

COLLAHUASI TAKING CARE OF TARAPACÁ

DECEMBER 2023

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BRUYNZEEL
CREATING SPACE
FOR A HEALTHY PLANET



MINING EXCELLENCE

CAPITAL LIMITED

20 YEARS OF LEADING WITH INNOVATION AND
UNCOMPROMISING SAFETY STANDARDS

ZIJIN PLATINUM ENSURING A SUSTAINABLE
FUTURE THROUGH MINING

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A WORD FROM OUR TEAM

Welcome to December 2023's edition of Business Enquirer - Issue 120

We've embarked on another captivating journey to explore the narratives of extraordinary organizations that are molding industries, economies, and the lives of individuals.

In this issue, we are honored to showcase the remarkable journeys of Yell, Capital Ltd, Zijin Platinum, and several other global leaders whose innovative prowess and steadfast dedication serve as a wellspring of motivation.

Yell beckons us to uncover their distinctive role in connecting businesses with their communities through innovative communication solutions. We delve into their vision to redefine how companies engage with their audiences, fostering meaningful connections in the digital age.

Capital Limited (Capital), which will celebrate its 20th year in business in 2025, discusses the significant growth of the business since its first drilling operation commenced in Tanzania in 2005.

Zijin Platinum invites us on an enlightening journey into the realm of precious metals, showcasing their pivotal role in the mining industry and commitment to sustainable practices. We explore their vision for responsible resource extraction and its impact on both the industry and the environment.

These accounts represent just a glimpse of the compelling narratives within this edition. Each article extensively explores the vision, expertise, and unyielding commitment to excellence that define these businesses, leaving an indelible mark on their respective industries.

We trust that these stories will inspire you just as much as they have inspired us in curating this edition for you.

If you have a business story you wish to share in 2023, please contact our Head of Production via production@busenq.com



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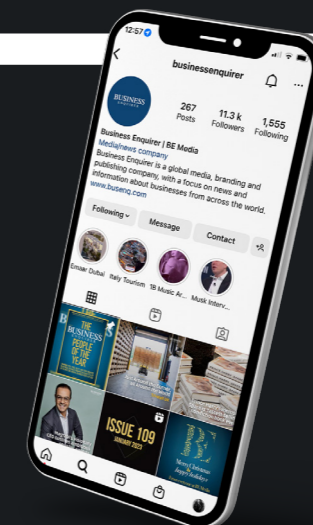







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PIP INTERNATIONAL: REVOLUTIONIZING THE PLANT-BASED PROTEIN INDUSTRY WITH INNOVATION AND SUSTAINABILITY

In the heart of Southern Alberta, Canada, PIP International is making waves in the plant-based protein industry with its revolutionary approach to pea protein production. With a vision rooted in sustainability and a commitment to delivering the best-tasting, most affordable, and environmentally responsible pea protein isolate, PIP International has become a disruptor in the market.

Innovative Processing for Unparalleled Taste and Functionality

At the core of PIP's success is its commitment to solving the longstanding issues associated with pea protein – its bitter taste, yellow colour, and low performance. By adopting a groundbreaking method that prioritizes protein extraction without compromising its quality, PIP has successfully created UP. P™, the Ultimate Pea Protein. Unlike traditional extraction processes, PIP's method results in a clean-tasting, premium protein with high functionality, making it a versatile ingredient for various plant-based products.

The company's focus on the development of an innovative agri-processing facility further distinguishes PIP from its competitors. By combining disruptive technologies from diverse industries, PIP



has achieved not only cost efficiency but also a significantly reduced environmental impact.

Sustainability at the Core

PIP also stands out in its unwavering commitment to sustainability. The company leads with sustainability, incorporating over a dozen innovations from across industries into its facility. With 17 unique sustainability innovations, PIP operates with 30% less water than standard processes, emphasizing the importance of minimizing environmental impact. By using less water, PIP has less water to heat and therefore uses less power to do this from the outset.

PIP's approach to by-products sets a new standard. Starch and fiber, extracted during the protein production process, are utilized to create recyclable plant-based packaging products. This internally controlled eco-system ensures that nothing leaves the facility until it's fully processed, contributing to resource



efficiency and waste reduction. This commitment extends beyond production, with approvals in place for their 'Total Energy System' which will start by expanding in early 2024 from their current 188kw rooftop solar system to over 1MW of on-site power generation. In addition, PIP will be the first in Canada to implement a thermal battery for green thermal energy storage and using the thermal energy for electricity generation. PIP is redefining industry standards by not just looking at the process but by incorporating innovative building technologies. For example, replacing existing emission producing equipment, with electrified and closed loop systems that present tight monitoring and controls to reduce PIP's emissions to zero. The goal is to use the grid and the natural gas boiler as back-ups only whether it is for the process, people or property.

Inspiring Leadership and a Vision for the Future

CEO, Christine Lewington, the driving force behind PIP International, provides inspiring leadership. Her commitment to making the world a better place is

evident in the company's dedication to finding a way to provide free, accessible, clean drinking water globally. Through the development of innovative technologies, PIP is set to fulfill this altruistic vision, aligning business success with a positive impact on communities worldwide. The company's ethos reflects Christine's belief that simplicity and sustainability go hand in hand. PIP aims to inspire others to embrace sustainable choices, demonstrating that every conscious decision towards sustainability is a step towards preserving the planet for future generations.

PIP International is not just a company; it's a movement towards a more sustainable, tastier, and healthier future. With groundbreaking innovations, a commitment to sustainability, and inspiring leadership, PIP is poised to revolutionize the plant-based protein industry, offering a solution to the global protein crisis while maintaining a steadfast dedication to environmental responsibility and community impact.

Are you ready to learn more?
Visit: <https://bit.ly/3R56WwH>

WOMEN HOLD 58% OF IHG'S SENIOR MANAGEMENT POSITIONS IN MALAYSIA

Global hotel group is supporting female colleagues to thrive through empowering culture and diverse development opportunities



I strongly believe that having a culture which enables us to draw upon different ideas and experiences is setting us up for long-term success.

"One of the many wonderful things about the hospitality industry is the breadth of opportunities available for people seeking rewarding and enriching careers. At IHG, we value and respect the different backgrounds, experiences and aspirations of our colleagues, and encourage all of them to build a career through which they can thrive."

Recognised as Kincentric Best Employer in Malaysia in 2023, IHG has seven open hotels in Malaysia in destinations including Johor Bahru, Melaka, Kota Kinabalu and Kuala Lumpur, and 11 in the pipeline including two highly anticipated openings by the end of 2023 – Hotel Indigo Kuala Lumpur on the Park and Crowne Plaza Kuala Lumpur City Centre.

By championing a diverse culture where everyone can thrive, and through driving gender balance across its leadership in the country, IHG continues to deliver Journey To Tomorrow – its 10-year action plan of clear commitments to drive change for its people, communities and planet.

IHG has introduced a range of career development initiatives, including:

RISE – a 12-month global mentoring programme for aspiring female colleagues seeking hotel leadership roles. To date, the Global RISE Alumnae community has created a strong sense of belonging for female leaders to continue growing their careers, exchanging ideas and removing barriers with and for each other.

Kuala Lumpur, Malaysia – 8 November 2023: IHG Hotels & Resorts is delivering on its commitment to support female colleagues in Malaysia, where 58% of its senior management* roles are now held by women which surpasses the country average of 40%.

Providing career pathways and development plans suited to individual needs are among the key elements of IHG's approach, as it continues to attract and develop a diverse range of talent in the country.

The company has also evolved its recruitment and retention strategy to attract strong talent, and elevated the focus on people development, alongside enhancing other commitments including creating a strong and inclusive culture and providing flexible working conditions for its workforce.

Sophie Mougel, Director of Operations, Singapore, Malaysia and the Philippines, IHG Hotels & Resorts, said: "At IHG, we are greatly invested in the diversity, equity & inclusion agenda, and extremely proud that 58% of our senior management roles in Malaysia are female – ahead of the country average of 40%.

"Our business is more globally connected and interdependent than ever before, and



Journey to GM – launched in 2021, this talent acceleration programme supports IHG colleagues seeking to transition into a first-time GM role within two years by providing a pipeline of talent that both matches IHG's growth ambitions and fulfils the aspirations of its colleagues. All IHG colleagues can benefit from the newly launched IHG University, which provides them with a comprehensive range of tailored offerings while championing individual learning and the building of skills, knowledge and capabilities.

Emelyn Rosales, General Manager – Holiday Inn Johor Bahru City Centre, is a member of Lean In Circle – one of IHG's Employee Resource Groups – at her hotel. She explained: "IHG has given me the opportunity to work across the region in Philippines and Malaysia, embrace different ways of working and develop new skills. This has enabled me to develop my understanding of different cultures, gain varied business practice insights, and achieve some personal ambitions. My colleagues at IHG continually inspires me, supports my career goals and challenges me to move out of my comfort zone – now I hope to support our future leaders to achieve their dreams as well."

Stephanie Cheong, Director of Sales & Marketing - InterContinental Kuala Lumpur, is currently a mentor for



IHG Hotels and Resorts (Female colleagues that are a part of senior management team in Malaysia)

the RISE programme. She said: "It's heartening to see how IHG is committed to playing a key role in supporting women in leadership positions by providing best-in-class training and holistic programmes that nurture our female leaders of the future. People are the bedrock of our organisation, and we must continue to appreciate and embrace the unique strengths and experiences of our people if we're to keep growing. I love every single moment with my team and want to inspire them to become the best versions of themselves – something IHG enables us to do every day."

Loni Tan, Executive Assistant Manager, Commercial – Holiday Inn Melaka, said: "Over the past 14 years at IHG, I have been encouraged to scale new heights by my leaders, mentors and colleagues. Since starting as a Catering & Event Coordinator, I have moved across functions and teams, and taken up greater managerial responsibilities, which has been fundamental in enabling me to achieve my dream of becoming a successful leader.

IHG is one of the world's leading hotel companies with more than 6,200 hotels and nearly 2,000 in the pipeline globally. In South East Asia and Korea, it operates in 10 countries with over 110 open hotels and over 90 in the pipeline.

www.ihgplc.com

*Senior management positions are defined as department heads of the hotel Executive Committee across nine hotels in Malaysia.

Numbers are updated as of 30 September 2023.

1<https://www.businesstoday.com.my/2023/03/27/not-enough-women-in-senior-positions-in-malaysia/>



The Paris Saint-Germain women's team has now reached the milestone of 2 million cumulative followers on social media. Paris Saint-Germain is the most followed women's team in France, even ranking above some Ligue 1 clubs.



The popularity of the Paris Saint-Germain women's team continues to grow. More than 2 million fans can now follow the publications and exclusive videos dedicated to the Parisiennes through the Club's various accounts.

A steadily growing audience that testifies to the appeal of Paris Saint-Germain and women's football. Since the start of the 2023/2024 season, the Women's team accounts have gained 123 000 new followers, and the Club has set a new record with a video that has generated almost 5 million views on Instagram.

The women's team is still one of the most followed football teams in France on social media, and even has more fans than several Ligue 1 clubs.

This reputation has also been confirmed beyond our borders. Today, the women's

team has tens of thousands of fans based in Morocco (69K), Algeria (67K), Mexico (45K), Senegal (45K), the USA (44K), Egypt (43K), and in India (40K). Grace Geyoro's teammates have more than 200 000 followers across the Asian continent, and more than 165 000 in Brazil, the leading foreign country in terms of followers.

This milestone testifies to the passionate support and enthusiasm of Paris Saint-Germain fans. Social media plays an essential role in connecting the Rouge et Bleu with its growing fan base.

This season, the club will continue with its immersive and innovative content creation strategy to re-enforce the closeness between the players of the women's team and their fans and appeal to even more fans all over the world.

en.news.psg.fr

2 MILLION FOLLOWERS FOR THE WOMEN'S TEAM ON SOCIAL MEDIA!

EV OWNERSHIP ACROSS UK UP BY **178%** SINCE 2020

Across the UK, there has been an **83.22%** increase in hybrid electric cars

Fully electric cars have seen a **178.37%** increase since 2020

Electric vehicles have become increasingly popular on UK roads, with charging stations being built in supermarket car parks and schemes available to add a charging port to your home. On the 20th September, Prime Minister Rishi Sunak announced that the ban on sales of new petrol and diesel vehicles will be pushed back to 2035.

With searches for the term 'electric vehicle' reaching a peak in August, 66% above the average level and rising over the last week, insurance experts at A-plan insurance have analysed data from the Driver and Vehicle Licensing Agency showing the number of privately owned cars and what fuel they use across each region of the United Kingdom. The data looked at the last quarters of 2020, 2021 and 2022.

