

inside LASER

Summer 2010

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



From the Editor

As we usher out a very eventful 2010 that showcased South Africa to the world, we welcome the anticipated promises of 2011, said to be the Chinese Year of the Rabbit.

We look forward to celebrating a huge milestone in the lifecycle of any business - Laser's 40th anniversary! 2011 promises to be filled with many opportunities, but it is our continued responsibility to embrace the challenges and make full use of the prospects that present themselves daily.

Here's to 2011 – may it be a fabulous year.

Feroza Petersen
Group Communications & Marketing Manager

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Message from the Centre

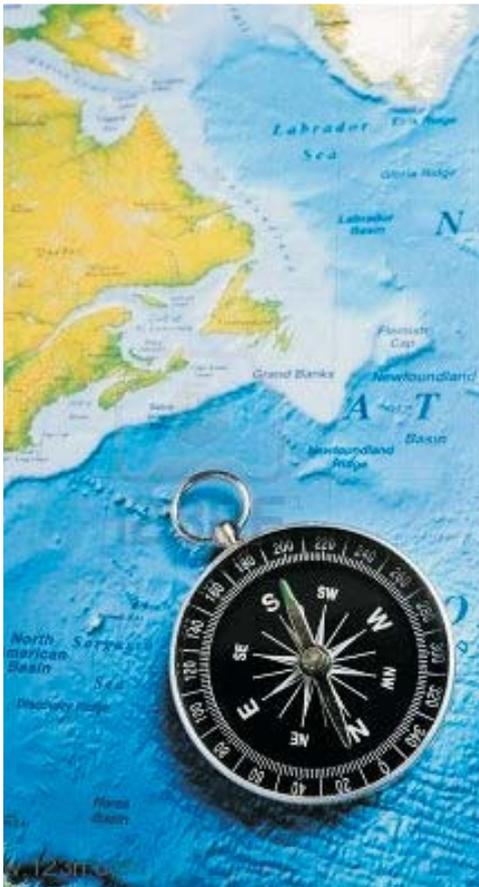
Laser's highlights.

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.

We are already facing what seems like a quick start to an already busy schedule. It's hard to believe that F 2010 has come and gone by so quickly.

Laser Academy

We are very pleased to advise that the Laser Academy was launched in January in both Cape Town and Johannesburg, with delegates from all our operating businesses and regions. We are convinced that the Laser Academy has an important part to play as we evolve and grow our organisation and people. The key objective of the academy is to further enhance the leadership capabilities within our group. The academy will also provide a forum for further interaction amongst Laser's operating businesses.



'2015 POST 2010'

We have in all of our businesses considered our broad objectives and some specific plans for the next few years. Our "2015 Post 2010" strategy calls for ongoing commitment to our already defined Vision and Mission. In particular we are determined to leverage our key differentiators and critical success factors (of which there are many) whilst striving to enhance our influence in the markets in which we operate.

Celebrating Achievements

During 2011 we will be celebrating a number of milestones, successes and achievements – not only our own but also those of our customers.

Laser's 40th anniversary this year is one

such milestone that we intend celebrating. But each of our businesses has much to celebrate too and we hope during 2011 to highlight those achievements and successes.

Laser's Mission

One of the consequences of our 2010 LMM (Laser Management Meeting) was the need to redefine our Mission statement so as to better articulate how we intend achieving our Vision. In this regard we refer you to page 3 of this edition and we look forward to unpacking it in future issues.

Best wishes for the year ahead.

