

## FOCUSED ON YOUR BUSINESS ENERGY NEEDS

Masana Petroleum Solutions operates exclusively in the commercial and industrial segments of the Petroleum Industry. To the highly competitive and price sensitive wholesale market, Masana brings an innovative approach – total focus on the unique and special needs of the business-to-business customer.

We bulk wholesale a range of petroleum and related products as well as innovative and differentiated value added offers to the following sectors:

- Commercial Transport/Fleet
- Manufacturing and Processing
- Mining
- Civil Engineering/Construction
- Government and Parastatals

## OUR PROMISE

Masana is a trustworthy business partner that offers integrated energy solutions underscored by service excellence built on a foundation of competent people, world-class products and unsurpassed technological advancement.

“Masana” translates as “the rays of the sun.” We are proud to usher in the dawn of a new era in the South African fuel industry. Our intention is to revolutionise the industry, effecting transformation that offers our valued customers and stakeholders a brighter future, filled with greater possibilities for growth.

Our promise of efficient, focused service and sustainable growth extends not only to our customers, but, through our innovative equity sharing structure, to the greater community and to the country from which we continue to draw our inspiration, hope and vision.

## WORLD CLASS PRODUCTS AND SERVICES

All Masana's products are supplied by BP and therefore meet exacting global standards in terms of product quality, cleaner fuels, stringent health, safety, environmental and security compliance. The company adheres to best practices in corporate governance. BP also provides distribution and various support services to Masana.



The products we offer are:

### MAIN FUELS

- Cleaner Diesel
- Cleaner Diesel Plus
- Unleaded Petrol
- Cleaner Unleaded Petrol
- Lead Replacement Petrol (LRP)
- Heavy Furnace Fuel

### GASES

- Liquefied Petroleum Gas (LPG)
- Butane
- Propane (Stenched)
- Propane (Unstenched)

### BITUMEN

- Fit for applications from light industrial to heavy duty road coatings

### LUBRICANTS

- BP Lubricant Range
- Castrol Lubricant Range

## DIFFERENTIATED VALUE-ADDED OFFERINGS:



### FUELMASTER FLEET

Fuel card fraud is a major problem in the transport industry, resulting in increased fuel bills and distorted fleet management statistics. To combat this growing challenge, Masana offers FuelMaster Fleet - the solution to fleet owners' crises in the on-road refueling environment. This fully automated, paperless system utilizes the very latest in radio frequency smart card technology, incorporating positive driver and vehicle identification and electronic odometer reading at the time of refueling.

FuelMaster Fleet is:

- Fraud-free
- Paperless
- Convenient
- Reliable
- Reasonably priced
- Linked to a web-based central transaction database for 24 hours access
- For both fuel and lubricants purchases



### ENERGY PLUS

Energy Plus is a proven high performance fuel and energy management package. It is specifically designed for large scale energy savings via strategic cost control, system optimization and waste minimization.

It has been implemented across a broad range of industries, company sizes and production models, successfully reducing energy consumption costs, minimizing environmental impact and improving or optimizing efficiencies and systems. Full implementation of Energy Plus results in structurally entrenched, long term, monitored value creation.

**Energy Plus has two essential components:**

- Cleaner burning fuel supply
- Energy management and process specific technical and engineering support

## OUR COMPANY



## OUR VISION

To be the leading provider of petroleum solutions.

## OUR MISSION

To provide value-added customer offers that generate sustainable returns, whilst empowering and growing the organisation and its human capital.

## OUR CORE VALUES

Masana's essence can be summed up as ENERGY FOCUSED ON EFFICIENCY. We bring this essence to life in our daily business, by adhering to the following Core Values:

**People:** Our diverse and multi-talented people are our greatest resource in building strong and sustainable relationships.

**Environment:** We ensure a brighter tomorrow by protecting the environment today in the way we do business and comply to HSSE.