Since 2011, the UK government has pushed for vehicles powered by electricity, through a hybrid or fully electric engine, to be used by the public due to the positive environmental effects. However, a lack of infrastructure, such as charging stations, and the high price of these vehicles have hampered their use.

The data shows that private ownership of hybrid electric vehicles has risen by 83% across the United Kingdom, while ownership of fully electric vehicles has risen by 178%.

Ownership has fallen over the past three years for traditional fuels like petrol and diesel. Diesel cars have had the largest decrease of 3% over this time.

BAE SYSTEMS IS THE MOST SEARCHED FTSE 100 STOCKS IN 2023 SO FAR

BAE Systems (BA.) is the most searched FTSE 100 stock of 2023 so far, with 961,349 average monthly searches.

JD Sports (JD.) is the second most searched stock, with 736,440 average monthly searches, while Lloyds Banking Group (LLOY) is third, with 378,949 average monthly searches.

JD Sports was the most searched stock in 28 out of the 58 surveyed UK locales, the most of any stock.



A new study has revealed that BAE Systems has the most searched stock on the FTSE 100 of 2023 so far. Investing comparison website Investing Reviews analysed Google search data for the stocks of each FTSE 100 company by combining each company's stock code alongside various stock related terms to determine which stock has been the most searched of 2023 so far.

BAE Systems (BA.) tops the list for the most searched FTSE 100 stock of 2023, with an average of 961,349 monthly searches in the UK. The aerospace and defence company's stock is the most searched stock in cities such as Glasgow (27,080 average monthly searches) and Edinburgh (24,827 average monthly searches). BAE Systems was the most searched stock in 20 out of the 58 surveyed UK locales.

JD Sports (JD.) is the second most searched FTSE 100 stock in 2023, with 736,440 average monthly UK searches. The apparel retailer was the most searched stock in 28 out of the 58 surveyed UK locales, with it being the most searched for cities such as Birmingham (67,606 average monthly searches), Liverpool (35,911 average monthly searches), and Manchester (30,345 average monthly searches).

Lloyds Banking Group (LLOY) has the third most searched FTSE 100 stock in 2023, with 378,949 average monthly searches. The bank is the most searched in seven of the 58 surveyed UK locales, featuring in cities such as Swansea (6,631 average monthly searches), York (4,686 average monthly searches), and Chester (3,900 average monthly searches).

With 239,976 average monthly searches, SSE Plc (SSE) is the fourth most searched FTSE 100 stock in 2023. The energy company was the most searched stock in Dundee, with 7,530 average monthly searches, and Inverness, with 6,455 average monthly searches.

BP (BP.) is the fifth most searched FTSE 100 stock in 2023, with 225,467 average monthly searches. The oil company was the second most searched in Kingston upon Hull, with 6,621 average monthly searches, and Swansea, with 4,853 average monthly searches.

BT (BT.A) ranks as the sixth most searched FTSE 100 stock in 2023, with 165,640 average monthly searches, while International Consolidated Airlines (IAG) ranks seventh, with 140,374 average monthly searches. International Consolidated Airlines was the second most searched stock in Bath, while BT was the third most searched stock in Canterbury.

Barclays (BARC) at eighth, GSK (GSK) at ninth, and Rolls-Royce Holdings (RR.) in tenth round out the top 10 most searched FTSE 100 stocks in 2023, with 125,900, 116,523, and 92,121 average monthly searches respectively. Rolls-Royce Holdings was also the most searched stock in Derby, with 12,590 average monthly searches.

Simon Jones, CEO of Investing Reviews, said, "It is always useful to know which stocks are generating interest, as it may provide insight into which stocks may experience higher trading volumes and price swings.

BAE Systems has the most searched FTSE 100 stock in 2023 and is the most searched stock in 20 out of 58 of the surveyed UK locales. This stands to reason, as BAE Systems' stock has experienced a large increase in price since the Russian invasion of Ukraine, which began in February 2022. This is due to BAE Systems being one of the UK's primary defence companies, who have also produced a large part of the equipment the UK has given to Ukraine in military aid."

STOCK	RANK
BAE SYSTEMS	961,349
JD SPORTS	736,440
LLOYDS BANKING GROUP	378,949
SSE	239,976
BP	225,467
BT	165,640
INTL CONSOLIDATED AIRLINES	140,374
BARCLAYS	125,900
GSK	116,523
ROLLS-ROYCE HOLDINGS	92,121
SHELL	73,138
ABRDN	53,235
BRITISH AMERICAN TOBACCO	49,388
HARGREAVES LANSDOWN	48,456
OCADO	44,617
SCOTTISH MORTGAGE INV TST	30,046
INTERCONTINENTAL HOTELS	27,926
LEGAL & GENERAL	25,854
WPP	22,748
SPIRAX-SARCO ENGINEERING	21,728



SONY RANSOMWARE ATTACK RESULTS IN ALL SONY SYSTEMS BEING COMPROMISED, CLAIMS ATTACKERS

Sony's ransomware attack has resulted in all systems being compromised, according to the group claiming responsibility for the attack. The attackers have also claimed that they are selling Sony customer records, resulting in a potential data breach.

Yahoo has had the largest known data breach as of writing, with three billion data records compromised in 2013.

First American Corporation had the second largest breach, with 885 million records compromised in 2019, and Facebook holds the third largest data breach, with 540 million records compromised in 2019.

Sony has become the latest company to fall victim to a ransomware attack, with all of Sony's systems being compromised, according to the group claiming responsibility. The group also claims to be selling Sony customer records after Sony refused to pay the attackers.

The extent of this data breach is yet to be known. Still, the number of compromised records might eventually threaten to be a part of the ten largest known data breaches. Yahoo's data breach in 2013 resulted in the greatest number of compromised data records. Three billion records were compromised in that hack.

Patch management software company NinjaOne analysed the data breaches with the greatest number of records compromised to see which companies have had the largest known data breaches so far.

1. Yahoo (2013) – 3 billion records

The 2013 attack on Yahoo is the largest known data breach in history, with all three billion Yahoo user accounts at the time being compromised. Originally, it was reported that only one billion user accounts were compromised, but this figure was later revised to three billion. The attack resulted in data such as email addresses, passwords, dates of birth, and telephone numbers being stolen.

2. First American Corporation (2019) – 885 million records

Financial services provider First American Corporation has the second largest known data breach in history, with 885 million records being compromised in 2019. The breach was a result of poor security practices on their servers, with sensitive information being accessible to external users. This information included bank account details, Social Security digits, wire transactions, as well as other mortgage paperwork.

3. Facebook (2019) – 540 million records

The third largest known data breach belongs to social media giant Facebook, with 540 million records compromised in 2019. Third-party app developers posted the records on a public Amazon cloud server with the compromised records including information such as account names, IDs, and information about reactions and comments on posts.

4. (Tie) Marriott International (2018) – 500 million records

Hotel chain Marriott International has the tied fourth largest known data breach, with 500 million records compromised in a 2018 attack. Hackers suspected of working on behalf of the Chinese government were behind the attack on Marriott's reservation database. The information that was compromised included unencrypted passport numbers and encrypted credit card numbers stored on the same server as their encryption keys.

5. (Tie) Yahoo (2014) – 500 million records

The second time Yahoo has featured on this list, the 2014 attack was the tied fourth largest known data breach, with 500 million records compromised. The attack resulted in information such as names, email addresses, telephone numbers, dates of birth, and answers to security questions being stolen.

6. Friend Finder Networks (2016) – 412 million records

Online dating and adult entertainment company, Friend Finder Networks, has the sixth largest known data breach, with 412 million records compromised in a 2016 attack. The largest share of the compromised accounts belonged to the AdultFriendFinder website, with stolen information including email addresses and passwords. This information was stored either as plain text or encrypted using obsolete and insecure methods.



7. Exactis (2018) – 340 million records

Marketing and data aggregation company Exactis has the seventh largest known data breach, with 340 million records compromised in 2018. The firm posted the data on a publicly accessible server and included detailed personal information on millions of people. This featured information such as phone numbers, home addresses, and email addresses among others for each name.

8. Airtel (2019) – 320 million records

Indian telecom giant Airtel has the eighth largest known data breach, with 320 million records being compromised in 2019. A security flaw in Airtel's mobile app caused the breach, with information such as names, email addresses, dates of birth, and addresses being at risk.

9. Truecaller (2019) - 299 million records

Caller ID and call-blocking app Truecaller has the ninth largest known data breach, with 299 million records being compromised in 2019. The leaked information included data such as phone numbers, email addresses, and other personal information.

10. MongoDB (2019) – 275 million records

Tech company MongoDB has the tenth largest known data breach, with 275 million records being compromised. Information such as dates of birth, email addresses, phone numbers, employment details, as well as other personal information, was posted on a publicly accessible server in the 2019 breach.

A spokesperson for NinjaOne commented on the findings:

“Data is one of the most valuable commodities in our interconnected world, and it pays dividends to keep it safe with proper security practices.

“Keeping software up to date by patching security vulnerabilities and making sure sensitive data is only accessible to those who need it, are two ways to minimise the risk of costly data breaches.

“Yahoo unfortunately learned the hard way just how costly a large data breach can be, with two breaches in 2013 and 2014 resulting in billions of data records being compromised, the former being the largest known in history.

“This series of data breaches resulted in a class action settlement against Yahoo amounting to \$117,500,000, in addition to legal action against the company and its successors due to how the breaches were handled.

“One such example is the \$35,000,000 SEC fine Yahoo incurred for not disclosing the data breach when they first learned about it, thereby misleading investors.”

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MINING EXCELLENCE: 20 YEARS OF LEADING WITH INNOVATION AND UNCOMPROMISING SAFETY STANDARDS

Whilst the mining industry is seeing a declining appetite for investment into exploration (with the net profit of the top worldwide mining companies forecasted to see a \$30 billion decline in 2023), one mining company has moulded itself into a complete mining services provider, equipped to stand the ebbs and flows of the industry.

Capital Limited (Capital), which will celebrate its 20th year in business in 2025, has experienced significant growth since its first drilling operation commenced in Tanzania in 2005.



CAPITAL LIMITED

**PROJECT
DIRECTED BY:
ADEL MHIRI**

**ARTICLE
WRITTEN BY:
LAURA WATLING**

1 <https://www.statista.com/statistics/208724/net-profit-of-the-top-mining-companies/>

Since then, it has expanded its footprint across Africa, Latin America, PNG, Pakistan North America and Europe, winning contracts with the likes of Centamin, Barrick, Fortescue, AngloGold Ashanti B2gold, and Allied Gold Corp along the way.

Notably, in June 2010, the business listed on the London Stock Exchange.

Now offering an end-to-end service in the mining industry, Capital is following a five (Drilling, MSA, Mining, Innovation and CDI) pillar approach to ensure growth and longevity, as explained to Business Enquirer by Capital's General Manager, André Koekemoer.

"We initially started with Capital Drilling, which we considered to be our 'bread and butter' for a long time, the natural progression was to add load and haul and mining services to this with Capital Mining," explained André, "In 2017 we

acquired MSALABS which provides geochemical laboratory services for the exploration and mining industries".

MSALABS, in partnership with Chryso Corporation™, the developer of PhotonAssay™ technology, deploys these units to its laboratories globally and now has the largest number of units operating or under installation worldwide.

Using groundbreaking x-ray assay technology, PhotonAssay™ can provide more accurate analysis of gold, silver and copper in hours, as opposed to days and weeks.

"In addition to its efficiency, it's an environmentally friendly alternative to fire assay on-site and in the laboratory," added André.

Adding to these pillars, Capital Investment proactively invests in exploration and mining companies where they are



Capital's General Manager, André Koekemoer



strategically aligned to the company's operations, and WellForce International is a complete rig site solutions provider, supporting on-site drilling operations. Currently WFI falls under Drilling and is therefore a division

“Well Force has developed HiTT, a unique software solution displaying the trajectory of the drill hole towards its target,” shared Andre, “This revolutionary software provides a highly visual 3D solution to realign the drill hole to its target”.

Finally, Capital Innovation screens for future technology to support the delivery of safety, productivity, financial, or environmental benefits for the company and its clients.

Both Chrysol PhotonAssay™ and HiTT have been born out of Capital Innovation, along with Capital's electronic mobile drill rigs and recent extension into solar power solutions.

“Capital Innovation launched Mine Power Solutions in a joint venture with Enerwhere. MPS provides modular solar-hybrid systems which combine the low cost of solar power together with the reliability of conventional diesel generators,” explained Andre, “the



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About the Epiroc Exploration & OreBody Solutions business line

Turning rock into decision-making data? Absolutely.

