



Syntell provides cutting edge technology based services for road safety, traffic management and revenue collection to government agencies in Southern Africa. As a blue chip **technology** corporation we consistently exceed our **customers expectations**. Over the years we have migrated from being a product supplier to developing **partnerships** with our customers. We form joint ventures and work much closer with our partners to ensure quality service delivery. We are driven by a desire to propel African communities into the **21st Century** with globally **competitive innovations**, service offerings, management skills and cost efficiencies.



SYNTELL VALUES

Empowerment

Honesty &
Integrity

Social
responsibility

Innovation

Quality

Continuous
improvement

Outcomes orientation

Customer service

Syntell is a company actively driven by its core values. It is these values that mould behaviour throughout our organisation – influencing strategic and tactical decisions made and the way in which

we deliver to our customers.

Our values of empowerment, honesty and integrity, and fulfilment of social responsibility are the driving force behind who we are.

Empowerment of our people:
Consultation and participation

by all our people in decision-making processes, to nurture empowered executive and operational teams. Empowered people are able to grow and thereby, exceed customer expectations.

Honesty and integrity:
Governs all of our relationships

from a foundation of trust, remaining true to our spirit of open communication.

Social responsibility:
Going beyond philanthropy and compliance to a 'living' contribution, prioritised and driven through our inclusive culture.

Syntell provides cutting edge technology based services for road safety, traffic management, and more. We are committed to exceeding our customers expectations. Over the years we have migrated from being a service provider to a solutions provider to ensure quality service delivery. We are driven by a desire to propel African communities



SYNTELL STORY

TECHNOLOGY AND INNOVATION – THE FORCE BEHIND THE SYNTELL BRAND

Syntell's roots go all the way back to 1963 with the establishment of Plessey South Africa.

This company was formed to commercialise the tellurometer, an instrument that could electronically measure distance. Prior to the tellurometer, distance was measured by time consuming, "trek meting" surveying from one known point to the next.

An invention by Dr Wadley, a South African inventor and engineer, this locally developed technology enabled our country to remain a world leader in distance measurement technology for over 25 years.

In 1985 the company was responsible for

upgrading the Durban urban traffic control system. This system remained in operation until 2005, when it was replaced with Syntell's latest technology.

In 1992 it delivered yet another iconic South African invention: the keypad-based Prepaid Electricity Meter, which saw Cape Town as the pilot site for installation of another technology first. This invention revolutionised the electricity supply industry and enabled extensive expansion of the supply grid, while maintaining credit risk. It could be argued that this technology paved the way for prepaid cell phones in the country.

An important part of Syntell's brand journey has been its people's journeys therein. The very same team that was involved in

the 1985 and 1992 milestone projects are still with the company today.

In 1999, the first road safety joint venture project was undertaken with the current day Metro, Ekurhuleni. Through this project, Syntell was able to develop a new business model that required zero capital outlay by the local authority. This has been an industry changing concept that has paved the way for local government to outsource road safety services.

2002 was the founding year for the brand name of Syntell, where the name change saw the brand becoming a division of its parent company. One year later, Syntell (Pty) Ltd was formed through a management buy-out. In celebration of the launch of the Syntell brand

our people visited Robben Island to signify the new beginning.

To date, the brand has evolved through a series of industry leading developments, as well as acquisitions of strategic businesses that enhance the Syntell suite of services. 2005 proved an important year, with the conclusion of Syntell's broad-based black economic empowerment transaction with Hosken Consolidated Investments (HCI).

The Syntell brand will continue to evolve in line with the needs of South African society, with new milestones being reached consistently. There is no finish line for us. Ours is a continuous brand journey true to the spirit of innovation.

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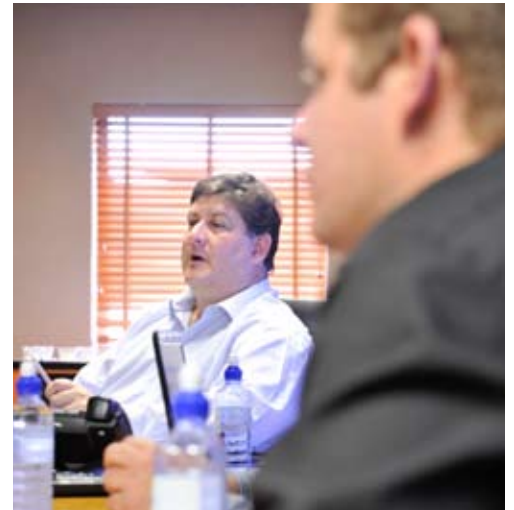


SYNTELL TEAM

EMPOWERED PEOPLE ARE ENABLED TO INNOVATE AND THEREBY, EXCEED CUSTOMER EXPECTATIONS.

