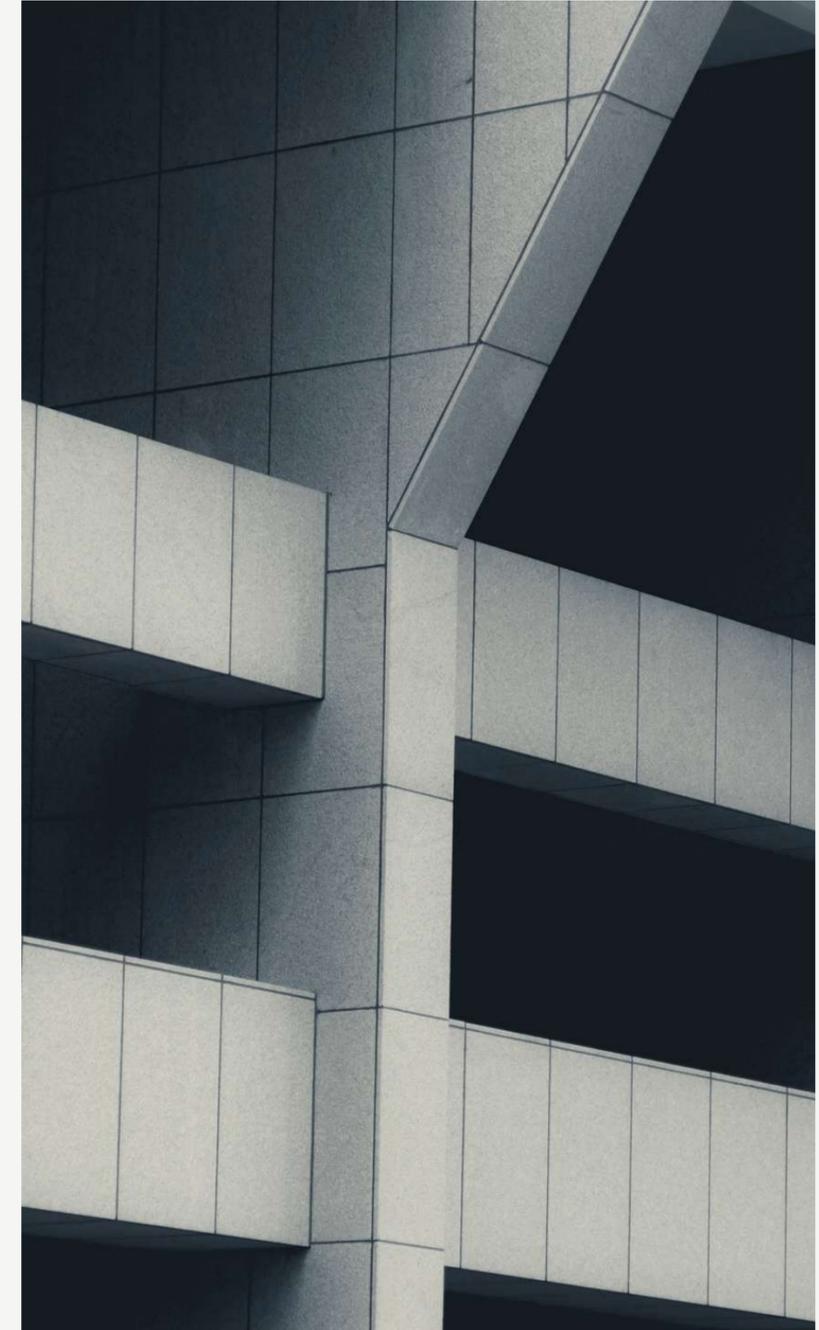


FRONTLINE AFRICA
— **ADVISORY** —

About Us

Frontline Africa Advisory is a level 1 BBB-EE strategic advisory firm that specialises in Public Policy and Regulatory Affairs, Government Relations, Political Risk and Research, Political Communication and Community Engagement. We assist private companies and entities to understand and build meaningful relationships with critical stakeholders, as well as to engage meaningfully with the public policy making process.