**Confidence:** We are a company with the confidence, energy and determination to create a brighter future.

**Innovation:** We continuously improve and encourage our people to find better and effective ways of doing things.

**Customer Service:** We will exceed customer expectations.

## THE DAWN OF A NEW ERA

### Black Economic Empowerment Milestones



### COMPANY OVERVIEW

Masana Petroleum Solutions is a unique symbol of transformation and growth within the South African fuel industry and within the broader economy. Masana was born in May 2005 as a result of the convergence of three powerful partner organizations - Mineworkers Investment Company (MIC), WDB Investment Holdings (WDBIH) and BP Southern Africa.

Pivotal to the launch of Masana was the understanding that true empowerment could not be achieved through the enrichment of a few. As far back as 2001, BP had committed itself to forming a separate joint venture company where its empowerment partners would own majority shares and be in control of commercial and industrial business. In keeping with the policy that BEE is about creating a sustainable, diverse and competitive economic climate that reflects the cultural constitution of South Africa, Masana's equity structuring is groundbreaking within the fuel industry.

The Masana empowerment transaction resulted in a company ownership structure where shares are owned 55% by Historically Disadvantaged South Africans (MIC 24.5%, WDBIH 10.5%, Management and Staff 20%). BP SA takes a minority interest of 45% in the company. This makes Masana the first black-owned, black-managed and black-controlled company of its kind in South Africa. Masana also prides itself on the association it has with its core empowerment partners, MIC and WDB who both have an impeccable track record in broad-based empowerment transactions. Beneficiaries of Masana include mining, energy and construction workers, rural women and their dependents.

Masana is a vibrant and growing business, servicing its existing customers efficiently and ready to expand its customer base. Service excellence is the company's key priority. We strive to understand our customers' businesses as a way of exceeding expectations and continuously providing optimal petroleum solutions.

Masana is led and managed by a talented and capable team that is energetic and enthusiastic, with a "can do, will do" attitude that is reflected by all the team members.

## OUR SHAREHOLDERS



### MINEWORKERS INVESTMENT COMPANY (MIC)

Established in 1995, MIC has emerged as one of the most successful proponents of BEE, social development and wealth creation in the South African landscape. MIC is wholly owned by the Mineworkers Investment Trust and to date has repatriated to the Trust some R70 million while committing to repatriating another R30 million in the next three years which the Trust uses to fund social development programmes.

The programmes include rural development funding, supporting job creation initiatives and creating education opportunities from which thousands of rural households benefit.

Projects and programmes supported by the Trust are:

- The JB Marks Education Trust Fund
- Elijah Barayi Training Centre
- The Mineworkers Development Agency



### WDB INVESTMENT HOLDINGS (WDBIH)

WDBIH is wholly owned by the WDB Trust. As a not-for-profit organisation, WDB aims to uplift the economic status of women in South African society and empower women to start successful businesses. To date WDB through its Micro-Finance structure has advanced over 20 000 loans, supporting more than 16 000 jobs and have assisted in basic business training of more than 15 000 women.

WDB's business philosophy centres on delivering business growth in its investments that is achieved through operational and strategic influence. Transformation for WDB is realised through the utility of best practice in broad-based BEE strategy implementation that the company fosters.

WDB Micro-Finance has to date celebrated these achievements

- 15 000 Women reached and trained
- 20 000 loans and grants worth R20 million issued
- R 2 million accumulated in savings by borrowers
- Over 8 000 micro-enterprises supported and 16 000+ jobs created



