

inside LASER

Summer 2008

An internal publication keeping the team informed, involved and updated.



From the Editor

2009 is indeed Laser's time to shine!

Whilst 2008 has come and gone, there are several learning's we can share with fellow colleagues in respect of living and working smarter, more efficiently and more effectively. And whilst I am sure the year ahead holds lots of challenges, it too, presents us with several new opportunities.

So open your mind to the new year with a fresh and energised spirit and a commitment to approach new challenges with cautious, yet positive optimism.

Enjoy the read.

Feroza Petersen
Communications and Marketing Manager

In this issue

Message from the Centre
2009 and Laser hopes to shine

Reaching out
Dawn Wing and Laser reaches out with Lapdesks

Saluting long service members
34 years and more at GAC Laser

Partner Activity
*GeoPost a major player in Express parcel services
GAC results reasonable*

Industry News
Creating an environment of diversity

The Laser Group

Level 2, Dean Street Arcade, Dean Street, Newlands
Cape Town, South Africa
Telephone: +27 21 659 4000 Facsimile: +27 21 659 4090
Email: info@laserserv.co.za Web: laser.co.za

LASER

Message from the Centre

In this segment the Group shares some of Laser's highlights.

As always, it is with great pleasure that we have another opportunity to communicate and to share a few of our thoughts about the prospects for the year ahead.

It's 2009

In this shortened 'Summer 08' version of *Inside Laser*, we are not going to comment on the deepening recession – not just because many of us have recently returned from mostly pleasant times spent with family and friends but more particularly because we will hear much more of this topic through most of 2009.

International partner management forums

We have been privileged to participate recently in the Annual Management Forums of both our international partners. As always, this is an opportunity for us to reflect on what our partners are doing elsewhere in the world. More specifically, to understand what their expectations are of us here in Southern Africa and what more we can learn of their networks and best practices.

We are pleased to be able to report that both of Laser's partners are happy with our ongoing performance and development. They, like us, sense that we are collectively well placed for an upward turn in the global trading environment.

The new rules

We thought we would use this message to quote from an article written about redefining some of Jack Welch's rules for doing business. Jack Welch was the CEO of General Electric and has been a highly recognised leader over the last two decades. More particularly some proposed new rules that arguably better apply in the business environment of today.

Old rule Big dogs own the street

New rule Agile is best; being big can bite you

Old rule Be number 1 or number 2 in your market

New rule Find a niche, create something new

Old rule Be lean and mean

New rule Look out, not in

Old rule Rank your players; go with the A's

New rule Hire passionate people

We look forward to considering the relevance and effectiveness of the 'new rules' in future editions.

Priorities for 2009

As we contemplate the year ahead it may be appropriate to put some context to Laser and the operating environment in which it exists.

Laser is a diverse group of operating businesses, a growing group of growing businesses. Each of our businesses have their own challenges, their own risks and their own opportunities. Many of us operate in a regional context and most of us operate in a business unit context. Our current economic environment is such that we are all less 'future' orientated and much more focused on the challenges of today.

With the above in mind it is important that we all set a few basic priorities for 2009:

Develop the 'collective' – collective thoughts, collective processes and collective growth – through a better understanding of all the businesses within Laser;

Identify and attend to all the big issues that are hindering our businesses from developing further, from improving performance and profitability, and from attending to the much tougher trading environment;

Critical to developing further in the context of a much tougher trading environment is the retention and/or growth of our customer base and the sustainability of our operating margins.

We look forward to working with you in the year ahead. And as always, thank you for your continued support, contribution and efforts.