Our political risk advisory is based on first-hand engagements with political role players. It is founded on a deep understanding of South Africa's political, social and economic dynamics. Our background as practitioners of public policy gained from years of working in the public sector gives us a 'coalface' understanding of policy making processes and we use this experience to inform our advice to clients and to craft engagement strategies that reflect the complex dynamics involved in policy making in a complex country such as South Africa. We pride ourselves on our ability to deliver client-oriented solutions that aim to achieve mutually beneficial outcomes.

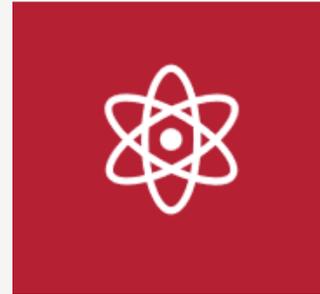




Our Value Proposition



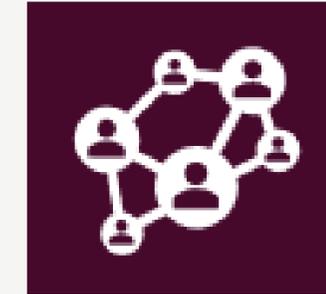
Strong Background In
Research And Analysis



Experience In Political
Risk Advisory



Access To Key Policy And
Regulatory Developers



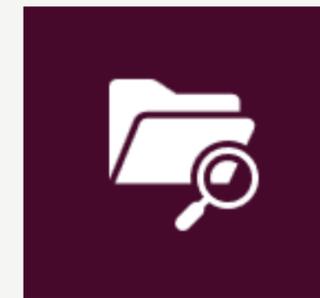
Knowledge Of Political
Party Processes



Understanding Of
Public Policy Space

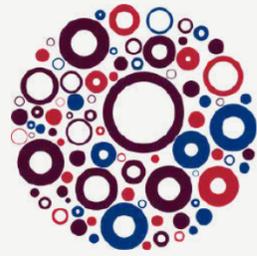


Government-wide Political
And Bureaucratic Network



Wide Intel Network

Our Services



PUBLIC POLICY & REGULATORY AFFAIRS

We have a solid understanding of policy making processes. We use this understanding to anticipate policy developments and advise our clients accordingly. We gather insights from across the policy spectrum, including government, parliament, political parties, private sector and non governmental organisations. We aim to bridge the gap between different stakeholders in the policy making process.

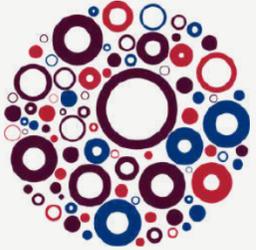
GOVERNMENT RELATIONS

Government relations sits at the heart of any public affairs strategy. Our solid understanding of the policy making process has enabled us to map and build relations with technocrats, who are at the coalface of policy making. We assist companies in building relations beyond politicians, who in most occasions do not have guarantee of staying in one portfolio for the duration of a government term. Our government relations strategy focuses on departmental officials, who are responsible for the day to day policy engagements and development.

POLITICAL RISK & RESEARCH

In South Africa, Political Risk is a feature of doing business across the globe. Businesses that do not have their pulse on developing threats are likely to find themselves overtaken by events and unable to interpret the environment and related developments optimally. We pride ourselves in our ability to track political developments, analyse risks they pose to businesses and advise on mitigation response plans. We use insights gained from direct interaction with political players to build a clear picture of future developments in a manner that allows for long term decision making.

Our Services



COMMUNITY ENGAGEMENT

Community Engagement is a fundamental pillar of any policy engagement and sustainability plan. No public policy strategy is complete without embedding clear community participation. We assist companies to engage communities and as well as facilitate participation by affected communities in the policy development process. Our experience is that companies that proactively engage communities in which they are already or planning on operating in, are often able to cultivate synergies and alignment of interests based on a clear definition of compatible objectives.

POLITICAL COMMUNICATION

Frontline Africa Advisory believes in broad based democratic policy making. We effectively use various (relevant) platforms to create awareness and reach of key political stakeholders that are critical to achieving client's objectives i.e policy formulation players.

