



COMPANY PROFILE

Reddyfuels cc. CK 2009/213665/23

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1. A NEW APPROACH TO SERVICE EXCELLENCE

REDDYFUELS is a **BBBEE** level 1 national company with its head office in Centurion, **Gauteng**, South Africa. Originally established as a fuel wholesaling / broking enterprise, market demands transformed this organisation to offer an expanded portal of fuel related services that complement fuel supply.

Our **vision** is to be the service provider of choice to our existing and new customers alike by fulfilling our **mission** of service excellence. Our **goal** is to expand our customer base to maximum capacity while providing **employment opportunities** which will contribute to the **alleviation of poverty** in South Africa.

2. OUR FOUNDATIONAL BELIEFS AND CORE VALUES

We believe:

- All people are worthy of **trust** until proven otherwise.
- The first rule of money is, “**People first.**”
- **Integrity** of **intention**, **word** and **deed** are paramount to instilling customer confidence.
- **Mutual respect** is the fuel that feeds lasting business relationships.

3. OUR AIMS

REDDYFUELS has the following three main aims:

- To offer fuel related **solutions** based on market demand.
- To ensure each proposed solution is based on sound **mutual economic justifications**.
- All recommended solutions must exceed **environmental standards** because it adds long-term sustainable economic value.

4. SERVICE OFFERINGS

Our core service offerings are:

- Supply of **quality endorsed petrochemical products**, namely petrol, diesel (gasoline), illuminating paraffin, LPG, HFO, and **BITUMEN** at competitive prices. Full access to published wholesale pricing and On-Line Ordering
- In house logistics utilizing own vehicles

- Supply and fitment of bulk petrochemical **tanks, pumps** and related processes for **above and underground installations**
- **Electrical installations and COC** (certificate of compliance)
- **Tank integrity testing**
- **Tank gauging**
- **Site drawings** and regulatory submissions
- **Fuel Management** technology
- **Fuel Analysis** and **condition monitoring**
- Fuel **site inspections** and reporting
- **Maintenance** of assets
- **Legal compliance** support
- **HSSE** advice and support
- **Enterprise Development** opportunities that will contribute to the achievement of enhanced BBBEE Status for our investors.

5. THE TEAM

The **REDDYFUELS** team is led by individuals who are **committed** to **inspiring trust**, being **clear** and **unambiguous** of purpose, **decisive** in the alignment of systems, and **focused** on unleashing the **capabilities** and **potential** of its team. The leaders of the team accept **accountability** for the focus and execution of the company's core business.

With over **thirty-five years' experience** in the petroleum industry and through a combination of excellent education, vast working experience, **strong ethics** and a **deep commitment** to our fundamental **beliefs** and **values**, REDDYFUELS management team will be able to successfully execute its robust business plans.

REDDYFUELS is led, managed and serviced by a seasoned team who have excelled and qualified in:

- **Mechanical Engineering**
- **Electrical certification, including competence in mining operations**
- **Small Business Management**
- **Sales & Marketing Management**
- **Purchasing Management**
- **Production & Supervision Management**
- **KBC Legal Liability for Executives**
- **KBC Legal Liability – Occupational Health & Safety Act**
- **Lubricants and Additive Technology**
- **Logistics**
- **Piping fabrication**
- **HSSE**
- **Civil works - building**
- **SPA Leadership programme**

- **Biotechnology (Honours *Cum Laude*)**
- **BA; UHDE; B Ed.**

6. OUR BUSINESS MODEL

Our business is modeled on the following five pillars. They are:

- Sustained superior performance
- Intensely loyal customers
- Engaged employees
- Environment and safety
- Distinctive contribution.

6.1 SUSTAINED SUPERIOR PERFORMANCE

This pillar of the business model drives the **short, medium and long term goals**. It focuses on institutional and operational strategies which are sensitive not only to our market potential but the dynamic landscape in which the company functions. Our **resilience** in the face of change is paramount to sustaining **superior performance**.

6.2 INTENSELY LOYAL CUSTOMERS

In the short to medium term, it is our aim to **transform** our existing customer base from loyal to **intensely loyal customers**. Our individually crafted customer service packages, supported by a “**cradle to grave**” approach will instill confidence in our customers that will assist in this transformation. The “**cradle to grave**” concept ensures that our product and service offerings are adequately managed from **start to finish**, thereby allowing our customers to concentrate on their core businesses.

6.3 ENGAGED EMPLOYEES

In a free-market economy, we do not see threats but only **growth opportunities** for all the individuals who are employed in our organisation. We recognise that the **success** of any business lies in its **people**. **Motivation** and **mentorship** are fundamental. **Skills development** is a **management priority** and a commitment that will be fulfilled through current governing channels and charters. Through our **internal skills development programmes** we aim to **nurture individuals** who are **focused, disciplined, trustworthy**, possess **good judgement**, are **proactive** in attitude and actions, aspire to be **team players**, and who are **good listeners** and **communicators**. We aim to foster teams who are **passionate** about our business.

6.4 ENVIRONMENT AND SAFETY

As a company and as individuals, we take great **pride** in **contributing** to the communities that we work in. We **care** about the **environment** and are **proud** of the way our employees operate to safeguard it and our **integrity**. Our persistence to **improve quality standards** and working conditions are intended to **prevent harm** to the environment while **minimising risks** to humanity.

6.5 DISTINCTIVE CONTRIBUTION

Our quest for **service excellence**, supported by **highly trained staff**, is intended to set us apart from other service providers in the field. This **commitment** is also intended to encourage our competitors to reach **new heights** of raised service levels in the industry.

In addition, we are focused on rising to the unemployment challenge in South Africa and so assist in eroding poverty.

7. CONCLUSION

REDDYFUELS is unequivocal that we have **strong foundational beliefs** and **values** and a **sound business model**, underpinned by **solid principles** to deliver **quality service** and add **tangible value** to all customers it chooses to interact with. The management and staff have the necessary **skills** and **capabilities** to create **mutually beneficial outcomes** for its **valued customers** and itself alike. We endorse the country's policy of Broad Based Black Economic Empowerment (**BBBEE**) and over time, will strive to maintain the highest achievable level of BBBEE status possible.