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10 Madison Square, 195 President Fouché Drive

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26 November 2018

The Directors
DNA Design & Project Management

Dear Sirs

FINALIST CONFIRMATION FOR THE SAPSA AWARDS

Following a meeting of our judges on Friday 16 November 2018, we would like to take this opportunity to congratulate **EBEN SAAYMAN** and **DNA DESIGN & PROJECT MANAGEMENT** on achievement of finalist status for the SA Professional Services Awards, sponsored by **Sanlam Life Insurance Limited**. The ultimate winner in each category will remain confidential and will be announced at the award ceremony to be held at Monte Casino Ballroom at 6.30 p.m. on Thursday 14 March 2019. All finalists will be presented with a duly signed certificate on stage in the course of the evening and the winner of each award will receive our custom made glittering trophy.

The category/(ies) relating to **DNA** is/are as follows:

- **DNA** is one of three finalists for the Firm of the Year in the Construction Sector of the Built Environment category.

Choice Judges comment: “The story of DNA is a heart-warming tale of a South African company that has made an impact across the continent. Most impressive is emerging as the successful bidder among 17 competitors for the prestigious UN project in Addis Ababa. Also noteworthy are the accolades received, QB and IDA, and securing a lucrative sole distributorship in South Africa and Rwanda for a Chinese furniture maker...”

- **EBEN SAAYMAN** is one of three finalists for the Professional of the Year in the Construction Sector of the Built Environment category.

- ***Choice Judges comment: “Eben Saayman is undoubtedly a great contributor to both the company he works for and the profession to which he belongs. We find it unique and refreshing that he treats the mentorship process as a two-way street where he also learns from his mentees. Furthermore, it is inspiring that while many leaders speak of expansion and participating in the African growth story, Eben is leading DNA in setting its feet firmly across the continent. It is evident that he is involved from inception to completion of each project which is the very embodiment of a hands-on leader. The manner in which Eben celebrated a company high, shutting down and taking all staff members out to celebrate, speaks to a high level of inclusivity in leadership which the judges found admirable...”***

Finalists are invited to attend the awards ceremony to receive the finalist certificate (and winner’s trophy in the event of winning the award). Kindly let us know if your company would like to book a table for ten guests at the event to have an audible support base to cheer your appearance on stage.

MEDIA COVERAGE

Do visit our website for interviews done with a number of media houses including SA FM, Business Day television, Radio 2000 FM, DSTV ED Television among others and further scheduled coverage of the awards is expected from SABC News, ETV, Radio 702, Kaya FM and Power FM as well as a host of print publications in our scheduled press releases.

PROCESS UNDERTAKEN

The South African Professional Services Awards seek to recognise individuals and organisations who have excelled within the South African Professional Services Industry. The process undertaken to identify nominees, finalists and eventual winners was as follows:

1. A call for nominees was put out in May 2018 for the various individual and organisation awards directly to professional services firms as well as to the South African business community.
 2. On 31 October 2018, the nominations period closed, and the secretariat compiled nominee information using the following means:
 - a. Collating media reports on the individuals and organisations listed.
 - b. Listing technical awards won by each organisation or individual from recognised professional bodies.
 - c. Scrutiny of client surveys and the results therefrom notably those conducted by PMR Africa.
 - d. Consideration of information submitted by firms (where applicable) including completed questionnaires and interviews conducted by SAprofessionals.com.
 3. On Friday 16 November 2018, a judges' conference was held to determine the finalists and winners from the nominees. The judges comprised:
 - **Dr. Minnaar-van Veijeren** (founder and owner of Pro-Ethics)
 - **Fathima Gany** (Africa Middle-East CFO of Cummins International)
 - **Michael Were** (Recent Chief Engineer (Civil) at Eskom/DPM Olifants Water Project)
 - **Valentine Nti** (CEO of Charterquest Institute)
 4. The firm awards were based on the following criteria – business growth, customer service, technical excellence, contribution to the community, contribution to the profession, transformation record and commitment to ethics and professionalism. The criteria were not equally weighted, a strong showing in one category was sufficient to put the firm above the rest.
 5. Individual awards were judged based on a whole host of attributes including demonstration of management and leadership qualities, success of the units headed, innovation within the bounds of available resources, mentorship record, passion and drive, personal values, notable career achievements, concrete future objectives, embracing lessons from challenges, breaking of new ground, taking of risks and changing paradigms, standing out among peers and making a difference. Information provided may not cover all these attributes; one or two strong attributes would be sufficient for an individual to emerge as a winner.
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EVENT DETAILS

The event will be a black tie/traditional attire evening commencing at 6.30 p.m. with a networking cocktail followed by a formal dinner and awards ceremony. The event Programme Director will be the hilarious **South African comedian Jason Goliath**.

We once again wish to congratulate you/your organisation on your confirmation as a finalist(s) and look forward to seeing you at the celebration on Thursday 14 March 2019.

Good luck for the win!

Kind regards,



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