

# Investor News

February 2014 Issue

Wesizwe awards prestigious mining bursaries to top performing students

*Furthering the development of women in mining*

**An exciting new brand for  
Bakubung Platinum Mine**

## Welcome

W

Welcome to this launch edition of the 'new look' digimag format of our Investor Newsletter. Our intention at the commencement of this new year was to build on the stakeholder engagement and communications platforms we launched over the past 12 months, and look to continually improve the way in which we engage with our valued stakeholders. This new digimag replaces our old Investor Newsletter and, hopefully, provides a more engaging means of keeping up to date with all the latest events and news at Wesizwe Platinum and our flagship project, the Bakubung Platinum Mine. We look forward to receiving your feedback over the coming months.

In this edition, we reflect on some of the major challenges facing the country in terms of its growth and development, as recently outlined in the President's State of the Nation address, and look at what we are doing as a junior mining company to contribute to solution finding on issues such as education, training and development in the mining sector. We also look at gender transformation in the mining sector, with a report from a recently-held conference on the subject of the Development of Women in Mining, and Wesizwe's contribution to the debate.

We hope you enjoy reading this new format of Investor News and look forward to bringing you news and information each month.

**Hamlet Morule**



Hamlet Morule

*Executive: Corporate Affairs  
& Investor Relations*  
[hamlet@wesizwe.com](mailto:hamlet@wesizwe.com)

*Copyright©2014  
All rights reserved.*

February 2014

04



## Women in Mining

A report from the recent Women in Mining Conference which looked at overcoming barriers to the boardroom for women in the mining sector.

06



## Building a Brand

The journey to develop a unique and engaging new corporate identity for the Bakubung Platinum Mine

07



## Education is Power

A look at Wesizwe's Human Resource Development programme and the latest initiatives

08



## Media and Digital Update

A quick snapshot of the month's media activity for Wesizwe and activity in the digital communications space.

09



## Industry Event Calendar

Information on some of the forthcoming mining conferences, summits and exhibitions on the industry calendar to look out for.

# Women in Mining and Boardroom Barriers

*Making the move from the integration to the development of women in the mining sector in South Africa, and finding effective methodologies to help in overcoming the barriers to the boardroom for women executives in the industry.*

O

On 19 to 21 February this year, Wesizwe Platinum's Executive: Sustainability, Ms Kgomotso Tshaka, was invited to participate as a speaker at the 5<sup>th</sup> annual Women in Mining conference. This important gathering aimed to bring women executives representing the country's mining companies, associations and organisations together to interact and share their day-to-day challenges and success stories with the aim of motivating for not only the integration of women into the mining sector, but also their ongoing development.



*“The challenge of getting more women into mining company boardrooms is not unique to South Africa. The GMI Ratings 2013 Women on Boards Survey reports that women hold only 11% of board seats globally.”*

Kgomotso Tshaka,  
Executive, Sustainability,  
Wesizwe Platinum

Key issues in the spotlight for discussion included recent amendments to the Mining Charter; the challenges of attracting and retaining women into the mining industry; solutions on how to make the mining industry a career path of choice for women and not just a job; ideas on how to practically create a unified front between women across all levels of the mining industry; addressing pregnancy and absenteeism and the effect it has on production; practical methodologies and approaches to overcoming barriers to the boardroom; strategies for combating sexual harassment in the mining sector; and a review of the statistics of women working in the mining industry in South Africa today and how they can better thrive in a traditionally male-dominated industry sector.

*Speakers and delegates  
gather together at the 5th  
Annual Women in Mining  
Conference in  
Johannesburg*



Wesizwe Platinum's contribution to the debate, presented by Ms Kgomotso Tshaka, focused on how women in the mining sector can overcome barriers to the boardroom. One of the interesting focal points of the presentation was on the value women bring to the corporate boardroom, with unanimity amongst both men and women that the presence of competent women on corporate boards improves matters. Catalyst, a research organization, found that the companies with the most female board directors earned a 26 percent higher return on invested capital than the companies with the fewest women. McKinsey & Co. also found that the international companies with more women on their corporate boards far outperformed the average company in return on equity and other measures. In fact, operating profit was 56 percent higher. According to the World Economic Forum's Corporate Gender Gap Report 2010, leading companies are failing to capitalize on the talents of women in the workforce. This is backed up by Professor Klaus Schwab of the World Economic Forum who commented at this year's meeting: "Women account for one-half of the potential talent base throughout the world and

