



ICEBOLETHU *Newsletter*

Let's Recap on a Year of Milestones



GCEO
NOMFUNDU MCOYI

Reflecting on a Year of Resilience and Growth

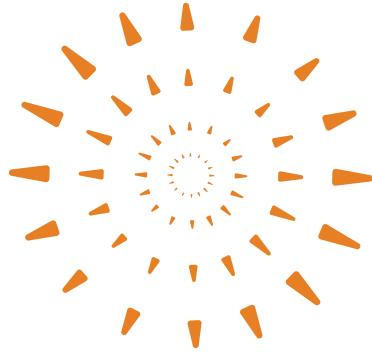
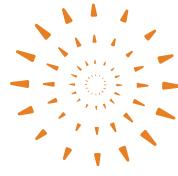
Greetings MaCebo Amahle. We thank God for the gift of life and how he has sustained and ushered us into a new year.

As we welcome the new year, I extend my warmest wishes to each one of you. I hope the holiday season brought joy, relaxation, and an opportunity for reflection. I am extremely proud of the dedication and hard work demonstrated by each department throughout the past year. Our collective efforts have propelled Icebolethu to new heights, and I am confident that, together, we will achieve even greater success this year. Let us build on the positive momentum, embracing challenges as opportunities for growth, and fostering a culture of innovation and collaboration.

As we embark on this journey, I believe that with our shared commitment and unwavering determination, every department will contribute to the continued prosperity of Icebolethu. Here's to a year filled with achievement, growth, and prosperity. Happy New Year!

PSALM 107:1

"O give thanks to the Lord, for He is good & His loving kindness is everlasting."



AGM 2024

Accelerated Growth & Excellence



In a significant stride towards progress, AmaCebo Amahle has commenced its Annual General Meeting (AGM) in 2024, themed "Accelerated Growth & Excellence." This year's theme reflects on the company's unwavering commitment to driving innovation, fostering expansion, and achieving new heights of excellence in the industry. This annual gathering promises to be a momentous occasion, spotlighting Icebolethu's achievements, strategies for growth, and the collective pursuit of excellence. This year the business decided to localize the AGM's to regions to allow space for more engagements and encourage teams to share insights on issues affecting the teams on the ground.

So we're excited for the year ahead as we refuel teams on the ground and renew our dedication to providing better service to our clients through innovation.



EXCELLENCE



15 Year Celebration:

This year Icebolethu is celebrating 15 years since it was established, this is a huge milestone for us and we plan to celebrate this amongst colleagues and there will be program involving our corporate stakeholders and clients. These are some of the planned events for our 15 Year Celebration

March - ***Sanlam Launch***

March - ***Imobile Launch***

April - ***Boxer Launch***

May - ***Family Day***

June - ***Sports Day***

June - ***Youth Event***

July - ***Isibaya Samadoda***

August - ***Flourish Women's Event***

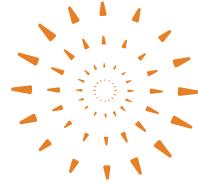
Nov - ***All Night Prayer***

Nov - ***Gala Dinner***

Nov - ***Picnic***



Let's Recap on 2023



A Royal Farewell, Fit For a Prince

We are honored to have been chosen to execute the funeral and memorial service of Prince Mangosuthu Buthelezi.

The legacy of Prince Buthelezi will live on in South African history for all time, and it was both an honor and a responsibility to ensure his final journey was marked with respect and cultural significance befitting a leader of his stature. The values and morals our Prince instilled in the youth will see the Zulu nation grow from strength to strength for many more generations to come. He led with dignity, compassion, and humanity. His contribution to the Zulu culture and traditions will not go unnoticed.

To Icebolethu team, we salute you all for the dedication and commitment shown during the time, to ensure the Prince's send-off was done with the utmost dignity and respect he deserved. The hard work, sleepless nights, and early morning shifts were truly appreciated. Your amazing work did not go in vain and was reflected during all funeral proceedings.

Continue flying the Icebolethu flag. Well done MaCebo Amahle!



Let's Recap on 2023



Managers Conference

Following the Annual AGMs which were held at the beginning of 2023 at the Durban ICC and The Maslow Sandton, the business saw it fit to have a mid-year review where the whole middle management structure of the company converged in Drakensberg at the Champagne Resort to review the first half of the year and ensure that the business was ready to end the year on a high note.

The 3-Day conference provided a much-needed opportunity for the business to scrutinize some of our processes and to test the effectiveness of our multi-channel collaborations as the conference included representatives from all 10 subsidiaries of Icebolethu Group. The mid-year conference was dubbed a success and the business concluded to retain it as an annual event.

