

Broad-Based Black Economic Empowerment Policy

Branded CC has decided to follow the Broad-based Black Economic Empowerment Act, in implementing BBBEE in our organization. We choose to follow the Codes of Good Practice in terms of Government Gazette no.29617 published on 9th February 2007.

We operate in the Branding, Corporate gifting sector of the economy and our annual turnover is less than R5 million. The Codes therefore define us as an Exempt Micro Enterprise.

Our BBBEE policy is based on the seven pillars of empowerment and we intend making a meaningful contribution to each pillar where it is feasible

- Ownership Equity
- Management
- Employment Equity
- Skills Development
- Preferential Procurement
- Enterprise Development
- Residual (Socio-Economic Development)

As the codes change or our status changes we will be adjusting our targets accordingly.

“Our BBBEE decisions make business sense, and our business decisions make BBBEE sense”

Policy approved by the Managing Member on 25th January 2012



Carmen Power
Managing Member