

YOURSELF MANAGEMENT
Leaders in the African Market

Yourself Management Announced as an Oliver Top Empowerment Awards Finalist

Thursday, 16 March 2017 -The 16th Annual Oliver Top Empowerment Awards has announced its 2017 awards category finalists - and Kabelo Ncholo the founder and Chief Executive Officer of Yourself Management has been designated a finalist for the Top Empowered Entrepreneur of 2017 Award and Yourself Management for the Top Empowered Fast Growth Black-Owned SMME Award.

Operating since 2004, Yourself Management, a through-the-line marketing agency, prides itself on being the preferred supplier for some reputable blue chip companies such as Microsoft, Tiger Brands, Nestle, L'Oréal, Platco Digital (etv) and Cell C.

Yourself Management will compete for these two awards at a highly-anticipated awards ceremony at Birchwood Hotel, Johannesburg on 30 March 2017. The keynote speech will be given by renowned politician and attorney, Dr Mathews Phosa. To commemorate Oliver Tambo's 100th birthday celebration, Phosa will deliver a speech on lessons we can learn from Oliver Tambo. The Oliver Top Empowerment Awards has never been more relevant than it is today, against the backdrop of government's recent call for accelerated economic transformation. Previous speakers and legends of empowerment have included Minister Naledi Pandor, Mamphela Aletta Ramphela, Patrice Motsepe, Tokyo Sexwale and Maria Ramos among others.

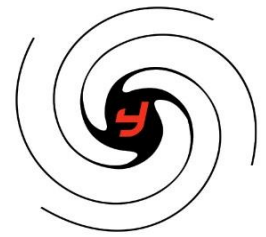
These Awards are South Africa's most established premier Awards for leadership and innovation in empowerment and transformation. They have created a legacy of inspiration for the country's business elite and have given South Africa the opportunity to recognise outstanding leaders – individuals or organisations who have exemplified inspiration, vision, innovation, leadership and action for empowerment and transformation.

Kabelo Ncholo says it is a pleasure and an honor for the business to be recognised through these Oliver Top Empowerment Awards nominations. "This achievement acknowledges our efforts to promote business excellence, empowerment and transformation through skills development and job creation," he adds.

Being nominated for the Top Empowered Entrepreneur of 2017 Award and the Top Empowered Fast Growth Black-Owned SMME Award places Yourself Management at the forefront of national empowerment - at a time when government is prioritising radical socioeconomic transformation and public-private partnerships.

A 100% black-owned agency with a level 1 B-BBEE score, Yourself Management's mission is to impact communities through transformation in an effort to empower and create employment.

The agency currently employs over 300 staff operating throughout the Southern African Development Community. Through securing partnerships with various Further Education and Training (FET) Colleges to outsource seasonal staff to work as promoters, merchandisers and retail assistants, Yourself Management is giving



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large numbers of young people studying marketing and media-related courses the chance to benefit from part-time employment while gaining first-hand experience.

“I want to keep contributing towards reducing our country’s high unemployment rates,” says Kabelo. “I see myself making a big difference by creating more jobs through innovative ideas that we have strategised for the business. Job creation and not profits should be our first priority as business leaders.”

Yourself Management has received recognition prior to its nominations in the Oliver Top Empowerment Awards. In 2016, the agency won a Black Business Quarterly (BBQ) Award in the Innovation Hub New and Innovative Business category. That same year, in the FNB/Roodepoort Chamber of Commerce and Industry (ROCCI) Business of the Year Awards, the agency was nominated for a Business of the Year Award and received an award for Marketing Agency of the Year.

Kabelo is also regarded among 2016’s top 100 Young, Independent, Inspiring and Aspiring leaders taking the African continent forward by Independent Media.

For more information on Yourself Management, contact: (011) 467 1005 or visit: www.yourselfmanagement.co.za

Issued by:

YOURSELF MANAGEMENT

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About Yourself Management

Yourself Management is a through-the-line marketing agency started in 2004 that specialises in providing marketing services in Africa. The agency offers clients an integrated approach by using below-the-line (BTL), digital and above-the-line (ATL) marketing methods to reach a wide customer base and generate conversions.

The agency invests in understanding their clients’ brand strategy, which enables it to position their brand accordingly to spark an emotional connection with the African market.

Yourself Management runs an average of 30 campaigns annually and prides itself on being the preferred supplier for some reputable blue chip companies such as Tiger Brands, Nestle, L’Oreal and Platco Digital (eTV) among others.