



Axis Group International Market Expansion

Overview

Q4 2023

Global Markets. Connected

Axis Group provides market access solutions. For clients that compete in complex international markets, our deep capabilities, expertise and commitment translate into business performance and profitability

Our Business



Dubai | Beijing | Shanghai | Singapore | Perth | Bangkok | Delhi | Johannesburg | Santiago | Denver

axisgroupinternational.com



Agenda

1. Axis Group International - Overview

2. Market Expansion

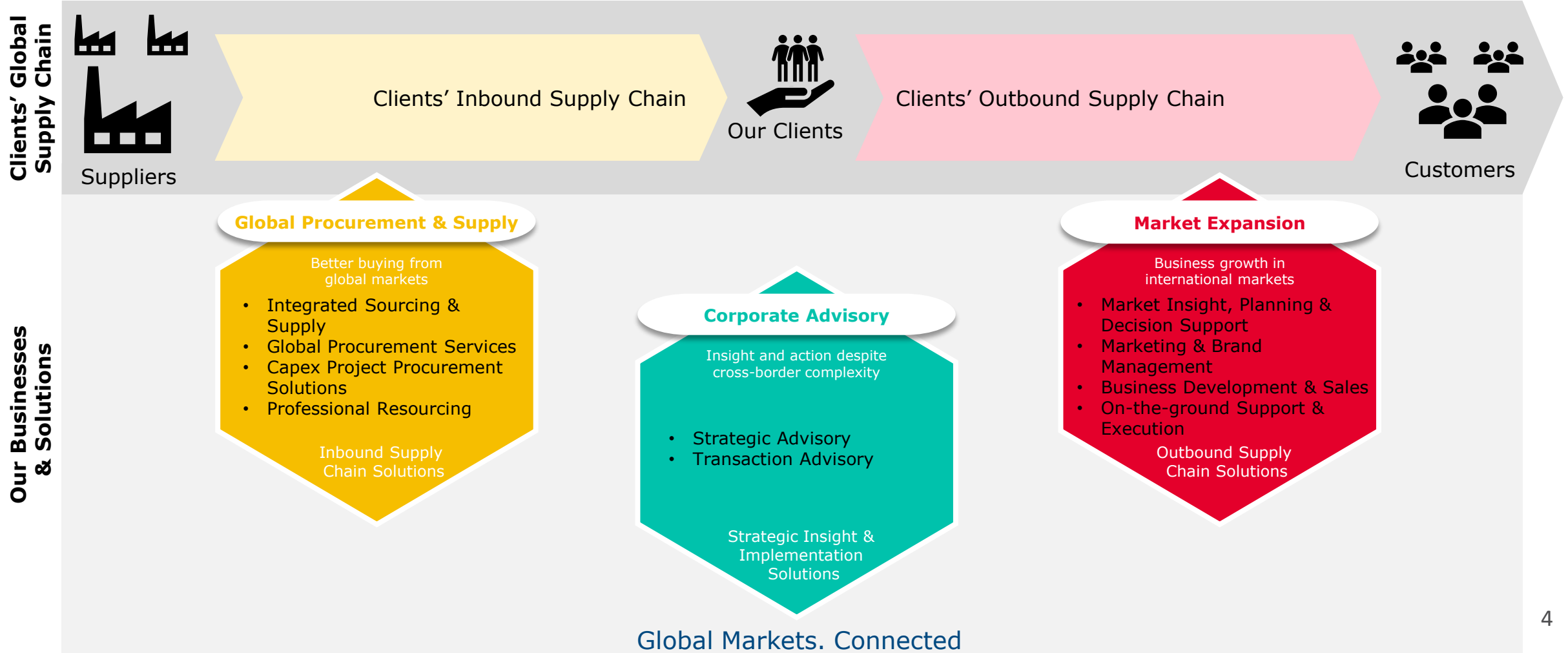
3. Key Clients & Case Studies

4. Key People



Axis Group solves our clients' complex globally connected supply chains through our specialised capabilities in Global Procurement & Supply, Market Expansion & Corporate Advisory

Clients' Value Chain and Axis Group Solutions



Our Global Procurement & Supply, Market Expansion and Corporate Advisory solutions in more detail

Global Procurement & Supply

Comprehensive global procurement & supply solutions that drive down cost, assure quality, expedite schedules, mitigate risk and ensure ESG compliance

Integrated Sourcing & Supply

- Global sourcing
- International logistics
- Supply to site / distribution / delivery

Global Procurement Services

- Procurement advisory
- Strategic sourcing
- Transactional procurement
- Outsourced & managed procurement solutions

Capex Project Procurement Solutions

- Capex procurement project management
- Sourcing, procurement, contract & transaction management
- Quality management (QA/QC), inspection, testing & expediting
- Project logistics management

Professional Resourcing

- Skills & resource gap analysis
- Talent & skills identification
- Placement & on-boarding management
- Ongoing management and interaction

Market Expansion

Integrated market expansion solutions for China, Middle East and selected key markets, that bring products to market, build brand reputation, and accelerate sales & market share

Market Insight, Planning & Decision Support

- Market scoping & competitive landscape
- Channels to market & key stakeholder identification
- Commercial & regulatory environment
- Partner due diligence

Marketing & Brand Management

- Marketing strategy, planning & communications
- Brand activation & management
- Digital & social marketing services
- Product / service education & representation

Business Development & Sales

- Client / partner engagement strategy
- Route-to-market & channel partner management
- Sales management (lead development to PO)
- E-commerce solution

On-the-ground Support & Execution

- Export/import formalities
- Warehousing & transportation
- Asia team recruitment & training
- 3PSP management (legal, registration agency, etc.)

