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### Problem Statement on Local Content

Are we meeting Local Content requirements Our core focus is compliance beyond the declaration, we have gone beyond to develop an integrated bus, which exceeds the requirement both body and chassis as defined. See notes on the iBus product and video on independent engine/power pack. Refer to various delivered projects with various OEM's

How do we ensure suppliers meet local content Requirements??  
We audit our suppliers up to material sources, we are further developing an Industrial Park, which seeks SEZ status to lower cost of production & logistics. See notes on West City Heavy Commercial Hub

What Supplier Development Initiatives —refer to West City Heavy Commercial Hub

40 YEARS OF BUS MANUFACTURING IN SOUTH AFRICA

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### Problem Statement on Local Content

What challenges of compliance? : Whilst we pride ourselves as black owned and South African Local content manufacturer, with a solid funding partnership with IDC, the market seem not ready to accept our role as we have seen the following challenges

- No recognition as 1<sup>st</sup> tier OEM by DTI officials therefore disqualified on any incentive schemes, ranging fro AIS, Black Industrialist, MCEP Direct
- Local Content Audit treated as a box ticking form with no monitoring eg SABS delegated to perform audits forces suppliers to pay, therefore impeding the reliance of certificate, with some manufacturers doing false declarations.
- Local procurers not understanding principle of importing or externalising RSA cash reserves, by buying foreign products
- Procurement cycle of BRT buses by Local government value chain fraught with no co-ordinated planning resulting eg Taxi operators funding buses whilst infrastructure delays impact link to manufacturing.

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## TABLE OF CONTENT

1. Background on Busmark
2. Production Facilities & Capacity
3. Plant Investment in WC
4. Growth Path
5. West City Commercial Hub (Industrialising)



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www.busmark.co.za

## Background on Busmark

Busmark is a 40 year old bus manufacturing company, based in Johannesburg in Randfontein, Western Cape, represented countrywide with satellite branches, whilst is striving to consolidate its presence in all major provinces, currently targeting KZN as its additional hub.

The company is historical a family owned business, and now it prides itself as a black empowered entity. Charles Collins, Herman Staude were previously primarily shareholders and Patuxolo Nodada, Manco Trust & Staff Trust are primary shareholders of the business, employing approximately 1400 people countrywide.

We focus on being bus body builder partner of choice to OEM's include Optare, Mercedes Benz South Africa, Hino Trucks SA & Toyota Teusho Africa, Isuzu Trucks SA, Ashok Leyland SA, Scania SA, Volvo SA, MAN, Irisbus/Iveco, UD Trucks, VDL/DAF, with their respective dealership networks.

2017 marks launch of iBus & iBox through RAW & CSIR partnership, tide is changing.



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## Background on Busmark cont

- The key features of our business are as follows
- Manufacturing Bus & Coach bodywork, for 18 to 160 seater, from standard commuter to luxury finish.
  - We are ISO 9001:2008 Quality standard certified.
  - We have capacity to build 200 buses per month.
  - Our bodywork is up to 95% local content, complying beyond local content legislations
  - We build custom made vehicles and buses, and also do aftermarket repair and refurbishment to carry a 10 year lifecycle
  - We keep 20year body parts
- Our international partnership with the likes of Optare, CAIO & others are focused to transfer technology to our factories allowing us to localise manufacturing and create jobs directly and indirectly across the value chain.
- In our proud 40 year history, we have produced more than 8000 bus bodies for the South African market, which we support on a continuous basis.



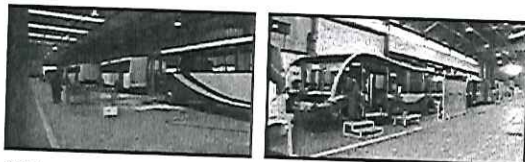
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## OUR MANUFACTURING CAPABILITIES

We currently have operations in Gauteng and Western Cape, in which we have the following dedicated production facilities, with relevant capacities

- Flexible Model Plant: 40-50 units per month
- Standard Model Plant: 40-50 units per month
- Custom Build Plant: 12 working bays & 3 Spray booths, (25 units per month)
- Western Cape Plant: 40-50 units per month

In addition to these plants we have Offline Fibreglass and Steel Components Plants, further supported by dedicated seat manufacturing partnership with Ulrich Seats.