The media and social media are a critical lever for the dissemination of key messaging and creating policy resonance. We make use of our broad media contacts and social media presence to assist clients with creating awareness to the broader South African public about their broad policy positions.



Our Services



STAKEHOLDER PERCEPTION SURVEY

Any organisation operating in South Africa engages with various types of stakeholders in different environments. Periodically, it is critical for any organisation to conduct a perception survey to determine the level of satisfaction amongst its various stakeholder populations in relation to its programmes and communication thereof.

Frontline Africa Advisory's perception survey helps organisations to determine areas of improvement across the key organisation's functions. The perception survey is also used to identify strategies that can possibly enhance the organisation's levels of service or communication of its programmes to key stakeholders.

Our extensive understanding of South Africa's social, economic, political and policy space enables us to form a complete picture of stakeholder perceptions. At Frontline Africa Advisory we help you learn, interpret, and understand what your most important stakeholders think about you. Our process is grounded on an in-depth scoping of relevant issues affecting your sector. Our expertise in stakeholder mapping and management enables us to build a complete picture of your stakeholder ecosystem, prioritise relevant stakeholders, and build their profiles based on their importance for your business objectives.

Through one-on-one interviews with targeted stakeholders, we can build a comprehensive picture of their perceptions about your programmes and company. Finally, based on the findings, we develop a set of recommendations that can assist our clients to accentuate positive views, while minimising negative perceptions.

Why Us?

We understand the complexities of public policy making

We understand the interface between politics and policy

We are good at stakeholder mapping, analysis and engagement

Our advice is designed to create more winners than losers

We engender trust and cooperation

We assume nothing and verify all our information

We have a strong network of enablers

We are passionate about what we do

Engagement Approach

Political Analysis

Policy Analysis and Intelligence gathering

Stakeholder Mapping and Analysis

Stakeholder categorisation and alignment

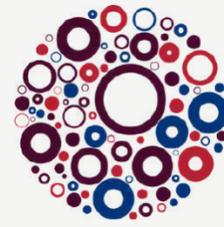
Development of Policy Inputs

Engagement Strategy Development

Coalition Building and Stakeholder Coordination

Stakeholder Engagement

Monitoring and Review



Our Team

Our team is vastly experienced in dealing with highly complex regulatory matters and years of experience of working in the public sector has put us in a position to understand intimately unique client requirements. This knowledge is used to customize tailored solutions that support the achievement of business imperatives. We are exceptionally positioned to understand not only the needs of the client, but to mould engagement strategies geared to support governments in the achievement of their strategic objectives.

Our understanding of both the public and private sectors allows us to create client specific solutions that not only solve immediate challenges, but also foster long term sustainable relationships built around institutionalized frameworks, and deeper understanding of stakeholders' respective strategic priorities.

Our strong focus on creating value for all stakeholders gives us the ability to shift perceptions and set the conditions for mutually beneficial conversations.



The Team



THEMBINKOSI GCOYI MANAGING DIRECTOR

Thembinkosi served as the Economic Counsellor at the Embassy of the Republic of South Africa to the People's Republic of China from 2010 to 2014. He took up the role after spending four years in various roles in the Department of International Relations and Cooperation from 2006 to 2010. Thembinkosi is a specialist stakeholder management and public affairs professional with a first-hand experience of South Africa's governance architecture.

His value proposition is understanding policy making processes, institutional mechanisms and centres of influence within and outside government.

He completed a Master of Arts Degree in International Relations from Rhodes University in December 2005 with a dissertation titled "South Africa's Quiet Diplomacy Towards Zimbabwe: The Dilemmas of an Emerging Middle Power"



CALVIN MATLOU PUBLIC POLICY AND REGULATORY AFFAIRS MANAGER

Calvin holds a Bachelor of Arts degree from the University of the Witwatersrand, as well as an Honours degree in International Politics from the University of Johannesburg. He previously served in the government of South Africa in the International Trade and Economic Development space for close to 8 years. During that time, he participated in negotiations of Bilateral Agreements, resolving of non-tariff barriers and implementation of South Africa's trade policy.