Today, our team comprises over 300 solutions-oriented professionals, all passionate about making a contribution to improving the quality of life in South Africa. It is South Africa's innovators who work at Syntell - bright, results-focused people with high levels of integrity and self-discipline. The company culture strives to empower every person within the organisation. The dynamic growth of our brand and business has been a direct result of the personal growth achieved within our people. The original management team leads the company today, bringing with them the heritage of the brand journey, key business insights and a strong values-driven vision. At Syntell, we live by a code of partnership with each other and with our customers.

When employees are empowered, they have a positive outlook which automatically service teams, to enable excellent decisions at the coalface. The company culture result of the personal growth achieved within our people. The original management team



ly transfers to how they interact with customers. We aim to achieve an inclusive culture at Syntell. As MD, my role is to support the
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COMPANY OVERVIEW

WITH SYNTELL - IT'S SORTED!

Syntell delivers technology-based services and systems for the effective administration of world-class cities. Our areas of expertise cover road safety, revenue collection, and traffic management.

We maintain our industry leading position through provision of practical solutions, balanced with an innovative edge.

We are a trusted partner to government, having maintained effective public-private partnerships with the majority of Metros in South Africa. Our long-term track record in partnering with government is one of our most highly valued assets.

We deliver on our mandate by helping our customers deliver to their customers. We aim to make a positive contribution

to community development, striving to make the everyday living easier and more convenient for South Africans.

Syntell's vision is to support Local Government in every city. To date, we have invested over R100 million in public-private partnerships. Through our flexible and investment-driven business model, delivery-centric municipal track record and solutions-oriented approach, we are able to respond quickly and effectively with customised services that are aligned to each city's distinct requirements.

Our Group comprises three strategic business units: road safety; revenue collection and traffic management. At Syntell, accountability for service delivery is a priority. Though we offer individual products, we confidently offer full outsource contracts, which

deliver both services and systems. There are particular strategic drivers behind our success:

- ability to innovate beyond an idea – to deliver a solution that works for our customer
- we strive to keep things simple
- strong value system
- strong balance sheet and financial discipline.

Syntell offers a national reach, with established offices in Johannesburg, Cape Town, Durban, Port Elizabeth and Mangaung. Though the local market is our primary focus, global expansion offers significant potential for growth.

In 2005, Hosken Consolidated Investments Limited (HCI), one of the top performing companies on the Johannesburg Stock

Exchange acquired a 55 percent stake in Syntell. A prominent black owned South African company that invests in high growth industries, and with the majority of its shareholders being SACTWU members, HCI provides strategic support and commitment to our vision and values.

Syntell is a truly South African company. We are a level 3 broad-based black economic empowerment (BBBEE) contributor, representative of the broader society at all levels.

Syntell has a deep commitment to improving the South African way of life - by providing services which will add value to both local authorities and consumers. We take pride in being South African, which drives our commitment to our country.

We are big enough to be counted in the market, but small enough to change direction. We are a trusted partner to government, having maintained effective public-private partnerships with the majority of Metros in South Africa. Our long-term track record in partnering with government is one of our most highly valued assets. We are a truly South African company. We are a level 3 broad-based black economic empowerment (BBBEE) contributor, representative of the broader society at all levels. Syntell has a deep commitment to improving the South African way of life - by providing services which will add value to both local authorities and consumers. We take pride in being South African, which drives our commitment to our country.



“The true value of Syntell lies in our people and the way in which we assist Local Government to achieve the quality and efficiency of service delivery to the citizens that they serve.”

Ian Craig,
General Manager



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ROAD SAFETY

MAKING A DIFFERENCE ON OUR ROADS

A recent global road-safety report found that South Africa has one of the highest road-traffic fatality rates in the world. Although considerable strides have been made in the country, there still is a lot to do.

Syntell is a leader in end-to-end traffic law enforcement services and systems. We recognise the importance of safe, first world road infrastructure and management systems, and a society that holds itself accountable for contributing to this environment.

Our services include:

- Smart Roadblocks that use automatic number plate recognition;
- comprehensive mobile speed camera management system;
- complete fixed camera management system, adapted to local conditions;
- provision of support vehicles;
- integrated contravention system consisting of production, back and front office components;
- remote issuing of summons and warrants;
- integrated back and front office fine follow up service;
- automated on-line interaction and payment services through www.payfine.co.za.

This service dramatically increases the effectiveness of the Traffic Authority, lowering costs and influencing driver behaviour through increasing the overall payment rate of fines.

Syntell's Joint Information System (JIS) is the glue that holds this all together. It is a management centre, for the interchange of violation and other data between the different parts of the system. The real-time system interacts with deployed equipment, both at mobile and fixed locations. It is also linked to national and regional databases, to deliver online data 24/7.

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“We make a positive contribution to South Africa’s road safety, and every day strive to make life easier for the public.”