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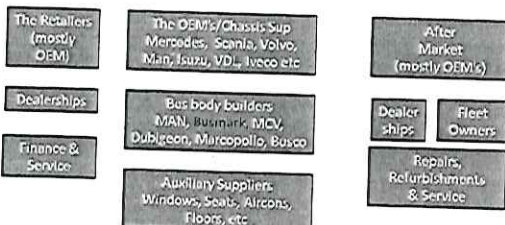
## OUR QUALITY ASSURANCE

- Busmark buses comply to all South African legal requirements.
- Busmark buses comply to the European quality and safety standard for BUSES ECE 20107.
- Busmark has adopted a unique Quality management system, which is certified to the ISO9001:2008 international quality standard.



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## THE BUS VALUE CHAIN



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## OUR PRODUCTS & SERVICES

We mainly focuses on the following products and services

- City Buses (BRT Low Entry & Low Floor Buses)
- Commuter Buses
- Specialised Buses & Overlanders
- Repair, Refurbishment and Maintenance of buses
- Sales and distribution of bus parts and components

As defined above our core is to build bus bodies suitable for African market, having studied the local landscape, including customisation according to the client requirements.



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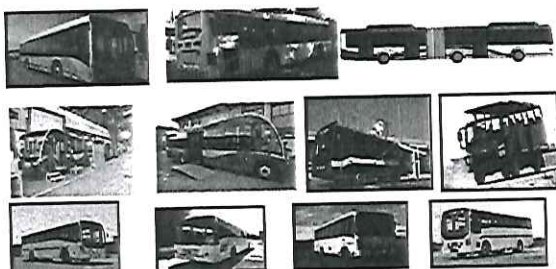
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## SOME OF OUR PRODUCTS



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## OUR RECENT BRT / CITY BUS



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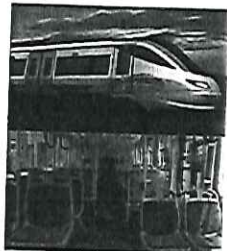
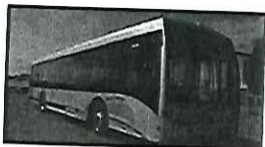
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### CUSTOMISED CLIENT BREIF



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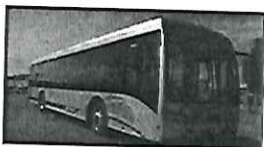
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### CUSTOMISED CLIENT BREIF



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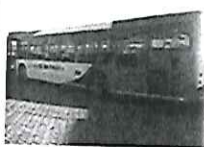
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### CURRENT DELIVERIES WITH - MERCEDES

We are currently delivering city buses with Mercedes to Ekurhuleni, Tshwane (Pretoria) COJ Metrobus



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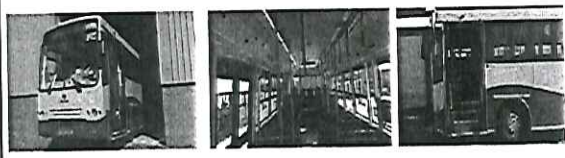
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**RECENT DELIVERY - SCANIA**

We are currently delivering the Scania High Floor buses to City of Cape Town, and we also have articulated buses in production. These buses launched our new plant in Cape Town, developed under an automotive industrial park concept.



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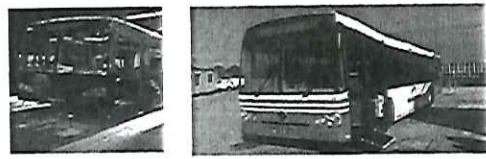
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**RECENT DELIVERY - MERCEDES BENZ**

We are currently delivering the 68 buses to City of George, with Mercedes Benz buses delivered from our Johannesburg plant



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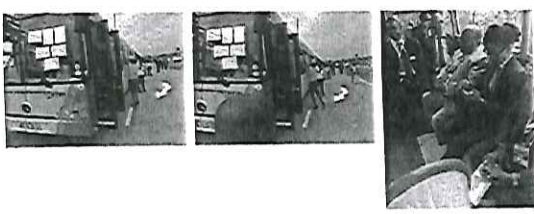
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**KTVR (Ekurhuleni)**

• The launch for the operator was successfully concluded on The IRPTN System Launch is on Wednesday 8<sup>th</sup> February 2017 at 7:30 a.m , venue is at the Kempton Park Civic Centre.



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## RECENT DELIVERY - 9M OPTARE (unique bus)

We have delivered 221 Optare buses in Cape Town, and these are world class 9m buses, unique to the market, with a combination of Cummins Engine, and unique floor and demountable engine pack. This bus is ideal for city feeder routes.



