

SSE COMPANY PROFILE



THE COMPANY

SSE was founded in 1994. However, the majority of its core developers and management has been actively involved in the Telemetry, Tele-control, Automation and Wireless Data Communication networks industries since the late 1980s.

SSE commands in excess of 65% of the bulk Water and Waste Water Telemetry market sector in Southern Africa. Its installation base comprises over 25 000 operational RTUs designed by SSE using its own IP. SSE also offers 24/7 monitoring and control room service.

Most of SSE's engineers developed their expertise and honed their skills in the Military and Aerospace industries, environments renowned for highly reliable systems. Telemetry has always been at the core of SSE's offerings, be they products, systems, solutions or services.

The SSE Group consists of the following strategically located business hubs:



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SSE GROUP STRUCTURE



SSE IT4 INDUSTRY



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SSE's **HOLISTIC SOLUTION APPROACH**

The Group is an engineering systems technology integrator that specializes in the design, development and delivery of engineering solutions and services on a turnkey basis. SSE is committed to the development, supply and implementation of high quality systems. The Group's success derives from the reality that it not only focuses on the initial design, installation and commissioning phases of a system, but it also ensures the maximum possible system availability to its clients through customized service level agreements and high levels of continuous support and upgrading throughout the life cycles of the systems. Thus, continuous support and rapid response times throughout the life cycle of a system is of utmost importance. In order to be able to live up to this promise, strategically located Business Units were established throughout South Africa.

SSE **GAUTENG**

SSE Gauteng, based in Centurion, was started in 1994 and is the oldest Business Unit in the Group. A number of critical and shared functions such as R & D, Manufacturing & Assembly, Group Marketing and Finance are situated in SSE Gauteng.

In terms of territorial market reach, SSE Gauteng covers the provinces of Free State, Limpopo, North West, Mpumalanga, Northern Cape and the rest of Africa.

SSE **CAPE**

SSE Cape was formed in 2000 and is based in Cape Town. SSE Cape's territorial market reach includes the Western Cape Province and Namibia.

SSE **KZN**

SSE KZN was established in 2007 and is based in Durban. Its territorial market reach covers the Kwa-Zulu Natal Province in its entirety.

SSE **EC**

SSE EC was established in 2007 and is based in Port Elizabeth. Its territorial reach covers the entire Eastern Cape Province.

SSE **INVESTORS**

In the month of April 2017, an investment consortium comprising Spirit Capital and Izingwe Capital acquired a majority equity stake in SSE (see Group Structure). Spirit Capital has as its Institutional Shareholder PSG Alpha Investments. This development in SSE's history presents strong financial backing, an enabler for growth and expansion into Southern Africa, the rest of Sub-Saharan Africa and select international geographies.



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SSE LINKWORLD

SSE LinkWorld is an import/export Business Unit in the Group that focuses on importing predominantly electrical and electronic goods from all over the world and selling them locally or exporting them to rest of Africa and the Middle East region. It is in a continuous process of Service improvement and Product offering expansion. The SSE LinkWorld offering, which is predominantly focused on the communications industry, includes for example:

- ✓ Consulting to the communication industry in Southern Africa.
- ✓ Importing and Exporting RF Cables, Connectors, GSM (Cell Phone) repeaters, Antenna Systems, Duplexers, et cetera.

All importing needs of the SSE Group are handled and met by SSE LinkWorld.

THE OFFERINGS AND INDUSTRIES SERVED INCLUDE

Designing, Engineering, Supplying, Installing, Commissioning and Maintaining:

- ✓ Telemetry Systems and Automation Systems for water pumping and waste water pumping networks.
- ✓ Control networks for pumping schemes, irrigation schemes, humidity, temperature and other monitoring and control systems for the Agricultural Industry.

- ✓ Telemetry Systems for Electrical distribution networks, including Sub-Station design and supply.
- ✓ Automated control and monitoring systems using PLCs from Schneider, Allan Bradley and others.
- ✓ Advanced Tele-Control systems using SSE's RTUs.
- ✓ SCADA Systems using Adroit, Citect, RS View, et cetera.
- ✓ Turnkey Radio Communication Networks.
- ✓ High speed industrial communication networks using Ethernet, Fibre and Microwave Data Links.
- ✓ Advanced Voice and Data Communication Networks in the two-way radio, Trunking and Cell Phone Industries.

ABOUT THE GROUP

The Group adheres strictly to ISO 9001:2000 standards.

Its Telemetry Products, Systems, Solutions and Services have become the market leaders in Southern Africa and other parts of the world. SSE's Telemetry and other Systems compare extremely well with Systems supplied by other market leaders worldwide. SSE and its existing client base have the utmost confidence in its products and services. This instills great confidence to market SSE's offerings not only locally but also in other parts of the world.

CIDB REGISTRATION

SSE is registered with the CIDB at level 7EP. Thus, it complies with all specified listing requirements.



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HI-TECH BACKGROUND

All core staff and senior management in the Group gained and honed their skills whilst developing hi-tech systems for the military and aerospace industries in Southern Africa. With this hi-tech knowledge, expertise and experience, SSE industrialized its military industry-specific systems and work methodologies to ensure delivery of top quality products, systems, solutions and services.