Ametje Rist,
Director



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TRAFFIC MANAGEMENT

IMPROVING TRAFFIC FLOW

Syntell has over 25 years of experience in the development of road traffic management systems. Metros and local authorities across South Africa partner with us to unlock innovative, yet practical solutions that achieve tangible results. It is our mission to help SA's cities flow better.

To date, we have partnered with municipalities including the City of Cape Town, Johannesburg, Durban and Tshwane, as well as national and provincial roads agencies and major toll companies in Southern Africa. Our traffic technologies have also been exported to Namibia, Botswana,

Zimbabwe, Swaziland, Mozambique, Malaysia and Argentina, with pilot projects carried out in India and China.

A range of locally-designed, manufactured and supported Traffic Light Controllers offer everything from a pedestrian crossing to multiple-junction grouping of intersections. Turnkey solutions are offered for complete intersection installations, as well as the supply and service of street furniture.

Our Area Traffic Control systems (UTC/SCOOT) and Remote Management Systems (RMS) effectively alleviate traffic blockages and keep traffic moving and make maintenance a breeze.

Through our wholly owned subsidiary Mikros, we supply a high quality range of traffic data collection and weigh-in-motion services. We also offer an equipment range of in-house developed traffic counting and classification, which we supply world-wide.

Syntell is a member of the ITS (Intelligent Transportation Systems) community, through which we have formed alliances with international systems suppliers. Two key partners are Traficon (Belgium), provider of intelligent optical analysis products and EIS (ISS Canada), provider of G4 RTMS (Remote Traffic Management Sensor) products that are capable of measuring volume, occupancy, speed and classification across traffic lanes.

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“With empowerment comes responsibility to being honest and to live with integrity.”

Mark Chewins,
Managing Director



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REVENUE COLLECTION

IMPROVING CASH FLOW

Syntell specialises in the provision of efficiency-enhancing revenue collection services and systems.

Through our range of diverse vendor management solutions, secure web-based architecture and 24/7 customer support service, cities are freed from the demanding task of chasing debt, and enabled to focus on service delivery.

We offer local authorities a complete outsource model of vending systems. Set-up costs are minimal, with our services generating considerable revenue for

government and our performance-based fee structure linked to revenues accrued.

We also have a strong track record in the e-commerce space. One of our flagship products, www.payfine.co.za is a robust, scalable portal for the on-line management of traffic and bylaw infringements.

In addition, www.energy.co.za enables citizens to purchase prepaid electricity via the website or its SMS feature, or through a national retail footprint.

Through Syntell's Revenue Collection Web Services, a number of vendors including

Shoprite/Checkers and Spar Group have been enabled to take fine payments.

In order to provide a broader service to the public, Syntell has created www.paycity.co.za, an online payment portal for connected citizens. The site incorporates the Payfine and Energy services as well as new services, including vehicle licence disk renewals.

Syntell prides itself on its reliable and efficient customer service. Support service offerings include our fully operational Technical Inbound Helpdesk that operates 24/7, 365 days a year.

Syntell specialises in the provision of efficiency-enhancing revenue collection and customer support service, cities are freed from the demanding task of chasing debt, and include our fully operational Technical Inbound **Helpdesk** that operates 24/7, 365 days a year.



"There is a constant drive to innovate, to be different and to solve customer pain points."

George Palmer,
GM Syntell E-Commerce



services and systems. Through our range of diverse vendor management solutions, secure web-based architecture and **24/7** customer support, we are enabled to focus on service delivery. **Syntell** prides itself on its reliable and efficient customer service. Support service offerings include server monitoring, network monitoring, and application monitoring. We also deliver server monitoring service, through which we generate systems **reports daily, weekly and monthly**.



SYNTELL FOUNDATION

Social responsibility is a cornerstone value of Syntell. Our responsibility is to the communities within which we operate, and is aligned to our desire to play our role in the growth and development of South Africa.

We see it as a fundamental responsibility to provide government with active support in making South Africa a better country for all.

The Syntell Foundation, established in 2005 helps us to live by this code.

We aim to facilitate sustainable community development, aligned to four strategic pillars:

- Road safety
- Entrepreneurship
- Education
- Disaster relief.

Every Foundation project undertaken is based on a thorough understanding of community needs, with employee participation being essential from conceptualisation to implementation.

A percentage of the company's profits are invested into the Syntell Foundation. Sound governance processes are followed for each initiative, which drives consistent impact monitoring and refinement.

At **Syntell**, we are committed to consistent, active involvement in and support to our country's developmental needs. The **Foundation** is the heart and the **communities** within which we exist. We see it as a fundamental responsibility to



"Empowered employees give of their time and energy to the less privileged."
Sibongile Mthimunye,
Foundation Head



our communities. It is vital to us that we make a positive contribution to improve South African quality of life, in line with the heart of Syntell. It acts as a link between the employer and our employees, as well as a link between our employees and the community. We provide government with active support in making South Africa a better country for all.

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