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[www.bustimex.co.za](http://www.bustimex.co.za)

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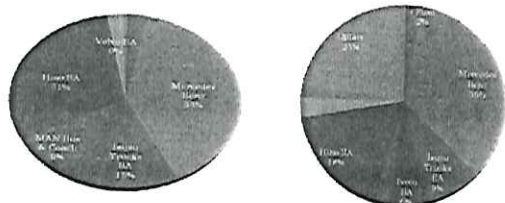
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## BUSMARK CAPE PLANT AT WORK 2014

Busmark is market leader it maintains 40% market share and target more than 50% market share in the future



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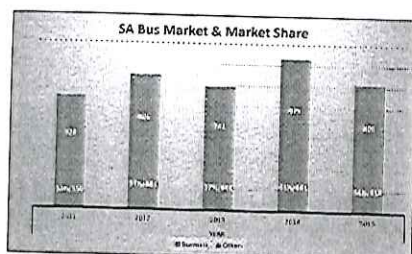
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## Bus Market Share



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## Bus Market Share

Busmark City Bus Production							
Customer	Year						TOTAL
	2011	2012	2013	2014	2015	2016 YTD	
Ethekwini	50	30					80
CoCT		109	112	69	37		327
George				64	4		68
Ekurhuleni					26		26
TfT (Tshwane)					82	2	84
Metro					50	100	150
Busmark TOTAL	50	139	112	133	199	102	735
Competitors	40	143	134	90	65	0	472
Total SA Market	90	282	246	223	264	102	1207
Market Share	56%	49%	46%	60%	75%	100%	61%



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## Market Focus for City Buses/BRT

Area	Year					TOTAL
	2017	2018	2019	2020	2021	
BRT (Busmark/BRT)	80	167	151	259	340	1000
Exurhuleni	210	280	280	1250	500	2520
George Municipality	120	130	120	200	130	700
Cape Town	250	450	450	250	250	1700
TfT (Tshwane)	220	200	200	200	250	1370
New York (NY)	300	300	300	300	300	1500
Northern Metropolitan Bay (PE)	300	250	250	250	300	1550
Stellenbosch (Dort)	300	300	300	1200	1500	3600
Mossburn	100	100	100	100	100	500
Buffalo City	150	250	250	250	250	1100
Mangaung	200	200	200	200	200	1000
Mpumalanga	200	200	200	200	200	1000
Pretoria	200	200	200	200	200	1000
TOTAL	2770	4007	4001	4750	3840	19368



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BUSMARK

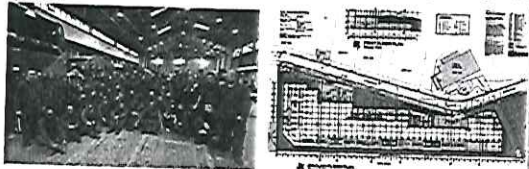
PLANT INVESTMENT MADE  
POSSIBLE BY CONTRACT  
CAPE TOWN

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## INTRODUCTION BUSMARK PLANT CAPE

In 2011 Busmark did not exist in Western Cape, through winning the City of Cape Town project we initially rented a 10,000 sqm factory in Elsenvier, where we assembled the CKD kits of the initial Optare buses, in which we conceptualized an automotive industrial park, which is illustrated below. We created 260 jobs and 442 indirect jobs during all our phases.



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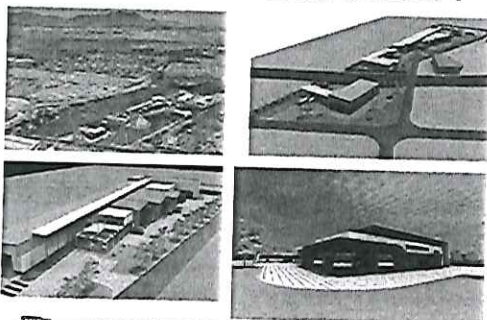
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## BUSMARK CAPE PLANT CONCEPT



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## BUSMARK CAPE PLANT AT WORK 2014



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**BUSMARK CAPE PLANT AT WORK 2014**

This plant is a R200 million investment into which we are growing daily as the company is delivering buses for the City of Cape Town, giving us presence in Western Cape, also locating the business for export potential to other countries.  
We have an existing agreement with Optare to export parts back to the UK>



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**BUSMARK CAPE PLANT AT WORK 2014**

