Agenda

1. Overview
2. Our Businesses
3. Key People
4. Key Clients
5. Thought Leadership
Combining extensive experience and comprehensive capabilities, The Beijing Axis collaborates with clients across their value chain through global procurement services, international sales activation, capital advisory and strategy and management consulting, in order to raise their performance and profitability.
The Beijing Axis (TBA) is a professional services firm focused on global procurement, international sales activation and cross-border advisory.

Established in 2002, The Beijing Axis:

- Supports our clients’ international initiatives with global procurement, international sales activation and cross-border advisory.
- Thrives in dynamic and challenging emerging and frontier markets.
- Emphasizes strategy implementation, focused on ‘actions and transactions’.
- Collaborates with clients and provides integrated solutions across their value chain.

- Has successfully worked with a large number of Chinese and other international MNCs across various sectors and industries i.e. mining and energy, agri & agri-processing, power & infrastructure, transport, construction, manufacturing, engineering, packaging and healthcare.

Global Procurement
- Procurement advisory
- Strategic sourcing
- Transactional procurement
- Outsourced and managed procurement

International Sales Activation
- Market research and planning
- Marketing and brand management
- Business development and sales
- On-the-ground support

Capital Advisory
- Origination
- Financial advisory
- Due diligence
- Transaction project management

Strategy and Management Consulting
- Research and analytics
- Strategy formulation
- Strategy implementation

Inbound & Outbound Supply Chain Services

Cross-Border Advisory

Beijing • Shanghai • Singapore • Perth • Mumbai • Valencia • Johannesburg
The Beijing Axis as Value Chain Partner

Client Value Chain and Our Interventions

1. **Procurement for CAPEX projects, CAPEX replenishment, and OPEX/MRO; and procurement of strategic raw materials, products, components, services and technologies**

2. **Professionals in market development and expansion services in new markets via market research & planning; marketing & brand management; business development & sales; logistics coordination**

3. **Professionals in capital advisory on buy-side, sell-side, funding and project co-investment; commodity trading**

4. **Strategic intelligence, strategy formulation and implementation support**

Strategy, Planning and Management

Inbound Supply Chain

Core Operations and Business Processes

Outbound Supply Chain

HR

Finance

IT

Infrastructure

Internal Environment

External Environment

Suppliers

Investors

Customers

Other Stakeholders

Competitors

Our Business and Services

1. **Global Procurement**
   - Procurement advisory
   - Strategic sourcing
   - Transactional procurement
   - Outsourced and managed procurement

2. **International Sales Activation**
   - Market research and planning
   - Marketing and brand management
   - Business development and sales
   - On-the-ground support

3. **Capital Advisory**
   - Origination
   - Financial advisory
   - Due diligence
   - Transaction project management

4. **Strategy and Management Consulting**
   - Research and analytics
   - Strategy formulation
   - Strategy implementation

Inbound & Outbound Supply Chain Services

Cross-Border Advisory
Vision & Mission

• Facilitate, enhance and support an appropriate cultural, political and economic integration of China/Asia/Africa with the rest of the world

• Raise the performance and profitability of our clients as an international professional services firm via our global procurement, international sales activation and cross-border advisory services:
  - International MNCs with a China/Asia agenda
  - Asian/International firms as they venture into Africa
  - Chinese/Asian/African MNCs in their quest to ‘go global’

• Learn and excel in our chosen fields in a manner that inspires others
Guiding Principles & Values: The Beijing Axis operates in a manner consistent with the highest international professional and corporate governance standards and we respect the environment to assure sustainability.
The Beijing Axis’ significant experience and capabilities underpin our competitive advantage in raising our clients’ performance and profitability:

<table>
<thead>
<tr>
<th>People</th>
<th>Processes</th>
<th>Knowledge</th>
<th>Track Record</th>
<th>‘Guanxi’</th>
<th>Suite of Services</th>
<th>Reach</th>
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<tr>
<td>• Multinational team of professionals holding appropriate qualifications in the fields of i.e. economics, finance, business or engineering - with relevant experience from leading international organisations</td>
<td>• Solid standardised processes and operating procedures</td>
<td>• Dedicated knowledge management (KM) department and staff utilising best practice KM processes and tools</td>
<td>• Extensive client lists – large international and Chinese blue chip MNCs and SMEs</td>
<td>• Extensive networks among Chinese and international industry associations, trade associations, ministries, academic institutions and individual companies</td>
<td>• Ability to offer global clients a comprehensive, strategic and operational ‘soft landing’</td>
<td>• Offices in Asia, Europe and Africa</td>
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<td>• Exceptional base of skills, knowledge, cultural astuteness and language abilities</td>
<td>• Rigorous training systems for existing and new personnel</td>
<td>• Data benchmarking for selected industries and systematic post-project experience integration</td>
<td>• Comprehensive list of varied projects across all our businesses (and across industries and function)</td>
<td>• Long-established personal connections and relationships</td>
<td>• 4 business units that provide synergistic, technical, and practical services, which supports clients in key areas of their value chain</td>
<td>• International networks, experience and professionals</td>
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The Beijing Axis Sector Focus

Industry & Sector Experience

**Extractive**
- Mining and energy
- Raw materials processing and beneficiation
- Agriculture and agri-processing

**Industrial and manufacturing**
- Heavy engineering, machinery, and light industrial manufacturing
- Power, infrastructure, transport, construction and renewables
- Automotive, robotics, packaging and chemicals
- FMCG/general merchandise (retail, apparel and footwear)

**Services**
- Banking, insurance and other financial services
- Logistics and supply chain
- Information technology and communications
- Consulting, engineering and professional services
Over 16 years of delivering global procurement, international sales activation solutions, and cross-border advisory solutions.

Over 350 satisfied global customers in the mining, resources, industrial, infrastructure, engineering and services sectors.

Experienced professionals ranging from global procurement professionals, sourcing engineers, corporate finance associates, commodity traders to management consultants.

Over 10 nationalities with multi-disciplinary backgrounds ranging across supply chain, engineering, international relations, business, finance and economics.

Strong presence in or exposure to our chosen markets.
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2. Our Businesses
   • Global Procurement
   • International Sales Activation
   • Capital Advisory
   • Strategy and Management Consulting

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5. Thought Leadership
Comprehensive outsourced global procurement and supply chain services

<table>
<thead>
<tr>
<th>1 Global Procurement</th>
<th>2 International Sales Activation</th>
<th>3 Capital Advisory</th>
<th>4 Strategy and Management Consulting</th>
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<tr>
<td>• Procurement advisory</td>
<td>• Market research and planning</td>
<td>• Origination</td>
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<td>• Strategic sourcing</td>
<td>• Marketing and brand management</td>
<td>• Financial advisory</td>
<td>• Strategy formulation</td>
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<td>• Transactional procurement</td>
<td>• Business development and sales</td>
<td>• Due diligence</td>
<td>• Strategy implementation</td>
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<tr>
<td>• Outsourced and managed</td>
<td>• On-the-ground support</td>
<td>• Transaction project management</td>
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<td>procurement</td>
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- A leading, China-focused global procurement house that offers a comprehensive range of intelligent global sourcing solutions across the supply chain in a way that **balances total cost, delivery time** and **quality**, while **minimizing risk**
- **Outsourced global procurement partner** for world leading companies across industries and regions
- **Global sourcing hubs** in Northeast Asia, Southeast Asia, South Asia, Europe and Africa
Global Procurement at a Glance

Recognised as a leading, independent global procurement service provider for the mining and resources, industrial and engineering sectors

Established sourcing capabilities for a wide range of categories: chemicals, packaging, healthcare, FMCG and general merchandise

Achieved average savings of approximately 25% for customers (within a range of 5-45% savings)