According to the 2012 ICGI Report, **gender imbalance at senior executive & board levels is globally well-documented.**

therefore, over time, a nation's competitiveness depends significantly on whether and how it educates and utilizes its female talent." The challenge of getting more women into mining company boardrooms is not unique to South Africa. The GMI Ratings 2013 Women on Boards survey reports that women hold only 11% of board seats globally. Surprisingly, South Africa ranks 5<sup>th</sup> in the world, with 17.9 percent female representation on the boards of the 59 companies included in the research. The recent Business Women's Association 'Women in Leadership Census' 2012, shows that, at the current rate, gender parity in South Africa is unlikely to be reached until 2039. In terms of the mining sector specifically, the industry has the fewest number of women on its boards than any other industry sector, with women occupying only 5% of the board positions of the top 500 global listed mining companies, according to the PWC Mining for Talent Report. JSE listed companies had the best level of female board representation, while those listed on the London Stock Exchange had the lowest. Yet interestingly, profit margins are higher for mining companies with women on the board.

# Building a Brand

The journey to develop a unique brand for the Bakubung Platinum Mine in the North West Province.



In October last year, work commenced on creating a new brand identity for Wesizwe Platinum's flagship project, the Bakubung Platinum Mine, located in the North West Province. The design journey started with the launch of a competition to involve local design students from the community to assist in being part of the creative thinking process around a new and unique brand for the mine project, one that would make a distinct connection with the local community. The specialist design team from Jupiter Drawing Room, Wesizwe Platinum's appointed design agency, was brought in to help realise a new design concept for the new Bakubung brand identity, taking on board all ideas and comments submitted to them. A number of fact-finding trips to the Bakubung Platinum Mine itself helped to inform the design journey to be taken in developing the new logo.

## Comment:

"The new Bakubung Platinum Mine brand identity is an important step forward in the development of the project and its connection with the local community."

Mr Hamlet Morule,  
Executive: Corporate Affairs  
and Investor Relations,  
Wesizwe Platinum

*The inspiration for the new Bakubung Platinum Mine logo is drawn from the positive relationship between the community and the mine, which is symbolised by the curved line which is reminiscent of the "hippo hump" - the hippo is an important symbol to the Bakubung community as the literal translation of the word 'Bakubung' means 'People of the Hippo'.*

The colour palette of the new Bakubung Platinum Mine logo is founded on the mine's commitment to environmentally friendly, green operations. The stylistic green leaf in the design represents hope, revival, growth and empowerment.

# Education is power

This is an exciting time for Wesizwe Platinum's Human Resource Development programmes. Over the past few months, Wesizwe has embarked on a search to find the country's top performing and most needy students to enrol in the company's prestigious mining engineering bursary programme. This month, ten such bursaries have been awarded to well deserving and top performing students from Wits University, all of whom are currently in their 1st and 2nd year of studies,

in the field of Mining and Mechanical Engineering. These are young people to watch in the world of mining will be the future mining engineers of Wesizwe Platinum.

Also this month, Wesizwe has been in the process of recruiting and signing new contracts for its 2014 Engineering Learnerships programme and training will resume in April this year. The Learner Miners learnership scheme has also been launched and the

advertising for interested, suitably qualified people is currently underway.

Another interesting HRD initiative underway this month has been the re-launching of the company's Portable Skills Training programme for 2014. A number of focused training opportunities has been advertised to interested parties in the following fields:

Farming, Tiling, Plastering, Painting, Welding, Plumbing, and Engineering Skills.



*New Wesizwe mining and mechanical engineering bursary students pictured with Mr Jacob Mothomogolo, Wesizwe Projects Executive; Ms Basetsana Ramaboa, HR Executive; and Mr Eddie Mohlabi, General Manager, Bakubung Platinum Mine*

## Media Round-up news highlights from the month

### Wesizwe stories trending this month

Stories trending during this period included industry magazine articles focusing on the optimization study on Bakubung Platinum Mine potentially reaching full production two years ahead of schedule, the funding of the Bakubung platinum mine by the Chinese shareholders, continuing coverage of the Maseve stake dilution, and a number of feature stories on the

positive Chinese interest in the mining sector, using the Wesizwe experience as a successful case study.

### Media Tracking

Wesizwe tracked 59 media placements during the month, across both published news media and online.