He has amassed experience in people centred policy development, understanding of policy making processes. He has worked on numerous projects over the years that have gained him experience in stakeholder engagement and management in the government, private, government and civic society

The Team



ZAMOKWAKHE SOMHLABA POLITICAL RISK ADVISORY AND RESEARCH MANAGER

Zamokwakhe has immense experience in leading various stakeholder processes, including being a member of the country team for South Africa's implementation of the African Peer Review Mechanism. He served as a Speech Writer for successive Ministers of Public Service and Administration, and later the Head of Open Government Partnership in the Office of the Deputy Minister in the same Department. Zamokwakhe has also worked in research institutions, including the Institute for Security Studies, the Africa Institute of South Africa, as well as the Public Service Accountability Monitor.

He holds a Master of Arts Degree in International Studies (with particular focus on African Political Economy) and numerous other business management certificates.



LINDA BUSUKU STAKEHOLDER RELATIONS OFFICER

Linda holds a Bachelors degree in International Relations and Industrial Sociology from the University of Cape Town as well as a Certificate for Breaking Barriers to Entry into the Public Service. He previously worked as a human resource intern at the Department of Education.

Linda is responsible for conducting research, monitoring and reporting on legislative developments, stakeholder relations, writing articles and providing risk support.

Linda is passionate about African political economy and the intersection between stable institutions and sustainable democratic governance. He is a keen observer of African Union institution building processes in conflict zones across the continent, including South Sudan, and Ethiopia (Tigray Region).

The Team



ROBERT KGAKOA STAKEHOLDER RELATIONS OFFICER

Robert Kgakoa is a Public Policy and International Relations specialist with demonstrated history of working in Public and Private sector. He is skilled in Government Affairs, Assessing impact of Policy on Business Operations, Strategy Advisory, Regulatory Affairs, Political Risk Advisory, and Stakeholder Relations.

Robert holds an Honours Degree in International Relations and Political Studies from the University of the Witwatersrand, focusing specifically on Africa's International Relations, Diplomacy and Negotiations, International Political Economy, Conflict Resolution, Political Sociology, Politics and Governance. His Honours Dissertation focused on the formation of BRICS's New Development Bank and the Implications for Africa's Development.

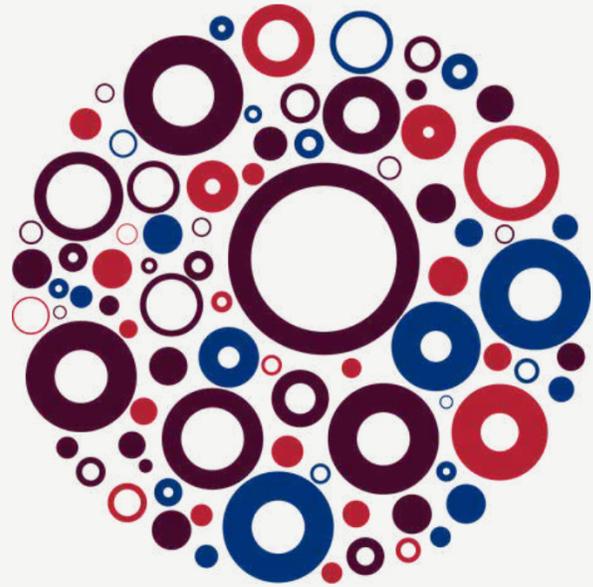
Robert currently works as a Public Policy and Stakeholder Relations Officer at Frontline Africa Advisory (FAA) where he is responsible for Research and Analysis, Stakeholder Mapping and Engagement, Business Development and Administration.



THANDO NKOSI OPERATIONS COORDINATOR

Thando holds a National Diploma in Marketing Management from South West Gauteng College. Thando is currently studying Bachelor of Commerce in Marketing Management with the University of South Africa. She previously worked as a Intern responsible for office support.

She is responsible for Frontline Africa Advisory's marketing support, administration, business development support and social media coordination.



Contact us on the following details:

Building B, 5th Floor
Loftus Park, Kirkness Street,
Arcadia, Pretoria
0001

Phone: 010 591 5066

Email: info@frontlineafrica.co.za