Corporate Advisory

Trusted niche cross-border strategic and transaction advice, with implementation support to underpin growth and performance

Strategic Advisory

Strategy formulation & implementation support to drive decision making, growth & profitability

- Research & analytics
- Strategy formulation
- Strategy implementation

Transaction Advisory

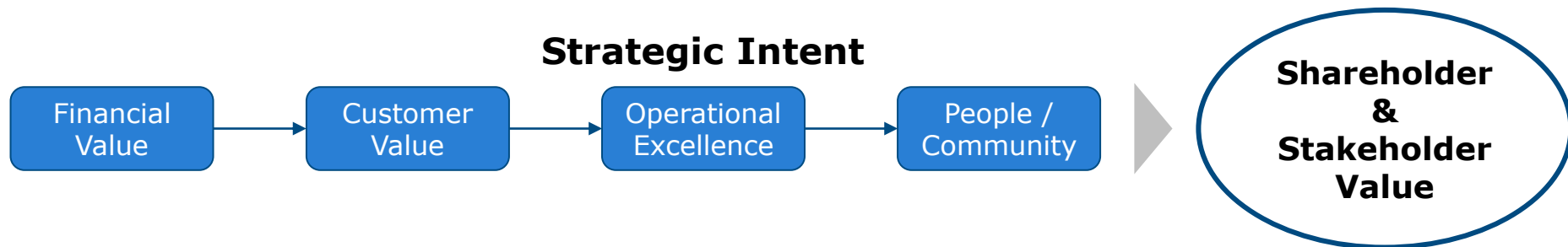
Independent corporate finance advisory & transaction origination services

- Origination services
- Financial advisory
- Due diligence
- Transaction project management



Global Markets. Connected

Vision, Mission & Objectives

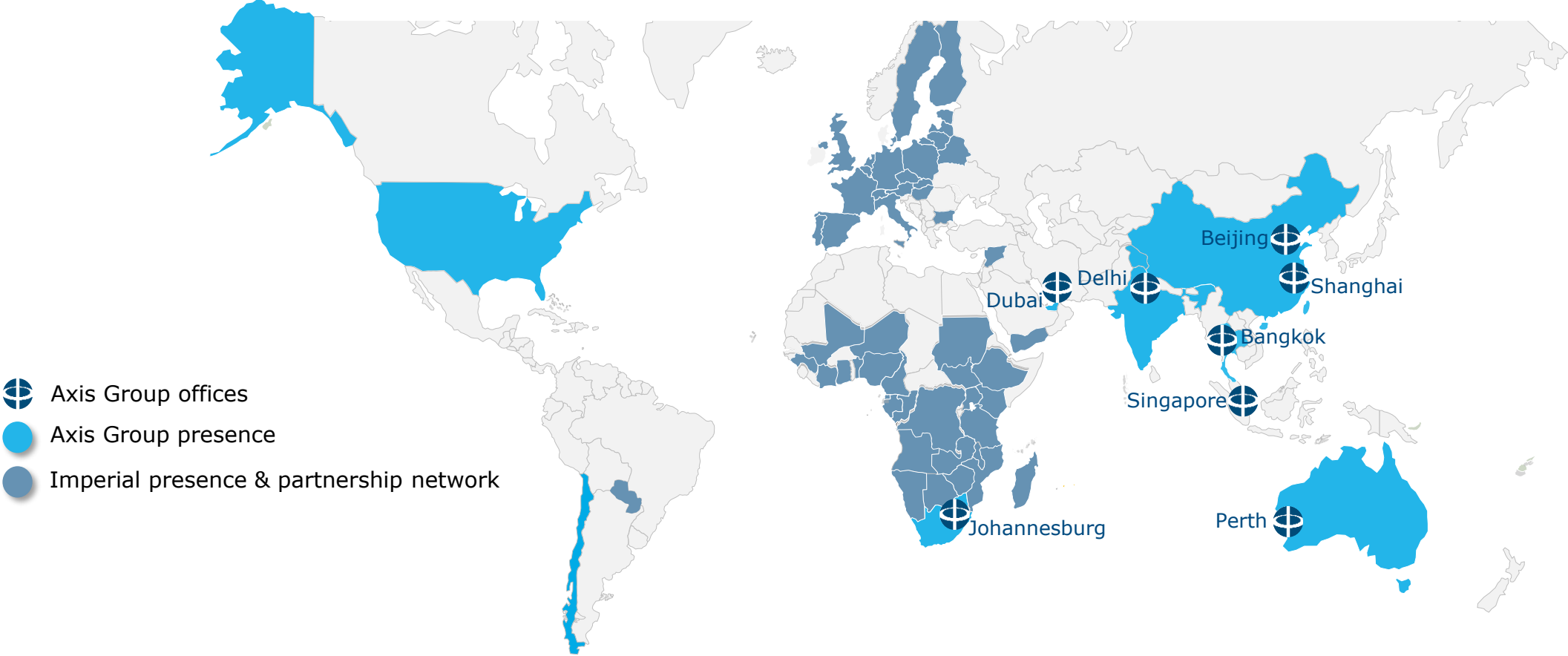


Guiding Principles & Values

Axis Group operates in a manner consistent with the highest international professional and corporate governance standards, and we respect the environment to assure sustainability