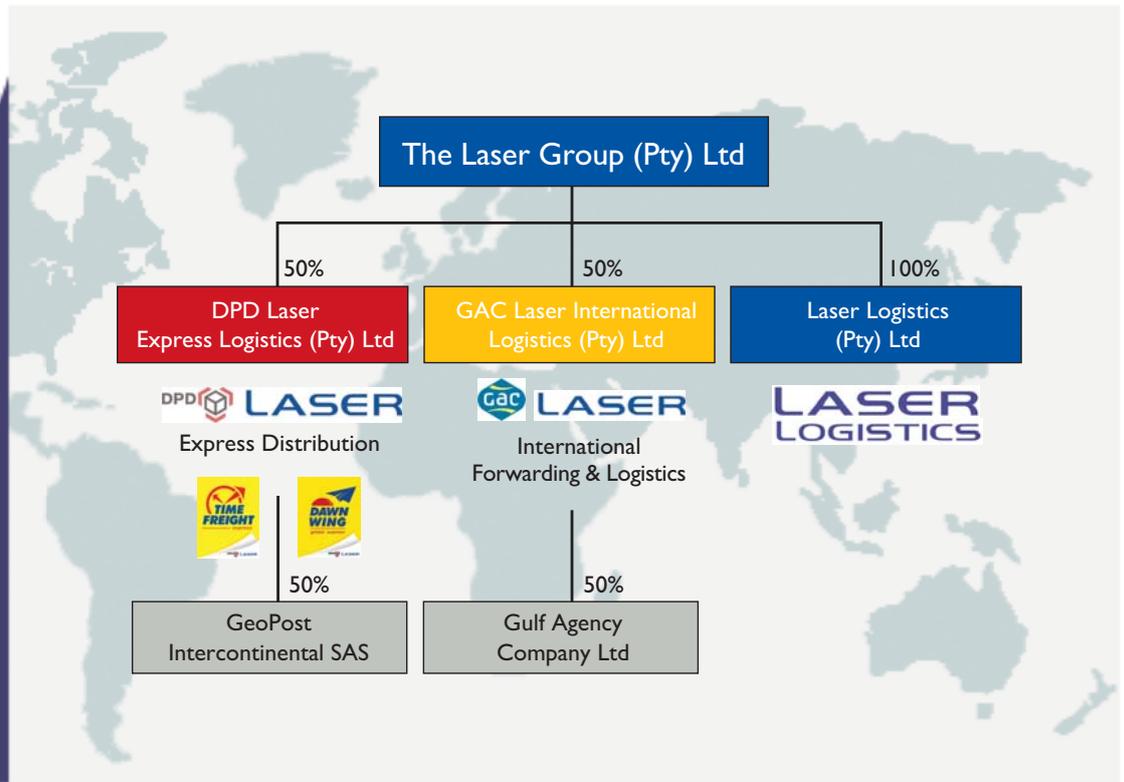
Michael Fuller and Philip Hayes



Organisational Structure

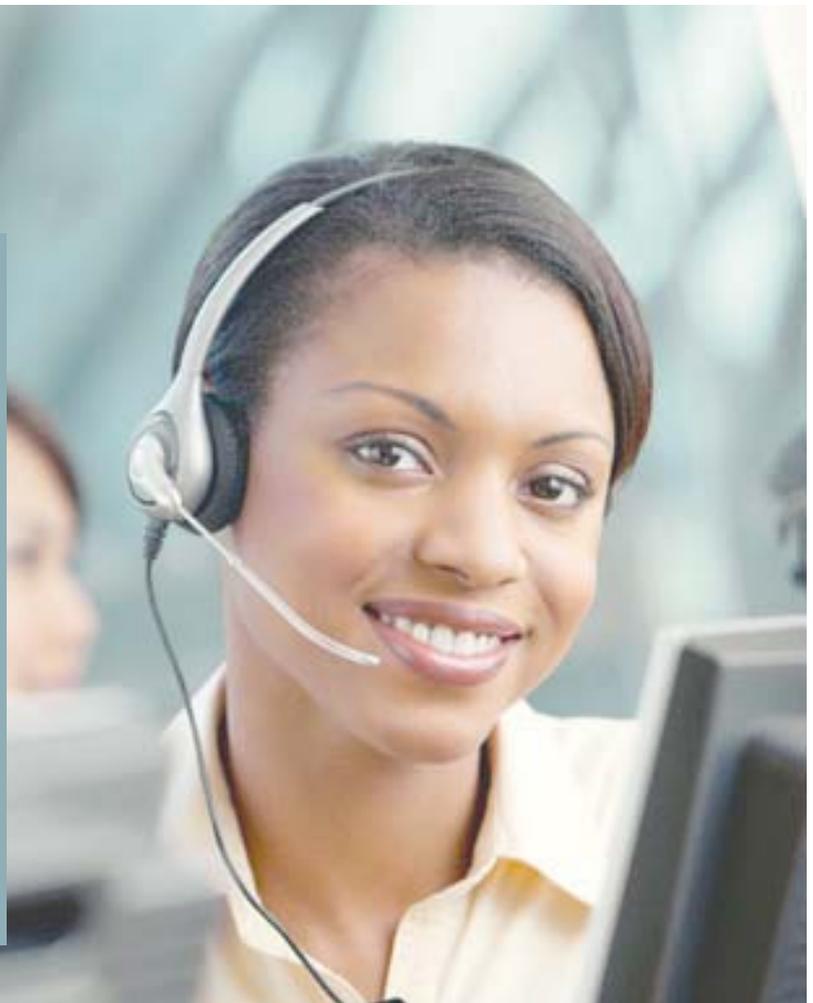
Laser's Mission

Laser's mission is to be a provider of logistics services to business operating within and beyond the borders of South Africa through innovative solutions, technology and service excellence.