Managed sourcing transactions of almost USD 1.2 bn and supported special project procurement of USD 1.6 bn for clients over the past five years

Additionally, performed go-to-market enquiries for clients targeting China/Asia in excess of USD 3 bn

Experience in transacting more than 80 product categories across CAPEX projects and CAPEX replenishment to strategic raw materials, production consumables and OPEX/MRO supply

Database of more than 5,500 identified suppliers, with more than 1,300 pre-qualified

Sophisticated methodologies, systems, processes and practices in place with a 16-year experience curve
Our global procurement service offering in more detail

1. Procurement Advisory
   - BCC opportunity assessment (savings potential diagnostic)
   - Market intelligence and supply market analysis
   - Benchmarking analysis
   - Procurement maturity assessment
   - Procurement process improvement
   - Procurement capability enhancement
   - Procurement process tender support
   - CIPS Corporate Services Partner in China
   - Enhance procurement capability and performance

2. Strategic Sourcing
   - Global sourcing strategy formulation
   - Category strategy development
   - Supplier identification
   - Supplier evaluation
   - Supplier pre-qualification
   - RFx process management
   - SC & logistics mapping
   - Negotiation
   - Contracting
   - Rapid sourcing programmes
   - Buying trips
   - Realise cost savings, on-time delivery and ensuring quality

3. Transactional Procurement
   - Contract management
   - Supplier relationship management
   - Supplier risk management
   - Site visits and supplier audits (commercial, technical, CSR and HSE)
   - Quality management, QA/QC and expediting
   - Installation and commissioning support
   - Logistics management
   - After-sales service support
   - Benefit from BCC sourcing with minimal upfront investment

4. Outsourced & Managed Procurement
   - Strategic sourcing and transactional procurement (Outsourced International Procurement Office)
   - Productisation (i.e. cost reduction programmes)
   - CAPEX project procurement
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International sales activation solutions that are customised and targeted

- A leading international market development and expansion services firm that **enhances sales growth** and **accelerates market share gain**
- **Outsourced international sales activation partner** for world leading companies across industries and regions
- **Global activation hubs** in Northeast Asia, Southeast Asia, South Asia, Europe and Africa
- Excel in ‘**first client acquisition**’ with strong capacity for **continuous market development** and **customer relationship management**
International Sales Activation at a Glance

**Practical but strategic approach** with a 15-year experience curve

Robust **methodologies** to find the right partner and sign first client

On-the-ground presence in selected stronghold **chosen markets**

**Incubator, office support and infrastructure**
(hot desks, meeting rooms, multilingual staff support)

Experience in supporting clients across **various categories**, i.e. raw materials, manufacturing technologies and services

Extensive **networks** among RTM players, channel partners and key nodes/networks in **chosen markets**

Successful sales activation track record of **USD 350 mn** over 3 years
Our international sales activation service offering in more detail

1. **Market Research and Planning**
   - Market scoping
   - Key stakeholder identification
   - Competitive landscape
   - Channels to market
   - Commercial environment
   - Regulatory issues
   - Partner due diligence

   **Enhance market knowledge and planning**

2. **Marketing and Brand Management**
   - Marketing strategy and planning
   - Corporate communications
   - Brand activation and management
   - Marketing communications
   - Public relations
   - Events management
   - Digital and social marketing services
   - Dedicated in-country product and service representation

   **Grow brand, BD capacity and acquire clients in new markets that significantly impact revenue**

3. **Business Development and Sales**
   - Client/partner engagement strategy
   - Route-to-market and channel partners management
   - Lead development to opportunity management
   - Sales management including pursuit management / final pursuit; first client acquisition
   - Proposal management
   - Negotiation, contracting and order management
   - Ongoing client and/or distributor relationship management (CRM)

   **Ensure effective implementation and execution**

4. **On-the-ground Support**
   - Distribution and logistics
   - Company and product registration and certification
   - Legal (IP, dispute resolutions, etc.)
   - OEM solutions
   - Asia team recruitment and training
   - Third party management and interventions
   - E-commerce support
   - Asia Market Expansion Services*