Imperial and Axis Group have significant international presence, with focused solutions in our chosen markets, where Africa and Asia play central roles



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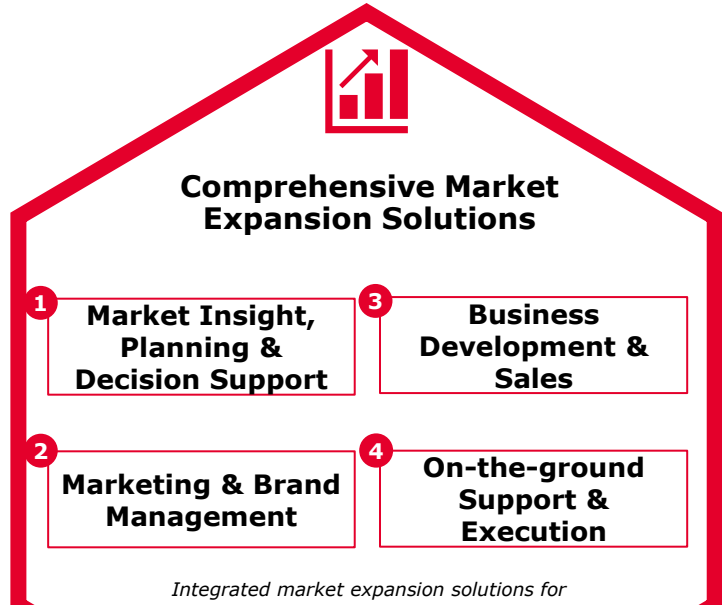
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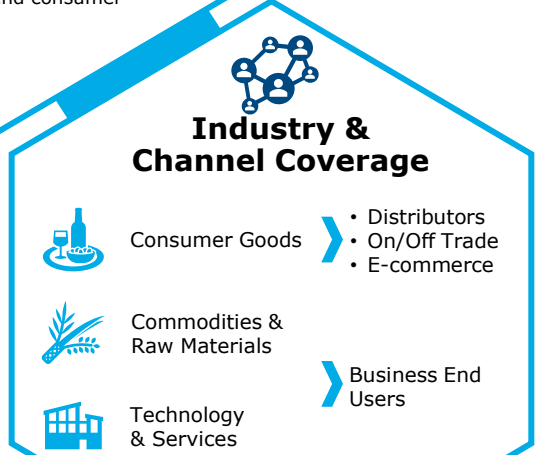
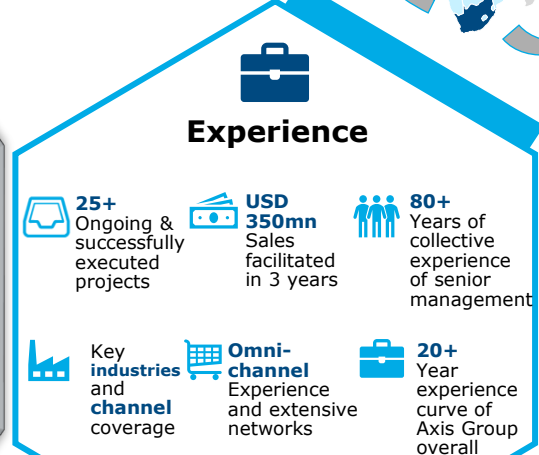