The Exploration & OreBody Solutions business line, nestled within Epiroc's Surface division, is a pivotal player in mineral exploration. This team offers comprehensive solutions for coring, reverse circulation drilling, and geoscience, empowering explorers with efficient sample collection and smart analytics to unlock ore body insights, leading to better decisions. Epiroc Exploration & OreBody Solutions integrates renowned brands such as Fordia, Schramm, and Corescan to provide a holistic suite of offerings.

Epiroc also offers state-of-the-art, innovative geophysical logging services which enable mines to build detailed sub-surface models from exploration through to the blast-pattern. These services comprise a wide range of solutions to capture fast and effective data, using reliable and sophisticated technology, empowering mines with critical information for informed decision-making regarding resource extraction and exploration strategies.

From the initial hole in the ground, to the digitalized data on the screen, Epiroc aims to accelerate exploration campaigns globally.



Within this portfolio, Epiroc's exploration machines offering stands strong with renowned Christensen, Diamec and Explorac rigs, now available with Smart Rig Control Systems. Along with both surface and underground products, this exploration rig portfolio also includes all parts and services, available globally.

About Epiroc's Surface division

Epiroc's Surface division develops, manufactures and markets a wide range of rock drilling equipment and solutions for use in surface mining, construction, quarries, as well as water well applications worldwide. It also provides customers with exploration equipment, tooling and advanced orebody data analysis. The products are known in the market for being on the cutting edge when it comes to productivity, energy efficiency, safety and ergonomics. The division is world leading on surface automation, using the Epiroc 6th Sense solutions to enhance customers' productivity and safety.

Fordia Powered by Epiroc specializes in premium diamond tools and in-the-hole equipment for core drilling. Their expertise lies in crafting high-quality drilling solutions that ensure coring accuracy and efficiency, even in the harshest drilling conditions.

Schramm Powered by Epiroc boasts a rich legacy of over a century in delivering top-notch reverse circulation drilling rigs. Recognized globally for their performance and reliability, Schramm rigs are at the forefront of innovation, catering to diverse drilling needs across industries. Schramm's AirDrill hammers and bits are also part of this consolidated RC offering.

Corescan Powered by Epiroc pioneers automated mineralogy and digital rock analysis. Corescan has developed advanced hyperspectral sensors and data processing technologies that deliver new geological knowledge across the entire exploration and mining value chain. Their cutting-edge technology provides unparalleled insights into orebody characteristics, revolutionizing the way explorers understand and evaluate their resource potential.

About Epiroc

Epiroc is a global productivity partner for mining and construction customers, and accelerates the transformation toward a sustainable society. With ground-breaking technology, Epiroc develops and provides innovative and safe equipment, such as drill rigs, rock excavation and construction equipment and tools for surface and underground applications. The company also offers world-class service and other aftermarket support as well as solutions for automation, digitalization and electrification. Epiroc is based in Stockholm, Sweden, had revenues of SEK 50 billion in 2022, and has around 18 000 passionate employees supporting and collaborating with customers in around 150 countries.



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Commitment to Professional Skills Development

In addition to its investments into innovation, Capital have also focused on training and skills development, having recently established a joint venture with Tanzanian based International Apprenticeship and Competency Academy Limited (IACA).

The initiative aims to provide skills training for the mining industry and beyond, as well as facilitating an improvement in the standards of training to both Capital

employees and its clients. Importantly, it is the first training provider in the country to deliver internationally accredited and recognised training programs through the Engineering Construction Industry Training Board (ECITB UK).

“With our drive towards innovative approaches, we ensure this is considered across the business. With this in mind, our partnership with IACA integrates augmented reality simulation software for training in skills such as welding, as well as offering online testing,” shared Andre.

Safety is integral to Capital, and its relationship with IACA also provides access to the International Health and Safety Passport, enabling development of globally recognised safety capabilities across the business.

Capital’s unrivalled commitment to safety is demonstrated by Lost Time Injury (LTI) Free safety milestones across its operations, including 15 years at its Mwanza facility in Tanzania.

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Thor Drill Rig stands as a stalwart in the realm of drilling equipment manufacturing, proudly rooted in South Africa. Established in 1978, this family-owned business has not just endured the test of time but has thrived, becoming a global player in the industry.

The hallmark of Thor Drill Rig's success lies in the over 700 units it has meticulously crafted and deployed across the globe. These units, tailor-made for diverse applications, bear witness to the company's commitment to excellence and innovation. From the vast landscapes of South America to the demanding terrains of Asia, Thor Drill Rig's equipment has proven its mettle, working seamlessly in varied environments.

One of the keystones of Thor Drill Rig's operation is its commitment to maintaining the highest standards of quality. The company proudly produces all its parts in-house, leveraging state-of-the-art CNC machines. This meticulous in-house production not only ensures a stringent control over quality but also guarantees the availability of components, a crucial aspect in the world of manufacturing. Each component, from the smallest bolt to the most intricate machinery, undergoes rigorous scrutiny, adhering to the company's uncompromising quality control standards.

At the heart of Thor Drill Rig's success is its dedicated team of more than 100 individuals spread across three manufacturing facilities. As Richard Branson aptly puts it, "Clients do not come first, Employees come first. If you take care of your employees, they will take care of your clients." This philosophy resonates deeply within Thor Drill Rig, where the well-being and satisfaction of the team are paramount. From the factory floor to the design studio, every member of the Thor family plays a crucial role.

The company prides itself on fostering a work environment that values collaboration, innovation, and mutual respect. Every employee, regardless of their role, is considered an integral part of the Thor legacy. The inclusive culture not only enhances productivity but also fosters a sense of belonging and ownership among the team members. This collaborative spirit is evident in the synergy that permeates through every project undertaken by Thor Drill Rig.

Thor Drill Rig's ability to take on substantial projects is a testament to the collective expertise housed within the organization. With a workforce capable of handling projects of varying scales, the company has become synonymous with reliability and efficiency in the drilling equipment sector.

The passion and pride of the Thor team are palpable in every product that rolls off the manufacturing floor. Beyond being a manufacturer, Thor Drill Rig is a custodian of a legacy, a legacy built on decades of hard work, dedication, and a relentless pursuit of perfection. The products, infused with the spirit of the Thor team, carry not just the weight of machinery but the essence of a company that takes pride in its craft.

In a world where industries evolve and competition intensifies, Thor Drill Rig stands tall, a testament to the power of family values, commitment to quality, and the unwavering dedication of its team. As the legacy continues to unfold, Thor Drill Rig remains at the forefront, drilling its way into the future with innovation, integrity, and a team that truly believes in the power of their work.

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Amongst its safety initiatives and procedures, Capital pays particular focus to educating its employees.

“Most importantly we work with our employees to ensure they understand the controls to mitigate any risk and are empowered to act if they are unsafe in their workplace or they identify an unsafe condition or behaviour,” shared Andre.

A successful initiative implemented by Capital is its Safety Risk Leadership Walk (SRLW). The program aims to facilitate specific, direct communication regarding tasks and workplace risks between our employees and our management teams.

During each walk, which take place at Capital’s operational sites, leaders assist teams to identify potential hazards and provide support to eradicate behaviours or conditions that have the potential to cause significant harm.

It also provides an opportunity to reinforce Capital’s safety values, the need for employees to follow procedures and our ‘Speak Up’ culture.

A Complete Mining Service

With its five pillar strategy in place, Capital is future focussed, with Andre considering it crucial to be adaptive to changes in demand.

“As we step into the next phase of our growth, Capital will seek to expand its primary base of resources,” he said, “whilst we remain strong in gold, we are also spreading further into resources such as Copper, Nickel lithium and iron”.

With the capability to offer a complete mining service to its clients, Capital is also focussed on working with its clients from a project’s start to finish.

“At Capital, we do it well, and we do it consistently, and this is why we have long-term relationships with some of the industry’s largest mining companies” closed Andre.

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At Advanced Logic Technology (ALT), we are enthusiastic about helping our customers in acquiring the best possible geoscience information for their projects and clients. We believe in and are dedicated to improving the measurement, collection, and transformation of subsurface data into knowledge.

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We take pride in being entrusted by Capital Ltd and numerous other services and mining companies, enabling them to rely on comprehensive borehole logging systems from the field to the office. This ensures the delivery of high-quality data, information, and documents to their clients, essential for well-informed decision-making processes in mining, exploration, production, geotechnical, and hydrological projects.

Our commitment to excellence shows through our constant engagement with customers, and we focus on providing exceptional solutions, coupled with robust support services for the mining, geotechnical, groundwater, geothermal, and Oil & Gas sectors.

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ENSURING A SUSTAINABLE FUTURE THROUGH MINING

2021 was a pivotal year for Zijin Mining Group (Zijin), in which it outlined its plans to become a green, high-tech, first-class international mining group.

In the same year, Zijin's wholly owned subsidiary, Nkwe Platinum Limited (Nkwe Platinum or 'Nkwe'), launched the South African-based Zijin Garatau Platinum mine.

The acquisition of Nkwe Platinum, was Zijin's first foray into platinum exploration and development, and helped to herald Zijin's steps into tackling the UN's SDGs and the Global Compact, and the World Gold Council's Responsible Mining Principles (RGMPs).

In just three decades, Zijin has established itself in business, ranking 373 in the Fortune Global 500, and 51 in the Fortune China Public Company list. Not only that, it has also achieved pole position within global gold companies, and number 7 among metal mining companies.

The global mining company, which has assets in 16 different countries (including China, Australia, Argentina, and Peru



ZIJIN PLATINUM

**PROJECT
DIRECTED BY:
LEE NEWTON**

**ARTICLE
WRITTEN BY:
LAURA WATLING**



SLP Water Supply Project

to name just a few), is engaged in the exploration and development of copper, gold, zinc, and lithium. In addition, it is making considerable innovations in engineering and technological research.

In 2022, Zijin reported an impressive level of production, including 877 kilotonnes of copper, 1.8 mega oz of gold, 442 kilotonnes of zinc and lead, and 12.4 kilo tonnes of silver.

In addition, the group has reported substantial resources (inclusive of reserves) of: 74 million tonnes copper; 100 million oz gold; 9.9 million tonnes zinc; 12 million tonnes lithium (lithium carbonate equivalent); and 470 million oz silver.

The Greatest Asset

“Our greatest asset is our people and their talent,” shared Nkwe Platinum CEO, Zhiyu Fan, “Employee development is an important aspect of Zijin and Nkwe’s sustainable development, and “people first” is one of our key development principles”.

The united businesses believe that the inclusion of women in the mining

sector contributes significantly to its communities’ sustainable development and long-term economic growth. As such, Zijin has implemented several initiatives to upskill women in its regions.

“We recognised skills development forms a vital foundation for a more productive community,” added Zhiyu.

Its initiatives include the Garatau Women’s Forum, Entrepreneurship training, Choice of Skills training, and a host of sector relevant training.

“Empowering women and promoting their participation in the mining sector has significant value in achieving sustainable, long-term economic and social development,” shared Zhiyu, “To this end, we ensure the inclusion of women in Nkwe Platinum Limited’s various learnership and training programmes”.

To date, for the 2nd generation Social and Labour Plan community development programmes, Nkwe has trained a total of 109 women in its mine communities despite the mine not yet reaching its production phase.



Nkwe Platinum CEO,
Mr Zhiyu Gary Fan



In-sector training includes Excavator training, in which Nkwe Platinum partnered with Sany Southern Africa in 2021, to provide an entry-level excavator training programme for six women from its mine communities.

In the same year, Nkwe Platinum rolled out training for the National Certificate in Mining Operations for Underground Hard Rock NQF level 2. This resulted in four women from two of its host communities enrolled in the twelve-month-long learnership programme.

In addition, 20 learners from four host communities also participated in road maintenance training, achieving certification in road maintenance for construction.

Sustainable Measures in Action

In line with the UN's SDGs, Zijin has developed a comprehensive outline of a five-year plan, as well as development goals to achieve by 2030.

"The business has repositioned its strategic goal to be a green, high-tech, leading global mining company, deeply integrating the concepts of ESG into corporate development," said Zhiyu.

Zijin has worked to ingrain the green, open, and shared responsibility concept into its corporate culture, whilst promoting high-quality sustainable development.

"This has enabled us to become one of the



Excavator Training for Women

top mining companies in the world with a responsible reputation, creating a social value widely acknowledged by governments and communities in the countries of our projects, as well as various sectors of society and stakeholder groups," explained Zhiyu.

Within its strategy, Zijin has focused on the objective of "carbon peak and carbon neutrality" with goals to meet the carbon peak and carbon neutrality targets by 2029 and 2059, respectively.

