

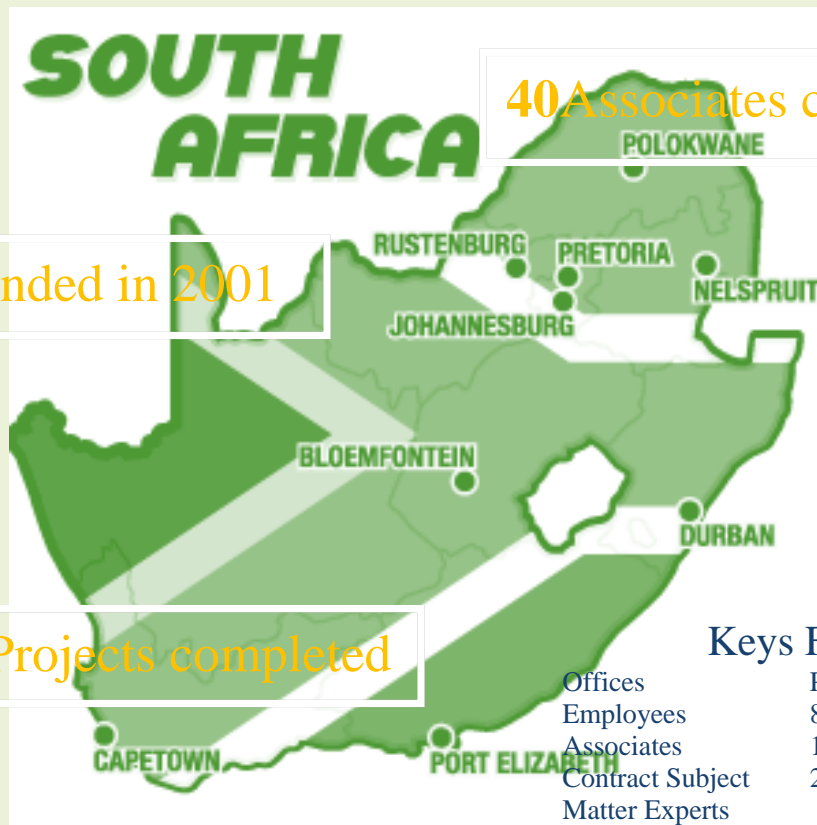


Innovation by Design



Company Profile

FACTS & FIGURES



OURSUCCESSKEY

Dear Readers

STT Trading (Pty) Ltd (STT) is more than 13 years old — and fuller of life than ever. I can't give you a secret recipe for this success, but it is certainly based on a clear vision and strategy, which are geared towards benefits to clients.

We have made it our mission to offer clients more than just solutions — they should always get genuine added value from STT.

The addition of the "We Touch All" brand promise to our logo shows how serious we are about this. In just three words, this expresses our understanding of our key role: not just to provide clients with solutions but to help them harmonize their organization improve efficiency, enable client closeness, and more. For example, our ability to analyze staff competencies with the tourism grading process gives the business owner/s real time feedback on staff development needs that will ensure excellent service

Our innovative products, solutions and services are a firm foundation, but they are not enough on their own. This is why we seek personal, trusting, long-term partnerships with all our clients — from a one-man operation, to associates, partners, and larger businesses.

This profile will illustrate what STT does, and exactly what it can offer its clients and partners. We want to exceed your expectations — it's part of our vision. I hope you enjoy reading the profile and that you will be impressed with what we can do!

Roebendry Gangiah

Founder and Executive Chairlady
Soft Touch Trading (Pty) Ltd



FOR STT, THE CLIENT IS AT THE CENTRE OF EVERYTHING. WITH OUR PRODUCTS AND SOLUTIONS, WE WANT TO CREATE ADDED VALUE AND NURTURE LONG-TERM RELATIONSHIPS AND WE OFFER MORE THAN JUST SOLUTIONS.