Let's Recap on 2023



Icebolethu Foundation Launches its First Fundraising Golf Day

Icebolethu Foundation launched its annual Golf Day at the Drakensberg Champagne Resort, with the aim of raising funds for the foundation initiatives. The event was a resounding success, with participants and sponsors coming together to support the foundation's noble cause. Through the efforts of all involved, the Golf Day managed to raise over R100,000, which will be directed towards various impactful community projects.

Jamming to Soccer

The second edition of "Jamming2Soccer" Celebrity Games 2023 took place on 23 July 2023 at AW Muller Stadium - UJ. The partnership has been fruitful over the past 2 years and the second edition saw much growth as the games were streamed on SABC channels giving Icebolethu exposure to millions of viewers.

The tournament ended on a high note with Team Gospel claiming victory and crowned as winners. This was such a fun and exhilarating way for us to showcase our organisation as a lifestyle brand. One of the highlights for Icebolethu is having some of South Africa's biggest musicians wearing Icebolethu brand. There are talks on expanding the scope of the competition, adding more genres and even having it hosted in KZN, more details will follow.



Let's Recap on 2023



Sports Day:

In September we hosted the annual sports day at the Edgewood Sports Ground, where we saw gloomy weather and outpouring rain, but the teams still took on the matches from tug of war, netball, and soccer and unleashed their undeniable A-Game! The rain didn't stop us from having a joyful and exciting day. The 2024 Sports Day planning is already underway and the Events Team will be sharing details soon.

Icebolethu Foundation's Corner - Making Waves in Community:

The Foundation had an eventful year, filled with greatness and flourishing. One of the highlights was seeing two of our most extraordinary young girls, aged 17, embarking on an inspiring journey from South Africa to Porland to showcase their exceptional talent in canoeing. Thandeka Ndlovu and Luyanda Mkhunya came 4th in this race challenge. However, we are so proud of them for partaking in the 2023 ICF Canoe Kayak Olympic Hopes Regatta challenge and representing our country internationally. These young girls have showcased their skills and capabilities, we look forward to seeing them in more international canoeing races, and breaking boundaries and challenging stereotypes in canoeing in 2024. Well done girls.

**Thandeka Ndlovu
&Luyanda Mkhunya**



Let's Recap on 2023

House Handover:

Icebolethu Foundation embraces the ethos of Ubuntu. Not only by saying it but also by living it through assisting different communities. In October, we handed over a 5-bedroom fully furnished house to the Moliko family in KwaMpumuza - Phayiphini. This act of giving back reminds us that family and community are the true foundations of life. We trust that the Moliko family is enjoying their new home.



Nkandla Computer Skills Centre

One of Icebolethu's flagship projects has been the Computer Skills Centres, last year we were able to launch another one at Inkandla. These centers are aimed at empowering disadvantaged communities with access to the Internet so they can participate in the data age. The Foundation has a plan to roll out more of these across the country and beyond.



Memorial Hill:

The memorial site is in the north of Johannesburg. It is a one-stop shop, which has world-class facilities that will include a chapel where families can have their services, there will be a crematorium and a mortuary facility, a fully functional restaurant, and a catering kitchen. Opening this memorial Hill has been a milestone for us as Icebolethu in our commitment to honoring and preserving the legacies of our client's loved ones.



Let's Recap on 2023

Icebolethu Funerals UK SADC:

Our repatriation services are available to SADC nationals residing in South Africa and SADC regions. Our SADC dignity Plan has added benefits such as covering yourself and your loved ones residing in their country of citizenship & repatriation via air or land. Icebolethu Group will continue to collaborate and forge strategic partnerships with key stakeholders within Africa & the United Kingdom to ensure we assist and develop communities through our services.

SADC Footprint



Unveiling Campaign:

In October we had the pleasure of putting a smile on one of our lucky winners that entered the Unveiling competition. The competition intended to showcase our top-up plans that we're offering. One of the Ts & Cs for the competition was that you have to take up one of our top-ups and enter the competition to win a catered unveiling with a full setup. This campaign has been able to bring much needed spotlight to our top-up products and how they compliment each other as we see tombstone and catering on this one.



Let's Recap on 2023



iSave Rewards:

Icebolethu Group is excited to have re-introduced and pushed iSave in 2023. The rewards have shown great results and the clients are very excited about this. iSave was launched through an epic VIP cinema experience throughout KZN and Gauteng. Our clients get to save up R4 500 a month.