Code of Ethics

The group's values commit employees to high standards of integrity, behaviour and ethics in dealing with stakeholders. Laser's employees are required to commit to adhering to these standards in such a way as to carry on business only through fair commercial and competitive practices.



Dawn Wing Customs office opens for business



After a year of administrative red-tape and perseverance, DPD Laser trading as Dawn Wing, signed a lease with Airports Company South Africa (ACSA) for a 70sq m 'airport gateway' situated at OR Tambo airport in Johannesburg.

At end-November, Dawn Wing received the necessary authorisation from the South African Revenue Service (SARS) for customs clearance through this office. The first Dawn Wing International parcels moved through this site during mid-December. This coincided with the completion of the installation of video camera surveillance equipment.

The result is that Dawn Wing now has total control over its customs clearance operations and is able to secure the import traffic. Dawn Wing customs service is only one year old and has already cleared more than a thousand 'High Value' parcels.

Quick, Smart AND Reliable Driver of the year

Driving himself all the way to the bank in the much seen yellow Dawn Wing vehicle, **Cornelius Hendricks** fondly referred to as "Oom" by fellow colleagues, received DAWN WING 'DRIVER OF THE YEAR' AWARD for 2008.

There was no cutting corners racing to the finish line - Cornelius takes pride in his driving and delivers on time consistently, has had no accidents during 2008 and received absolutely no fines during the year.

At the awards ceremony, CEO Mike Fanucchi said, "Cornelius is a punctual, respectful, meticulous individual and is an asset to the company. He lives the Dawn Wing values and has been a part of the team for eight years now."

Congratulations Cornelius, and here's wishing you many more miles with the Group.



Above: Cornelius Hendricks proudly receiving his cheque from CEO of Dawn Wing Mike Fanucchi and Regional Manager Cape Town, Allison Kraemer.

LASER SALUTES LONG SERVICE MEMBERS



Jack Molenaar, GAC Laser in Cape Town, started at Docks Shipping in January 1968 as a Junior Clerk in the Sea Freight Department. Jack now holds the position of Sea Freight Import Manager for the Cape Town Branch of GAC Laser.

41 years



Joining Docks Shipping in June 1975, Gavin Walburgh started in the Customs Clearance department. Gavin currently holds the position of Sea Freight Exports Manager at GAC Laser in Cape Town.

34 years



Started at Docks Shipping in May 1968, Mogamat Orrie is currently the Manifest Clerk in the Sea Freight Imports Department at GAC Laser in Cape Town.

41 years

Winning South Africans - Richard Sterne ranked in the world's top 50



Richard won the 2008 SA Tour of Merit and consequently qualifies for the 2009 Nedbank Golf Challenge to be held at Sun City in December this year.

Richard Sterne's achievements in 2008:

- January 2008 Winner Johannesburg Open (European tour)
- December 2008 Winner Alfred Dunhill Championship (European tour)
- December 2008 Winner South African Open Championship (European Tour)