### Feature articles

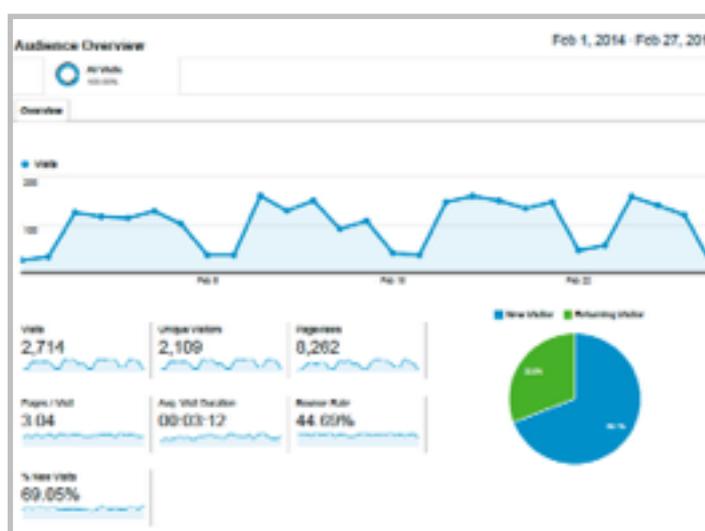
A number of feature articles on both Wesizwe Platinum and its flagship Bakubung

Platinum Mine either appeared during this month or were negotiated with various industry publications including an article on the development of the Bakubung Platinum Mine for Asia Mining magazine, a similar feature in the African Mining Network magazine, a feature for Mining Review Africa, a project update for Mining Weekly and both published and broadcast interviews with Wesizwe's CEO for Bloomberg.

## Wesizwe Digital Update

What's happening online.....

During the month of February, the Wesizwe website recorded 2109 unique visitors, 2714 visits, with 69% of those being new visitors to the site. Almost 8,300 pages were viewed on the site this month.



### Bakubung Platinum Mine project pages the most visited this month on the website

Once again this month, visitors to the Wesizwe website were most interested in learning more about the company's flagship project, the Bakubung Platinum Mine in the North West province. Other popular pages visited included the investor information, the directors/executive management pages, and the careers section. Most visitors came from South Africa, followed by Kenya, UK, India, the United States, Nigeria, Canada, Finland and Bangladesh.

# Calendar

## Industry event highlights for the coming year

### Great Rift Mining Summit, 13-14 March 2014, Lusaka

Regional mining summit attended by government officials from across the Great Rift Valley to discuss opportunities

### Mines and Money Beijing, 19-21 May, Beijing

Global summit attended by leading Chinese investors and influencers, plus global mining companies and investors

### Mines and Money Mauritius, 23-25 June, Mauritius

Africa/Asia summit attended by leading Chinese and global investors, plus global mining companies

### Mining on Top Africa Summit, 24-26 June, London

Gathering of 250 European investors, government decision-makers and industry analysts with an interest in African mining and opportunities

### Africa Mining Summit, 26-27 June, Johannesburg

Regional mining industry conference to discuss investment, development and challenges on the continent

### Mining Lekgotla, 11-12 August, Johannesburg

South African mining industry conference organised by NUM and Chamber of Mines

### Investing in Resources and Mining in Africa Conference, 8-10 October, Johannesburg

Regional high profile mining industry conference aimed at discussing investment, opportunities, strategic partnerships and challenges

### Junior Mining and Exploration Summit, 4-6 November, Johannesburg

Annual junior mining industry conference and expo gathering with over 300 industry representatives

## YOUR FEEDBACK

In the spirit of our commitment to encouraging greater shareholder engagement, we welcome your comments or feedback relating to this investor newsletter. Send your comments via our website - [www.wesizwe.com](http://www.wesizwe.com)

### NEWSLETTER STAFF

**Managing Editor**  
Hamlet Morule

**Editor**  
Melanie Hawken

**Administrative Support**  
Lireko Ncube

**Publisher**  
Jalopy Communications

**Subscription**  
You can subscribe to this free newsletter and have it delivered direct to your email inbox each month by contacting us via our website - [www.wesizwe.com](http://www.wesizwe.com)

## Market Information

as at 28 February 2014  
JSE Share Code: WEZ

Shares in Issue	1 627 827 058
Closing Price	R0,75
Market Cap	R1 220 870 294