## **BPSA**

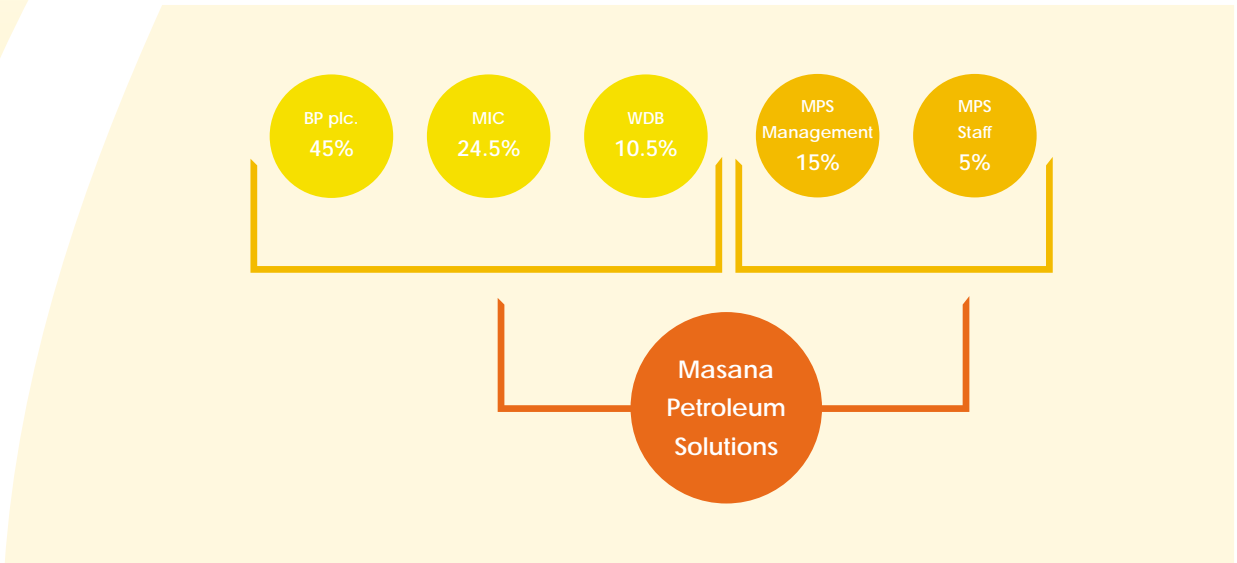
BP is the largest oil company in Africa south of the equator. The company offers customers an unbroken chain of service stations from Cape Town to Nairobi.

As one of the world's largest international petroleum and petrochemical groups, BP's key strengths are in exploration and production, refining and marketing. The company supports all its businesses with high quality research and technology.

BP has operated in the Africa region for over 80 years. In the other seven Southern and Eastern African countries where BP is present, it holds the number one position. BP's strong position is due to the advantaged infrastructure and the entrenched retail position the company enjoys in these markets.



## TRANSFORMATION IMPERATIVES - BEE ATTAINMENTS



Black Economic Empowerment is about creating a sustainable, diverse and competitive economic climate that reflects the cultural constitution of South Africa. As a proudly South African energy company, Masana is intent on translating this ambition to reality and on revolutionising the petroleum industry. Our commitment to first class service along with a dedication to growth and long-term social transformation within our industry and our country is setting new standards in business for South Africa, truly living up to the aspirations of BEE. The company boasts the following BEE attainments:

### 1. Company Ownership

Masana is 55% black owned company, representing the first in the Liquid Fuels Industry where a major multinational company retains a minority (45%) stake.

### 2. Management

Masana is a black-owned, black-managed and black-controlled company. The management team tasked with daily operations is 82% black. The company's Board of Directors is 83% black.

### 3. Skills Development

Masana employees are beneficiaries of the Skills Development Plan submitted for a mandatory grant for Workplace Skills Implementation to CHIETA on an annual basis.

### 4. Affirmative Procurement

Masana makes a concerted effort to procure and secure services from BEE suppliers as part of the company's efforts towards achieving the national objectives of SMME development.

### 5. Corporate Social Investment

Our executive team actively seeks ways to redress imbalances of the past and as such the organisation has identified areas of participation in CSI which include involvement in community development and partnering with our customers on developmental programmes.