Partner Activity

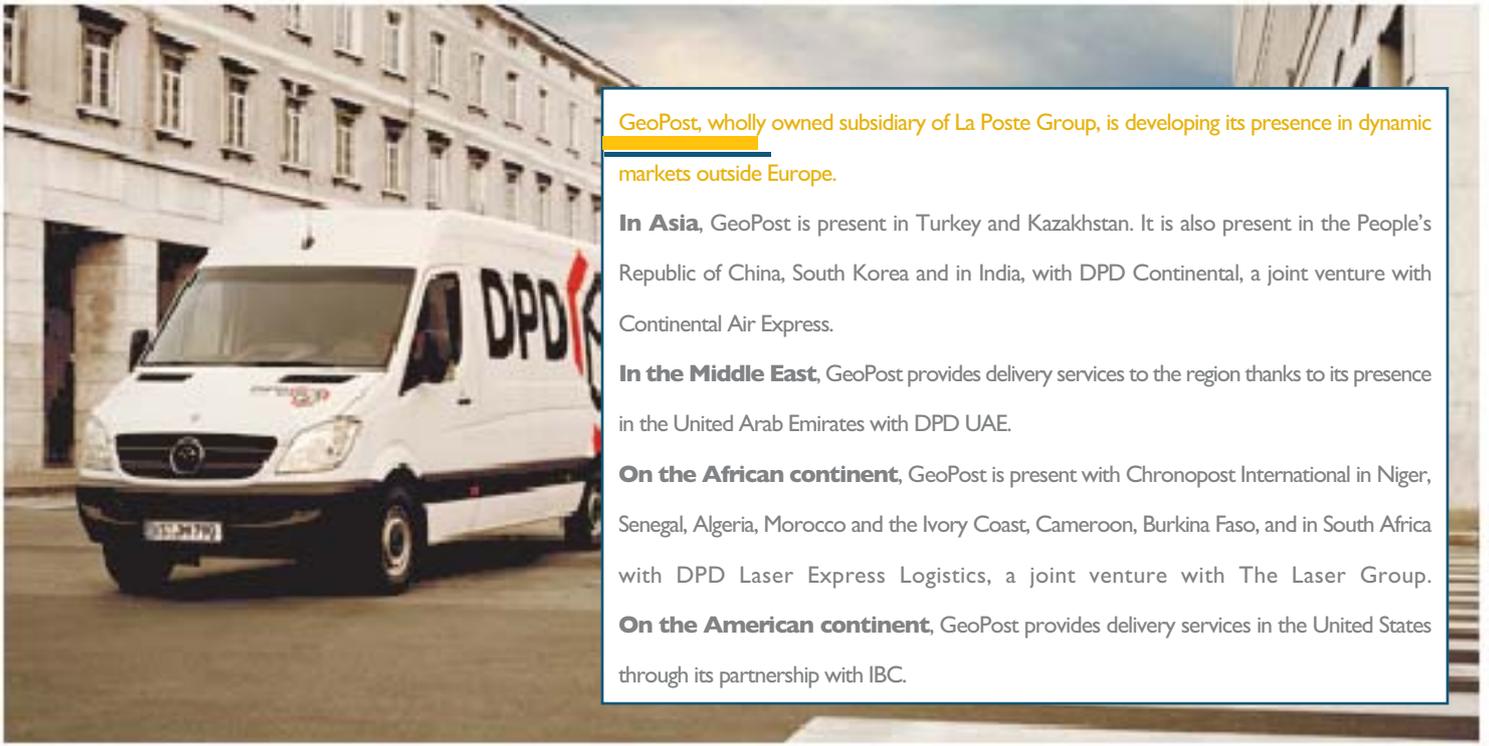
In this segment inside Laser features partner developments on the global front.

The Laser Group's international partners are themselves substantial global logistics businesses. Laser partnered with GeoPost Intercontinental SAS (a subsidiary of La Poste, the French Post Office) in its Express Distribution business and with Gulf Agency Company Ltd (GAC) in its International Forwarding business.



DPD Laser Express Logistics is a company jointly owned and controlled by Laser and GeoPost Intercontinental SAS, a wholly owned subsidiary of GeoPost, a parcel distributor specialist made up of the Express subsidiaries of the La Poste Group. GeoPost, through its operating subsidiaries, is the second largest express operator in Europe. Branded DPD, GeoPost aspires to be the world's 5th largest integrator.

GEOPOST - A MAJOR PLAYER IN EXPRESS PARCEL SERVICES



GeoPost, wholly owned subsidiary of La Poste Group, is developing its presence in dynamic markets outside Europe.

In Asia, GeoPost is present in Turkey and Kazakhstan. It is also present in the People's Republic of China, South Korea and in India, with DPD Continental, a joint venture with Continental Air Express.

In the Middle East, GeoPost provides delivery services to the region thanks to its presence in the United Arab Emirates with DPD UAE.

On the African continent, GeoPost is present with Chronopost International in Niger, Senegal, Algeria, Morocco and the Ivory Coast, Cameroon, Burkina Faso, and in South Africa with DPD Laser Express Logistics, a joint venture with The Laser Group.

On the American continent, GeoPost provides delivery services in the United States through its partnership with IBC.



GAC Laser International Logistics is a company jointly owned and controlled by The Laser Group and Gulf Agency Limited (GAC). GAC was established in 1956, and is the largest independent shipping, marine and logistics provider in the world, with more than 240 offices covering 1 000 locations worldwide.