   **Ensure effective implementation and execution**
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Cross-border transaction origination and capital advisory

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   - Strategic sourcing
   - Transactional procurement
   - Outsourced and managed procurement

2. International Sales Activation
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   - Marketing and brand management
   - Business development and sales
   - On-the-ground support

3. Capital Advisory
   - Origination
   - Financial advisory
   - Due diligence
   - Transaction project management

4. Strategy and Management Consulting
   - Research and analytics
   - Strategy formulation
   - Strategy implementation

- Provides independent corporate finance **advisory** and **transaction services**
- Has a **China-specific** approach underpinned by **international** and **Africa-specific** knowledge and experience
- Leverages on **China knowledge** and **global networks** to advise clients on cross-border acquisitions, disposals, joint venture transactions, fund raising and complex projects / commodities transactions
- Supports **commodity producers** with their international marketing efforts and the structuring of off-take agreements
- Assists **commodity consumers** with their procurement efforts in securing supply
- Assists in arranging **financing** in selected cases
Highly-skilled and professional team experienced in cross-border transactions and engagements

Analytical capacity and established methodology to develop specific sector view

Key relationships and networks in focus markets – China/Asia, Australia, Europe, Africa, and Latin America

Focused on strategic approach and origination

Experience in trading over 10 different commodity groups

Established as agent, both buy and sell-side, for more than 15 clients in 4 continents

Focused on commodity flows from Mongolia to Asia, Africa to Asia, Australia to Asia and Asia to Africa
Our capital advisory service offering - Transaction Advisory

1. **Origination**
   - Opportunity scoping
   - Target / project identification, filtering and selection
   - Strategy formulation
   - Stakeholder relationship development and management

2. **Due Diligence**
   - Operational
   - Financial
   - Technical
   - Legal & regulatory
   - Taxation
   - Shareholders

3. **Financial Advisory**
   - Modeling and model evaluation
   - Valuation and pricing assessment
   - Terms and structure establishment
   - Funding solutions

4. **Transaction Project Management**
   - Negotiation and communications assistance
   - Documentation
   - Risk identification and mitigation
   - Relationship and scheduling management

Identify the opportunity, select target companies for engagement and determine strategy

Establish project / company / commodity reality, viability and potential

Establish asset value and funding solutions - or commodity transactions structure

Assist in transaction management and completion
### Our capital advisory service offering - Commodities

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Tasks</th>
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<tbody>
<tr>
<td><strong>1. Sales and Marketing</strong></td>
<td>• Customer target identification, filtering and selection</td>
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<td>• Customer engagement and sales promotion</td>
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<td>• Sales offtake structuring</td>
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<td></td>
<td>• Contract negotiation and agreement finalisation</td>
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<tr>
<td><strong>Identify, engage and secure buyers</strong></td>
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<tr>
<td><strong>2. Procurement</strong></td>
<td>• Supplier target identification, filtering and selection</td>
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<td>• Supplier engagement</td>
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<td>• Procurement offtake structuring</td>
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<td>• Contract negotiation and agreement finalisation</td>
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<td><strong>Identify, engage and select suppliers</strong></td>
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<tr>
<td><strong>3. Financial Structuring &amp; Transaction Assistance</strong></td>
<td>• Trade finance solution</td>
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<td>• Assistance in logistics solutions</td>
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<td>• On-site inspection and third party coordination</td>
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<td>• Transaction development and risk management</td>
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<tr>
<td><strong>Assist in transaction management and completion</strong></td>
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<td><strong>4. Intelligence</strong></td>
<td>• Market size and volume analysis</td>
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<td>• Market trend monitoring</td>
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<td></td>
<td>• Understanding competition and threat of substitute products</td>
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<td></td>
<td>• Cost structure analysis and price index watching</td>
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<tr>
<td><strong>Enhance understanding of market and industry dynamics</strong></td>
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</tbody>
</table>
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   - Global Procurement
   - International Sales Activation
   - Capital Advisory
   - **Strategy and Management Consulting**