Global Markets. Connected

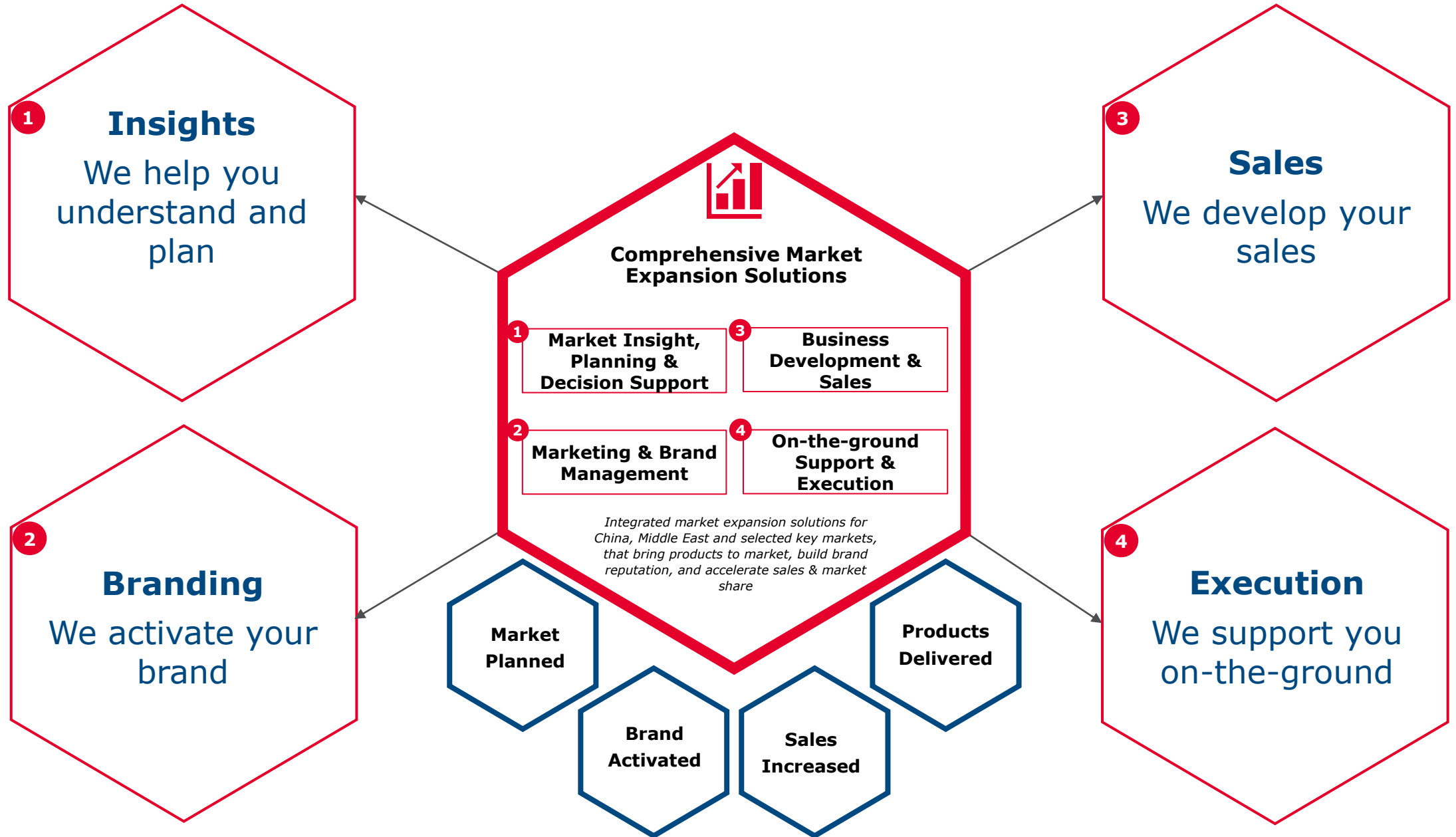
Axis Group Market Expansion Value Proposition



Integrated market expansion solutions for China, Middle East and selected key markets, that bring products to market, build brand reputation, and accelerate sales & market share



Axis Group Market Expansion – Insights, Branding, Sales & Execution



Our Market Expansion offering in more detail

1 Market Insight, Planning & Decision Support

- Market scoping
- Competitive landscape
- Channels to market
- Key stakeholder identification
- Commercial environment
- Regulatory framework
- Partner due diligence
- Opportunity assessment & prioritization
- Business / action plan development

2 Marketing & Brand Management

- Marketing strategy & planning
- Marketing communications
- Corporate communications
- Brand activation & management
- Events management
- Digital and social media services
- Product education & representation

3 Business Development & Sales

- Route-to-market & channel partner management (China)
- Raw material and commodity solutions (i.e., China/Middle East agricultural)
- Client/partner engagement strategy
- Sales management (lead development to pursuit management to PO)
- Negotiation and contracting
- Ongoing client relationship management (CRM)
- E-commerce solutions

4 On-the-ground Support & Execution

- Export/import formalities
- Warehousing & transportation
- Company and product registration
- Legal support (IP, dispute resolutions, etc.)
- Asia team recruitment & training
- Third party management & interventions

Enhance market knowledge and planning

Activate brand and heighten product understanding & recognition

Acquire clients in new markets that significantly impact revenue

Ensure effective implementation & execution

Market Expansion at a glance

Established capabilities in a wide range of sub-sectors under **consumer goods, commodities and raw materials, technology and services**

Successful market expansion track record of **USD350mn** in client sales over **3 years**

Robust **methodologies** from preliminary **feasibility assessments** to finding the **right partner** to **executing complex route-to-market strategies**

Extensive **networks** across **multiple channels** in **resilient, high-growth industries**

On-the-ground presence in selected **stronghold markets**

High-performance, international team with **complementary skills sets** and over **80+ years in relevant collective experience**

25+ ongoing and successfully executed projects across various **industries**

Wealth of experience accumulated over the course of an **19-year experience curve**



Axis Group brings your products to China via an established platform in market



Team make-up and skills: functions (analytical, **compliance, commercial, sales, marketing, quality, logistics**, planning, project management), industry specializations, international backgrounds, local knowledge & language



Dedicated **sales team** to focus on target **business end users**, key **RTM channels (distributors, on-trade, off-trade)** or **e-commerce solutions**