Zijin actively promotes the key principles of: ecological restoration; biodiversity conservation; water resource management and protection; tailings

storage facility safety management; and industrialised solid waste resource utilisation.

An example of the application of these principles can be seen in the Kamo-a-Kakula Mine (also known as Kamo-a-Copper) in the Democratic Republic of Congo.

A joint venture between the Zijin, Ivanhoe Mines, Crystal River Global, and the DRC Government, Kamo-a-Copper is expected to become the world's second-largest copper mine.

Following "carbon peak and carbon neutrality" initiatives, Kamo-a-Copper has implemented the Sustainable Livelihoods Program and set a net-zero GHG emission target for operation.



Garatau Mine
Limpopo conducts
its first drill

The mine is powered by clean and renewable energy, with its main power source coming from the Mwadingusha hydropower plant and the Inga II hydropower facility. A 2020 independent audit by Hatch Ltd. of Canada confirmed that the mine would be one of the world's lowest GHG emitters per unit of copper produced.

"The mine strives to produce the world's "greenest copper", said Zhiyu.

Additionally, Zijin has identified the opportunity to venture into low-carbon technology development.

A recent innovation from Zijin includes the development of a new electrode design containing cesium, which can significantly improve hydrogen production rates of solid oxide water electrolysis compared to traditional water



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electrolysis hydrogen production methods. Experiments conducted by the Zijin Mining Renewable Energy and Advanced Materials (Changsha) Co., Ltd have found that this new cesium-doped electrode material exhibits extremely high electrochemical reactivity, making it possible for the electrolysis process to operate in medium and low temperature environments.

“This greatly improves the electrochemical performance and stability of electrolytic hydrogen production while significantly reducing operating costs,” explained Zhiyu.

The mining organisation believes that the innovation will pioneer a new path for hydrogen production with high efficiency and low energy consumption, which is key in truly achieving a zero-carbon energy transition.



Employee Living Quarters at Zijin Shan Copper Cold Mine



Kamo-a-Kakula Mining Complex

Achieving Breakthroughs in Digitisation

Forming part of its strategy to 2030, Zijin is also embarking on digital transformation.

“One of the biggest challenges facing the mining industry is the technical challenge of data acquisition,” explained Zhiyu, “To overcome this, we are focussing on developing the operation process of the company and the construction of a modern information system”.

With this in mind, the business will holistically enhance its system and technologies, as well as engineering research, design and execution capabilities.

“Our aim is to implement better technologies and achieve breakthroughs of mining technologies and engineering. We will also look to apply Zijin’s signature “integrating five ore treatment processes into one” management model, construct a global information system and realise digitalisation and platformisation in operation and management. This will see



↙
Clothing and Textiles
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↙
Community School Shoes Donation

us achieve a considerable competitive advantage” said Zhiyu.

With innovative technology development at the fore, Nkwe Platinum concluded a collaboration agreement with MTN and a global leading ICT provider to build the Zijin Garatau Platinum Mine as one of South Africa’s first 5G-enabled metal mine.

This collaboration will oversee the development of high-speed 5G broadband access, and smart mining solutions like vehicle remote control, IOT, and enterprise digital transformation.

“Once complete, the mine will mark a significant step forward in the digital transformation of the local mining industry. It will effectively demonstrate how a number of emerging technologies can be combined with 5G to improve functions across the mine,” Zhiyu explained.

Significant Progress for Nkwe Platinum

Since 2021, when Nkwe Platinum began its surface development construction of the Zijin Garatau Platinum Mine, the business has seen many of Zijin’s innovative measures being implemented in and around the mine. It is anticipated that another four years of construction is required until it becomes fully operational.

Once in full production, it is believed that Nkwe Platinum will rank amongst the top ten platinum suppliers in the world.

To date, Nkwe Platinum Limited has spent more than R53 million on its Social and Labour Plans. The investment includes the upgrading of the Garatau Community Access Road, as well as community skills development programmes, bursaries, and the water supply project - all as part of its Social and Labour Plan, which Nkwe has invested in excess of R53 million.



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The Garatau Community Access Road project entailed the upgrade of approximately 5 km of the main community gravel road, transforming it into a 6-metre-wide dual lane sealed road. In addition, it developed a 600-metre local access gravel road to a 3-metre-wide single lane sealed road.

The upgrade has resulted in better access to health care services and schools, whilst increasing safety.


In May 2023, Nkwe Platinum completed its SLP water supply projects within its mine communities of Garatouw, Maandagshoek, De Kom and Hoepakrantz.

The projects were initiated to provide access to clean and safe drinking water to communities and livestock surrounding the Zijin Garatau Platinum Mine. A total of 31 boreholes were drilled and/or equipped for the water supply projects across all four of the mine's communities and are supported by the installation of 52 Jojo water tanks.


The successful projects support 1742 households with an impressive 320,000 litres of water resources per day and have created a total of 72 job opportunities for members of these communities.

Ensuring sustainability remains at the fore, the water supply projects include the mine's first solar-powered water supply system for the Ga Mpuru Village. The solar power also powers a security electric fence for the water supply infrastructure, making it a self-sustaining unit.



 Community Beauty & Care Training Programme



 Community Elderly Shoes Donation

“The company strongly adheres to the co-development belief of “Mining for a Better Society” and believes that the development of enterprises is closely related to the sustainable development of our surrounding communities,” explained Zhiyu.

Zijin's Commitment to the Globe

Now entering into phase two of its five-year plan, Zijin has highlighted key targets, which includes the achievement of ranking within the top five copper and gold producers, as well as the top ten within lithium.

It also aims to build a largely complete global operation and management model and strives to match first-rate international metal miners by 2025. The business has plans, too, to become a green, high-tech, leading global mining company by 2030 - which includes peaking CO2 emissions by 2029.

In addition to mining, Zijin has its sights set on expanding into renewables and advanced materials, to remain competitive for domestic and international market changes.

“Zijin Mining will undoubtedly achieve higher-quality sustainable development in a responsible manner with the help and support of governments at all levels of various countries and sectors of society. We are committed to helping people of all nations live better lives and contribute to the expansion of the global economy by providing them with high-quality metal and mineral products,” said Zhiyu.

www.zijinplatinum.co.za



Tarapacá

TAKING CARE OF TARAPACÁ

One of the largest copper mines in the world, Collahuasi, found in Northern Chile, is taking significant steps in nourishing the future of the local community in which it operates.

Compañía Minera Doña Inés de Collahuasi (Collahuasi) SCM initiative, 'Let's take care of Tarapacá', is a reflection of its 25 year commitment to the region and its people.

The initiative runs programmes in education, productive development, culture and heritage, environment, and health, aimed at contributing to improving quality of life and opening new opportunities for the residents of Tarapacá.



COLLAHUASI

**PROJECT
DIRECTED BY:
GARY SMITH**

**ARTICLE
WRITTEN BY:
LAURA WATLING**



Tarapacá town in Colombian
Departament of Amazonas



Of its initiatives, Tarapacá Smile (Tarapacá Sonríe), works to improve the dental health of 300 women in Pica, Pozo Almonte and the coastal edge of Iquique, ultimately impacting the quality of life of its recipients.

Additionally, Tarapacá Smile offers 50 special spaces for women on the waiting list for oral rehabilitation treatment.

Supporting women in the region further, Woman Advances (Mujer Avanza) is a competitive programme which supports 300 female-run businesses in the region.

Helping to promote and develop the micro-businesses, Collahuasi educates the entrepreneurs, providing tools to develop their projects, formalise their businesses, and offer techniques to increase sales sustainably.

Whilst Collahuasi implements its own inhouse sustainable initiatives, Iquique Circular seeks to enhance the circular economy in Iquique, Tarapacá.

This program aims to recover and reuse recyclable waste, establishing a network of clean points to facilitate access to recycling.



It also supports the development of “house-to-house” recyclable collection programs, along with environmental education work with neighbourhoods in the city.

Additionally, it looks to develop infrastructure for the transformation of recyclable materials into new products. Recently, 295 families benefitted from Collohuasi’s Iquique Circular, in a project driven to restore facades and painting of the 18 towers of the housing complex in El Morro, in addition to three others that are part of the Dolores Building.

Giving local businesses an opportunity to bid for work, four were selected to carry out the labour, which will give a new face to the neighbourhood.

Of the project, the Mayor of Iquique, Mauricio Soria, said “Taking care of Iquique is not an exclusive task of the municipality, but rather it is a commitment of all those who live in this city, because it is our environment. I congratulate the residents of El Morro and Collahuasi who make up this alliance, which allows us to seek the common good with the remodelling of this neighbourhood.”



Pica, desierto, oasis, Tarapacá, Chile



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OCA Global

OCA Global is a business group dedicated to Inspection, Certification and Training activities, created with the objective of consolidating itself as the quality reference in the Spanish market, as well as in international markets and as an alternative to the traditional entities in the sector.

OCA Global Chile has four operational Divisions (Industry & NDT - Consulting & Environment - Quality Control & Technical Assistance - Building & Infrastructure). These four Divisions are currently positioned as a reference in the Inspection, Certification and Testing industry, being the company with the highest organic growth in the country. Our broad portfolio of services allows us to provide comprehensive coverage to our clients throughout the life cycle of the industry, proposing solutions for the Mining, Energy, Oil & Gas, Industry, Infrastructure and Automotive sectors. Providing a wide national coverage from Arica to Punta Arenas with 21 operational bases located in strategic points along the national territory.

In 2018, following the operational and technical need of Collahuasi to have companies in the TIC sector (Testing, Inspection & Control) that can develop activities of Factory Inspection - Shop Inspection both Nationally and Internationally, is that OCA GLOBAL Chile is invited in the first instance to join its database of related technical suppliers and subsequently to participate in its various technical bidding processes.

In 2019, OCA GLOBAL Chile was awarded the contract for "Factory inspection services for both local purchase orders and import orders". Which corresponded to a service for the control and verification of the quality and progress

of manufacturing QA/QC that was part of the portfolio of the Vice President of Projects of Collahuasi.

It is worth mentioning that this contract is still active and has been in force for almost sixty (60) months of uninterrupted activity, with the presence of our company through our network of offices in: Spain, Germany, Brazil, Colombia, Peru, China, USA, India, Italy, Japan, among others.

In 2022, OCA GLOBAL Chile was awarded the contract for "Manufacturing inspection services for the CWS Complementary Water Supply project". Which corresponded to a service for the control and verification of the quality and progress of the manufacturing QA/QC, which was subsequently framed in the "C20+" project, this project allows to increase the life of the mine in twenty (20) more years.

It is worth mentioning that this contract is still active, with almost twenty-two (22) months of uninterrupted activity, with the presence of our company through our network of offices in France, Germany, Japan, Greece and Spain: France, Germany, Japan, Greece and Chile.

OCA GLOBAL, leader in Inspection, Certification and Training, has consolidated its position as a reference in Chile with a remarkable organic growth throughout its years in the country. Its four divisions stand out in the Inspection, Certification and Testing industry, offering comprehensive solutions in Mining, Energy, Oil & Gas, Industry and Infrastructure. After being selected by Collahuasi in 2019, it evidences its relevance in the control and activation of its different projects. With comprehensive presence, OCA GLOBAL Chile stands out as a strategic partner in the quality and progress of key projects for Collahuasi.



Pica, desierto, oasis,
Tarapacá, Chile

Building a Sustainable Future

Collahuasi is Chile's fourth largest copper producer and holds the world's sixth largest reserves, estimated at 3.93 billion tonnes of ore, grading 0.66% copper. In 2019 the business produced 565 thousand tons of fine copper, with a sales revenue of \$ 3,147 million.

Collahuasi, which has an expected mine life of more than 50 years, processes copper sulphides and oxide ores to produce copper concentrates and cathodes, respectively.

With Collahuasi's contribution to the regional GDP equivalent to 65.62% and 2.52% nationally, it recognises that offering employment opportunities in the region is crucial.

In 2021, Collahuasi had a total workforce of 5,025 own workers and contractors, 47% of whom come from the Tarapacá region.

The business applies focus to staff health and safety and is now recording the lowest accident frequency and severity rates in its

history, with a reportable rate in 2021 of 0.16.

In addition to direct employment, Collahuasi also seeks to offer a significant opportunity in its supply chain, with a policy which promotes local procurement to foster the socio-economic development of the region and maximise the positive impact of its operation in economic and social terms.

The mining company proudly claims to be the only company in its sector in Chile to assure its carbon footprint.

Care for the environment and its protection are a priority that is mirrored in all of Collahuasi's processes in order to foster long-term sustainability.