## 6. Enterprise Development

The procurement division in the supplier diversity portfolio has put together a programme targeted at meeting the enterprise development challenge.

Cost categories in this discretionary spend criteria have been identified as:

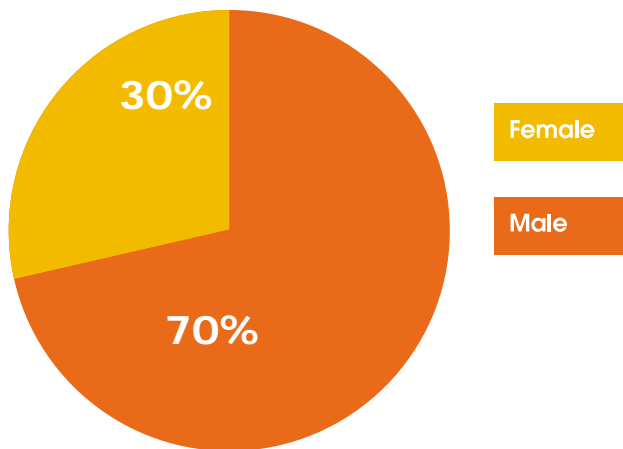
- Professional Services
- Civil, Construction and Maintenance Services
- Consumables

## 7. Employment Equity

Masana embraces diversity and is a company that is representative of the country's racial make-up, in compliance with the Employment Equity Act.

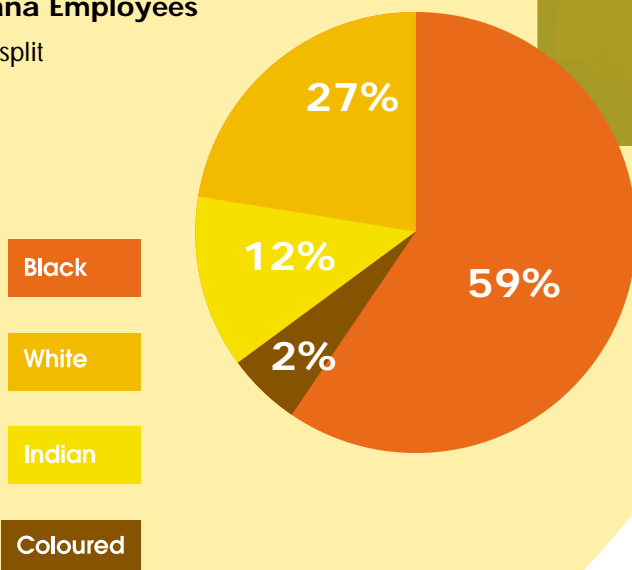
### Masana Employees

gender split



### Masana Employees

racial split



## THE EXECUTIVE TEAM



**Sizwe Mncwango** BSc, MSc & MBA

**Managing Director, Masana Petroleum Solutions**

Before joining Masana, Sizwe was employed by Old Mutual as managing director of their healthcare business. Within his first year at the helm, the company turned its first profits in three years! This turnaround was achieved largely through his ability to put together and motivate a very young but strong leadership team that resolutely implemented his strategies. Sizwe's career began in 1990 as a design engineer for Chicago Bridge and Iron in the USA. This was followed by 12 years in the oil industry, ten of which were spent with BP Southern Africa (Pty) Limited.

**Khumbu Luthuli** B Comm (Educ.) & MBA

**Sales Director, Masana Petroleum Solutions**

Joining BPSA in 1995, Khumbu excelled in sales and marketing roles in different businesses ranging from Distribution to Sales, Marketing and Strategy. One of his main achievements was rationalising and transforming the Pretoria Depot.

Khumbu's forte is strategy development and he has a demonstrable passion for people, customers and transformation. He has intimate knowledge of the B2B markets in Southern Africa, with first hand experience in developing and maintaining customers in the Industrial, Transport and Mining sectors.