Offices in Shanghai and Beijing, covering Southern and Northern China



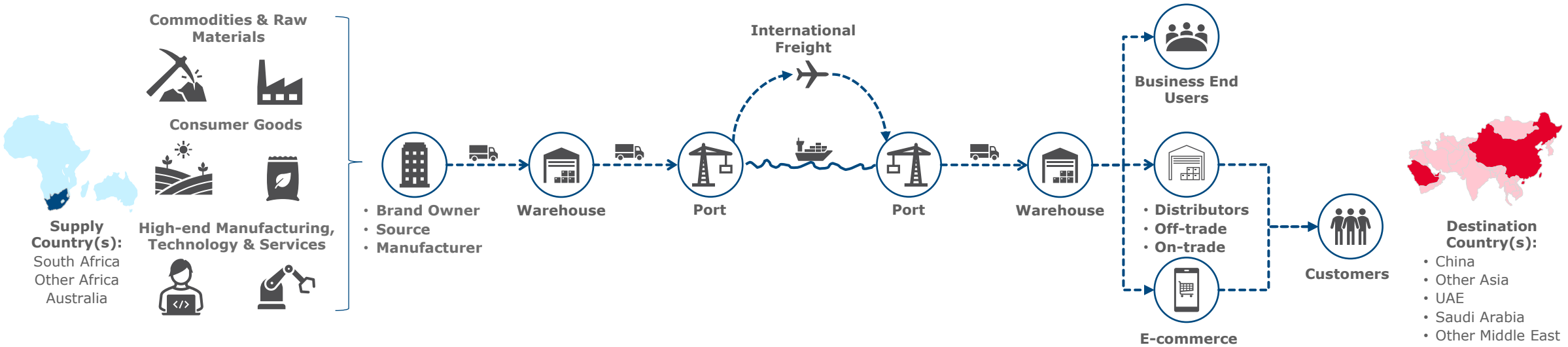
Localised **marketing and brand building** capabilities in both **offline and online** channels



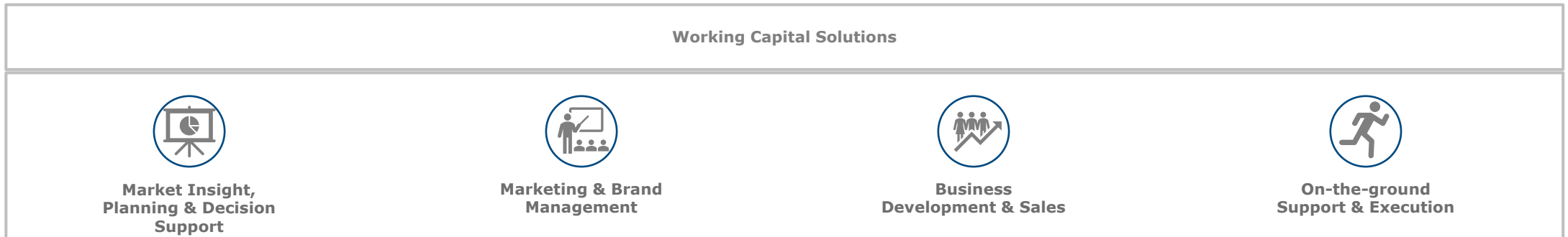
Logistics management – national coverage, with **warehouse in Shanghai**

Axis Group's solutions are truly integrated and span the entire value chain from Africa source to China warehouse

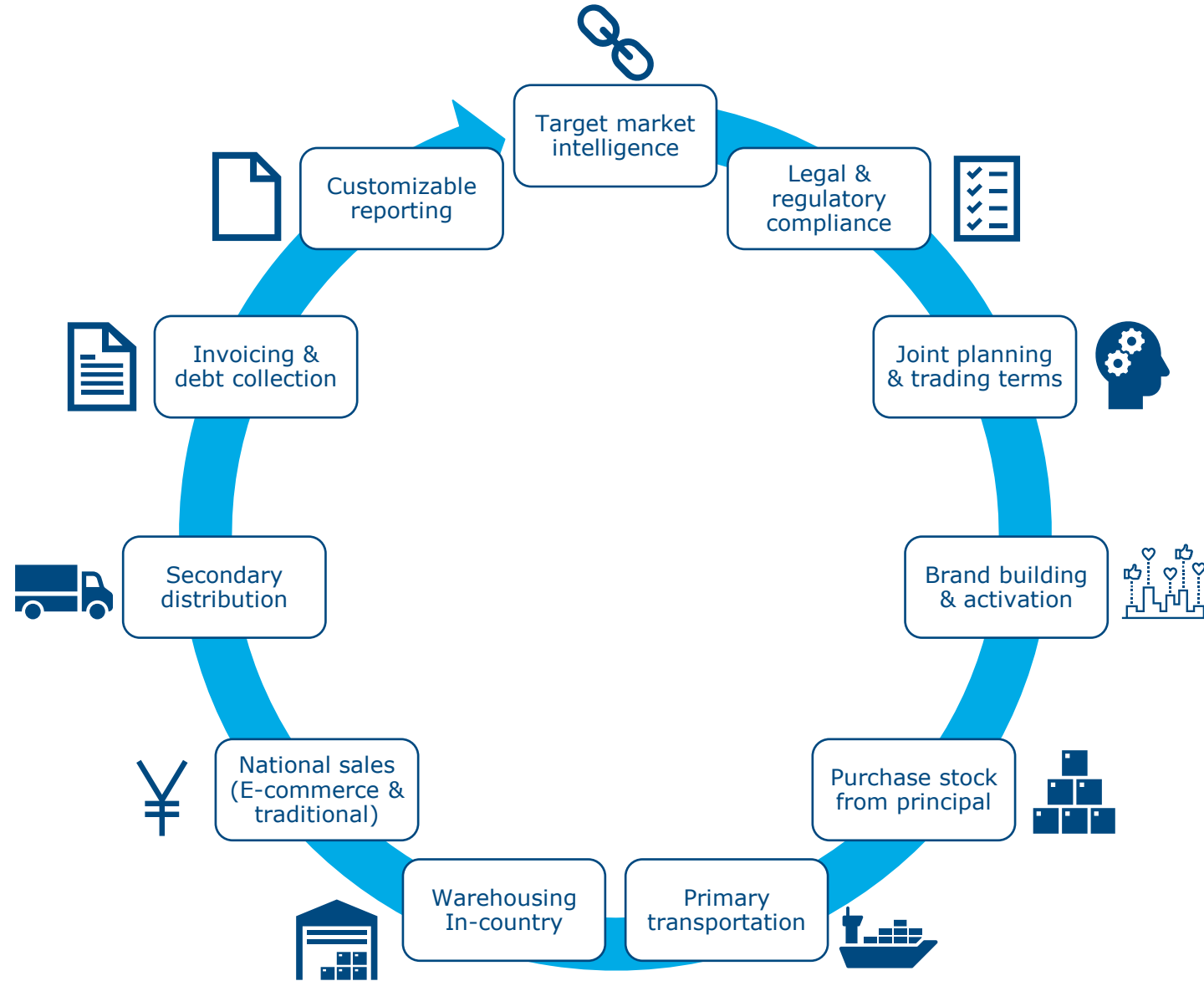
Typical South African Market Expansion Supply Chain