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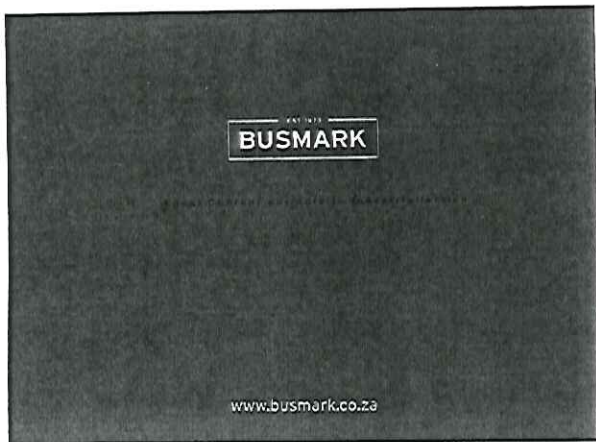
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### The Market Understanding

Sensitive as may be, but ask yourself or your team,

- What is your product and service? Yes at Busmark we have the right mix of products,
  - City Buses (BRT Buses) in for of iBus and bodies supplied to OEM's
  - Commuter Buses
  - Repair & Maintenance Service
  - Special Vehicles
  - iBox (New Product)
  - Training & Enterprise Development (New Product)
- How relevant is it in the market?
  - The market is rapidly changing, as its highly transforming
  - Taxi Operators becoming Bus Owners and funded by DFI eg DBSA (TRT & KTVR)
  - Cities (Durban, City of Cape Town, Tshwane, & CoJ Metrobus)
  - Private Operators (Golden Arrow, Unitrans, Algos, Putoo etc)
  - Government Departments (RTG7)
  - Parastatals (Transnet, SANPARKS, etc)
- Whilst the market is rapidly changing we have been used being a shadow of major oem's
- Do you have right conditions to sell? Yes, we are the only Black owned entity and only truly South African entity
- Do you have a right team in place to sustain your organisation? Yes, the Exco is committed, GM is transforming, non existent middle management, workforce exist but have limited skill base want to transfer to full artisans.



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### The Hydrogen Fuel Cell Bus Partnership

**HySA Systems**  
Hydrogen South Africa



UNIVERSITY of the  
WESTERN CAPE

EST 1975  
**BUSMARK**



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### "iBus"

What is the iBus :

- The iBus is an integrated, intelligent bus.
- Busmark has adopted the latest in world class design and manufacturing philosophies by removing the traditional "chassis and body" and replacing it with an integrated structure, allowing maximum integrity and flexibility.
- This allows us an extremely high degree of flexibility regarding the choice of power source for the bus.
- The 'integrated' bus can be powered by various energy sources or combinations of sources. For example, diesel engine, natural gas or biogas engine, electric & diesel motor with batteries, electric motor & batteries or electric motor & hydrogen fuel cell.



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Traditional way of building buses

Chassis (mostly imported) & Body (mostly local):



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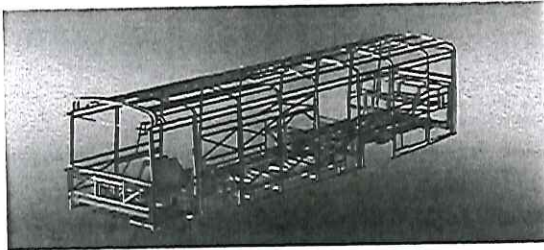
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"iBus"

Integrated structure (100% local):



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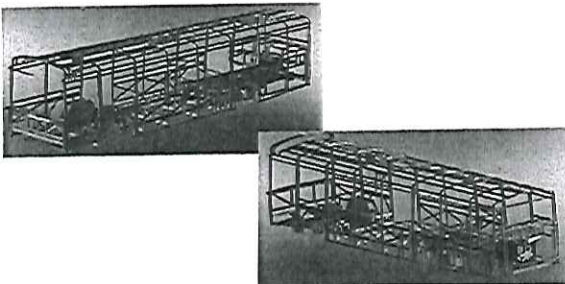
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"ibus"

Integrated chassis with imported component:



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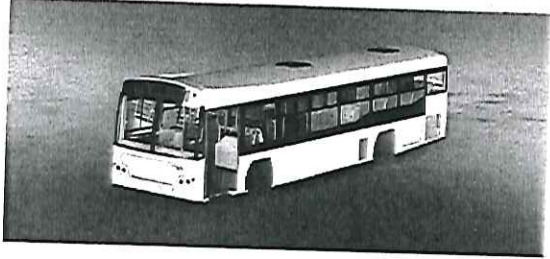
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"ibus"

Integrated body (>90% local):



