



CAPE CONSUMERS: Company Profile



COMPANY PROFILE

- **Company Name:**
Cape Consumers (Pty) Ltd
- **Registration Number:**
1955/003218/07
- **NCR Number:**
NCRCP501
- **Business Type:**
Purchase card organisation
- **Year Established:**
1947
- **Based in:**
Cape Town
- **Physical Address:**
20 Lower Burg Street, Cape Town
- **Postal Address:**
PO Box 2181, Cape Town 8000
- **Telephone:**
(021) 409 7600
- **Fax:**
(021) 409 7627 / 086 698 2606
- **Website:**
www.capeconsumers.co.za

- **Total number of employees in Cape Consumers:**

42

- **Cape Consumers Management:**

- Mr GJJ du Plessis (*Managing Director*)
- Mr A Dhansay (*Financial and Operations Manager*)
- Mrs L Woudberg (*Credit and Legal Manager*)

- **Cape Consumers Board of Directors:**

Directors

The buyers elect the board of directors who hold the issued shares for and on behalf of the buyers. The board comprises of an independent Chairperson, four independent Directors and an executive Managing Director.

- Prof AE Retief (*Chairman*)
- Mr TA Hastie (*Vice Chairman*)
- Mr GJJ du Plessis (*Managing Director*)
- Mr MA Bromley
- Dr JC van der Walt
- Mr JA van Tonder
- Ms L Veldsman

Principles:

The Board subscribes to and is fully committed to complying with the King Committee Report on Corporate Governance (King III). In our support of King III, the directors recognise the need to conduct our business with integrity, transparency and accountability and in accordance with generally accepted corporate practices.

- **Products/Services:**

Purchase card with benefits linked to membership

- **Market offering:**

Purchase Card with up to 5% cash back bonus on annual purchases, as well as Budget Facilities on card purchases, Personal Loans, Vehicle Finance, Assist and Lifestyle Benefits, Short term- as well as Funeral Insurance.

Cape Consumers is well known for its substantial annual bonus payouts to its members which are based on discounts negotiated with its participating stores. In November 2010 Cape Consumers paid out R39 million in bonuses to their members.

- **Geographic Markets:**
National & Namibia
- **Brand Names:**
b-Smart
- **Card types:**
Gold, Silver and Zero Floor limit cards



Cape Consumers launched Co-branded cards which continue to be a very successful part of the business which is growing steadily each year. This means more members enjoy more benefits.

- **Member Base:**
 - Total members: *26,000 principal members, 40,000 cardholders*
 - Member income: *44% of members earn at least R10 000 per month*
 - Member language preference: *60% Afrikaans and 40% English*
- **Annual Turnover:**
FY 2009/10: R940 million
- **Bad debts:**
0.10% of annual turnover
- **Supplier Base/Retailers:**
More than 5,500 countrywide

A great deal of importance is placed on meaningful dialogue with buyers and suppliers to ensure that they are kept appropriately informed and have access to the company. We are also committed to transparency and disclosure of relevant and appropriate information through all available communication channels.

CORE VALUES FOR OUR COMPANY AND EMPLOYEES

- **Teamwork**
We believe in teamwork and this principle is not negotiable.
- **Commitment**
We keep our promises to clients, employees and our families.
- **Respect**
We believe in respect for our clients, colleagues and families at all times.
- **Attitude**
We believe that remaining positive and looking ahead are essential parts of achieving goals.
- **Integrity and honesty**
We demonstrate integrity and honesty in all our actions.
- **Responsibility**
We take responsibility for our decisions at individual and company levels.
- **Achievement**
We aspire to the highest level of excellence in our products and services / Strive to exceed the needs of our clients / Take responsibility for the quality of our work.

Last update: 05/2011