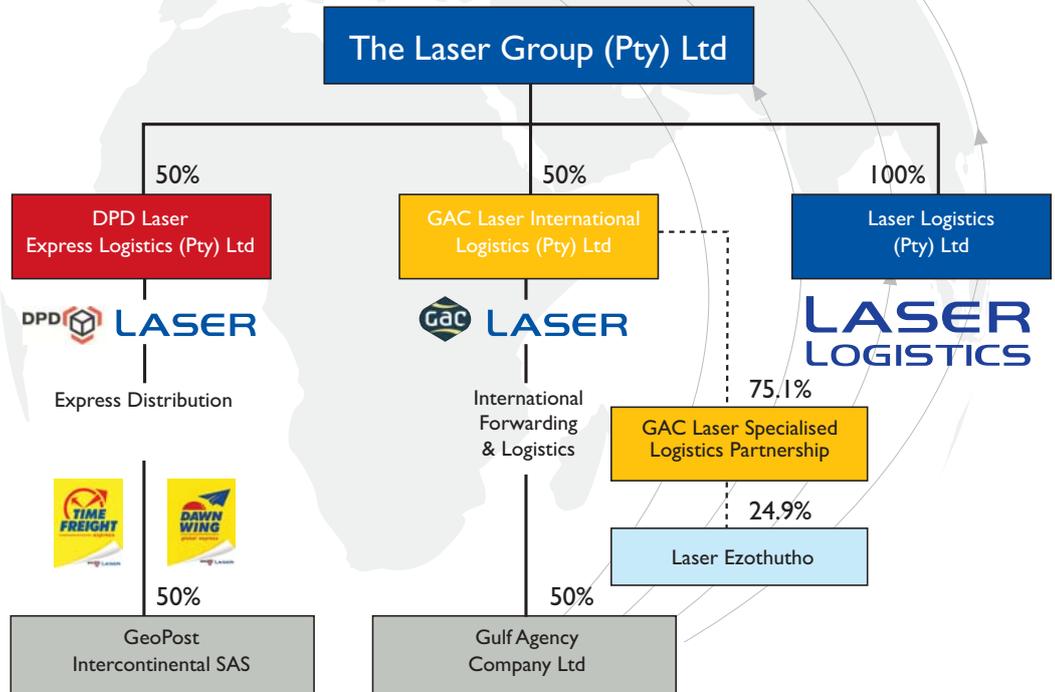
Regards

Michael Fuller and Philip Hayes

VISION

“Our vision is for Laser and all of its operating businesses and brands to be recognisable, influential, successful and sustainable in the market that they operate whilst providing an environment for our people that is co-operative, stimulating, rewarding and proudly South African.”

Organisational Structure



MISSION

“Our mission is to continually evolve and grow our organisation and services to enable us to provide our customers with multiple specialised logistics services and in a manner which

- develops strong partnership relationships
- ensures technological excellence
- allows for innovative solutions
- provides fulfilment visibility and
- embraces sustainable development.”

Value Proposition

	Logistics Fulfilment				
Time Sensitivity	Express Distribution			Other Specialised Logistics	
Time Certain	Express Distribution			International Forwarding	
Day Certain	Express Distribution			International Forwarding	
Day Uncertain	Express Distribution			International Forwarding	
Weight	0kg	30kg	100 kg	1 000kg	>1 000kg
Cargo Type	Documents	Parcels	Freight	Palletised	Containers
Market	Express Distribution		Other Specialised Logistics		International Forwarding
Operating Brands	Dawn Wing	DPD Laser	Time Freight	Lasert Logistics	
Service	Single or Integrated Service				
Customer	Multiple Customers				
Industry	Multiple Industries				

Group Activity: Expanding Laser

Updating you on recent developments at Laser.

GROWTH IN TIME

Two of the key strategic initiatives adopted by DPD Laser in recent times are:

- developing the company's service offering, and
- growing and optimising its infrastructure.

Both divisions of DPD Laser (Dawn Wing and Time Freight) have developed infrastructure in the major centres that provides for substantial growth in activity over the next few years. The latest development in this regard is the expansion of Time Freight's Johannesburg depot

and doubling its size to 13 200sqm under cover on a site of 32 000sqm.

Whilst initially the plan was to do the expansion in two phases (refer to the site diagram), the DPD Laser Board took the decision to do it all before October 2011.

Construction commenced in September 2010 - see artist's impressions and architectural drawing below.



DPD LASER



RETOUR DE LA FRANCE

It was viva France for three of Dawn Wing's executives when they visited GeoPost and La Poste in Paris during the first week of December.

Eddie Vosloo (CEO), Sean Conry (International Executive) and John Sikanadze (National Sales and Marketing Executive) visited Jacques Rolland (CEO of GeoPost Intercontinental SAS) and his managing executive team and other members of the GeoPost and La Poste group.

During their stay the team presented an overview of Dawn Wing and specifically gave feedback on its 2015 strategy. The visit coincided with the coldest consecutive three days in 20 years in Paris, where traffic came to a halt and gridlocked every morning and evening.

"Whilst there, we visited La Poste museum and learnt about the origin of "Courier", the prevalence of hijackings in the 15th century, the introduction of uniforms and the earlier modes of transit, vehicles and routing schedules", said Eddie. He continued, "there were many learning's that Sean, John and I brought back with us, including new business offerings and E-commerce and on-line shopping potential."

The team has advised that the new international product, Remail, would be launched at the Dawn Wing sales conference in February.



STRATEGIC DIRECTION FROM THE CRADLE OF MANKIND

During October, the Dawn Wing team met at Maropeng – Cradle of Mankind in Gauteng as part of Laser's 2015 post 2010 strategic conversation.



Partner Activity

Partner developments on the global front.

Laser'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.