In 2021, Collahuasi launched the first "CO2 Emissions Calculator for Suppliers", a tool which aims to measure the carbon footprint of each company that participates in the company's tenders and which is part of Collahuasi's circular economy strategy.

www.collahuasi.cl



MANUFACTURING

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bruynzeel
creating space for a healthy planet

BRUYNZEEL

**PROJECT
DIRECTED BY:
REECE PLANE**

**ARTICLE
WRITTEN BY:
LAURA WATLING**



No one person will solve the climate crisis, every individual must take responsibility for their actions, and businesses must ensure they are taking the necessary steps to meet targets set out by the UN, such as the Paris Agreement.


However, passionate disruptors, entrepreneurs, and business leaders, such as Bruynzeel Storage Systems CEO, Alexander Collot d'Escury, do have an opportunity to drive change on a global scale.


Since its foundation in 1953, the Dutch company has successfully grown to become a European market leader for innovative and space-saving mobile storage systems. It has a longstanding position in the worldwide museum, archive and library market.

Whilst demand for efficient and sustainable solutions surges in an increasing number of markets, Bruynzeel has increased its efforts in developing new solutions for a wide range of clients in growth segments such as healthcare, retail, industry, data centres and vertical farming.

One of Bruynzeel's biggest opportunities is supporting museums in reducing their carbon footprint by optimising space through clever mobile storage solutions, whilst also unlocking a museums collection - 90% of which is typically in storage, on average.

CREATING SPACE FOR A HEALTHY PLANET

 Depot Boijmans van Beüingen Art racks

 Bruynzeel HQ, Panningen, Netherlands



Three surveys carried out by the Society for Museum Archaeology (and supported by Historic England) between 2016 and 2018 concluded that within 10 years, 77 of the 119 museums collecting archaeological archives will have to cease because their stores will be full.¹

And, en masse, increasing storage capacity by extending buildings is not an environmentally viable option. According to the United Nations, the construction of buildings and its operations account for nearly 40% of the world's annual CO2 emissions.²

In 2021, the British Museum calculated its entire museum emissions to be 5,861 tonnes, highlighting the vast impact these vital buildings have on the environment.

Britain's museum community have acknowledged the impact it is having, and recently held the first UK Museum COP, in which museums across the UK vowed to take collective action on the climate crisis, including managing collections more sustainably and using their position to engage audiences with the issues.

With its expertise in sustainable, mobile storage solutions suitable for museums, this offers a great opportunity for Bruynzeel, who are already working with the likes of the Louvre, the V & A, and the Guggenheim, to name just a few.

"We acknowledge the importance of heritage, so it's important that these vital pieces of history can be stored both safely and accessibly, whilst also ensuring our planet has a future too. What use is history if we don't have future generations to study it?" shared Alexander.

The use of Bruynzeel's space creating solutions reduces the physical footprint needed in a building and therefore reduces the use of natural resources and its relative emissions.

"Less space needed means less costs and has a huge positive impact on the environmental footprint," explained Alexander.



Alexander Collet d'Escury,
CEO Bruynzeel Storage
Systems

¹ <https://www.museumssassociation.org/museums-journal/opinion/2023/05/museums-need-national-support-to-tackle-archaeological-storage-issue/#>

² <https://www.unep.org/news-and-stories/press-release/building-sector-emissions-hit-record-high-low-carbon-pandemic>

Revolutionary Solutions to Future-Proof History

Aligning with Bruynzeel's values and commitment to a healthy planet is the University of St Andrews, which was challenged with needing more space in its library to accommodate an additional 500 students.

"St Andrews had two options to overcome its challenge - physically expand the library, which would have cost a significant amount of money and increased its carbon footprint, or implement an innovative space creating solution," explained Alexander, "by partnering with Bruynzeel, they chose the latter".

In addition, St Andrews opted to use Bruynzeel GreenSteel® for the storage modules, which reduces the amount of CO2 per kilo by 90% as opposed to traditional manufacturing methods.

The world-leader in space saving storage solutions for the Museum sector, Bruynzeel assisted the Museum Boijmans Van Beuningen (Rotterdam) in unlocking the art in its storage depot.

151,000 art objects are stored at the depot, which are now safely and easily accessible to visitors, thanks to the implementation of Bruynzeel's high quality Art rack system and state-of-the-art electronic mobile solutions.

"To prevent objects, which includes many high-value paintings, from being damaged by impact, the movement of the racks must be very gradual and the finish of the mesh frames must be smooth and rigid without and sharp edges or obtrusions" explained Alexander, highlighting Bruynzeel's expertise in the museum sector.

In a record breaking agreement for Bruynzeel, the sustainable space saving storage solutions experts have recently won an €18 million contract with Vancouver's Royal British Columbia Museum.



Library shelving

The Canadian museum aims to open its new Collections and Research Building in 2026, which will store more than 7 million artifacts and archives. The value of the new building project is over €180 million.

Of the building total 15,000m², Bruynzeel will furnish almost half with its storage systems, which will be made from Bruynzeel's GreenSteel®, and will use a solution with partially movable aisles, which could save the museum up to 50% in space.

"We are extremely proud that the Royal British Columbia Museum has chosen Bruynzeel for the storage of its impressive collections," said Alexander, "it's an honour to work with a business whose values in sustainability align with our own".

In 2023, Bruynzeel acquired Delta Designs in Kansas (US), the North American market leader for museum and institutions collection storage. The company is renowned for its high quality custom made museum cabinets. The North American market is the largest in the world for professional storage solutions, and so its recent acquisition will assist the business in expanding its global leadership.

Sustainable Solutions Founded on Facts

With its sustainable solutions, Bruynzeel has become known as "The Footprint Reduction Company", but its efforts have expanded far beyond the modular storage systems it implements for clients in around 70 countries.

Bruynzeel, which has manufacturing facilities in The Netherlands and the US, has been climate neutral in its own operations (Scope 1 and 2) since 2021, and aims to be climate neutral in Scope 3 by 2045.

From 2000 onwards Bruynzeel has been switching to uncoiled and non-galvanized steel, a unique production process in its industry. Over the year 2022 this currently accounts for 80% and more than 95% of its total steel usage, respectively. This



production method is saving 25 million liters of drinking water and 15,216 liters of chemicals annually.

“Having the lowest carbon footprint in the industry helps significantly in achieving our commercial goals and unlocking more potential for our company. It is an eye-opener for many organisations that there are viable alternatives to new build constructions that are much faster and cheaper to realise, whilst delivering up to 99% CO2-reductions if implemented with Bruynzeel GreenSteel®.

Additionally, the business, which is a member of the Science Based Targets Initiative (SBTi), is taking steps with the leading steel manufacturers to move towards processing fossil-free steel based on hydrogen production technology (Bruynzeel GreenSteel 2.0).

“This hydrogen manufactured steel will be a valuable next step forward. We envision this coming to market within the next three to four years,” continued Alexander.

Making an Impact Across a Wealth of Sectors

With a growing need for space saving solutions to assist businesses in reducing their carbon footprint, the outlook is looking positive for Bruynzeel, who predicts double digit growth next year.

In addition to its stronghold in the Museum sector, in which it is considered the industry leader in Europe, the business also provides its flexible solutions to clients in office spaces, retail (with name drops such as Apple, Louis Vuitton, Hermes, and

Nudie Jeans), data centres, and healthcare.

“We are currently working in partnership with the NHS to help Trusts to reduce their storage space. Whilst new construction with static storage in a hospital costs €3200 per square metre, optimizing existing space with Bruynzeel’s mobile solution reduces this to €800 per square metre. Vitaly, the cost savings can be reinvested into patient care,” shared Alexander.

In the retail sector, Bruynzeel’s innovative space saving storage solutions are supporting retail shops to optimise their storage - either by having to rent less space at the back of store, or by enabling the retailer to house more variety of stock.

“With Nudie Jeans we were able to implement a front of store mobile system which allowed customers to view a wider variety of stock and sizes without having to ask a worker to go to the back of store or basement. This solution brought increased customer connection, additional revenues, increased security for the store,” added Alexander.

CEO Alexander is actively passionate about bettering the planet, and is inspired by both the Cradle-to-Cradle design and the triple bottom line approach: people, planet, and profit.

Supported by its greatest asset - its people, Alexander believes that Bruynzeel must “aim for the moon to save the planet”.

www.bruynzeel-storage.com



Retail, Nudie Jeans store, Gothenburg

FASTENAL, BOLLE SAFETY, AND PROCELL BY DURACELL: A TRIAD OF INNOVATION AND COLLABORATIVE EXCELLENCE IN INDUSTRIAL SOLUTIONS

FASTENAL
FASTENAL
PROJECT
DIRECTED BY:
JAMIE WAITE

Fastenal, a trailblazer in the industrial supplies sector, stands at the forefront of sustainable growth and innovation. In a recent discussion with Business Enquirer, Andrew Davidson, Regional Vice President, shed light on Fastenal's unique leadership, crisis management, and unwavering commitment to sustainable practices. As Fastenal continues to shape the future of supply chain management, its journey of sustained growth becomes a testament to the transformative power of innovation, sustainability, and a robust, people-centric culture.

Fastenal's Sustained Growth and Commitment to Sustainability

Founded in 1967 by Bob Kierlin, Fastenal has evolved into a global leader in supply chain solutions, catering to diverse industries such as manufacturing, engineering, and construction. Emphasizing the growth of leaders from within, Fastenal fosters a culture of ambition, innovation, integrity, and teamwork. Andrew highlights the pivotal role of company culture in their organic growth across operating countries, with an annual turnover exceeding \$6 billion.

Fastenal's unique approach focuses on simplifying supply chain complexities for clients, allowing them to concentrate on core operations while prioritizing sustainability and corporate governance. In 2008, the company launched a vending machine program to enhance inventory management and reduce consumption, aligning with its commitment to supporting customers in becoming more agile and sustainable.

At the heart of Fastenal's success is its people-centric culture, emphasizing inclusive decision-making and mutual respect. The company's response to global disruptions, notably the COVID-19 pandemic, underscores its commitment to employee well-being, customer stability, and support to first responders. Fastenal's commitment to innovation and integrity permeates its holistic business approach, emphasizing learning, caring, and inclusive leadership.

Andrew concludes, "The heart of Fastenal is its people and the culture. They are the vital organs that fuel our continuous drive to lead in the industrial supplies sector, while our strategies and execution are the limbs that propel us forward."



Andrew Davidson, Regional Vice President

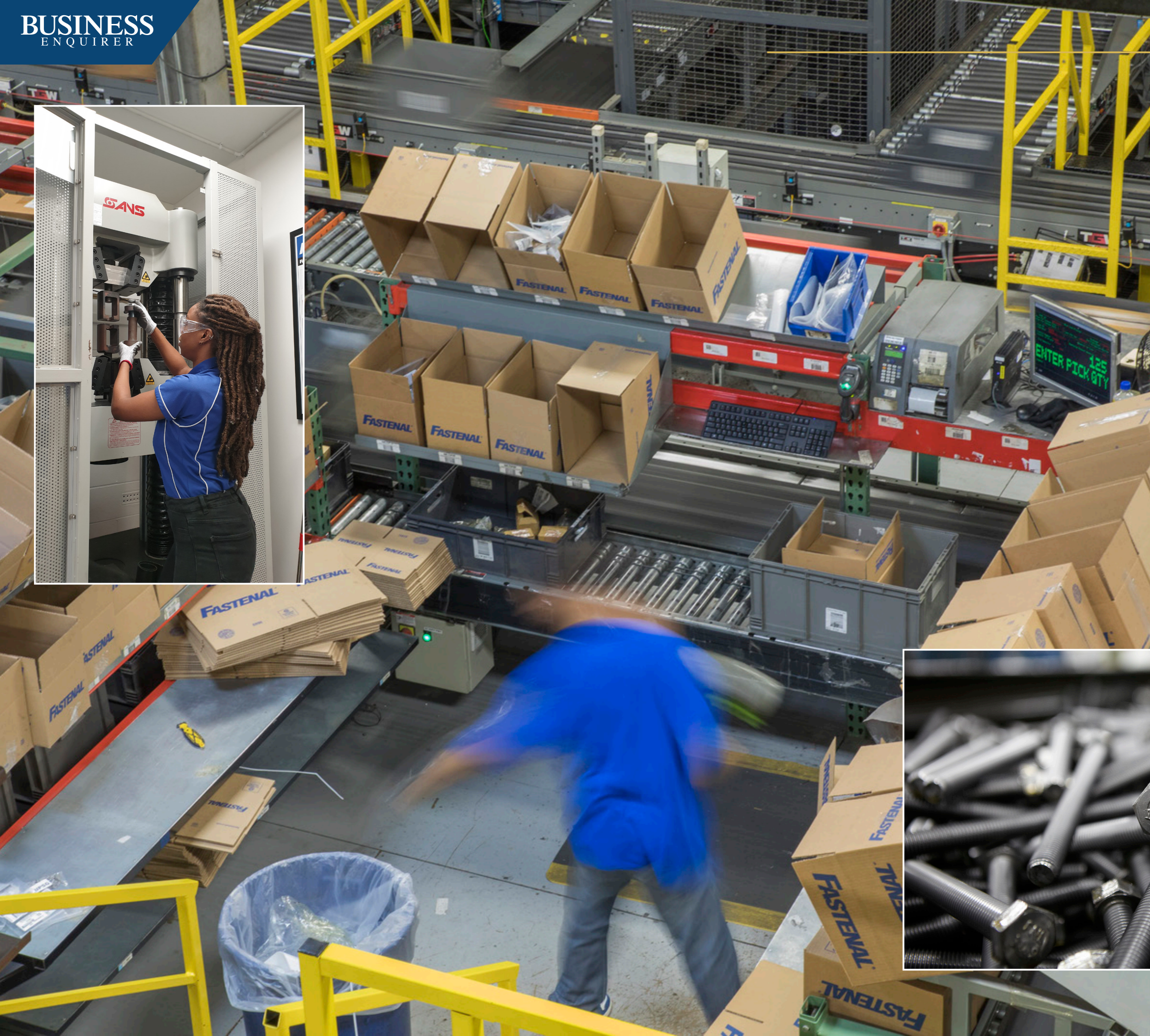


Bolle Safety: A Vision for Style, Safety, and Sustainability

In the realm of personal protective equipment (PPE), Bolle Safety has emerged as a stalwart, combining style, safety, and sustainability. With a history dating back to 1888, Bolle Safety's journey from manufacturing combs to becoming a specialist PPE eyewear manufacturer reflects a commitment to innovation and quality.