Let's continue encouraging our clients to utilise this special offer, exclusively available for Icebolethu clients. We would like to thank everyone who has contributed in pushing the rewards and participated in all campaigns. We are excited to see people wearing their Orange iSave Tshirts on Wednesday and Friadys participating in Value Wednesdays and Fun Fridays.



iMobile:

As a trailblazer in the funeral services industry, we have once again demonstrated our commitment to our employee's well-being by becoming the first funeral parlor to offer phone contracts to our staff. We are excited to announce that iMobile is now ready to issue staff cellphone contracts.

These contracts come with a device and loaded benefits, there are different packages tailored to suit your needs. Please be in touch with your line manager and don't miss out on these great deals!!! . "CONNECTING OUR PEOPLE"



Let's Recap on 2023

Icebolabantu:

Icebolabantu Roadshows have been lighting up the different regions we have been visiting. Icebolabantu introduces families to the different packages and top-ups we offer, which are designed to cater to their unique needs and preferences. These informative sessions not only provide a platform to explore comprehensive funeral solutions but also offer a touch of entertainment, creating a supportive and engaging atmosphere. Icebolabantu's commitment extends beyond service provision; it's a mobile celebration of life, ensuring that every family receives the information and support they deserve with a personal touch.

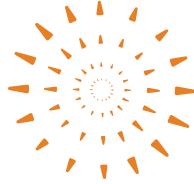


Gala Dinner:

Icebolethu Group, a leading innovator in the Funeral industry, celebrated its 14th Annual Gala Dinner in grand style, bringing together staff, stakeholders, and industry leaders for an evening of glamour and comfort. The gala dinner featured the unique and exciting theme of "Ball Gowns /Black Tie and Sneakers," creating a memorable fusion of elegance and casual chic. The annual gala serves as a platform for Icebolethu Group to express gratitude to its dedicated staff, acknowledge the contributions of valued stakeholders, and celebrate the company's achievements over the past year. The 14th gala was nothing short of spectacular, combining sophistication with a touch of playfulness through the theme that encouraged attendees to embrace both formal wear and comfortable sneakers.



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Wellness:

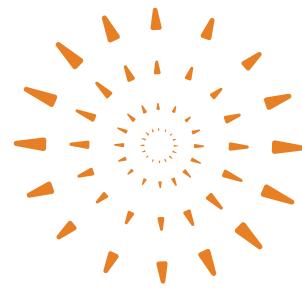
Icebolethu's Wellness department is dedicated to nurturing a holistic approach to health, providing valuable insights and practical tips on breast cancer awareness, mental health support, family planning guidance, and the importance of regular wellness check-ups to empower individuals on their journey to overall well-being.

HR Matters:

A Warm Welcome to Our New Team Members

Over the past few months, we have added new members to the Icebolethu family. Please join us in extending a warm welcome to these talented individuals who have recently joined the organization.

Donald Maduna - **Internal Auditor**
Kudzai Mashingaidze - **Digital Marketing Manager**
Lerato Nkuna - **Accounts Payable Clerk**
Nkosikhona Ndandwe - **Group Internal Auditor**
Gcetylwa Mbube - **Group Internal Auditor**
Nomthandazo Ndiweni - **Internal Auditor**
Hlumelo Goso - **Catering Manager**
Bongiwe Majola - **Group Finance and Procurement Manager**
Gugu Mkhize - **Accounts Payable Clerk.**
Bernard Dlamini - **Operations Supervisor: Ugu and Harry Gwala Region.**
Charlene Shelembe - **Financial Accountant.**
Bongani Ngubane - **Financial Accountant.**
Patricia Shelembe - **Administration Manager: Academy.**
Londiwe Ndlovu - **Intern: Finance.**
Londiwe Sithole - **Group HR Receptionist**
Kubesh Naidu - **Finance Manager**



Let's Recap on 2023

Fleet:

Icebolethu proudly welcomed the new fleet, this is a testament to our ongoing commitment to delivering unparalleled funeral services with the utmost care, dignity, and efficiency.



Product Placements:



Let's Recap on 2023

Social Topics:

6 tips for getting your new year's resolutions back on track
Remember the reason why you made the resolution. Why this goal? ...

- **Be realistic.**
- **Challenge your assumptions.**
- **Prepare for obstacles.**
- **Create an action plan.**
- **Make it fun.**



5 benefits of budgeting:

Budgeting prevents you from overspending on things which don't actually benefit you in the long run. It puts you in control of your money. It helps you see how you can realistically reach the financial goals you have set.

Not knowing if your money will take you to the end of each month is stressful. Working out a budget means you know exactly how much you allocate to all your different needs without having to worry about getting through the month.

It can be flexible. If you decide to spend more on one need and less on another as the month goes by, that's fine, as long as you don't cut down on saving. It helps you save. Once you have a budget in place, saving becomes easier.