**SENTECH ANNEXURE**

| **(i) Nature of event** | **(ii) Date** | **(iii) Amount paid** | **(iv) Purpose of event** | **(v) Budget funds derived** | **(vi) Expected Benefits** | **(vii) Actual Benefits** |
| --- | --- | --- | --- | --- | --- | --- |
| **2018/2019 FY** | | | | | | |
| ITU Telecom World - Conference | Sept - 2018 | R2. 1M | Promote SENTECH services and position brand internationally, influence international sector positions. | Entity Sponsorship Budget | Branding  Participation on break away panel discussions | Branding  Participation on break away panel discussions.  Media interview Main Plenary pan |
| 4th Lusaka Radio Summit | June 2018 | R60k | Promote SENTECH radio services to be African Continent | Marketing Budget | Branding of our services | Brand visibility |
| AfricaCom | November 2018 | R882k | Promote DAB+, OTT and e-learn services | Marketing and Sponsorship Budgets | Exhibition  Branding (Brand visibility) | Exhibition  Branding (Brand visibility) |
| East Africa Com | May 2018 | R225k | Promote SENTECH services to be African Continent | Marketing Budget | Branding | SENTECH Brand visibility and awareness |
| MTN Business Application Awards | Sept 2018 | R120k | Brand positioning | Marketing Budget | Logo on sponsored category | Logo on sponsored category |
| **2019/2020 FY** | | | | | | |
| Broadcasters and Media Convention of Nigeria | August 2019 | R100k | A convention for Broadcasters in Nigeria | Marketing Budget | Thought Leadership Branding and Networking | Thought Leadership Branding, Networking and positioning SENTECH as a solution provider |
| TV Content Creation, Distribution and Monetisation Forum | June 2019 | R125k | A conference for SABC broadcasters looking at content creation and distribution | Marketing Budget | Thought Leadership Branding and Networking | Thought Leadership Branding, Networking and positioning SENTECH as a solution provider |
| Broadcast Infrastructure and Platforms for a Converged Media Ecosystem | August 2019 | R125k | A conference for the SADC broadcasters | Marketing Budget | Thought Leadership Branding and Networking | Thought Leadership Branding and Networking |
| AfricaCom November 2019 | November 2019 | R2.3m | Launch and promote SENTECH Connect.  A new broadband service | Marketing and Sponsorship Budgets | Business development | Branding |
| Govtech (SITA) 2019 Golf Day and Conference | October 2019 | R50k (Golf Day) | Showcasing SENTECH streaming services  Engaging potential customers and stakeholders  Brand visibility | Sponsorship Budget  Research and Innovation | Branding and Business development | Branding |
| 2019 Newsmaker Awards | August 2019 | R20k | Promote and position the SENTECH Brand with the media | Marketing | Branding at event  Logo on National Press Club website  Mention on Social media pages and event  Business development | Branding at event  Logo on National Press Club website  Mention on Social media pages and event |
| MTN Business Application Awards | Oct 2019 | R70k | Brand positioning, Promoting Youth entrepreneurship | Participation Youth Innovation CSI | Promotion of Technology innovation | Sentech Brand mention & acknowledgement |
| IODSA Golf Day | October 2019 | R6.9k | Stakeholder Engagement and Networking | Sponsorship | Stakeholder engagement  Brand Visibility | Stakeholder engagement  Brand Visibility |
| Broadcasters and Media Convention of Southern Africa | October 2019 | R200k | Convention and AGM for SABA (an organisation for the SADC public broadcasters) | Marketing Budget | Thought Leadership Branding and Networking | Thought Leadership Branding and Networking |