STABILITY IN A DYNAMIC ENVIRONMENT

Company

Soft Touch Trading (Pty) Ltd is made up of two Divisions – Soft Touch – Tourism Innovation and PG & Associates. The overall company business model is based on sound business tactics;

The need for quality measures and business integrity is increasing in all spheres of business and it's all over the world, there is a growing need to reassure consumers what is promised is actually delivered. STT is doing a great deal to meet this demand. We offer our client's needs-focused solutions that give them the greatest possible benefits in terms of quality assurance, organizational efficiency and convenience.

STT is synonymous with Tourism in South Africa. It is one of the best players in its segment of the vibrant tourism industry, a growth market potentially worth billions. STT provides client-focused, well diversified products, solutions and services in its key markets; the company plays a leading role with its products and services for quality assurance, service excellence and business integrity.

Strong brand thanks to constant innovation

Throughout its history STT has repeatedly impressed the market and set standards with new ideas and services. As a result the company has evolved into one of the best known and most valuable brands in its core markets — within the tourism industry and beyond. Its dominant brand value of excellence and innovation, are complemented by the brand promise "We Touch All". STT drives its leadership through constant innovation and product differentiation. The central focus is always the benefit to clients. New products and services are not only safe, reliable, and user-friendly but fit seamlessly into existing business processes.

WE OFFER OUR CLIENTS
INNOVATIVE SOLUTIONS AND
FIRST CLASS SERVICES FOR THE
PROTECTION OF PEOPLE AND
PROPERTY.

WE ARE THERE FOR OUR
CLIENTS WHEREEVER THEY
MAYBE, AND WE ARE
PASSIONATE ABOUT
EXCEEDING THEIR
EXPECTATIONS.

STT has clear goals for the future. The Company aims to keep building on its strong position and secure profitable growth

A Clear Strategy

STT aims to grow profitably and it has a clear strategy to achieve this.

- **Profitable growth will come through investments in products, services, solutions and markets:**

STT is investing in innovation and product development, as well as in expanding its services.

It is also developing emerging markets and identifying new opportunities for its portfolio in mature markets. This is helping STT provide clients with an innovative, comprehensive range of services that are compatible with each other — even across STT's different product mixes.

- **Strategic partnerships:**

In order to build on its strong position, STT is expanding through appropriate strategic partnerships. This helps STT remain close to clients in all the different markets, and ensures it can continue to provide them with first-class products and services.

- **Operational efficiency:**

STT constantly optimizes its structures and processes in order to improve its efficiency, speed and costs. All of these gains are passed on to our clients in the form of faster product development and competitive services.

The whole strategy is built around our focus on innovation in operational excellence in Quality in Tourism and Business Integrity leadership.

A Healthy Company

As one of the leading providers in the Tourism market, STT, with its clear strategy and consistently good financial results, is a natural choice for long-term relations. STT is an extremely sound company with strong fiscal management. Approximately two thirds of the company's sales revenue comes from business with clients who have already use STT service products, which is a great source of reliability.

SIX STRONG GROWTH DRIVERS

Six global trends are set to drive STT's future growth.

Assessing Key Performance Trends and Risks

- Identify early-warning indicators and potential responses to key business risks.

Benchmarking Performance and Plans

- Improve leadership conversations and functional performance with deep comparative analysis.

Establishing Innovative Operating Approaches

- Implement new ways of working using progressive insights to evolve clients function's impact.

Organizing and Managing Critical Talent

- Access resources to help clients motivate, manage, and build their team.

Driving Alignment and Support for Change

- Drive greater success in project execution by aligning key stakeholders to client initiatives.

Navigating Leadership Transitions

- Client commitment or a team member swiftly into a new role.

INNOVATION FOR CLIENTS

THROUGHOUT ITS
EVOLUTION, STT HAS
REPEATEDLY SET NEW
STANDARDS WITH ITS STRONG
INNOVATIONS

STT's mission is to deliver solutions that meet clients' needs with added value that goes beyond quality or integrity. This means always keeping one-step ahead in our solution development work so the company is in a position to fulfill the clients' future requirements. Which is why STT invests so much in innovation and product development? It is how STT keeps staying ahead of market drivers.