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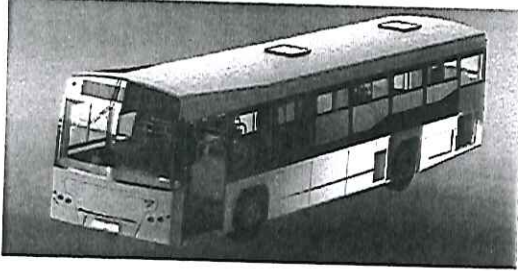
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"ibus"

Integrated bus:



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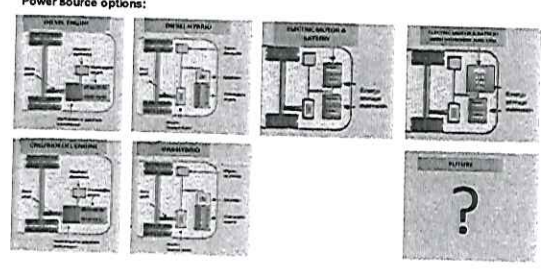
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"iBus drivetrains"

Power source options:



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**"iBus drivetrains"**

Power source options:

DIESEL ENGINE		HYDROGEN		ELECTRIC BATTERY		HYDROGEN BATTERY	
Pros	Cons	Pros	Cons	Pros	Cons	Pros	Cons
Current Tech	Old tech	Newest Tech	Expensive electric drivetrain	No dependence on fossil fuels	Large investment in infrastructure	No dependence on fossil fuels	Large investment in infrastructure
Affordable	Speed fuel	Relative Affordability	Cost of batteries	Extended range	Expensive electric drivetrain	Extended range	Expensive electric drivetrain
No infrastructure needed	Environmentally friendly	Environmentally friendly	Health hazard	Healthy environment	Expensive electric drivetrain	Utilization of waste renewable energy through hydrogen storage	Healthy environment
Serviceable	Health hazard	Serviceable	Health hazard	Serviceable	Health hazard	Serviceable	Health hazard

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**"iBus"**

What is the iBus :

- The 'intelligent' bus comes from the fact that this bus has the capability to gather a myriad of data and transform these data into useful information. For example, safety related information, operational information, information to ensure capex retention and to support environmental considerations and in general to be used in maximizing the service to the customer.



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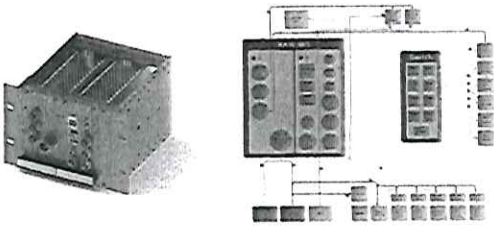
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**"iBox " the brain behind an efficient public transport system"**

Intelligent box – Information collection device:



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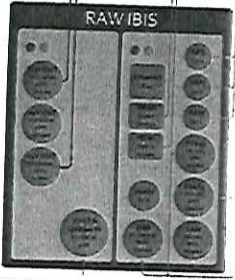
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"IBox" the brain behind an efficient public transport system

Intelligent box – Information collection device:



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"IBox" the brain behind an efficient public transport system

Information collection (for example):

<b>SAFETY:</b>	<b>OPERATIONAL</b>	<b>CAPEX RETENTION:</b>	<b>ENVIRONMENTAL CONSIDERATION</b>
<ul style="list-style-type: none"> <li>Passenger safety camera footage</li> <li>Driver safety camera footage</li> <li>Front view traffic monitoring</li> <li>Rear view traffic monitoring</li> <li>Fire collection monitor</li> <li>Accident notification</li> <li>Tire condition monitor</li> <li>Brake usage</li> <li>Harsh braking</li> <li>Harsh acceleration</li> <li>Harsh cornering</li> <li>Axle overloading</li> <li>Speeding</li> <li>Station docking interface</li> <li>Door opening and closing safety</li> <li>Interlock</li> <li>Pump deployment safety interlock</li> <li>Busstop brake</li> <li>Retarded disconnect during ABS activation</li> <li>Fire detection warning</li> <li>ABS malfunction warning</li> <li>Day time running lights</li> </ul>	<ul style="list-style-type: none"> <li>Passenger safety camera footage</li> <li>Driver safety camera footage</li> <li>Front view traffic monitoring camera footage</li> <li>Rear view traffic monitoring camera footage</li> <li>Fire collection monitor</li> <li>Accident notification</li> <li>Tire condition monitor</li> <li>Brake usage</li> <li>Harsh braking</li> <li>Harsh acceleration</li> <li>Harsh cornering</li> <li>Axle overloading</li> <li>Speeding</li> <li>Station docking interface</li> <li>Door opening and closing safety</li> <li>Interlock</li> <li>Pump deployment safety interlock</li> <li>Busstop brake</li> <li>Retarded disconnect during ABS activation</li> <li>Fire detection warning</li> <li>ABS malfunction warning</li> <li>Day time running lights</li> </ul>	<ul style="list-style-type: none"> <li>Driver communication</li> <li>Route planning</li> <li>Fleet utilization</li> <li>Multi-modal payment platform</li> <li>Maintenance planning</li> <li>Scheduled maintenance</li> <li>Driver identification</li> <li>Depot bus movement monitor</li> <li>Access control</li> <li>Passenger interface</li> <li>Wi-Fi</li> <li>Gas usage monitor</li> <li>Gas leakage detection</li> <li>Battery charger monitor</li> <li>No of passengers in payment received</li> <li>Customer usage per route</li> <li>Route utilization during peak times</li> <li>Seat occupancy</li> </ul>	<ul style="list-style-type: none"> <li>Emissions data</li> <li>Fuel consumption</li> <li>Brake wear data</li> <li>Route planning</li> <li>Axle overloading</li> <li>Gas consumption</li> <li>Customer usage per route</li> <li>Route utilization during peak times</li> <li>Seat occupancy</li> </ul>