RUGGED RELIABILITY

From paper design (hard copy as well as CAD) to component selection, design qualification to manufacturing process specification, the products are carefully crafted to withstand the rigours of harsh environments.

New product designs benefit from the MIL-SPEC design and qualifications procedures adopted over the years, and are subjected to a comprehensive MIL-SPEC qualification test process including:

- ✓ Exhaustive compatibility testing;
- ✓ Testing for EMI Interference;
- ✓ High/low temperature operation;
- ✓ Shock and vibration testing, and
- ✓ Beta field testing in typical customer applications.

This has been proven over and over as a recipe for success that ensures that only the highest level standards are adopted.



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DISTRIBUTED SYSTEM INTEGRATION

The Group strongly believes in establishing engineering and support offices as close as possible to its Customers. Therefore, there exists a continuous process of appointing technically capable System Integrators (SIs) in South Africa, the rest of Southern Africa and other parts of the World.

Because of the rapid expansion into the Southern African market earlier on, SSE realized that effective support systems were crucial. As a result, the Group appointed handpicked Systems Integrators throughout Southern Africa. The resulting support structures that have been implemented have been hugely successful, much to the benefit of SSE's clients.

ABOUT THE FUTURE

Whilst the Group's Products, Systems, Solutions and Services are world class, SSE has managed to remain highly cost competitive.

SSE strongly believes in continually expanding and upgrading its offerings, not only so as to keep up with technology, but mainly to keep abreast of clients' needs. The Group invests significantly in ongoing Research and Development of new functionalities and products.

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VISION STATEMENT

To be the Ultimate System Solution provider and market leader through the following:

- ✓ ALWAYS providing Products that will fulfil and exceed our clients' needs.
- ✓ Using cutting edge technology to deliver the ultimate solutions.
- ✓ Designing, manufacturing, supplying and installing Products and Systems of the highest quality that exceed clients' expectations.
- ✓ Employing and maintaining a highly motivated staff complement that is proactive, responsive, accountable, responsible, friendly, productive and willing to excel and grow.
- ✓ Entering, expanding and excelling in foreign markets.
- ✓ Being an engaged corporate citizen that proudly and successfully contributes to the South African environment and the up-liftment of its people.
- ✓ Building strong and lasting relationships with ALL our Clients.

MISSION STATEMENT

To connect people in business and in industry to real-time information using cutting edge technology, in ways that enable businesses to make informed decisions so as to ultimately improve service, profitability and quality of life for all.



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TYPICAL APPLICATIONS

Water & Sewage Plants & Networks



Flood Warning and Mitigation Systems



Irrigation Systems



Gas Plants & Networks



Building Management



Electrical Reticulation Systems



The Mining Industry



Traffic Monitor & Control Systems



Industrial Plant Monitoring & Control



Any Other Monitoring Application



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A sample list of existing customers includes:

- ✓ Cape Town Metro
- ✓ ESKOM
- ✓ Department of Water Affairs (Various Installations)
- ✓ Johannesburg Water - (Existing R 50 Million Contract)
- ✓ Johannesburg City Power
- ✓ Kalahari East & West Water Schemes
- ✓ Tshwane Metro (Pretoria) – Traffic
- ✓ Tshwane Metro (Pretoria) – Flood Warning
- ✓ System Amatola Water
- ✓ Kumba Iron Ore (Existing R 25 Million project)
- ✓ Botswana – Water Utilities
- ✓ Sasol
- ✓ City of Cape Town
- ✓ EThekweni Metro
- ✓ UGU Water
- ✓ Botswana – Department of Water Affairs
- ✓ RSA City Councils
- ✓ Klerksdorp Water
- ✓ Anglo American
- ✓ Tshwane (Pretoria) – Water (R65 Million)
- ✓ Exxaro
- ✓ Potchefstroom Water
- ✓ uMhlathuze Water
- ✓ ACSA
- ✓ Nelson Mandela Metro
- ✓ uMthlatuze Metro
- ✓ Impala Platinum
- ✓ Windhoek Municipality
- ✓ Gaborone
- ✓ De Beers Mining
- ✓ NamWater (The whole of Namibia)



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QUALITY POLICY STATEMENT

The SSE Group is committed to a policy of conformance to requirements for each function of the organization and for customer satisfaction, or we will change the requirements to what our customers really need.

Implementation of this policy makes it essential that each person be committed to performance exactly as is required.

It is our basic operating philosophy, to concentrate on prevention methods, to make quality a way of life, and perpetuate an attitude of "Do it right the first time".

The Group wide emphasis on defect prevention serves as a base for continual review and planning that utilizes current and past experience to keep the past from repeating itself.

Procedures, products and systems are qualified and proven, prior to implementation and then continually examined and officially modified, when an opportunity for improvement is seen.

The quality function reports on the same level as those functions that are being measured and has complete freedom of activity.

The SSE Group complies with all the requirements of ISO 9001: 2000 with the exception of Requirement 7.5.4: Customer Property.

GERT BEZUIDENHOUT
Group CEO

Date:



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