

CORPORATE SOCIAL INVESTMENT



Issie Kirsh
Chairman – Primecare

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OVERVIEW

Primedia's corporate social investment programme is primarily focused on uplifting the historically disadvantaged youth of South Africa, who represent the future of our country. The programme is administered by Primecare, led by Issie Kirsh and comprising of Paul Nkuna and representatives from various group companies.

Primecare aims to fund sustainable and visible charitable projects primarily through unsold inventory. In addition, individual group companies complement these activities focusing mainly on the communities that they serve. Primecare's main areas of focus are as follows:

Primedia Skills Development

Primedia Skills Development is a community development project, which operates from the Alexandra Motswedi Centre in Alexandra Township. It was established to assist young and unemployed individuals to enter the mainstream of society through the provision of vocational training, job placement and career guidance services. The centre has trained in excess of 500 people to date, with skills such as bricklaying, carpentry, plastering, tiling, painting and plumbing and has been successfully accredited by the Construction Education and Training Authority ("CETA") in compliance with the South African Qualifications Authority requirements. It is therefore able to provide training and related assessment services against a National Qualification as registered on the National Qualifications Framework.

Primedia Skills Development is currently embarking on a new phase of training and development with the provision of training services for selected learnerships sponsored by CETA. It recently received Public Benefit Organisation status and was presented with the Impumelelo Star Award for 2003/2004 in recognition of its contribution to poverty reduction and community development in South Africa.

Primedia Bursary Project

Bursaries are awarded to a maximum of ten students in any year to study communications, marketing and journalism at the Rand Afrikaans University (RAU). As part of the project, Primedia is in the process of establishing a three-way agreement with MAPP SETA and

RAU to facilitate an internship programme hosting honours students who will be selected to work in the group as interns for a period of six months. Bursary projects will be extended to other universities in 2005/2006.

The Nelson Mandela Foundation School Project

Primedia has committed finance of approximately R3 million to establish a new school in the Eastern Cape. Construction of the school is set to commence in the 2005 financial year.

The CIDA City Campus Project

The CIDA City Campus is a non-profit educational institution offering degrees to students from disadvantaged backgrounds. As CIDA's media partner, the group has assisted with the establishment of CIDA's campus radio and fundraising efforts.

Other ongoing beneficiaries of and organisations associated with Primecare are:

- Variety Club South Africa, which was established by Primedia and Ster-Kinekor in October 1998, in partnership with major South African companies;
- Carol Shaw Memorial Centre, which supports young people affected by drug and alcohol abuse;
- Phelang School LSEN, catering for mentally and physically handicapped children;
- The Ackerman/Pick 'n Pay Foundation Centre operating under the auspices of Primedia Skills Development offers courses in computer literacy;
- Duduza Primary School's Media Centre; and
- The Berea Home Crisis Centre.

PRIMEDIA GROUP COMPANIES

Primedia also encourages group companies to concentrate on social responsibility programmes relevant to their specific businesses, to uplift historically disadvantaged youth. Significant activities undertaken by group companies during the current year include the following:

94.7 Highveld Stereo

- 94.7's Annual Spinnathon in aid of the Children's Haematology and Oncology Centre (CHOC) and Hospice Witwatersrand;
- Sam's Baby Shower collected baby products for The Johannesburg Child Welfare;
- "What's On" is a community service assisting charities with promotional spots and public service announcements (PSAs);
- SAPS Dog "Flack Jacket" Community Project;
- Proudly SA "Boerrie" Outside Broadcast in aid of SA Chefs Association charity project, "Heartbeat" and "African Feeding Scheme";
- 94.7 Homeless Talk Charity Collection benefiting the "Homeless Talk Pre-school", a children's day-care facility for street sellers of Homeless Talk;
- 94.7 Rude Awakening Morning Show's "Christmas Wish List" made over 40 wishes come true, raising in excess of R2 million;
- 94.7 Carols By Candlelight concert with Spar benefiting the Round Table organisation; and
- 94.7 Highveld Stereo initiated a new project called "Hear for Life", whereby selected children are to receive a cochlear implant that will enable them to hear. This will be governed under the Primedia Cochlear Implant Foundation.

Talk Radio 702

- Over 1 000 of the Johannesburg's aged people were treated to a Mayoral Breakfast in honour of "October, the month of the aged";
- 702 Blood Drive "Blood-a-thon";
- Various promotional spots and PSAs to assist charities were aired on Talk Radio 702 in our "What's On" community service section;
- On-air" plea by 702's Jenny Crwys-Williams urged listeners to donate unused clothing, blankets, non-perishable foodstuff, etc to those in need during one of Joburg's bitterly cold spells; and
- Talk Radio 702 and "Habitat for Humanity" embarked on a project to build three houses in Ivory Park, Johannesburg in just five days. All this work was done in time to celebrate "Women's Day" on 9 August 2004.

567 Cape Talk

- Cape Talk's Winter Flood Relief Drive, in partnership with Disaster Management, collected eight tons of clothing, food and blankets for victims of the winter flood disaster;

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- The Cape Town International Kite Festival – “The Sky Is Not The Limit” – was held in aid of the Cape Mental Health Society;
- Cape Talk, in partnership with Habitat for Humanity, changed the lives of five families in KTC Township by building five houses in five days;
- Cape Talk’s Festive Season Goodwill Bus Tour supported children stuck in hospitals over Christmas in the Western Cape;
- Cape Talk mobilised listeners to assist victims of the Joe Slovo Informal Settlement fire disaster, which claimed eight lives and left approximately 4 000 people homeless in early 2004; and
- The second Cape Talk/Pick ‘n Pay Choice Spinnathon raised funds for the Tygerberg Children’s Hospital.

