

Company Profile of Aphro Group of Companies (Pty) Ltd

1. Introduction

Aphro Group of Companies (Pty) Ltd (formerly Amordata Network Technologies CC – Company Registration Number: 2009/211727/23) T/A Aphrodata is a Digital Agency that believes in empowering its clients to harness all the advantages that Information Technology affords to make a success of their endeavours.

Aphro Group (Pty) Ltd is committed to delivering innovative business solutions by collaborating with its clients/partners to enhance the value of respective services and offerings.

Our IT skills are backed by a solid understanding of the commercial world. This enables us to tailor your IT solution for your specific business needs. Furthermore we supply a one stop IT solution, removing the need for SMME's to deal with multiple vendors, leaving more time to focus on the core products of the business.

Our combined industry knowledge, research capabilities and service-offering expertise enables us to support organizations in the following service areas:

- IT Project Management
- Outsourcing of IT services
- Web and corporate profile development
- Software development
- Social and Mobile media development

2. Professional Services

IT Project Management

We manage IT projects in such a way that the end user only needs to deal with us, no need for multiple vendors. We manage each aspect of the IT needs of organizations while implementing user friendly project tracking tools thus allowing clients to monitor progress from their laptop or mobile phones from anywhere in the world. Our project tracking tools also minimizes the need for progress meetings thus saving organizations time and money.

Outsourcing of IT services

You can outsource your IT services to us, thereby eliminating the need for fulltime staff which leads to added financial value for organizations. Attached to the outsourcing of IT services to us is a comprehensive support program. We strive to deliver the same support levels as on-site technical staff.

Web and corporate profile development

Our web development service is complemented by corporate profile development via our partners. We develop for the web and mobile space. We not only design websites, but also but develop your website in such a way that it adds value to your business, as well as reflect your corporate profile. Our websites feature all the latest technologies in databases and e-commerce. We also supply a comprehensive SEO plan to make your website visible to all the major search engines like Google, Bing and Yahoo.

Software development

Our software team is proficient in a wide variety of programming languages which include Java, C#, PHP and HTML5. We also program databases such as SQL, as well as integrate software code and databases into website and mobisite code. We also manage coding projects from start to finish, as well as supply the related manuals and training.

Social Media and Mobile development

We build mobi apps for the following platforms, Apple iOS, Java/Symbian, Blackberry, Android, and Windows phone. We develop mobi apps for Social Media API's like, Facebook, Mxit, Twitter and Google+. In addition to app development across all these platforms we monetize apps across all platforms. As the first Digital Agency in Africa to accept Bitcoin we are at the forefront of e-commerce for Africa's credit card-less masses. We setup platforms where all kinds of goods and services can be sold online without a credit card.

3. Aphro Group (Pty) Ltd – The Company

Our competitive edge

We have extensive experience in a variety of industries, ranging from IT to Accounting and Project Management. We have developed relationships with leading IT institutions, Telecoms providers and SMME's.

Our commitment to client satisfaction strengthens and extends our relationships and it is reflected on the outcomes/output of our engagements and services.

Among the strengths that distinguish Aphrodata.com are;

- Extensive industry experience
- Comprehensive service offering
- Wide variety of expertise

- Qualified and Experienced Management team
- Committed to adding long term value to our clients

Our Core Values

These are the principles which shape the culture and define the character of our organization, guiding us in our decision making regarding services delivered to you.

- Integrity – Inspiring trust by taking responsibility, acting ethically, and encouraging honest conversation.
- Client Value Creation – Improving our clients’ business performance, creating long term win-win relationships, and focusing on execution excellence.
- Respect for the individual – Valuing diversity, ensuring an interesting and inclusive environment, and treating people as we would like to be treated ourselves.
- Responsibility – Accepting or taking ownership for our actions including the provision of recourses and guarantee on the output of our services.

Our Professional Team

By enhancing our consulting and support services expertise with alliances and other capabilities, we help move clients forward in every part of their businesses. The provision of quality services is achieved through the commitment of our experienced and results driven team of professionals:

Management Team

Mr. Gershon Davidse: Chief Executive Officer

Mr. Davidse has occupied a variety of positions in the IT industry over the past 10 years. These positions include, Debtors Manager for Adept Internet, an ISP with upwards of 8000 clients. There he managed the debt book which was in the region of R5 million. He then moved to Snowball Effect ISP, a company with upwards of 3000 clients, where he headed the Accounts and Admin department. Snowball Effect was followed up with a shift in career, to a Technical Support position at Mxit. Mr. Davidse’s experience ranges, from Account Management, to Projects, to the Technical side. During his time at Mxit he was also involved in a number of innovation workshops, and is a keen innovator and is continually looking for opportunities for further growth and development. Mr. Davidse holds International Qualifications in IT Service Management, Unix IP Routing and Firewalls. He has also completed a certificate on Executive Leadership at Thinking Fusion.

Ms. Mayon Saaiman: Chief Financial Officer

Ms. Saaiman is currently completing her articles to earn her SAIPA Professional Accountant qualification. Having studied Financial Accounting at both Stellenbosch University and Unisa. She started her articles at HG Britz Accountants, and from there moved to Young Africa Business Solutions as an accountant. She is currently the owner and Managing Director of Samar Africa a national office supplies vendor. She also serves the Aphro Group in the capacity of Chief Financial Officer overseeing day to day financial activity.