2008 RESULTS REASONABLE

2008 has exited from the stage with the GAC Group result reasonable rather than record-breaking. "2006 and 2007 were record years and our challenge then was how to manage our growth. Now in 2009 the challenge is how to thrive in hard times," said Lars Saverström, GAC Group President.

Some GAC facts

More than 7 000 GAC employees around the globe are dedicated to providing excellence in shipping, logistics and marine services.

GAC represents the interests of more than 3 500 Principals worldwide and attends to more than 30 000 vessels annually.

GAC's fleet includes AHT/supply vessels up to 8 000 bhp, utility boats, landing craft, tugs and barges.

Trusted local partners in more than 1 000 locations worldwide speak the local language and know local customs, so that GAC customers are assured prompt, professional service.

Above:
Lars Saverström, GAC's Group President

In this segment we highlight the Group's corporate social responsibility initiatives.

Laser's Corporate Social Responsibility (CSR) focus is on the upliftment of children. Entrenching a CSR culture of social upliftment that produces meaningful change and simultaneously inspires a culture of social responsibility and awareness amongst Laser employees, are all vital to our CSR programme.

REACHING OUT WITH LAPDESKS

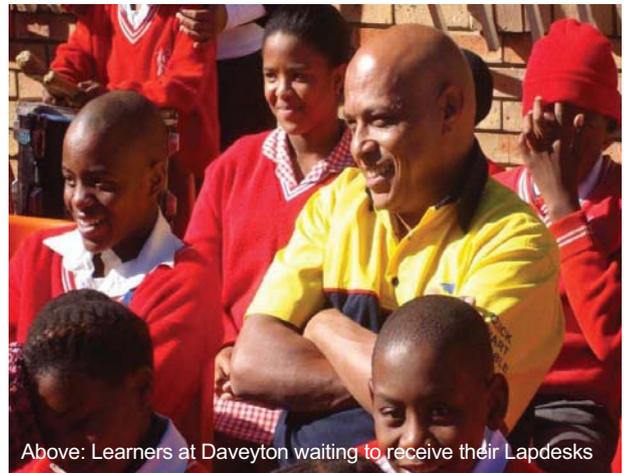
The Lapdesk campaign is an exciting project aimed at eradicating the shortage of desks in schools. There are about four million learners in South Africa who do not have access to proper desks. Dawn Wing, together with Laser, has acquired and distributed Lapdesks amongst 855 learners, mostly from rural schools.

The ergonomically designed, durable desk fits neatly onto a student's lap, whether they are seated in a chair, on a bench or on the floor. The platform is wide enough to accommodate a textbook and a notebook or writing pad.

When Ashen Govender, CIO at Dawn Wing was first introduced to Lapdesk, he immediately got to work on selling the idea and securing the buy in from the organisation. Ashen said, "We are not only supporting the schools and its children with the provision of Lapdesks, but securing the humblest of team work with all the staff that are involved in these projects".

Amongst the schools that received Lapdesks were Hlungulwane Primary School in Durban, Naphakade Primary School in Malmesbury and Letsha Primary School in Daveyton.

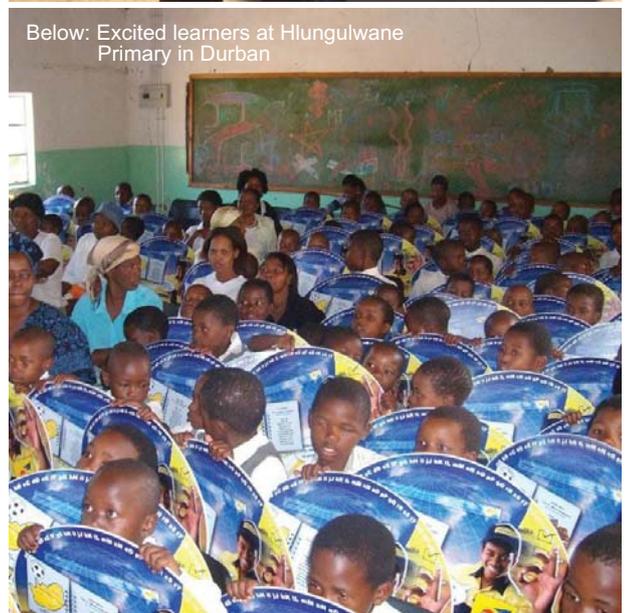
Laser and Dawn Wing are proud to be associated with Lapdesk and its campaign to assist those less fortunate with their very own portable desks!