The company's evolution, spearheaded by the Bollé brothers, Robert and Maurice, introduced safety glasses and goggles in 1950, marking a significant shift towards safety-focused designs. Bolle Safety, headquartered in Lyon, France, has established a global reputation, distributing to over 100 countries and holding market leadership positions in France, the UK, Northern Ireland, and Australia.

Bolle Safety's product range encompasses protective eyewear for various industries, including tactical services, healthcare, cleanroom, and blue light applications. The recent introduction of the UNIVERSAL Goggle, featuring Wave technology for optimal protection, exemplifies the company's dedication to innovation.



Bolle Safety

Created more than 130 years ago in France and present in England since 58 years, Bollé Safety is the world leader in eye protection in PPE (Personal Protective Equipment). A subsidiary of the Bollé Brands group, a key international player in its market, Bollé-Safety offers a wide range of innovative, comfortable, designer eye protection adapted to each market segment (construction, health, energy, heavy industry, defense, cleanrooms, automotive, office automation...) and increasingly eco-designed. The brand equips 20 million workers over 100 countries with products that improve their performance and well-being, whenever there are vision risks, even in the most extreme environments.

Bollé Safety is also a benchmark in the prescription eye protection market (nearly 40 years of experience). One of the first companies to offer prescription protective eyewear, Bollé Safety recently launched its new prescription webshop for its network of partner opticians, distributors, and companies of all sizes. An innovative digital service that allows companies to facilitate the correction of the vision of their employees, and to offer a level of quality, reactivity, choice, and service never reached before! With this new webshop, Bollé Safety continues its mission as the international leader in eye protection: to ensure clear vision and optimal protection for all workers worldwide.

Bollé Safety also offers tailor-made solutions and customization services; it has announced in January 2023 the official launch of its customisation platform. Aimed at users and distributors, this new service allows to customise the two best-sellers of the brand: the RUSH+ and the SILEX+. Initiated in 2018,

but suspended during the health crisis, it is now revisited with an improved offer that meets all the market needs. With this new optimised service, Bollé Safety is pursuing its digitalisation ambitions and is once again positioning itself as a pioneer player in the field of vision protection.

Since 2021, the brand has accelerated its CSR approach covering the measurement of its impacts, product, and packaging innovations as well as internal commitments. As a standard-bearer, it already initiated a committed approach last June through the publication of its carbon footprint. Bollé Safety has taken a significant milestone by unveiling the results of its first CSR report in March 2023.

Accompanied by an ambitious transformation strategy involving all its products and processes, the brand aims to achieve international B-Corp certification by 2024 and to reduce the carbon emissions of each of its products by 35% by 2027. This ESG report highlights an additional step for the pioneering brand, whose ambition is to move towards a sustainable model, both in terms of economic and social strategy. The UK is a priority market for Bollé Safety, the latter aims to help transform the market to position itself as a national and international prime mover.

In September 2023 Bollé Safety announced its EcoVadis Gold Medal Sustainability Accreditation. The global recognition places the company amongst the top 5% of companies assessed by EcoVadis over 175 countries worldwide. This accomplishment represents a significant stride towards a more sustainable and socially responsible future.

www.bolle-safety.com

UNIVERSAL

RISE TO THE CHALLENGE

WAVE TECHNOLOGY

ADAPTABLE FIT

COLOR CODE

SIMPLIFIED SELECTION

PLATINUM COATING

ANTI-FOG & ANTI-SCRATCH



UNIVERSAL was engineered to combine strength, flexibility, and ergonomics in a light yet panoramic eyewear. Through these innovative goggles, bold adventurers can explore the furthest reaches of time and space. As they venture outward, they can have peace of mind that their eyes are protected with confidence in their enhanced vision.

IT'S TIME TO RISE TO THE CHALLENGE.



SEE ALL YOU CAN DO

bolle-safety.com



REPLACE LESS. SAVE MORE.

Procell's device specific batteries can help savings on replacement costs and reduce your environmental impact



Wireless devices of today have very different power needs to that of the past, technology has advanced and so have the power requirements.

The company's commitment to sustainability is evident in its "Go Green" ESG plan launched in 2021. Bolle Safety integrates eco-design principles, product optimization, and recycling initiatives into its operations, earning recognition with the EcoVadis Gold Medal Sustainability Accreditation. With a focus on reducing carbon emissions, adopting eco-friendly packaging, and introducing sustainable product lines, Bolle Safety is actively shaping a more sustainable future.

Procell by Duracell: Elevating Professional Battery Solutions

Procell, the professional division of Duracell, stands as the world's first battery manufacturer with a dual portfolio exclusively designed for professional use. Procell's innovative 'Intense' and 'Constant' range of batteries cater to high-drain and low-drain professional devices, respectively, supporting sectors such as medical, hospitality, infrastructure, industrial, and security.

Christian Oshodin, Key Account Manager for UK and Ireland, emphasizes that

Procell's batteries are optimized for professional settings, offering extended life and cost-effectiveness. Procell's collaborative approach involves embedding itself into clients' businesses, testing devices with Procell batteries, and providing valuable insights for performance optimization.

Procell's commitment to safety and innovation is exemplified by its introduction of the Procell CR132, part of its Intense range, featuring a butyrate coating to prevent accidental ingestion. The company's sustainability efforts extend beyond product innovation to include initiatives such as the use of renewable energy, reduced water consumption, and a third-party recycling scheme, positioning Procell as a circular supplier.

Collaborative Excellence: Fastenal, Bolle Safety, and Procell

Procell's collaboration with Fastenal, spanning three years, is described as "fitting like a glove." Both companies share a focus on supporting clients to achieve

Duracell's professional battery brand, Procell, has developed a new range of professional batteries with higher capacity and longevity, resulting in less frequent battery replacements and savings on associated operating costs and environmental impacts. Batteries can be a costly outlay for businesses, having to replace them more often, increases the cost of purchasing more batteries, but also the cost and time of having to replace them. So how can Procell help?

Leading Technology

Through intensive device testing in its labs and working closely with manufacturers, Procell discovered a way to extend battery life, by focusing on the device power needs they were able to develop a dual portfolio of batteries with unique power profiles. All Procell batteries are tested to guarantee the highest quality and reliable performance. Environmental testing is also conducted to ensure dependable and consistent use.

Batteries can last significantly longer

Increase your battery life and performance with Procell's dual portfolio. Procell Intense for high-drain devices and Procell Constant for low-drain devices. The difference between the two is how they operate, a high-drain device will normally have moving parts and require frequent bursts of high power to function, whereas a low-drain device has less frequent use and no moving parts.



Powering Professionals

Batteries play an important role in the overall safety, performance, and reliability of many professional devices. Professional devices are increasingly technology focused and the number of battery-powered devices will continue to grow. While there are many advantages to using batteries in professional device applications, such as backup power or portability, having reliable devices is paramount and having long-lasting batteries is essential. Procell batteries have been specifically designed for the professional end-user, across the spectrum of professional sectors. Procell batteries can be used in a number of Professional devices including glucometers, Two-Way Radio, Paper Towel Dispenser Automatic Faucet and Wall Safe.

Calculate your savings

Procell uses a cost calculator to help you see what you can save on your battery costs, not only the cost to purchase them, but also the cost it takes to replace them. Through market research they have built an online tool that tracks the increased battery life their batteries can deliver against other brands of batteries. This is through the use of device testing with manufacturers.

Latest innovation

Procell have an extensive range of professional batteries, recently they have launched Procell Intense high-power lithium batteries, which have extended battery life and longer end of life notifications – CR123 and CR2. Also recently launched are their new Procell Intense Lithium coin batteries that have the very best in child safety, a bitterant coating on the coin itself that helps to combat the problems with accidental swallowing, child safe packaging and engraved warning symbols.

WWW.PROCELL.COM

their goals by investing in the right products tailored for specific purposes. This collaborative spirit extends to Bolle Safety as well, with a shared commitment to innovation, reliability, and sustainability.

As the industrial landscape continues to evolve, this triad of innovative companies—Fastenal, Bolle Safety, and Procell—stands as a testament to the power of collaboration, sustainable practices, and visionary leadership in reshaping industry paradigms. With each company contributing its unique strengths, the collective impact is poised to redefine the standards of excellence in the industrial sector.

www.fastenal.com



DIGITAL MARKETING

YELL
PAGE 90



THE ICONIC BRAND ACCELERATING LOCAL BUSINESS



Yell co-CEO,
Luke Taylor



Throughout the '80s and '90s the cheeky adverts from the Yellow Pages became an icon of British pop culture. From the “French Polishers” rescuing the “hangover from hell”, to the ingenuity of a little boy using the thick yellow advertising book to steal a kiss under the mistletoe, most people over the age of 30 will have a favourite.

Despite the Yellow Pages ceasing its print arm in 2019 after a 51-year run, young people too can now experience the magic that the business, now known as Yell, can bring.

In a recent joint initiative with Selfridges, another brand synonymous with a black and yellow colour palette, the ‘Yellow Pages – The Directory of Now’ was launched, a zine showcasing the latest in fashion, design, and culture.



YELL

**PROJECT DIRECTED BY:
HARVEY COE**

**ARTICLE WRITTEN BY:
LAURA WATLING**



“The joint initiative with Selfridges was a union of two brands that have a strong heritage and a love for something tongue-in-cheek,” shared Yell co-CEO, Luke Taylor, “it’s been a successful brand campaign which has seen a spike in searches on Yell.com”.

More Than a Directory

Yell.com (the online arm of the now out of print Yellow Pages) was first launched in 1996, making it a search engine two years older than Google.

Its move to an entirely digital format in 2019 came at a bitter-sweet time, with businesses across the world being forced to pivot due to the Covid pandemic.

“As well as ensuring we made the right decisions for our staff, our first thought was how we can best support our business clients, and what we could offer them during this difficult time,” said co-CEO Mark Clisby.

During this period, Yell witnessed an accelerated shift of its clients offering more digital solutions, such as online booking, video tutorials and payments.

“We saw 76% of our clients add to their services during the pandemic, which gave us an opportunity to showcase our expertise in digital solutions, educating our clients on how to achieve the best ROI,” Mark continued.

