

Media Release:

NEW FUNDRAISING CONCEPT RAISES FUNDS FOR SA SCHOOLS

June 2014: A new fundraising concept, known as the *Boundary Buddy*, is helping raise money for South African schools by selling advertising around their sports fields. Recognising the potential in this concept, JSE-listed Metrofile Holdings Limited has sponsored one of the first schools to use the concept. At a recent event held at the St Peter's School in Johannesburg, *Boundary Buddy* handed over a cheque for R78 000 to the school's Foundation.

Richard Buttle, Chief Financial Officer of JSE-listed Metrofile Holdings Limited, says that the company is proud to be part of any initiative that supports the improvement of quality education in the country. "We have seen the incredible work that the school's Foundation has done in the local community, so when we were presented with the opportunity to be part of this by *Boundary Buddy* it was a very easy decision to make."

The *Boundary Buddy* concept was developed by South Africans Grant Collinge and Graeme Hornby and comprises a multi-functional and multi-seasonal wedge, which is used to clearly mark out boundaries of any size for any sport type or field.

"*Boundary Buddy* was developed to connect businesses into a target market that has previously been difficult to get into; being schools, their parents and the community," says Collinge. "We believe that these provide great exposure to companies and give schools a platform to generate an annual income from a portion of the money paid for branding on the *Boundary Buddy*."

Florbela Yates, Foundation Manager of the St Peter's Foundation, says that this is an excellent concept, which has helped the Foundation raise much-needed funds for the various programmes it is involved in. "The St Peter's Foundation's has five strategic focus areas, which includes bursaries for previously disadvantaged pupils, community literacy, teaching and intern programmes, campus development and curriculum development."

As one of its five strategic pillars, Yates says that uplifting the local community is a big part of what they do. "Bursaries are provided to previously disadvantaged children to attend the St Peter's Boys and Girls Schools.



We are also involved in a literacy programme at the Sefikeng School (at the Leeukop Prison) and the Diepsloot Combined School. This is run in partnership with Read for Africa to teach English to these students.”

Yates added that to counter the increasing national shortage of teachers, the Foundation introduced teacher internship programmes that focus skills development. “The internship provides the candidates with the same facilities and training as full-time staff at the school and covers all study fees, books and a salary for the duration for the internship.”

“The funds raised will also go towards the development of big projects at the St Peter’s Boys and Girls Schools, as well as curriculum development to keep the St Peter’s School at the forefront of education,” adds Yates.

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Additional Information:

About Metrofile

Metrofile is the market leader in both physical and digital information and records management in Africa and is represented in the six major provinces of South Africa, Mozambique, Nigeria and, through the CSX Customer Services brand, has contracts in numerous other African countries.

The Metrofile records Management division operates from 44 facilities, at 21 locations, covering more than 83 800 square metres of warehousing and office space. In accordance with its owner/lessee model, 66.5% of these facilities are owned by the group. The rest of the group’s divisions lease their premises. Services include records storage and management, image processing, backup storage and management, records management software and records management consultancy, business continuity and IT continuity, file plan development, confidential records destruction, paper recycling as well the sale and maintenance of a wide range of business equipment, including scanners, library security systems, mailing and packaging machines.

Metrofile has been listed on the JSE Limited (“JSE”) since 1995 and its ordinary shares are quoted in the “Support Services” sector of the JSE. Metrofile is a black owned company with black ownership amounting to 52,8% whilst its largest shareholder is its empowerment partner, Mineworkers investment Company (“MIC”) which owns 34,7% of Metrofile’s equity.

About Boundary Buddy

Boundary Buddy was developed to connect business into a target market that has previously been difficult to get into, being schools, their parents and the community. This is done on fully branded, multifunctional wedges that give great exposure of companies and brands, right where they want to be. The school love the tool, it enhances the fields and creates a professional playing environment, demarcating different sports boundaries and dividing up areas at various events.

A key aspect of the Boundary Buddy concept is that the school generates an annual income from a portion of the money paid for this opportunity, creating an emotional link. This is handed over at a launch day, where it is important for everyone to know who the businesses are that are investing in their school and are relevant in the community. This remains at the school for a whole year, after which the process starts over again. Our aim is to entrench businesses into schools, to grow these mutually-beneficial relationships both on and off the field, for many years to come.