Appetite for constant development

STT's over 13-year history is a steady account of constant innovation. Today, with its undiminished appetite for development, the company continues to set new standards for its clients with regard to quality and integrity.

CUSTOMER SEGMENTS

Tourism Innovation

- Accommodation Businesses
- Hospitality Business
- Tourism Associations
- Tourism Authorities
- Meetings, Exhibitions and Special Events
- Museums
- Award Events
- Government
- Others

Business Integrity

- Small Business
- Medium Business
- Medical Practitioners
- Accounting Firms
- Legal Firms
- Local Government
- Destination Management Firms
- Others

DIVISIONAL EXCELLENCE



Soft Touch – Tourism Innovation a division of STT dedicated to **quality in tourism solutions**.

Quality in the tourism and hospitality industry involves consistent delivery of products and guest services according to expected standards. Delivering quality service is one of the major challenges the hospitality managers will be facing in the years to come as it is an essential condition for success in the emerging, keenly competitive, global hospitality markets. There are various tools that measure and improve quality service, as well as mechanisms for quality recognition in the tourism and hospitality industry.

Our client services is directed by ISO 9001-2008 and modeled on the following pillars:

1. Assurance Pillar

- Being served by the appropriate personnel
- Reinforcement of tourists' confidence
- Experienced and competent tour and hotel guides
- Fluent and understandable communication with tourists.

2. Responsiveness Pillar:

- Sincere interest in problem-solving
- Provision of adequate information about the service delivered
- Prompt response to tourists' requests
- Provision of information on local entertainment
- Willingness to help tourists; and advice on how to use free time.

3. Reliability Pillar:

- Right the first time
- Keeping promises
- Insisting on error-free service
- Meeting the tour schedule
- No sudden increase in tour cost.

4. Service Responsibility Pillar:

- Pleasant, friendly personnel
- Understanding of specific needs
- Cultivation of friendly relationships.

5. Tangibility Pillar:

- Modern and technologically relevant resources
- Appealing accommodation facilities
- Availability of information documents and notes
- Physical appearance of tour and hotel guides (tidiness etc.)
- High-quality meals.

6. Service Product Pillar:

- Easy contract on arrival at airport;
- Easy location of and contact with tour and hotel guides;
- Services delivered on time

Achieving quality standards in your organization will demonstrate to your staff and clients that you are serious about conducting business in an ethical, performance driven way, focused on delivering on promises.



PG & Associates a division of STT dedicated to Business Integrity solutions; Alan K. Simpson said, "If you have integrity, nothing else matters. If you don't have integrity, nothing else matters."


While it is most certainly an integral and positive step for a small to medium size business to recognize the significance of integrity as a tool for achieving its desired outcomes, that is only the beginning. What must truly be recognized for true success is that while certain precise universal pillars lead to business integrity, it is in the overall mindset of the company and the unfailing implementation of these key elements that an enterprise is truly defined. A business that instills a deep-seated theme of integrity within its strategies and policies will not only be evident among clients, associates and partners, but its overall influence cannot help but to result in a profitable, successful company.

Our business is based on the following pillars:


1. **Trust Pillar**
 - Assured reliance on the character, ability, strength, or truth of a business.
2. **Continuous Improvement Pillar**
 - Ask for opinions and feedback
3. **Retain and Reclaim Pillar**
 - Retain clients and reclaim lost ones
4. **Paraphernalia Pillar**
 - Do not mislead or misrepresent
5. **Community Social Responsibility Pillar**
 - demonstrate responsible community contributor
6. **Finance Management Pillar**
 - Take a hands-on approach in regard to accounting and record keeping, end any dubious activities promptly.
7. **People Management Pillar**
 - Professional respect and courtesy.
8. **Protection of Information Pillar**
 - Collection and distribution diligence

Realizing Business Integrity within your organization will demonstrate to your staff and clients that you are serious about conducting business in an ethical, performance driven way, focused on delivering on promises.