CineMARK

During the past year, CineMARK assisted the following organisations with fundraising and awareness programmes:

- VUKA Awards;
- Love-Life;
- Cow Parade;
- Dogstar Awards; and
- Unite Against Hunger – SA Formula 1.

ComutaNet

Over and above the fees paid for advertising rights to individual taxi owners, ComutaNet has, since inception, contributed extensively to the taxi industry for the upliftment of the industry.

ComutaNet also provides funding to the Putco Foundation, an organisation that grants bursaries and allocates funding to worthy causes, primarily in the field of education.

During 2004, ComutaNet raised funds for the Masakhane Feeding Scheme in Alexandra.

Ster-Kinekor Group

During the year, Ster-Kinekor raised funds in support of the following charitable organisations or provided free cinema screenings to the beneficiaries of the charities:

- The Heart Foundation;
- FAMSA (Family and Marriage Society of South Africa);
- Association for the Aged;
- Gandhi Walk Committee;
- The Hamlet Foundation for the Intellectually Disabled;
- Zakariyya Park Underprivileged Children;
- Mosiuoa Lekota Children Trust;
- Reach for a Dream Foundation;
- Project Make A Difference (Youth Choir);
- USIZO Round-Raising Organisation;
- Law Enforcement Friends International;
- The Sunflower Fund;
- The South African Police Services;
- Mogale City Christmas Tree Fund;
- The Randburg SPCA;
- CIDA City Campus;
- Love Life;
- Cansa;
- Famcare, an organisation for the terminally ill;
- Round Table;
- “Dream Building Course”;
- Sunnyside Haven for street children and AIDS orphans;
- Variety club;
- SOS Children’s Fund;
- Down Syndrome Association of Gauteng;
- Johannesburg Society for the Blind;
- Field Band Foundation (helping children with HIV/AIDS);
- Krugersdorp SPCA;
- West Rand School Association for Physically Disabled;
- Breaking Barriers, an organisation that facilitates AIDS education, after care and reforming juvenile delinquents;
- Family and Marriage Society of SA (FAMSA);
- PATHWAYS, a stimulation centre for disabled children;

- The Children's Christmas Fund in Danville, Pretoria;
- Star Smile Fund;
- RAU Club 10 100;
- Save a Child;
- Pretoria Child and Family Care Society;
- Johannesburg Child and Family Care Society;
- Association for the Seniors; and
- The staff of Ster-Kinekor supports "Project: Made-a-Difference" and contributed food and clothing every quarter for distribution to various institutions catering for the needs of less privileged sections of our society.
- The Johannesburg Children's Home;
- CHOC;
- Baragwanath Hospital Children's Unit;
- St Johns Children's Unit;
- "Little Champs Sports Academy;
- Eldorado Park Youth;
- The National Multiple Sclerosis Society;
- The Avril Elizabeth Home/Mandeville Sports Club;
- Luiperdsvlei Old Age Home;
- San Michelle Home for Mentally Handicapped persons;
- The Tollman Community Centre in Paternoster.

Megapro

- The United Cricket Board and Megapro Bursary Fund sponsors 12 students playing cricket at South African high schools;
- Megapro adopted the Doornbosch Farm School in the Magaliesburg, aiming to raise funds for the renovation of the school buildings; and
- Megapro funded the purchase of rugby kits for two teams per school in the following traditional Eastern Cape rugby playing schools: KwaNobuhle (Uitenhage), Zwide (Port Elizabeth), Tsholomnqa (East London) and Tantyi (Grahamstown).

Knowledge Factory

Knowledge Factory supports the development of the previously disadvantaged youth of South Africa through:

- Accepting qualifying students from universities to work at Knowledge Factory during their July and December vacations; and

- Supporting PlayFactory, which was established in July 2003 and aims to make golf more accessible to intellectually disabled children who participate in the Special Olympics.

Primedia Outdoor

Primedia Outdoor provides sponsorship generally in the form of free or greatly reduced advertising space to selected organisations including:

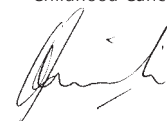
- The Masakhane initiative in Khayelitsha;
- SA Police Services;
- Nkosi's Haven;
- Cotlands Baby Sanctuary;
- SPCA;
- Artists for Human Rights; and
- HIV/AIDS project.

In addition, Primedia Outdoor supports the following charities:

- Tswelopele project, which focuses on job creation and the empowerment of previously disadvantaged unemployed women;
- Door of Hope: A non-profit organisation based in Hillbrow that rescues abandoned, abused and orphaned babies and children;
- Johannesburg Arts Alive which supports the growth of the inner city through the Arts;
- Childline;
- SPCA;
- Winikhaya; and
- My Dream Park: The campaign in partnership with the Johannesburg City Parks (JCP), which aims to inspire primary school learners to explore and make the most of the social, ecological and economical benefits of their neighbourhood parks.

Primedia Instore

- Partnered with Clover Danone to raise funds for the CHOC Childhood Cancer Foundation South Africa CSI campaign.



Issie Kirsh

Non-Executive Chairman – Primecare

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