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4. Key Clients

5. Thought Leadership
Customised and practical strategy and management consulting solutions for organisations seeking to optimise knowledge, international growth and profitability

- A trusted strategic advisor and implementation partner to our clients, identifying and realising value-adding opportunities for CEOs and senior executives who are seeking to optimise international growth, strategic advancement, performance and profitability across their companies’ value chain
- Our scope of services extends beyond research and strategy formulation to actual implementation by providing our clients with practical, on-the-ground support
Strategy and Management Consulting at a Glance

Worked with more than 80 industry leaders spread across 6 continents and in over 10 different industries

Conducted more than 100 projects in the last 5 years, of which 45 were emerging market growth strategies and global market studies

Conducted more than 40 China/Asia strategic engagements in the last 2 years

Over 50% of client engagements are with repeat clients

Supported more than 10 companies in the last 2 years to set up and launch their operations in China

Supported more than 10 Chinese companies in the last 2 years to ‘go global’ and enter foreign markets

Integrate a multicultural research & knowledge management team
Our strategy and management consulting service offering in more detail

1. **Research and Analytics**
   - Regional/country macro assessment (macroeconomic, socio-political, entry and exit barriers, risk, outlook, etc.)
   - Industry assessment (market dynamics, competitive landscape, channels to market, regulatory framework and policy investigation, key client attributes, etc.)
   - Global market studies and supply market assessment
   - Partner/competitor due diligence
   - Assessment of Chinese/Asian outbound engagement

   Develop a deeper strategic understanding of markets and industry dynamics

2. **Strategy Formulation**
   - International growth strategy, models and strategic positioning
   - Stakeholder/strategic partner/client identification, filtering and selection
   - Operational due diligence and optimisation strategy
   - Asia/Africa market entry strategy
   - China/Asia/Africa inbound and outbound opportunity assessment and prioritisation
   - China/Asia/Global sourcing (supply) opportunity scoping

   Identify and analyse growth opportunities and evaluate how to capture them

3. **Strategy Implementation**
   - Stakeholder prioritisation and engagement
   - Partner negotiation and management
   - Business/action plan development
   - Organisation change management
   - Tender facilitation and support
   - Company operational set-up support
   - China/Asia/Africa field investigation

   Successfully implement strategies to drive performance and impact
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## Key People

**Kobus van der Wath**  
Founder & Group Managing Director

**Cheryl Tang**  
Co-founder & Director

**Haiwei Huang**  
Director: Capital

**Rachel Wu**  
Director: Procurement

**Barbie Co**  
Director: Sales Activation

### Previous experience
- **Kobus van der Wath**  
  - Current: Founder, Axis Group International; Adjunct Professor: UCT GSB, SA  
  - Senior Consultant: BCG, Asia  
  - Head of Investment Strategy, Asia Pacific (Singapore) & Emerging Market Strategist (UK): Standard Chartered Bank  
  - Strategist: Standard Merchant Bank, SA  
  - Economist: SA Reserve Bank
- **Cheryl Tang**  
  - Account Manager for a China-based international advertising agency  
  - Marketing Communication Manager: Chinese IT company  
  - Entrepreneur
- **Haiwei Huang**  
  - Associate Director, Senior Manager, Consultant: The Beijing Axis, China  
  - Team Leader, Project Manager: CHINT, China  
  - Sales and Marketing Consultant: HuaQi Telecom, China
- **Rachel Wu**  
  - Sr. Project Manager, Consultant, Procurement Specialist: The Beijing Axis, China  
  - Consultant, CRM: Foreign Airlines Service Corporation (FASCO), China  
  - Analyst: Marbridge Consulting, China
- **Barbie Co**  
  - Sr. Manager, Consultant, Analyst: The Beijing Axis, China  
  - Project Assistant: TravelPeople Magsaysay Group, Philippines  
  - Events and Marketing Consultant, Philippines