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"IBox" the brain behind an efficient public transport system - Implementation

Gauteng City Region



40 YEARS OF BUS MANUFACTURING IN SOUTH AFRICA  
www.busmark.co.za

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### Gauteng City Region

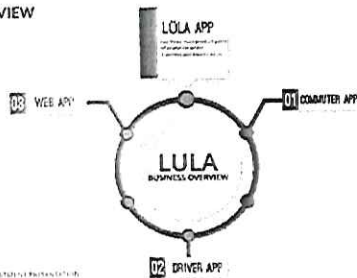
#### Gauteng Transport Authority

- For this to exist OTA (Gauteng Transport Authority) needs an intelligent transport solution.
- Current BRT systems comprise of at least 6 suppliers of sub systems that have to be integrated into 1 system. No vehicle information can be monitored and recorded.
- All systems are imported and are not adapted to South African conditions and local requirements.
- These systems have limited opportunity to be expanded.
- Dismark understands that there are a number of existing fleets operating at the moment and have therefore made the iBox to be a stand alone unit, which can be retrofitted to older vehicles. The iBox will however have limited functionality.



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### OVERVIEW



LULA - INNOVATIVE TRANSPORT

WWW.LULA.CO.ZA

Lula is a multiplatform transport community that seeks to improve the mobility of people and bridging information gap ensuring that it's convenient, accessible, reliable and safe. Lula seeks to serve and enhance the objectives and goals of all stakeholders within the transport ecosystem such as operators, governments, drivers, commuters and local businesses. We do this through Mobile Ticketing, Real Data, Teleomatics and Mobile Passenger Information Systems to enable the community to make better decisions by bridging the information gap through shared transport - A Cashless community, Connected Mobility.

As a community, getting from point A to B can be a hassle. With Lula, all you have to do is let us know where you're headed and we'll align multiple modes of transport to get you there at the touch of a button! Our Contactless cards, Smartphone App & USSD App enable you to connect with mobility without the need for cash or multiple tickets.

For Operators & Governments, our innovation offers Automatic Fare Collection that is secure and real-time with central clearing and management. Real-time reporting on transactions, vehicle and passenger activity, dynamic scheduling, teleomatics and Real Data to enable you to make the right decisions today in planning for tomorrow. Our Web Application and dashboard allow you to view the State of Transportation in real-time in the comfort of your home, office or, right on board the bus.

In the Lula world, mobility is seamless, intelligent and reliable. Join us today!

CONTACTLESS  
Smartphone App, USSD App & Web App

OPERATOR WEB APP

FEATURES

- Innovative AFC (Automatic Fare Collection) system that is secure and effective
- Contactless NFC Cardless (contactless)
- Intermodal and interoperable within our Mobility Community
- USSD Ticketing to cater for feature phones
- Smartphone Application to help users get around seamlessly without cash or tickets
- One Transaction for mobility allowing commuters to plan their commutes seamlessly
- Monitor vehicles in real-time
- Dynamic Scheduling
- Internet of Things Capability
- Shared Data and Facilities to enhance the quality of the ecosystem.