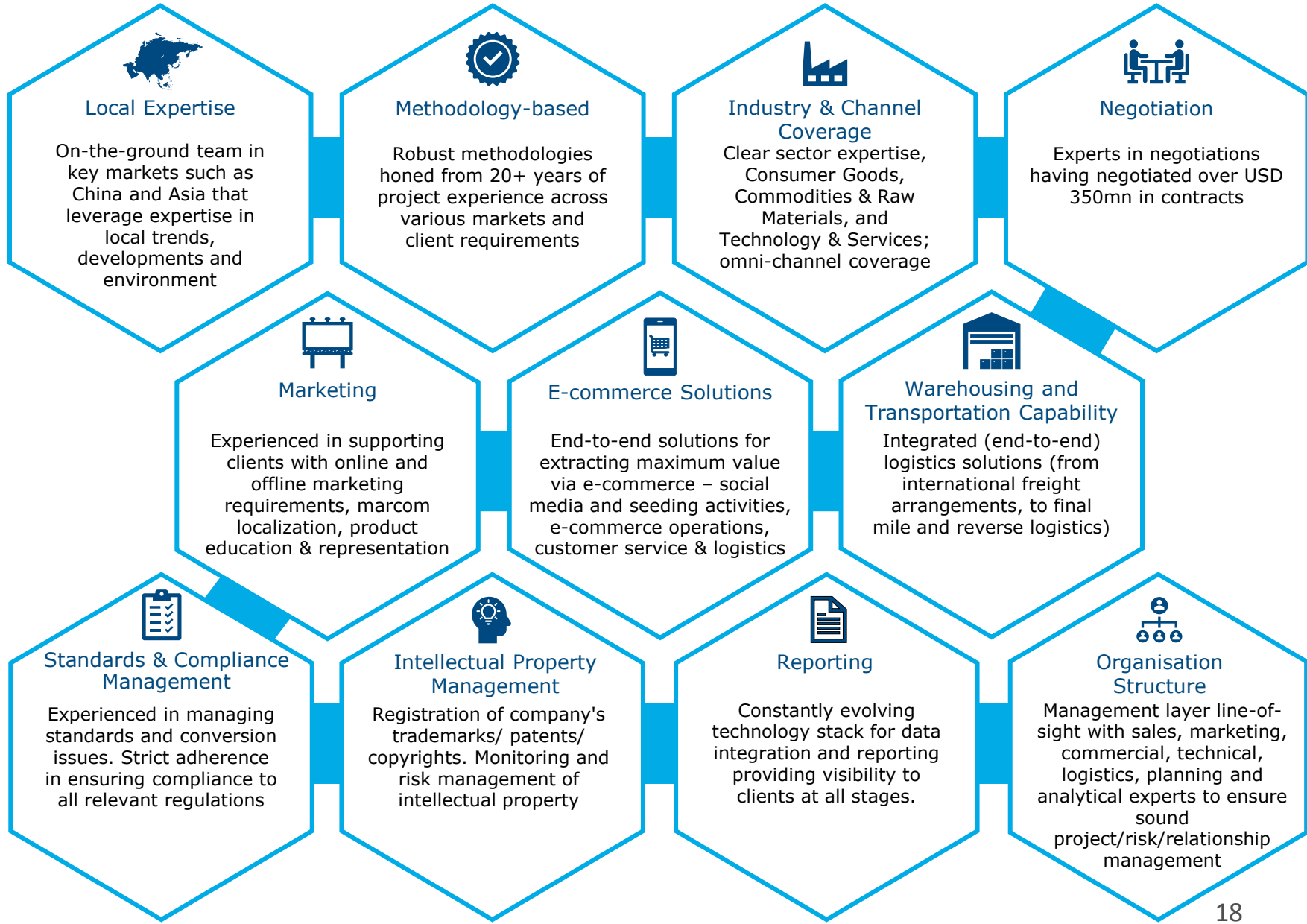
Our Offerings



Fully Integrated Route-to-Market Solution



Why principals work with us? Excellence, Trust & Performance



Industry and channel coverage

Commodities & Raw Materials

Industry Coverage

- Metals and minerals
- Forage crops
- Agriculture products
- Beef
- Chemicals
- Lumber and wood products