INNOVATIVE PRODUCTS

Product Groups	Quality Assurance	Training
	Pre Grading Assessment	SA Host is a national programme to develop service excellence skills and promote a culture of client service in South Africa.
	TGCSA Assessments	Client Service
	TGCSA – UA Assessments	Etiquette and Department
	TGCSA - MESE Assessments	Grading Readiness Workshops
	Food Service Assessments	Lodge Management
	Front of House Assessments	Lodge Operations
	Business Responsiveness Assessments	Business Skills: <ul style="list-style-type: none"> • HR Management • Finance • Marketing • Business Administration
Interim Management Services		

- **TGCSA – Tourism Grading Council of South Africa, UA – Universal Accessibility, MESE – Meetings, Exhibitions and Special Events Venues**

Product Groups	Business Systems	Information Systems	Training
	HR Policies and Processes	Protection of Personal Information Compliance (PoPI)	Director Training
	Talent Management	Information Collection Policy	Ethics and Integrity
	Regulatory Compliance	Information Collection Processing	Ethics in Internal Communication
	Succession Planning	Information Storage	Anti-Corruption Workshops
	Business Coaching		Privacy and Data Protection
	Ethics and Governance		Contract Management
	Business Advisor		Tender Processing

CLIENT BENEFITS ARE CENTRAL

STT's success stems entirely from its clients, which is why the "We Touch All" brand promise is part of everything STT does and why it is an integral part of all its offering. As well as providing reliability and ease of implementation, STT's quality services and solutions:

- Acknowledge client satisfaction — by sending the client a bouquet of flowers on their special day.
- Improve operational efficiency — by optimizing the flow of relevant information on a just in time process
- Meet the highest standards of professionalism — by ensuring thorough understanding of the clients business.

Convenience thanks to easy handling

STT does not simply offer its clients products and services of a high standard; the company also ensures that clients can maneuver through intricate detail quickly and easily through indexing.

A good example of this is providing small business owners with an Access Database of all HR policies that can be called up at a touch of a button. There is no need to worry about digging through files and looking for information.

STT operates countrywide, ensuring that it remains close to clients, enabling a deep understanding of local markets and cultures and creating the foundations for a trusting long-term partnership.

Compatible and expandable

STT puts great emphasis on innovation and sustainability. Its products are compatible and scalable for future changes and advances, providing long-term investment security.

FOCUS ON EMPLOYEES

STT's most important assets are its employees. STT supports and promotes them, offering attractive jobs in a global environment

STT aims to be a leader in innovation and stands for quality and customer excellence. The excellent position STT has achieved is no coincidence.

The people who work/associate with STT have the potential and the will to contribute and develop their ideas, capabilities, experience and passion to the fullest. Added to this, is the cultural diversity that is spread over country. This huge wealth of skills and knowledge is set to grow even further —STT welcomes people who are committed to keep moving themselves and the company forward.

Collaboration, mutual respect and a high level of personal integrity are the basic building blocks of the work people do at STT.

Onward development

STT offers a dynamic working environment with training and development opportunities tailored to employees'

functions. Responsibility for employee development is shared between the individual employees themselves and the company which focuses on targeted, customized life-long learning.

STT is equally committed to developing the next generation of employees. The company continuously trains young people in a wide variety of disciplines. It gives many of them their first experience of working life, helping them start a career and supporting them on their onward journey.

Finally, another core element of employee development at STT is the identification and nurturing of particularly outstanding people within the company's Talent Coaching Programme.



STT's Principles — five central values

The way we think and the things we do are guided by five clearly defined values —the STT Principles. These set out the guidance for day-to-day work, while simultaneously serving as a benchmark for every employee's professional, customer-focused conduct.

Customer is king

We feel a sense of urgency on any matters related to our customers. We own problems and we are always responsive. We are customer-driven.

What we say we do

We make commitments with care, and then live up to them. In all things, we do what we say we are going to do.