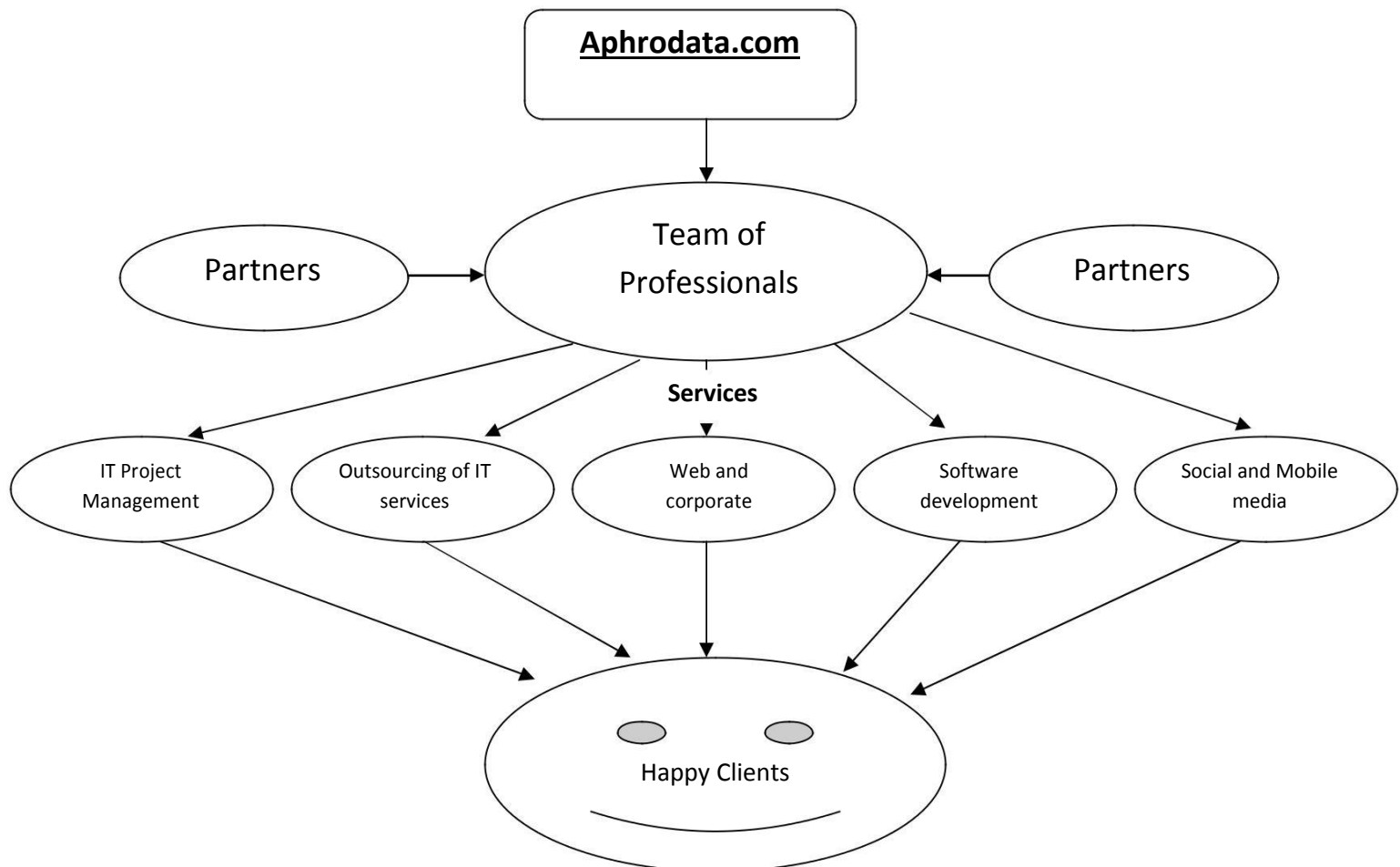
Mr. Edgar Rinqest: Non-Executive Director

Mr. Rinqest holds a BCom degree in Financial Accounting from Stellenbosch University. He has spent his working life largely as an auditor and currently oversees the financial well-being of the company. He also assists with financial planning.

Mr. Rensche Bell: Non-Executive Director

Mr. Bell was the Head of the Financial Aid Office at the University of the Western Cape from 1999 to 2006. During his tenure at the University, he re-designed processes and tools, selected and implemented new business systems, and managed improvement projects in the Financial Aid Office of the University of the Western Cape. Mr. Bell holds a BA Degree, and Honours Degree in Geography, a Higher Diploma in Education, and a Post-Graduate Diploma in Governance, all from the University of the Western Cape. He has since then served as director of the Carnegie Bursary Fund for Female Students, and subsequently went on to serve as director of two of his own companies in the consulting space. He currently is the Functional Head in the Performance Monitoring and Evaluation Unit of the Office of the Executive Mayor in the City of Tshwane.

5. Our Business Structure



6. Our Approach to Service Delivery

We are prepared to commit ourselves in creating a conducive environment which involves consultation, attention to detail, thorough assessment of your needs and continuous review of progress made. We will achieve this through your organisation's participation throughout the project whereby the following could be realised:

- practical and "real world" solutions;
- client need driven;
- assess client current status;
- develop interventions customised to client needs; and
- Implement those interventions, monitor and follow-up.

7. Our Pricing Strategy & Guarantees

Our pricing schedules are based on the needs and budgets of our clients. We are prepared to negotiate with our clients in order to meet their budgetary needs and we guarantee effective results and regular follow-ups when monitoring implementation progress.