**Kholeka Mzondeki** FCCA (UK)

**Financial Director, Masana Petroleum Solutions**

Kholeka joins Masana from Mintek where she was CFO and General Manager of Corporate Services. Her portfolio included, Finance, HR, IT, PR and Communications, Estate Management and Board Secretariat.

Before joining Mintek, Kholeka worked for 3M South Africa as Director and General Manager of Finance. Her Finance portfolio covered all of sub-Saharan Africa, where she effectively implemented the use of Six Sigma tools to improve business processes across the board.

Kholeka's passion in the workplace lies in skills transfer, accountability, performance management and providing a constant learning environment.

## THE BOARD OF DIRECTORS

### **Dr Thokoana James Motlatsi (Chairman)**

Currently the CEO of TEBA Ltd., he was educated in Lesotho and worked in the mining industry for 17 years. He is a member of the Govan Mbeki and Walter Sisulu Reception Committee, the Mandela Reception Committee, Chairman of the Chris Hani Burial Committee and Founder Member of the Congress of South African Trade Unions.



### **Advocate Rams Ramashia**

The Country Head for BPSA, Rams holds three law degrees and has completed numerous management courses and certificates in negotiation skills, leadership and organisational development. He has worked in the public sector first as Deputy Director General and then as Director General of the Labour Department. Rams held leadership positions in various international and national NGO's, and served two terms as President of the South African NGO Coalition (SANGOCO). As Labour Director General, Rams convened the government caucus at the National Economic Development and Labour Council (NEDLAC). Rams also served in the then-Deputy President Mbeki's advisory committee as head of the legal task-team that established the National Development Agency (NDA).



### **Stephen Martin Beesley**

Steve is the Business Unit Leader of BP's Sub-Saharan Africa operation. Since joining BP in Zimbabwe in 1980, he has spent the bulk of his career in the Africa Business Unit. In 1986, he transferred to BP Oil International (BPOI) in London and, between 1987 and 1991, held various senior retail positions in the Netherlands, Benelux and the new European organisation formed in 1990. In 1991, Steve returned as Retail Manager in South Africa and in 1994 was appointed to the Board of BP Southern Africa (Pty) Ltd. Over the next 4 years he was responsible for Refining & Manufacturing Businesses in 11 African countries, excluding South Africa. Subsequently he was appointed Business Unit Leader for the newly formed Sub-Saharan Africa Business Unit, combining four previous BU's and encompassing BP's Refinery in Durban and its Retail and B2B Businesses across Africa.



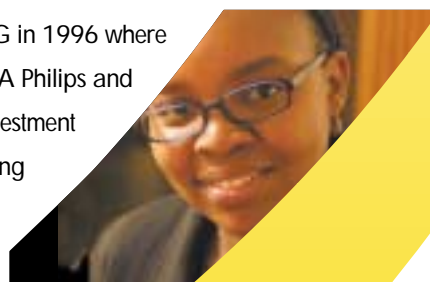
### **Aser Paul Nkuna**

Currently the CEO of MIC, Paul joined the MIC as an Executive Chairman in 1997. Since 1984, he has been involved with the trade union movement. He was the National Treasurer of the National Union of Mineworkers (NUM) for ten years; Vice-President of the Federation of Mineworkers in the African continent. Paul was involved in the transitional local government negotiations and served as the chairman of the management committee in Brakpan. He was involved in the formation of Gauteng Local Government Association (GALA) and the South African local Government Association (SALGA) and served as an executive member for both Associations.



### **Amanda Tandiwe Nzimande**

Tandi is CFO at WDB Investment Holdings and also owns a PostNet franchise in Northworld. She qualified as a chartered accountant from KPMG in 1996 where her audit clients included Anglo American, Alexandra Forbes, SA Philips and YKK Zippers. Tandi was previously a Senior Associate in the investment banking division of Deutsche Bank where she spent 5 year gaining experience in Mergers and Acquisitions.



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