JACQUES ROLLAND APPOINTED CEO OF GEOPOST INTERCONTINENTAL SAS

Paul-Marie Chavanne, CEO of the GeoPost Group, has appointed Jacques Rolland (pictured left) as CEO of GeoPost Intercontinental SAS. In this position Jacques Rolland succeeds Wolfgang Lehmacher, who has been head of GeoPost Intercontinental for the last five years.

As someone with many years of experience both in the company and the industry, Jacques Rolland will continue the strategy of GeoPost Intercontinental. "His professional approach and constant commitment will ensure that our intercontinental strategy remains on track", states Paul-Marie Chavanne.

DPD RUSSIA LAUNCHES GROUND DELIVERY ROUTE TO KAZAKHSTAN

DPD Russia has launched a new ground delivery route to Kazakhstan, enabling Russia to access the supply market of Kazakhstan – its largest trading partner.

DPD said it had become easier to do business between Russia and Kazakhstan, with a simplified system of customs clearance and improved delivery transit times. Since the launch of the new service, DPD has transported over 40 tons of parcels and freight and also increased the number of its regular line hauls.

GEOPOST SIGNS VIETNAM COOPERATION DEAL

GeoPost, the express subsidiary of France's La Poste, has signed an agreement with a unit of Vietnam Post to cooperate over express parcels and logistics services. The memorandum of understanding is designed to reflect La Poste's desire to strengthen the cooperative relationship between the two postal groups, while exploring opportunities to raise their position in international postal market through co-operation, direct investment and M&A.

A NEW PACKAGING STRATEGY FOR GEOPOST

GeoPost's business units spend around 8.6 million Euros per annum on packaging. Largely due to its history the GeoPost has a broad non-standardised range of packaging. As the group considers packaging as an important lever to minimise its impact on the environment it has been decided in April 2010 to launch a project that aims to both improve the economics (reduction of up to 30% of the costs) and make packaging less CO2 consuming.



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 300 offices covering 1 000 locations worldwide.

BALTIC BOOST

GAC now holds a strong position in Finland's shipping market through the friendly acquisition of the John Nurminen Navis Oy agency. This gives GAC a significant presence in a major Nordic exporting country and one that is sure to grow in coming years.

EXPANSION LEADS TO CHANGES

The expansion of the EMAF region has been going on for several years under the leadership of Group Vice President Erland Ebbersten. Erland's success in growing the region has led to GAC taking the decision to make Europe a separate region and Erland will concentrate on the continued development of Africa and the Caspian zone.

GAC UK'S YEAR OF ELITE SPORTS

GAC teams in the UK have been handling more than USD 1 million worth of broadcast equipment for a major athletic event and taking a new race car to Spain for secret road trails.

THREE OFFICES IN THREE WEEKS

Over three weeks, staff at three GAC USA offices on the Gulf of Mexico combined their collaborative skills to deliver the goods. Acting as a broker for Marine Management Group, GAC Houston supervised the towing of the pipe-laying barge 'Global Shawnee' 145 Nautical Miles from Carlyss, Louisiana to Freeport, GAC's Operations Manager Linda Hooser liaised with shippers and port authorities to get it loaded on to the COSCO heavy lift ship MV'Tai An Kou' which would take it to Dubai.



SHANGAI SMACKDOWN

Wrestling fans in China got their dose of bravado at the Shanghai Expo through the combined efforts of GAC Events Asia, its partner Soundmoves and the local GAC China Projects team. Together they handled all the air and ocean shipments carrying the ring and TV gear for the muscle and might spectacular.

CORPORATE SOCIAL RESPONSIBILITY

Each year Laser and all of its operating businesses supports numerous worthy initiatives and focuses its Corporate Social Responsibility (CSR) strategy in three key areas which include:

- Youth** – focusing on the upliftment of children in need;
- Environment** – committing to reducing its carbon footprint wherever possible; and

Employee participation – where all of Laser is encouraged to participate in socially responsible initiatives.

Laser is very proud of its contributions to the many programmes, throughout the country and a highlight of donations to end 2010 are listed below*.



The **Smile Foundation** is a South African NGO that assists children with any type of facial abnormality, to receive free corrective Plastic and Reconstructive surgery within South Africa.

The organisation assists children who suffer from treatable facial abnormalities such as Cleft Lip and Palate, burn victims, Moebius syndrome (facial paralysis) and other conditions.

Laser provides much-needed warehousing and distribution to the **Kidz2Kidz** Trust which collects essential donated items (such as clothing, shoes, toys, blankets, bedding, toiletries, non-perishable foods, nappies etc.) for children in need.

The trust aims to teach children the 'art of giving' and create an awareness and consciousness of others less fortunate than ourselves. This is one area where Laser Logistics and Time Freight played an important role, i.e. in the Santa Shoebox project said to be the biggest community driven project powered by the Kidz2Kidz Trust Organisation.