### Education
- **Kobus van der Wath**  
  - MBA (INSEAD, France)  
  - MSc (Curtin, Australia)  
  - BCom (Hons) Finance & Investments (Unisa, SA)  
  - BCom (Hons) Econ & Ind Psy (UJ, SA)  
  - Fluent in English, Afrikaans and Dutch. Basic Mandarin
- **Cheryl Tang**  
  - BA (Hons) Business Administration (London South Bank University, United Kingdom)  
  - BA Marketing (Comm. University of China, China)  
  - Fluent in Mandarin, English and Shanghainese
- **Haiwei Huang**  
  - BA (Hons) Business Administration (London South Bank University, United Kingdom)  
  - Fluent in Mandarin, English and Shanghainese
- **Rachel Wu**  
  - MBA (University of Western Australia, Australia)  
  - BCom Hons, Economics (University of Economics and Business, China)  
  - BA (UEB, China)  
  - Fluent in Mandarin and English
- **Barbie Co**  
  - BA (Hons) International Relations (Ateneo de Manila University, Philippines)  
  - Chinese Language (Beijing Normal University, China)  
  - International Business (ESSCA, France)  
  - Fluent in English, Mandarin and Filipino. Basic French and Minnan
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## Selected Clients Across our Businesses (1/2)

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<th>Capital Advisory</th>
<th>Strategy and Management Consulting</th>
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<tbody>
<tr>
<td><strong>Mining &amp; Resources</strong></td>
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<td><strong>BARRICK</strong></td>
<td><strong>Newmont.</strong></td>
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<td><strong>Jonah Capital</strong></td>
<td><strong>Zijin</strong></td>
<td><strong>RioTinto</strong></td>
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<td><strong>XCMG</strong></td>
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<td><strong>Sasol</strong></td>
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<td><strong>Votorantim</strong></td>
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<td><strong>Other</strong></td>
<td><strong>Nampak</strong></td>
<td><strong>Netcare</strong></td>
<td><strong>PACT</strong></td>
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<td><strong>Ocean Basket</strong></td>
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<td><strong>Unisys</strong></td>
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<td><strong>SQM</strong></td>
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The Beijing Axis
Selected Clients Around the World (2/2)

- We have served small-mid-large size and global/regional and local players
- Our primary focus is mid-market or regional players – listed or large privately held enterprises
- Secondary - global players where TBA can address opportunity
- We started in SA and China, expanded to Asia, Aus, then LatAm and now US/EU

Solid China position:
- Substantial networks/relationships
- Strong brand equity
- Systematic methodologies and approach
- Extensive supplier database and supplier relationships
- Category management knowledge
- Mining, energy, EPC, industrial, steel, chemical, packaging, healthcare category knowledge

Deep brand recognition and client community formation in core markets

Significant scope in new markets for development
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Thought Leadership – Research & Publications

**DOING BUSINESS IN CHINA:**
The System and The Strategies

Written by Kobus van der Wath & Commissioned by China Ministry of Foreign Affairs

*A comprehensive guide to conducting business in China*

**INVEST IN SOUTH AFRICA**

Written by The Beijing Axis & Commissioned by China Ministry of Commerce

*A detailed manual for Chinese companies entering and investing in South Africa*

**THE CHINA ANALYST**

By The Beijing Axis

*A knowledge tool by TBA for executives with a China agenda*

**THE CHINA COMPASS**

By The Beijing Axis

*A dynamic presentation of the latest macroeconomic data for a wide range of indicators, for China as well as the other major world economies*
### Thought Leadership - Selected Engagements (I)