Channel Coverage

- Business end-users
- Distributors and other traders

Consumer Goods

- Alcoholic and non-alcoholic beverages
- Packaged food
- Baby food and wellbeing
- Consumer health and beauty products

- Traditional
 - Distributors
 - Off-trade
 - On-trade
 - End consumer
- E-commerce

Technology & Services

- Healthcare devices
- Construction and engineering
- Petrochemicals
- Packaging
- Insurance
- Information technology
- Logistics and supply chain



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Selected Clients



Selected Clients across our Businesses and Sectors

Global Procurement & Supply

Market Expansion

Corporate Advisory

Mining & Resources



Construction & Engineering



Manufacturing



Other



Selected Clients around the world

Solid China and Asia position:

- Substantial networks/relationships
- Strong brand equity
- Systematic methodologies and approach
- Extensive supplier database and supplier relationships
- Category management knowledge
- Mining, energy, EPC, industrial, steel, chemical, packaging, healthcare category knowledge



- We have served small-med-large size companies, that are local, regional and global
- Our primary focus is mid-market or regional players – listed or large privately held enterprises
- Secondary - global players where Axis Group can address opportunity
- We started in SA and China, expanded to Asia, Australia, then Latin America and now the US/EU

Selected Case Studies: Market Expansion

Global Insurance Technology Platform Company

Technology

- Assisted the company in developing key Chinese clients and formally established an on-the-ground China team and office
- Assisted the company with market profiling and potential client engagement



Leading Manufacturer of Port Handling and Wharf Equipment

Industrial

- Performed a comprehensive study of our client's competitiveness in the Chinese as well as Russian/CIS loading arms, valves, furnaces and electric motors markets
- Developed a comprehensive market entry strategy and assisted the client in establishing a sales network in the Russian/CIS markets



Leading International Wine and Spirits Company

Consumer

- Developing and growing key accounts and distributors within on- and off-trade channels and e-commerce platforms in the Chinese market

Leading African Insurance Player

Services

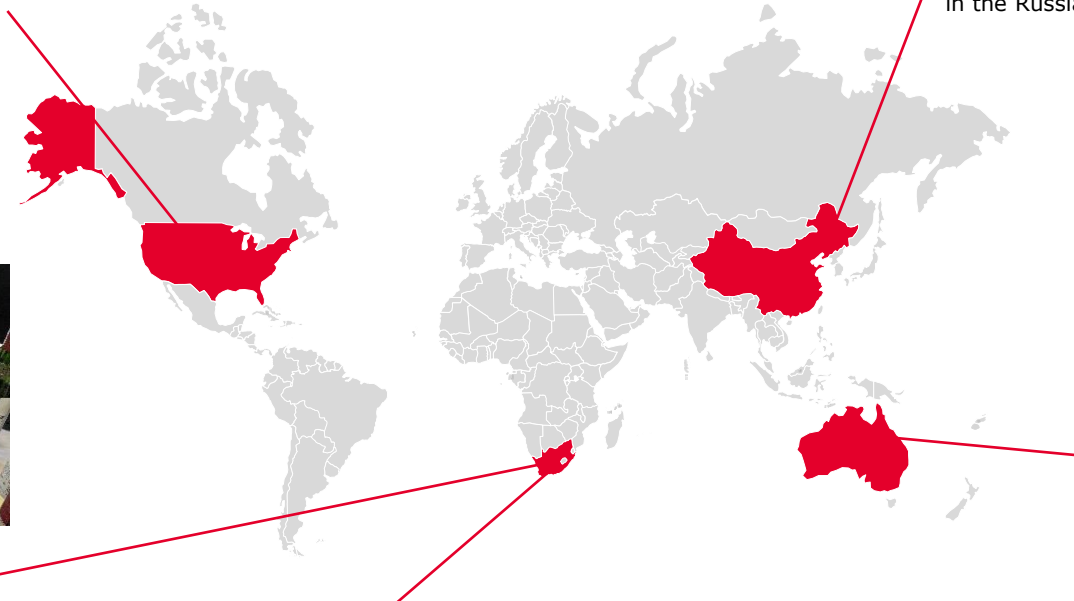
- Performed a comprehensive study on the Asian insurance and financial services sector landscape, and identified the scope of the overall opportunity
- Developed a strategic framework and possible strategic options that integrate and match the client's core competencies with the landscape and opportunity



Leading Offshore Mining Company

Mining

- Conducted an in-depth analysis and assessment of viable commercial and corporate vehicles that will facilitate the best possible presence and customer engagement in China