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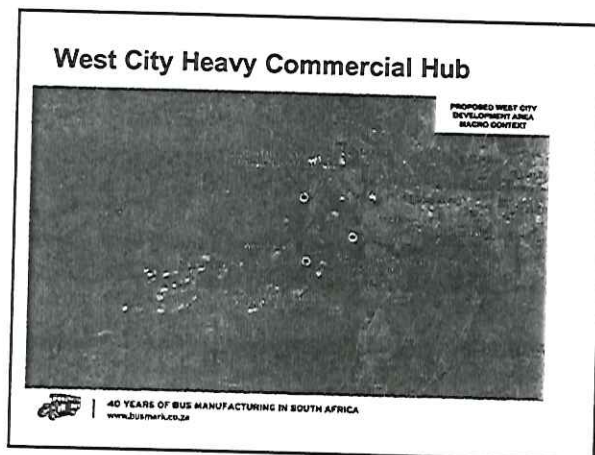
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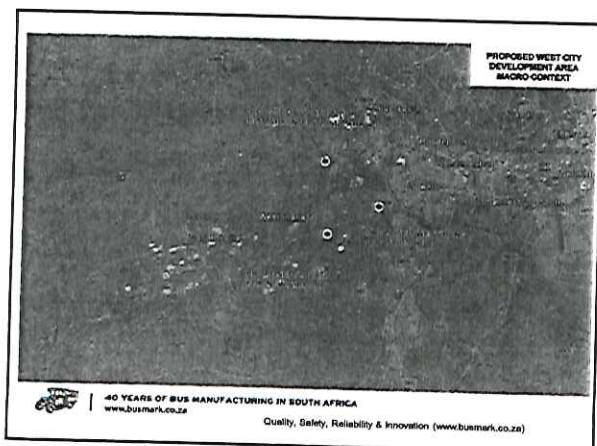
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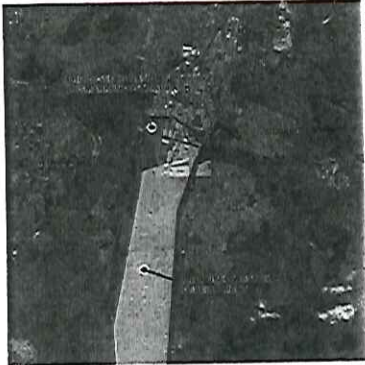
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**PROPOSED BUSMARK INDUSTRIAL PARK & WEST CITY DEVELOPMENT AREA**

**WEST CITY INCLUSION**

- Municipal chambers
- Theme park for entertainment
- Airport
- Rail logistics hub
- Commercial district for "back office" offices of transport
- Call centre hub for ICT hub
- Test laboratories
- Trade and fair trade building centre
- Municipal & government services centre
- Government regional offices hub
- Grain shipping shed
- Outdoor mall
- Tertiary education hub
- A & S centre
- Hospital
- City centre
- Street retail & S
- Mining beneficiation industrial hub
- Heavy commercial vehicle hub
- Integrated electric charging station
- Jm, & fuel
- Equatorial services thermal hub
- Agri-processing industrial hub

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**EXISTING BUSMARK PROPERTIES**