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Event Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Feb 2019</td>
<td>Cape Town</td>
<td>Investing in African Mining Indaba 2019</td>
<td>Kobus van der Wath moderated a panel discussion on ‘Making processing more efficient: How can you process less material and reduce waste?’</td>
</tr>
<tr>
<td>3 Nov 2018</td>
<td>Shanghai</td>
<td>China International Import Expo (CIIE) Briefing Session for the South African Delegation</td>
<td>Kobus van der Wath delivered a presentation on: ‘Doing Business in China’</td>
</tr>
<tr>
<td>21 Sep 2018</td>
<td>Beijing</td>
<td>Nelson Mandela Charity Gala</td>
<td>The Beijing Axis sponsored and hosted a table at the Charity Gala, celebrating Nelson Mandela’s centenary as well as the 20 year diplomatic relations between China and South Africa</td>
</tr>
<tr>
<td>2 Sep 2018</td>
<td>Beijing</td>
<td>SA President Business Breakfast Meeting</td>
<td>Kobus van der Wath spoke on behalf of South African businesses in China, addressing the opportunities for SA businesses in China, the need for strategic interventions, and the importance of young SA future leaders. The Beijing Axis also presented research publications to Pres Ramaphosa</td>
</tr>
<tr>
<td>21 June 2018</td>
<td>Johannesburg</td>
<td>Procurement and Supply Roundtable Breakfast</td>
<td>The Beijing Axis held a procurement and supply roundtable breakfast. Kobus van der Wath and Rachel Wu, Director: Procurement, presented on: China &amp; Asia/BCCs in Global Supply Chains – Capturing the Opportunity</td>
</tr>
<tr>
<td>20 June 2018</td>
<td>Johannesburg</td>
<td>Exporting to China &amp; Asia Workshop</td>
<td>The Beijing Axis held a workshop on Asia Market Development &amp; Sales Activation. Kobus van der Wath, Rachel Wu, and Barbie Co, Director: Sales Activation, presented on: Exporting to China &amp; Asia: International Market Opportunities for SA Manufacturers</td>
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<tr>
<td>20 June 2018</td>
<td>Johannesburg</td>
<td>Manufacturing Indaba</td>
<td>Kobus van der Wath, Founder and Group Managing Director, was a panelist on: ‘How beneficial is the Chinese/Japanese-Africa partnership and how can African manufacturers benefit from these relationships?’</td>
</tr>
<tr>
<td>14 June 2018</td>
<td>Cape Town</td>
<td>The Beijing Axis – Wesgro Exporting to Asia Workshop</td>
<td>Wesgro, in collaboration with The Beijing Axis, held a workshop on Asia Market Development &amp; Sales Activation</td>
</tr>
<tr>
<td>19 May 2018</td>
<td>Beijing</td>
<td>Africa Week: China Africa Stories</td>
<td>Luyolo Sijake, Senior Analyst, was a panelist on the topic of African agency, which sought to emphasise the often understated role that Africans are playing in expanding opportunities in various spheres of the Sino-Africa relationship</td>
</tr>
<tr>
<td>22 Feb 2018</td>
<td>Johannesburg</td>
<td>South Africa-China Dialogue at Wits University</td>
<td>Kobus van der Wath gave a presentation on the economic and trade relationship between South Africa and China</td>
</tr>
<tr>
<td>8 Feb 2018</td>
<td>Cape Town</td>
<td>The Beijing Axis – Wesgro Exporting to Asia Workshop</td>
<td>Wesgro, in collaboration with The Beijing Axis, held a workshop on Strategic Imperatives, Latest Trends &amp; Practical Issues for Successfully Expanding your Sales into Asia</td>
</tr>
<tr>
<td>6 Feb 2018</td>
<td>Cape Town</td>
<td>Norton Rose Fulbright Mining Indaba 2018 Seminar</td>
<td>Kobus van der Wath participated in a panel discussion on: ‘The New Commodities Boom and its Drivers, Exploring the New Energy Revolution and the Role Played by the Mining Industry’</td>
</tr>
<tr>
<td>5 Feb 2018</td>
<td>Cape Town</td>
<td>Investing in African Mining Indaba 2018</td>
<td>Kobus van der Wath moderated a panel discussion: ‘Battery Minerals: How can Africa position itself to take advantage of the EV Revolution’</td>
</tr>
<tr>
<td>30 Jan 2018</td>
<td>Johannesburg</td>
<td>The Beijing Axis – JCCI China &amp; Asia Opportunities Workshop</td>
<td>The Beijing Axis hosted a workshop with the Johannesburg Chamber of Commerce and Industry (JCCI) on: ‘China &amp; Asia Market Opportunities: Export Development and Strategic Sourcing Success Seminar’</td>
</tr>
<tr>
<td>4 Oct 2017</td>
<td>Johannesburg</td>
<td>Ekurhuleni North Chamber of Commerce and Industry Member Event</td>
<td>Kobus van der Wath and Rachel Wu, Director: Procurement, delivered a presentation: ‘How to Sell to China Effectively, plus Buying from China – the Right Way’</td>
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## Thought Leadership - Selected Engagements (III)