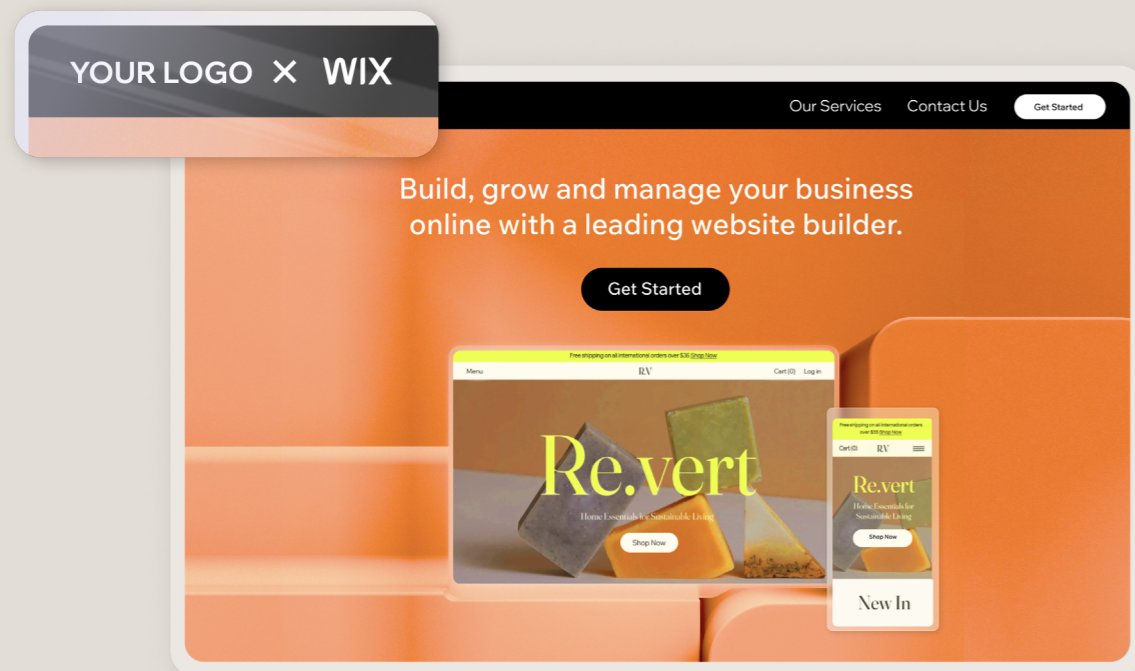
As Mark demonstrated, what you may not know about Yell is, as well as its successful search engine Yell Marketplace, which hosts around 3 million businesses, it also offers digital marketing solutions aimed at SMEs of all sizes.

Yell offers local businesses a wealth of marketing solutions tailored to a specific budget and needs, including website development, SEO, brand reputation and pay-per-click advertising. No matter the client’s experience in digital marketing, a hands-on expert will assist the client every step of the way, with bespoke digital marketing proposals designed to support your business plans and growth.



Maximize your business offering with a channel partnership

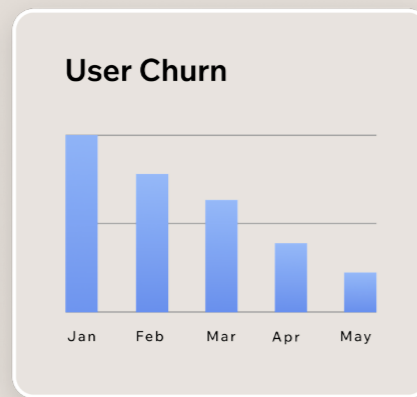
Empower SMB customers to grow their businesses online with the web creation platform trusted by 258M+ users worldwide.



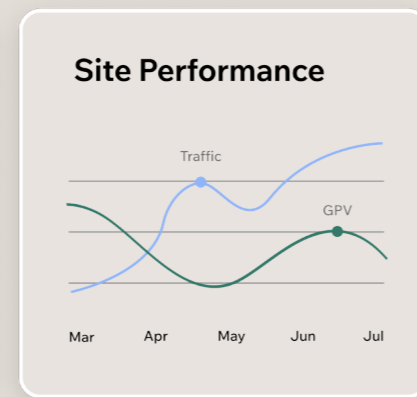
Fuel your business growth



Drive sales and acquisition



Increase customer retention



Leverage SMB website data

Wix: Digitizing SMBs. Strengthening business partners.

With 258M+ users worldwide, Wix empowers business owners to create, manage and grow a business presence online.

Yell set out to find a technology partner that could help on two fronts: providing small and medium-size business customers with a complete online business presence, while fueling growth for Yell as a whole. With nearly 20 years of experience, Wix was just the right match.

Leading global brands are harnessing the power of Wix B2B channel partnerships to retain SMB customers, acquire new ones and increase revenue, providing Wix's leading web creation platform as a co-branded offering.

The dynamic Wix platform provides SMB customers with industry-specific solutions that allow them to sell their products online, book sessions, market themselves and more. In order to cater to SMBs with the right intent at the right moment, Wix is custom-integrated into the enterprise's product funnels and flows—allowing the enterprise to increase web builder sales, and ultimately maximize SMB eComm store creation.

Adding Wix products to an enterprise's core offering can also bring on a serious shift in operations and productivity. For example, Yell transitioned from their previous white label solution and focused on upskilling their in-house team with training directly by Wix experts. With core platform features like design templates, AI website building and native business solutions, Yell was able to reduce

fulfilment time, allowing the company to move faster and service more customers. Like all Wix Channel partners, Yell also receives high-touch SMB customer onboarding as well as data visibility into SMB website performance, so they can best support each customer with tailored recommendations.

“We work hand-in-hand with our large-scale strategic partners around the world to integrate Wix into their business flows, giving their SMB customers a seamless web creation experience.”



—Ilan Shaki, General Manager of Wix Channels

Any enterprise servicing SMBs can benefit from Wix partnerships: from online directories to design marketing companies, legal service providers, payment providers, banks and more. At some point in the business formation cycle, SMB customers look to digitize and create a website, so providing these customers with a full online business offering from the outset serves to meet their needs and boost sales, as well as brand value. Wix partnerships also allow enterprises to expand beyond their traditional offerings in order to keep up with competitors, increase stickiness and develop new pathways to growth.

It's time for enterprises to offer SMBs a complete way to digitize—and Wix provides the product and expertise to fast-track companies to success.

Interested in adding web creation solutions to your offering? Contact B2B Sales at Wix: wix.com/channels

“We believe we’ve developed the right mix of solutions to create a customer profile which maximises results. We’re ranked number one for managed digital advertising in the UK for all kinds of local businesses among direct competitors* in the UK, and as a customer focused business we want to help as many UK businesses as possible,” said Mark.

“Since our transition to a fully digital offering we’ve partnered with best-in-class platforms such as Apple, Amazon, Google, and Bing, which strengthens the value we can give to our clients”.

Just as in times gone by when a customer in need could rifle through the Yellow Pages to find a local hairdresser, tradesperson, or driving instructor, now this can be done much more simply on Yell.com.

Millions of consumers per month use Yell’s marketplace, which offers the opportunity for trillions of interactions between businesses and consumers.

“We have seen strong quarter on quarter growth of our marketplace platform since launch and have identified something that can make us really stand out from the traditional search model and enhance our proposition for businesses that advertise with us.” said Luke.

Having launched two years before Google, being ahead of the curve is not new to Yell, so it’s of no surprise that the business has already made significant investment into its AI strategy.

“We’re exploring how we can further optimise our search functionality by incorporating AI, as well as how it can streamline automation for businesses,” explained Luke.

All Good Things Come In... Twos

Whilst Yell is leading the fore from its value proposition, is it leading the fore in its somewhat unique co-CEO structure?

Whilst Mark joined the business in 2005



in a graduate role and explored different departments in the business (from marketing and data, to commercial, and leadership) Luke joined in the summer of 2022. Luke has experience in running his own business, as well as leading business units in some of the world’s most well known digital platforms (Amazon, Expedia, and Play.com).

With their joint tenureship commencing at the start of 2023, it was clear that their values aligned, aspiring to lead from the

top with entrepreneurial spirit, building trust, and spending time on the shop floor.

“At the top of the company’s values and behaviours is customer focus, so it is important for us to be close to our customers to ensure we are implementing the best strategic direction. To do this, it’s imperative for us to work closely with our colleagues in operational roles, so that we can truly listen to our customers,” said Luke.



Yell co-CEO Mark Clisby



Another concept fundamental to the success of Luke and Mark's "co-CEOship" is the licence to challenge.

"We foster a culture of fun, but also want to inspire the right to publicly challenge at every level of the company. Challenge encourages change, and we often play devil's advocate with each other," he continued.

It is often said that it's 'lonely at the top', so is a problem shared really a problem halved?

"Being able to share the weight of leadership is certainly beneficial. We also share the same CEO executive coach, we attend joint sessions, and have discovered that we bring complementary skills to the table," said Mark, "we believe it's important to have someone you can speak with and offload to in the business, for us it's each other, but we instil this message across the business".

With 900 employees all focused on "making the magic happen", Yell is equipped with decades of experience to ensure they're here for you now as they've always been, to help champion local business.

**Direct competitors are those that target customers that are local businesses regardless of the customer's industry.*

www.yell.com



FOOD & BEVERGAGE

TANMIAH
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As the fourth largest population in the Arab world, Saudi Arabia reported a population of over 32 million in 2022. Of those, around 50% are under 25, making it one of the youngest populations in the world. What's more, its population is continuing to rise year on year.

It is therefore integral for the nation to ensure food security for the future, which has been outlined in the Kingdom's Vision 2030.

One of the key pillars of Vision 2030 is to expand the local production of goods and services and reduce the country's dependence on imported goods. In 2022, the Kingdom's domestic poultry production achieves 68 percent self-sufficiency level. The KSA government has announced plans to invest SR17 billion (\$5 billion) to boost poultry production and achieve a poultry meat self-sufficiency rate of 80 percent by 2025. By targeting 1.3 million tons of broiler chickens per year, the ministry ensures national food security, increases local production, and creates employment opportunities.

BOLSTERING FOOD SECURITY IN THE KINGDOM

التنمية
TANMIAH

TANMIAH

**PROJECT
DIRECTED BY:
KIERA LUDFORD**

**ARTICLE
WRITTEN BY:
LAURA WATLING**





Aligning itself with Saudi Arabia's national objective of achieving greater poultry self-sufficiency and food security is Tanmiah, a leading poultry producer in the region.

Tanmiah Food Company, established in 1962, is one of the Middle East's leading providers of fresh poultry, processed poultry, and other processed meat products, as well as animal feed and health products. It is a publicly listed company on the Saudi stock market. Al-Dabbagh Holding Group Company is the founding shareholder of Tanmiah Food Company

Growth Through Strategic Partnerships

Established in 1962, Tanmiah considers strategic local and international partnerships as a crucial part of its growth.

Recently, it signed an exclusive development agreement between Tanmiah Restaurants for Fast Food Company, its fully-owned subsidiary, and PLK Europe GmbH to build and operate Popeyes restaurants in Kuwait and Bahrain.

Popeyes is one of the world's largest chicken quick service restaurants with over 4,200 restaurants across the globe. The success of the fast food chain has continued to gather pace in the region, with a total of 36 stores in Saudi Arabia by the end of September 2023.

The agreement will enable Tanmiah Restaurants for Fast Food Company to pursue its expansion plans for the chain. Additionally, Tanmiah has announced plans to enter into joint ventures with several businesses in the region, with the intention to strengthen its drive to boost food security and food self-sufficiency in line with Vision 2030.

One such venture is with MHP, the leading European producer of poultry, with Tanmiah's wholly owned subsidiary, Desert Hills for Veterinary Services Company Ltd.

The planned joint venture's primary focus will be developing and operating poultry breeding facilities. This will include the

Tanmiah's fully integrated and highly efficient business model includes Farming, Primary Processing, production, further processing, and distribution with products sold in Saudi Arabia, the UAE, Bahrain, Oman, Jordan, and Kuwait. Tanmiah is also the master franchisee of Popeyes Louisiana Kitchen. As of 30 September 2023, Tanmiah operates 120 farms as well as six hatcheries, 2 feed mills, and four primary processing plants (slaughterhouses). Tanmiah distributes its products through a network of wholesalers, retailers, and food service outlets, as well as through its e-commerce platform. Sustainability is a core principle at Tanmiah, with initiatives including planting a million trees, using treated wastewater from its facilities, and turning waste products into fertilizer. For more information, visit www.tanmiah.com



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Al Ghurair Resources International Market Footprint



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www.al-ghurair.com

■ Markets we source from
■ Markets we trade in



establishment of a greenfield hatchery in Saudi Arabia with the aim to hatch approximately 175 million hatching eggs per year.

Supporting this, it also plans to invest in feed milling facilities with the target of producing 137 thousand tonnes of feed per annum. The initiatives will be primarily funded by the Agriculture Development Fund of Saudi Arabia.

Similarly, it has also announced plans to enter into a joint venture with Vibra Agroindustrial S.A.

The primary focus of the 50% owned joint venture will be the co-packing of both Tanmiah's and Vibra's products, initially in Saudi Arabia, with plans to expand into the wider MENA region.

The JV will also be evaluating the possibility of establishing a primary processing or further processing facility in Saudi Arabia, supporting Tanmiah in its growth, as well as Saudi Arabia's food security strategies.