Teamwork

Clarity in understanding our mission, our goals, and what we expect from each other is critical to our success.

Professionalism

In all our dealings we will strive to be professional, friendly and courteous, as well as fair and compassionate.

Differentiation

We must be willing to lead, to create and to innovate, rather than being satisfied to follow and to imitate.



SATISFIED CUSTOMERS ARE THE BEST PERFORMANCE INDICATOR.

Over the years, a multitude of customers have put their trust in STT. We attach great importance to long-term partnerships that benefit both STT and the customer. The following sample from our client list shows that we must be on the right track:

North West Provincial Government, Eastern Cape Government, Limpopo Government, Kwa Zulu Natal Government, Northern Cape Government, Sun International, South African National Parks, Peermont Global, Tsogo Sun, Ditsong Museums, Tourvest Inbound, Gauteng Tourism Authority, Tourism Enterprise Partnership, National Department of Tourism, Mozambique Tourism, A Knights Rest Guesthouse, Absloute Farenden, Alcazaba Lodges, Alpine Attitude Boutique Hotel, Ambassador Guest House, Arcadia Hotel, Bed and Breakfast in Brooklyn, Bella Bonni Guest House, Big Tree B&B, Bordeaux Haven Guest House, Buble Ball Guest House, Carnival Club Hotel Carnival City, Casa Toscana Boutique Hotel, Chancellors Court Guest House, Cornerhouse on Conan, Court Classique Suite Hotel, De Loft Guesthouse, Deletz Guest House, Dusk to Dawn Guesthouse, Eve's Homestay Bed & Braekfast, Flamingo Casino, Flossie's Bed & Breakfast, Guesthouse 4 u , Hans Merensky Hotel & Spa, Heartfelt Arena, Hermansdal Conference Centre & Lodge, Hermansdal Conference Centre & Lodge, Hilton Manor Guesthouse, Ikhutse Manor Guest House, Jabliano Guesthouse, Khasimas Guest House, Kruger National Park Bateleur Camp, Kruger National Park Punda Maria Bungalows, Kruger National Park Punda Maria Tents, Kruger National Park Shimuwini Bush Lodge, Langkloof Guest House, Legodimo Game Lodge, Linsea Inn Guesthouse, Lions Rest Game Lodge, Lionsrock Lodge, Lizaphase Guest House, Lizvilla Guesthouse, Loskop Vallei Gastehuis En Restaurant, Lynnwood Conference Centre, Makhaya Guest House, Manhattan Hotel, Menlyn Boutique Hotel, Meropa Casino & Entertainment World, Mmakosha Lodge, Mochichi Guesthouse, Molenvliet Lodge, Morula Casino and Hotel, Mystical Mansion Guesthouse, Ndlovu Lodge, Neo'S Bed And Breakfast, Nombolo Mdhuli Conference Centre, Nthateng Bed And Breakfast, Opikopi Guesthouse, Pine Valley, Pretoria Manor Guesthouse, Randburg Towers Hotel and Randburg Inn, Rohrs Farm Guesthouse, Royal Sibaya Hotel, RPM Ditsong Conference Center, Sand River Guest House, Sandton Executive Suites, Sarabi Country Lodge, Shikwari Bush Lodge, Sibaya Lodge, Sisonke Guest House, Somona Guest House, Sonia's Cosy Cottage, Sundowner Caravan Park, Sundowner Lodge, Sunward Guest House, Tasso's Place, Tebogo Bed and Breakfast, The Lakes Boutique Lodge, The Orion Guesthouse, The Star Guest House, The Windmills Resort, Thuto's Bed & Breakfast, Travellers Nest Guest House, Tsibana Guest House (Arcadia), Visit - Vakasha Town Lodge, Welgekozen Country Lodge, Wilger Guesthouse, Windmill Casino & Conference Centre, Windmill Lodge, Yalla Yalla Boutique Hotel, Jock Sabi Lodge Hotel, Moloko Executive Apartments and Hotel and the list goes on.

Soft Touch Trading (Pty) Ltd

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