



AFRICOM COMMODITIES

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OVERVIEW

AFRICOM COMMODITIES (Pty) Ltd was incorporated under the South African Companies Act of 1973 (Act 61 of 1973) in 2011 with its headquarters in Potchefstroom in the North West Province of South Africa. This multi-entity holding company was established by three founding members of whom are still today the main shareholders of this private company.

AFRICOM COMMODITIES is the holding entity of a group of 25 companies, all of which are settled within the Agricultural Sector. With a commitment to sound corporate governance in finances, sales, marketing, manufacturing, distribution and service, the ambition of AFRICOM COMMODITIES is to excel in all these areas making a profound impact and allowing the company name to be synonymous with excellence and integrity. This group of companies has earned the trust of all operators in the agricultural field through an extensive and inventive product and service range which meets all required farming and other developmental needs. Companies within this group have a long established history of successful visionary entrepreneurial business management, practices and services, specialising in many aspects of the agricultural business, further ensuring that every possible facet of the agricultural business is covered by the group of companies.

AFRICOM COMMODITIES can ultimately secure sustainability at all levels and provide an excellent and detailed specialised service acquired through accurate "Agri" farming principles by ensuring that the following are performed at the highest of levels: the import and distribution of tractors and machinery; manufacturing of superior and practical implements; strategic land acquisitions to facilitate manufacturing and distribution; agricultural land development and finally, the valuable life giving service of providing fertilizer for the food industry.

Judicious acquisitions of complementary companies in the agricultural sector ensures a vibrant, dynamic growth not only within the borders of South Africa, but also on the African and global stages. The potential for expansion in these mostly untapped markets is enormous and it can be obtained through the forward thinking of founding members, senior management and with the highly qualified and talented specialist personnel to support operations.

All the needs of the client are met through the various companies within the group. Being a key-player as well as the preferred supplier to the SADC region, AFRICOM COMMODITIES has a reputation of reliability and trust throughout all of its companies.

Groundbreaking work is currently underway in the Democratic Republic of Congo which has taken a quantum leap into future development and wider brand recognition as it requires intensive research, using all the skills available within the work force, to underpin this vast operation into new territory.

AFRICOM COMMODITIES furthermore boasts ownership of almost 100 registered trademarks across its products and services. It currently employs in excess of 2 500 permanent and contracted workers with a projection of a 10 000-strong workforce by the end of 2015.

The strength of the AFRICOM COMMODITIES companies is the sophisticated, excellent and innovative approach to the entire spectrum of the agricultural industry, always with a long term vision to meet future needs with cutting edge technology, more diverse and specialised products, establishing a balance between efficiency, productivity, ethical business practices and profit-making. The far-reaching vision of these companies will serve the agricultural community well. The common denominator in all of the companies under the holding umbrella, is the visionary dynamic outlook of the founders which is being carried forward by top management, constantly striving for greater excellence in production and sales and working towards a better future for all stakeholders and clients.

VISION

Pioneering the African frontier, AFRICOM COMMODITIES aims to be considered and acknowledged as a highly professional, ethical, principled and dynamic international company always striving to make a huge impact on the worldwide agricultural industry.

By maintaining a standard of excellence which is generated by not only its products, but also the detailed and expert service delivered to food producers, a sense of loyalty from business partners, customers, suppliers and staff is instilled and the fulfilment of visionary goals for the future enrichment of all is everlasting. The prospect of job opportunities offered in both developed and developing countries further contributes to a sense of commitment to social responsibility and the nurturing of soil for future generations.

Through its vision, AFRICOM COMMODITIES aim to be the market leaders, setting new standards of efficiency through ongoing innovation and absolute dedication. It will maintain and continually improve its competitive edge through the appropriate use of advanced technology, leadership and development of its people in well-performing, diverse teams.

MISSION

AFRICOM COMMODITIES intends to become a highly efficient company competitive locally and globally, thereby ensuring the largest market share by providing value for money, services and products with greater profitability. Availability of product and renowned quality will create a brand image of integrity and reliability in the global markets and also a commitment to food production and ongoing food security locally and at a global level.

Together with service excellence, a friendly and stimulating environment is strived for, not only in the workplace, but also offered to those who are associated in any way with the company. Passion for the future, adaptability and continued investment and promotion of all the principles of sound business, an always-fresh new approach to management and technological improvement of product with efficiency, are all in place to benefit all.

VALUES

- Sound Business Ethics
- Complete Transparency
- Excellence through Integrity
- Training and Development
- Ultimate Equality
- Environmental Awareness
- Social Responsibility
- Comprehensive Compliancy

CODE OF CONDUCT

- We are honest, trustworthy and reliable
- We operate as a team and are committed as a unit
- We are business driven and goal-orientated
- We take responsibility for our actions
- We celebrate diversity
- We strive for continuous multi-level growth
- We create and give back
- We adhere to Corporate Governance guidelines



Pioneering the African Frontier

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