continue at the same levels. Where the entity is a startup enterprise this EME Certificate is valid only for contracts with a single value of less or equal than R10 million. Should the contract value being tendered for be higher than more than R10 million but less than R50 million, the EME will be required to submit a QSE Verification Certificate with any tender. For contracts over R50 million a B-BBEE Verification Certificate based on the Generic Codes must be submitted.

Based on our procedures, which do not constitute an audit or review, we have determined that the turnover / income is less or equal than R10 million and that the level of Black Ownership / Black Women Ownership is at a level 2.

B-BBEE Approved Registered Auditor full Name: Mathtys Wentzel  
B-BBEE Approved Registered Auditor Registration No: 897191B  
B-BBEE Approved Registered Auditor

Date of issue: 4 June 2015  
Expiry date: 2 June 2016

REGISTERED AUDITOR APPROVED  
**B-BBEE**