Above: Learners at Daveyton waiting to receive their Lapdesks



Below: Ashen Govender assists with distribution



Below: Excited learners at Hlungulwane Primary in Durban



Left and above: Dawn Wing and Laser branded Lapdesks distributed at rural schools

Profiling our People

In this segment, we introduce you to fellow colleagues across Laser.

Moving on...*Siephan Atterbury retires*

Siephan's contribution will be, to quote an old saying, a "tough act to follow" and her resignation from Time Freight will be a huge loss from all perspectives. Siephan dedicated 19 years to her career at Time Freight.

"Her exceptional contribution, her bubbly enthusiasm, her unselfish commitment to Time Freight, the boundless energy, attention to detail and willingness to (often at a huge personal sacrifice) attend first and foremost to the interests of Time Freight are but a few of Siephan's amazing strengths that will be missed at Time Freight", says Etienne Van Ravesteyn, Time Freight CEO.

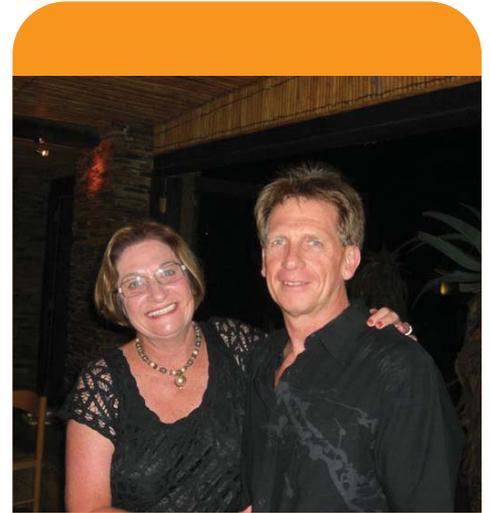
He continues to sing her praises saying "Siephan's unquenchable thirst for more responsibility to expand Time Freight's horizons, are legendary and will forever form Siephan's legacy. Any ambitious employee will do well to take a leaf out of her book".

A modest, humorous and powerful woman, she shared many an anecdote with colleagues and friends at her farewell dinner, and the wisdom in her message to those who continue to carry the Time Freight banner exceed her years. Chairman of Laser, Michael Fuller said, "Siephan has always embodied the spirit of Time Freight and has taken on any and all challenges that have been thrown at her.

Siephan opened many Time Freight depots throughout the country during her career and we cannot applaud her enough for what she has achieved.

She is taking a well deserved break before she tackles fresh, new challenges and responsibilities.

Thank you very much from all at Laser.



Siephan Atterbury with Ivor Keppler

Industry News

Creating an environment of diversity *...advancing the new 'gold'*

Recent market research findings suggest that women globally fill less than 20 percent of executive-level positions within the logistics industry.

Every industry has its own idiosyncrasies - and logistics is found to be an extremely male-dominated field. While bridging the gender gap to challenge those existing attitudes is still a significant concern from women working in this industry, it is also believed that it has served as one of the catalysts to their career success.

Forward-thinking, visionary, driven, tenacious, assertive and goal-oriented - the new 'gold' in the logistics industry, are the rising talent, women.

Unfortunately, the 'glass ceiling' concept has not yet been effectively attended to in logistics business across South Africa.

Women still struggle in trying to land leadership positions within the highest ranks of logistics organisations, where the disparity between men and women is most often seen. However, more and more women are employing and asserting these attributes, and recent years have definitely seen signs of progress in making the logistics field more gender equitable.

Increase in women graduates

At graduation ceremonies across the world, even with the bad economy, there were lots of high heels and earrings. In the US, women made up 58% of college undergraduates finishing this year.

"In the last 40 years, we've gone from almost no mothers of young children working to a majority of women working," said Heidi Hartmann, president of the Institute for Women's Policy Research in Washington.

In the workforce, the gap between female and male wages has narrowed, yet women still make only 80% of what men do; it was less than 60% a half-century ago.

Creating an environment of diversity

Today, high performance companies are creating an environment of diversity that enables each individual to fully harness his/her abilities and unique traits. Included in this is the nurturing of current talent in the work place.



LASER

Opinions expressed are not necessarily those of the Board or Management of The Laser Group. The Editorial committee reserves its editorial rights.