Key Initiatives to Drive Sustainable Agriculture

The business' diversified portfolio includes high-quality poultry products free from any artificial additives, with growing conditions that expert farmers and technicians rigorously control.

Serving the halal food sector, which is expected to grow at an estimated CAGR of 10.8% during 2023-2028, Tanmiah is committed to implementing sustainable agriculture policies.



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Its key initiatives focus on six areas:

Animal Welfare

Tanmiah is committed to promoting humane treatment of animals, ensuring that its suppliers comply with our animal welfare policies, and continuously works to improve its animal welfare standards.

Environmental Stewardship

To support environmental stewardship, the business promotes environmentally sustainable practices throughout its supply chain, working to reduce its carbon footprint, minimise waste, and conserve water.

Sustainable Sourcing

Tanmiah ensures its ingredients and materials are sourced in a responsible and sustainable manner. It works closely with its suppliers to ensure sustainable agriculture methods are employed, including protecting biodiversity, promoting fair labour practices, and reducing the use of chemicals.

Food Safety

Respecting that food safety is essential to its customers' well-being and trust, Tanmiah is committed to maintaining the highest standards of food safety by implementing and continuously improving its food safety policies and practices.

Community Engagement

The business is committed to supporting local economies, promoting sustainable agriculture practices, and addressing food insecurity.

Sustainable Management of Poultry Litter

Tanmiah recognises the importance of proper management of poultry litter in sustainable agriculture practices.

This includes implementing best management practices for the use of poultry litter, such as proper storage, handling, and application. Tanmiah also encourages the use of poultry litter



as a soil amendment to improve soil health and reduce the need for synthetic fertilisers.

Within this segment, Tanmiah plans to explore innovative technologies and methods for the sustainable management of poultry litter, such as composting and pyrolysis treatment.

In November 2023, Tanmiah announced its interim financial report, in which it reported an increase in revenue in Q3 2023 of 13.2% to SAR 533.7 million, compared with SAR 471.5 million similar quarter for previous year

This is accredited to the continued positive momentum across the Tanmiah's portfolio of products and services, with the main driver being the rise in fresh poultry volumes and revenue growth in Popeyes.

ir.tanmiah.com



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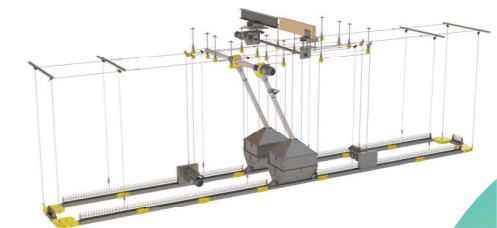
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BUSINESS *Lifestyle*

Yachts

New analysis reveals the top 10 most expensive celebrity yachts

Social Media

The VMA Moments that sparked the most social media controversy



New analysis reveals the **top 10** most expensive celebrity yachts

Billionaire media mogul David Geffen is officially the owner of the most costly celebrity yacht, according to new research.

Jeff Bezos ranks second with his \$500 million Y721 superyacht, Koru.

Diane von Furstenberg and her husband Barry Diller place third.

New analysis reveals the most expensive celebrity yachts, with David Geffen taking the top spot.

The research, conducted by Yacht Charter experts Ritzy Charters, examined celebrity-owned yachts and their price tags to determine a ranking of the most expensive celebrity yachts on the planet.

The study revealed that billionaire media mogul David Geffen is the owner of the most expensive celebrity yacht, reportedly costing \$590 million.

Geffen takes first place with his \$590 million superyacht, The Rising Sun. The yacht was originally owned by Larry Ellison before Geffen purchased it in 2010. The spectacular vessel cost around \$200 million to build in 2004, with its length reaching 138 meters and a maximum

speed of 30 knots. Besides the unusually high number of rooms, 82 to be exact, the yacht can accommodate around 18 guests and 55 crew members, holding a basketball court, wine cellar and an impressive luxurious cinema.

The second most expensive celebrity yacht is owned by Jeff Bezos, whose impressive vessel takes up 417 feet and is known as the largest sailing yacht on the planet; the Y721, also named the Koru. The yacht features a great-sized pool on its deck alongside accommodation for

up to 18 guests and 40 crew members. The beautiful boat design was inspired by Māori art, with its name Koru symbolising strength, new life and peace. Bezos reportedly cost \$500 million.

Ranking in third is the Eos superyacht, owned by Belgian fashion designer Diane von Furstenberg and her husband, Barry Diller. The power couple reportedly bought the yacht back in 2009 for \$200 million, with its exquisite design and luxurious interior. Eos can perform top speeds of 18mph, is 305 feet long

Geffen takes first place with his \$590 million superyacht, The Rising Sun.

Picture: scottsmith / Flickr

and can guest up to fourteen people simultaneously; it is certainly a luxurious experience. Some of the most unique amenities of the yacht include a glass staircase, a 14-foot world map, a jacuzzi and a figurehead of owner Diane von Furstenberg.

Laurene Powell, the widow of Apple co-founder Steve Jobs, owns the fourth most expensive celebrity yacht. The \$120 million VENUS yacht, designed by Philippe Stark, features beautiful large floor-to-ceiling windows across its 78-metre span,



reaching up to 18 knots. The superyacht can accommodate up to 12 guests in six cabins and 22 crew members in 14 cabins, and the vessel's annual running cost is around \$10-\$15 million.

The fifth most expensive celebrity-owned yacht is The Maraya, owned by Sean 'Diddy' Combs and cost approximately \$65 million in 2012. The superyacht is an impressive 54.2 meters long, and when Diddy is not using the vessel for his own cruises, it can be chartered for approximately \$300 thousand per week. On board, the yacht can hold up to 12 guests at a time in six cabins, as well as luxurious features like a sundeck jacuzzi, gym and wellness area, not to mention its very own chef.

A spokesperson for Ritzy Charters commented:

"Luxury yachts are more than just a symbol of wealth; they not only provide incredibly gorgeous views but a level of privacy to those onboard who want a sense of relaxation that you can't get from anywhere other than chartering across oceans."

Privacy is a huge part of the experience of a superyacht, which is why celebrities are drawn to spending large sums of money on owning their own. It offers them a sense of seclusion that is so secret and respected, far away from paparazzi and the public eye.

It is exciting to see just how luxurious and spectacular the yachts owned by some of the most famous people in the world are. From how they were designed, crafted and produced, it is widely appreciated how beautiful and unique some of the most expensive yachts on our world's oceans are and just how much they cost."

Jeff Bezos' 417-Foot 'Koru'
Picture:YouTube



The VMA Moments that sparked the most social media controversy

From Taylor Swift, SZA, and Doja Cat, to Red Hot Chilli Peppers, Ed Sheeran and Drake, the MTV Video Music Awards (VMAs) are about to grace our screens this coming Tuesday 12th September.

As we wait to see which artists will take home a VMA, the Gambling 'N Go team have delved into social media to reveal some of the MTV VMA's most iconic moments.

Rihanna's Madison Square Garden Mashup (2016)

81 million views

Rihanna stole the show when she opened the 2016 MTV VMAs show from New York's Madison Square Garden with a throwback to her early songs, starting with "Don't Stop

The Music" from 2007 before moving into 2011's "We Found Love" and "Where Have You Been?".

Reminding everyone that beyond the chart-toppers and sassy attitude, there's an astonishing voice that propelled her to where she is now.

For the performance she wore an all-white Hood By Air ensemble as she performed with dancers in white outfits and go-go boots.

RiRi fans took to social media to appreciate her performance;

"She absolutely killed this performance. Love on the Brain showcased her

range. Powerful. Loved her halftime performance. You can't compare her to anyone else. Her movements. Her tone. Her facial expressions. She's just iconic."

Kanye West Interrupts Taylor Swift's "Best Female Video" Speech (2009) - 12 million views

Kanye West is known for sparking social media discussion, and during Taylor Swift's acceptance speech for Best Female Video, he famously interrupted her, sparking a long-lasting feud and plenty of social media discussion.

Kanye proceeded to walk on up to the stage and ambush Taylor's acceptance speech, "Yo, Taylor, I'm really happy for you, I'ma let you finish, but Beyoncé had one of the best videos of all time!"

Fans responded in fury to West's behaviour, "I still can't believe he did that I mean you don't have to like her or the results of the awards but interrupting their award speech and belittle her on stage live in front of everyone."

Miley Cyrus' Slide Away Debut About Liam Hemsworth (2019) - 11 million views

The VMA's is never the same without a powerful ballad, and who better to deliver it than Miley Cyrus?

At the 2019 VMA's, Miley Cyrus's debuted her single "Slide Away", a song about Liam Hemsworth, described as a "tear-jerking performance".

Miley staged a dramatic black-and-white

tableau in front of an orchestra, making for a very '90s, very Calvin Klein, very iconic performance of her new single

Fans took to social media to express admiration for her performance;

"I felt like this was way too good for the VMA's. This was definitely a grammy worthy performance. This song didn't get the respect it deserved in my opinion. Absolutely phenomenal. Miley truly is one of a kind."

Nicki Minaj calls out Miley Cyrus on stage (2015) - 7 million views

During her acceptance speech for Best Hip-Hop Video in 2015, Nicki Minaj calls out Miley Cyrus, leading to a heated exchange on stage.

The altercation was following Miley bad mouthing Nikki in press prior to the awards ceremony.

This was trending topic on social media for weeks after the VMA's, with many fans in favour of Miley and how she handled herself "Miley you handled the situation

like a boss. You go girl!"

Miley Cyrus and Robin Thicke's controversial performance of "Blurred Lines" and "We Can't Stop" (2013) - 3.8 million views

Miley Cyrus and Robin Thicke's controversial and provocative performance of "Blurred Lines" and "We Can't Stop" generated a lot of chatter on social media in 2013.

One fan posted online, "even tho this is a mess this is ICONIC. I remember everyone talking about this."

Beyoncé Announces Pregnancy (2011) - 1.1 million views

Beyoncé fans are here for her every move, so what better way to make the headlines than by announcing you are pregnant at the end of a live performance watched by millions around the world.

At the end of her performance of "Love on Top", Beyoncé unbuttons her glitzy purple waist jacket to reveal a medium sized baby bump.

Described by ABC News as "a pregnancy announcement like no other", this heartwarming and viral moment will go down in VMA history.

Missy Elliott 'Work It' Performance for Video Vanguard Award (2019) - 430,000 views

Missy Elliott's Vanguard Award Performance in 2019 is definitely one to remember, as she dominated the stage with her energetic and visually captivating performance of "Work it".

Whilst accepting the Vanguard Award, she was widely celebrated on social media.

"It pains me to know how many younger ppl watching this have NO idea how ICONIC this is.. How Iconic MISSY is!!"

Madonna's Bridal Wardrobe Malfunction (1984) - 2.9 million views

Madonna's "Like a Virgin" Performance in 1984 is definitely one of the most iconic VMA moments in MTV history.

The Queen of pop opted to descend a 17-foot-tall wedding cake and sing the song in a white wedding dress.

About midway through the performance, as she stepped off the cake, one of her white stilettos came loose.

On an episode of The Tonight Show With Jimmy Fallon, Madonna revealed,

"When I went backstage my manager told me my career was over with. Those were the days when you shouldn't show your butt to have a career. Now it's the opposite. But it happened by accident, and I didn't even know my butt was showing. It wasn't even the whole butt, it was just like a butt cheek, like half of a butt cheek."

Britney Spears And The Snake (2001) - 262,000 views

Britney Spears and the Snake (2001) of course is on the iconic VMA moment list, as she performs her hit "I'm A Slave 4 U" with a live python around her neck.

This was a memorable and shocking moment that generated significant buzz on social media.

One fan commented online, "People in the audience watching her and knowing she was about to make music history."

Leo Coleman, Owner of Gambling 'N Go says,

"Iconic moments from the VMAs that have captured social media attention over the years, many of which have been widely discussed and shared on social media.

"Miley Cyrus is one of the most iconic artists for her controversy, and she has cleverly used the VMA's to shock the nation with her transformation from Disney sweetheart to provocateur. From this, she has established herself as an inescapable pop star and social rights advocate.

"Other names from our iconic list including Taylor Swift, Nicki Minaj and Beyonce are all nominated for a VMA.

"Doja Cat, Tomorrow X Together, Anitta, and Kelsea Ballerini have been added to the lineup of performers set to take the stage at the 2023 MTV, along with Lil Wayne who will be making a 10-year comeback.

"It will be interesting to see what this year's ceremony has in store, as we look forward to witnessing the incredible talent, debut singles, flamboyant outfits and drama unfold."

The VMA Moments that sparked the most social media controversy