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Event Name</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>30 Aug 2017</td>
<td>Johannesburg</td>
<td>Asia Market Development &amp; Sales Activation Workshop</td>
<td>The Beijing Axis and Norton Rose Fulbright jointly hosted a workshop. Kobus van der Wath, Founder and Group Managing Director; Haiwei Huang, Managing Director: Axis Capital Advisory; Barbie Co, Director: Sales Activation; and Elvis Qu, Senior Associate, jointly delivered presentations on: ‘Strategic Imperatives &amp; Practical Issues for Successfully Expanding Sales in China/Asia’</td>
</tr>
<tr>
<td>21 Aug 2017</td>
<td>Johannesburg</td>
<td>Infrastructure Africa</td>
<td>Kobus van der Wath moderated the panel discussion: ‘China Inc in African Infrastructure: Implications and opportunity for the continent and its infrastructure players’</td>
</tr>
<tr>
<td>8 Feb 2017</td>
<td>Cape Town</td>
<td>African Mining in the Year of the Rooster Cocktail Hour</td>
<td>The Beijing Axis and Cadiz hosted their annual cocktail hour event during the week of Mining Indaba</td>
</tr>
<tr>
<td>6 Feb 2017</td>
<td>Cape Town</td>
<td>Investing in African Mining Indaba 2017</td>
<td>Kobus van der Wath led a panel discussion: ‘Financing infrastructure and projects through partnerships with SOEs: What role should they play?’ Haiwei Huang participated in the panel</td>
</tr>
<tr>
<td>25 Sep 2016</td>
<td>Singapore</td>
<td>The Faculty CPO Round Table</td>
<td>Kobus van der Wath led a round table discussion: ‘China’s manufacturing competitiveness – Evolution, Realignment and Implications’</td>
</tr>
<tr>
<td>14 Apr 2016</td>
<td>Beijing</td>
<td>Coaltrans China</td>
<td>Kobus van der Wath led a roundtable discussion: ‘China’s economic health in 2016-2017 – What does this mean for commodities?’</td>
</tr>
<tr>
<td>12 Dec 2015</td>
<td>Shanghai</td>
<td>Chain Awards</td>
<td>CIPS China was a partner of this event</td>
</tr>
<tr>
<td>17 Nov 2015</td>
<td>Beijing</td>
<td>CIPS Dual Language Global Standard Launch</td>
<td>CIPS formally launched a bilingual version of its Global Standard for Procurement and Supply Management professionals. CEO David Noble, Group Professional Development Director Amanda O’Brien and GM Asia Pacific Mark Lamb hosted this event, which was supported by key partners – The Beijing Axis and CCTA</td>
</tr>
<tr>
<td>11 Nov 2015</td>
<td>Johannesburg</td>
<td>Nedbank-NEPAD Business Foundation Networking Forum</td>
<td>Kobus van der Wath participated in a panel discussion: ‘FOCAC - Enhancing China-Africa trade relations through private sector support’</td>
</tr>
</tbody>
</table>
The Beijing Axis on Social Media