Property Name	Area (m²)
1. Busmark	1,000,000
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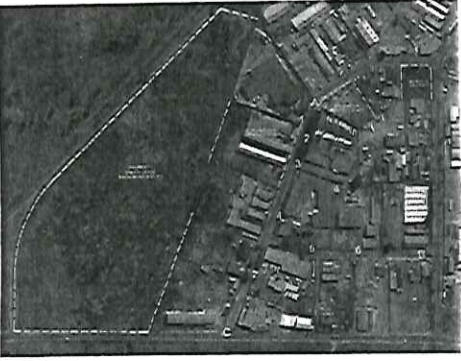
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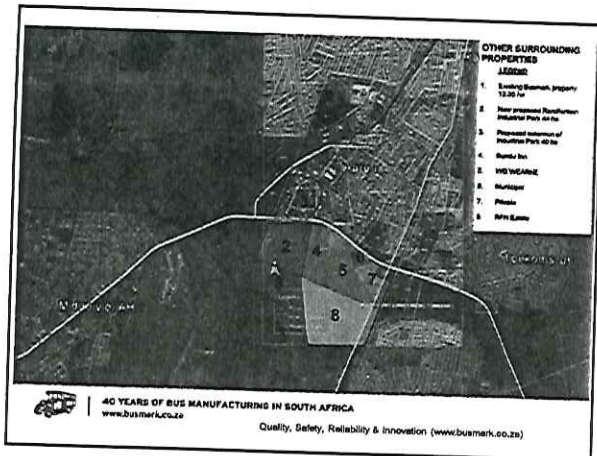
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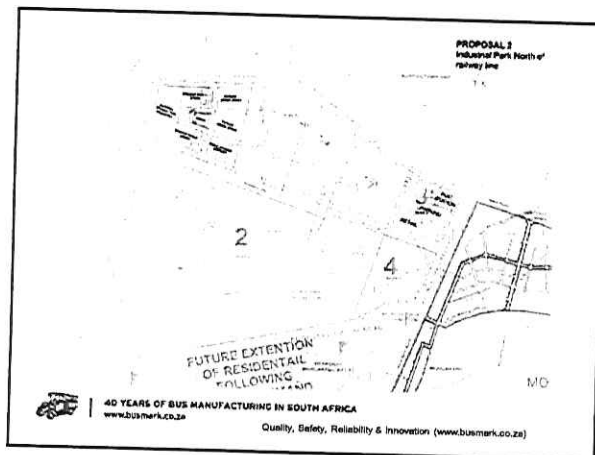
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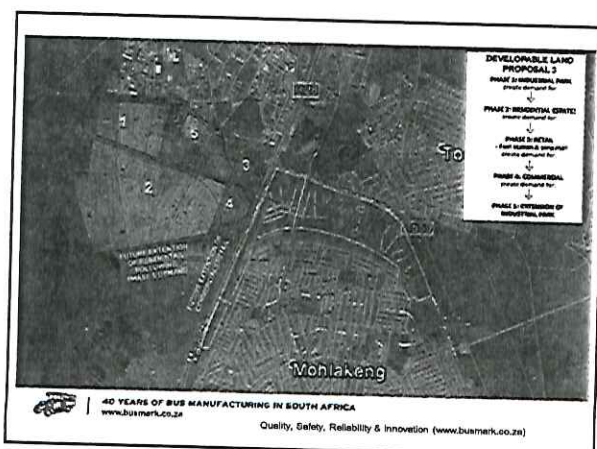
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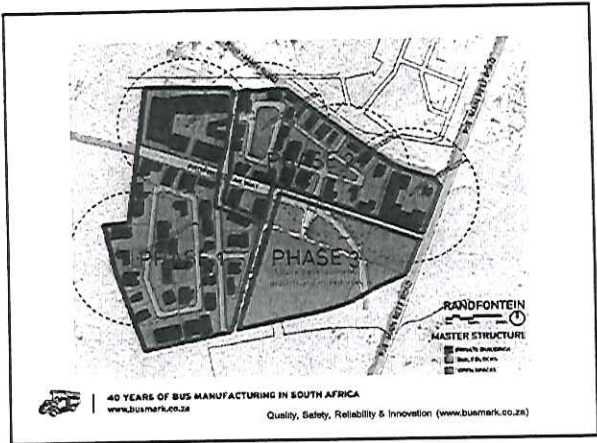
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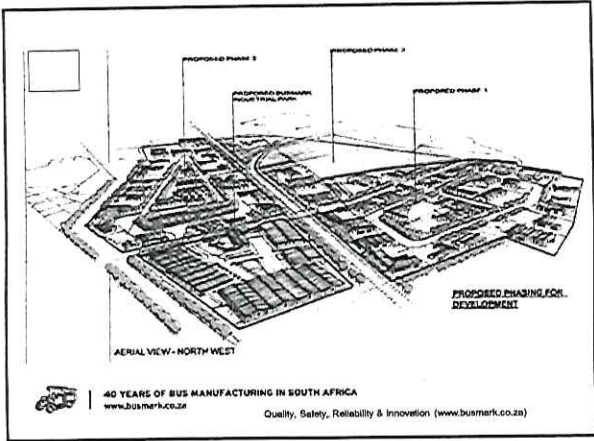
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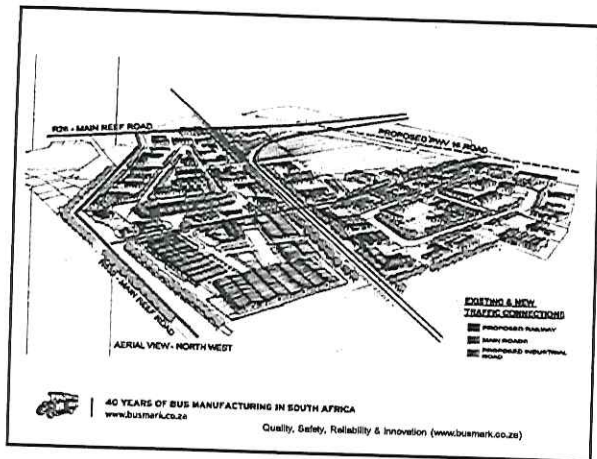
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