The **Solstice Foundation** has been incorporated by a group of like-minded young associates. The Founding members are largely young professionals and business owners/executives with proven track records and integrity. The Solstice Foundation's mission is to apply time, money, skills, resources and energy to Brightening the Lives of those in need in the broader community in which we live.

The **Sunflower Fund** was formed by parents whose children had contracted leukaemia, and in some cases had lost their battle against it. Their aim was to secure financial support in order to increase the number of bone marrow stem cell donors in South Africa. The Sunflower Fund aims to educate and recruit a viable source of well-informed potential bone marrow stem cell donors who are ethnically diverse, in an effort to save the lives of those needing a transplant when suffering from life-threatening blood disorders. It strives to maintain the associated donor records of the South African Bone Marrow Registry



The **Children's Hospital Trust** is an independent charity organisation and the Fundraising Arm of the in Cape Town, South Africa. The Trust's work includes the purchase of life saving equipment, building and upgrading vital buildings at the Hospital as well as the development of the professional staff.

The Red Cross War Memorial Children's Hospital is a cornerstone of pediatric health care in Southern Africa and is the only stand alone, specialist children's hospital dedicated entirely to children. As a public tertiary and secondary level hospital the Red Cross War Memorial Children's Hospital is dedicated to delivering world-class pediatric treatment, care, research and specialist training.



St Luke's Hospice provides palliative care to people who are approaching the end of their lives. A team of skilled professional staff and volunteers improves the quality of life of these patients through early identification, impeccable assessment and treatment of pain and the other physical, emotional, social and spiritual needs of the patients and their families. This is given, irrespective of the patient's ability to pay for the service.



*Due to space constraints every donation made by Laser and its operating businesses could not be featured.

Profiling our People

Meet a colleague.



JOHN SIKANADZE
NATIONAL SALES AND
MARKETING EXECUTIVE
DAWN WING

A warm welcome was extended to John Sikanadze, National Sales & Marketing Executive at Dawn Wing. John worked in the IT industry for the past 26 years selling ICT solutions before he joined Dawn Wing.

On top of John's to-do list are:

- Developing and implementing a systematic approach to sales and sales management to create a high-performance sales culture through customised strategy for selection, coaching, personal and professional staff development.
- Develop strategies to win new business, cultivate relationships, maintain current clients and drive customer loyalty to influence repeat and referral business.
- Establish a culture of accountability.
- Create synergies by integrating the marketing, sales and support strategies and deliverables.

John says he lives by the motto, "Unless you try to do something beyond what you have already mastered, you will never grow". He believes that smart leaders should have a personal stake in advancing the lives of their team as this has a direct effect on the bottom line. John spends his spare time doing gardening, training at the gym, listening to music and spending his vacation time travelling. On his personal "to do list" is to serve communities through Church organised volunteer work and spending more time with his family.



COLIN BURNS
COMMERCIAL EXECUTIVE
DAWN WING

As Commercial Executive at Dawn Wing, Colin Burns has the responsibility of overseeing the complete Financial and Commercial aspects of Dawn Wing. After completing his articles, Colin started his career at UTi in the Africa Division, and was promoted to Operations Director for their Retail Division. After 21 years at UTi Colin joined Cadac (Pty) Ltd Financial and Local Supply Chain Director before joining Dawn Wing.

Colin's list of goals include:

- Performing a full review of policies and procedures to ensure that the company maintains its high service and quality standards.
- Implementing an improved ordering system so as to focus on cost efficiencies.
- Implementing an open item Debtors system.
- Reviewing the reporting process; and
- Focusing on Revenue protection.

Colin is a keen runner but is recovering from a recent back injury. His goal is to recover from his injury and run a half marathon next season.

Colin's motto is, "Stay positive and stretch yourself", and believes that a smart leader should realise that his greatest assets are the people he influences and therefore should listen first, then act.

Industry News

Topical industry news.

SUSTAINABLE DEVELOPMENT – A DEFINITION

Depending on where one looks you will find various definitions aimed at describing 'sustainability' in a manner most favourable to the user's point of view.

A good definition of Sustainable development is

"Development that meets the needs of the present without compromising the ability of the future generations to meet their own needs."

Sustainable development is the new buzz word, but whatever your personal opinion, sustainable development is something that all



businesses, large and small, should be actively involved in. "Green causes" are increasingly popular with the public, making sustainable development both good for PR and good for sales. It's no accident that so many large corporations have entire ad campaigns devoted to presenting themselves as environmentally friendly.

Small businesses too, can get involved in sustainable development by adopting environmentally sound business principles and translating them into action.

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