Selected Cases: Market Expansion

No.	Project	Client
1	China Route-to-Market for Wines and Spirits	A leading wines and spirits company from South Africa
2	China/Asia Sales Development Services for Engineering Services	A leading engineering company in Africa
3	China Sales Development Services for Explosives	A top chemicals company in South Africa
4	Asia Market Development Services for a Seafood Restaurant	A leading Mediterranean seafood restaurant in Africa
5	China Sales Development Services for Lumber	A leading, private lumber company in South Africa
6	China Sales Development Services for Medical Devices	A top medical imaging device manufacturer in South Africa
7	China Sales Development Services for Medical Devices	A leading mammography technology company in South Africa
8	China On-the-Ground Support for Trademark Issue Resolution	A leading pet food manufacturer in South Africa
9	International Growth Strategy: International Explosives Market Analysis, Orientation and Strategic Options	International industrial explosives player
10	Africa Cement Market Analysis and RTM Strategy	A large African cement player
11	China Outbound Opportunity Scoping, Strategy Formulation and Implementation Support	Global EPC/M with a focus on mining and oil and gas
12	China Outbound Opportunity Scoping and Stakeholder Engagement	A top provider of soil stabilization services
13	Competitive Landscape Assessment and Formulation of Engagement Strategy	Construction, mining and property development player
14	China Market Entry for Baby Products	An African manufacturer of baby seats
15	RUSSIA RTM Strategy Formulation	High-technology products specialist
16	Russia & Ukraine RTM for Steel Products	Leading global steel producer
17	China Office Strategic Considerations and Options	Major coal and heavy minerals mining company
18	Asia RTM Strategy and Global Market Study	Diversified construction and infrastructure firm
19	China Marketing Strategy Implementation Support	Leading back-end Software publisher
20	Due Diligence on China Partner	Real estate services provider
21	Global EPC Services Opportunity Assessment, Internal Change, and Potential Client/Partner Engagement	Leading Chinese oilfield services provider
22	Asian Insurance Market Analysis, Orientation and Strategic Options in/with Asia	Comprehensive insurance provider
23	China Market Entry Strategy and Implementation	Leading mining equipment manufacturer
24	China Strategic Orientation and Implementation Support	Leading global gold miner
25	China Business Development for Car Care Products	Lubricant and chemicals manufacturer

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Key People (1/2)

Kobus van der Wath

Founder & CEO



Previous Experience

- Current: Founder, Axis Group International; Adjunct Professor: UCT GSB, SA
- Senior Consultant: BCG, Asia
- Head of Investment Strategy, Asia Pacific (Singapore) & Emerging Market Strategist (UK): Standard Chartered Bank
- Strategist: Standard Merchant Bank, SA
- Economist: SA Reserve Bank

Education

- MBA (INSEAD, France)
- MSc (Curtin, Australia)
- BCom (Hons) Finance & Investments (UNISA, South Africa)
- BCom (Hons) Econ & Ind Psy (UJ, SA)
- Fluent in English, Afrikaans and Dutch. Basic Mandarin

Rachel Wu

Managing Director: Asia
Head: Global Procurement & Supply



Previous Experience

- Sr. Project Manager, Consultant, Procurement Specialist: The Beijing Axis, China
- Consultant, CRM: Foreign Airlines Service Corporation (FASCO), China
- Analyst: Marbridge Consulting, China

Education

- MBA (University of Western Australia, Australia)
- BCom (Hons) Economics (University of Economics and Business, China)
- BA (UEB, China)
- Fluent in Mandarin and English

Chantelle Visser

Financial Director



Previous Experience

- Commercial & Finance Executive: Imperial Managed Solutions Africa
- Financial Manager: Imperial

Education

- BCompt (Hons) Accounting Science (UNISA, SA)
- BCom Accounting Science (UNISA, SA)
- Fluent in English and Afrikaans

Barbie Co

Director
Head: Marketing
Head: People & Culture



Previous Experience

- Head: Market Expansion, Sr. Manager, Consultant, Analyst: The Beijing Axis, China
- Project Assistant: TravelPeople Magsaysay Group, Philippines
- Events and Marketing Consultant: Philippines

Education

- Imperial Executive Development Programme (GIBS Business School, South Africa)
- Chinese Language (Beijing Normal University, China)
- BA (Hons) International Relations (Ateneo de Manila University, Philippines)
- International Business (ESSCA, France)
- Fluent in English, Mandarin and Filipino. Basic French and Minnan

Key People (2/2)

Haiwei Huang

Director



Previous Experience

- Associate Director, Senior Manager, Consultant: The Beijing Axis, China
- Team Leader, Project Manager: CHINT, China
- Sales and Marketing Consultant: HuaQi Telecom, China

Education

- Imperial Executive Development Programme (GIBS Business School, South Africa)
- BA (Hons) Business Administration (London South Bank University, United Kingdom)

- Fluent in Mandarin, English and Shanghainese

Rudi Delport

General Manager:
Market Expansion,
Consumer



Previous Experience

- Founder & Director: East Asia – One Square Meter Consulting, China
- Marketing and Sales Consultant – Boschkloof Wines, Mountain Ridge Wines, Malanot Wines
- Brand Ambassador: BioAstin, China

Education

- BCom (Hons) Development Economics (Unisa, South Africa)
- BCom Economics (University of Pretoria, South Africa)

- Fluent in Afrikaans and English, Intermediate Mandarin

Elvis Qu

Commercial
Manager



Previous Experience

- Vice President - Capital, Senior Analyst: The Beijing Axis, China
- Analyst: Investment consulting company and private equity investment fund, China
- Intern: CITIC Bank Headquarters, Corporate Banking Department, China

Education

- MSE (BeiHang University, China)
- BCom Finance & Economics (University of Auckland, New Zealand)

- Fluent in Mandarin and English

Global Markets. Connected

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