

Interactive Entertainment South Africa NPC

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IESA Prospectus

I.E.S.A.

What is IESA?

Interactive Entertainment South Africa (“**IESA**”) is an industry body representing the interactive entertainment industry in South Africa. IESA is mandated to lobby government, develop policy and support industry development to ensure that the legal, economic, social and political environments are the best possible to ensure that the industry thrives.

IESA is a non-profit company that receives the majority of its funding through its membership fees. Any business that is directly involved or is affiliated to games and interactive entertainment can join IESA at one of our membership tiers. By joining IESA a business, regardless of its size or budget becomes part of a collective that together can change the South African interactive entertainment industry for the better.

We want South Africa to be the best place to make games and interactive media on the African continent and the world.

Membership Tier and Benefits

Full Membership

We have a variety of Full Membership rates for developers, publishers and other interactive entertainment creators. Currently membership rates are primarily determined by number of employees. A business can choose to join at a higher membership tier than their employee count would normally qualify them for (for example a sole proprietor could elect to pay the rates of 10+ Studio in order to receive the additional benefits of that tier)

Number of Employees	1	2 - 9	10+
Annual Fee	R6000.00 (or R500pm)	R24,000.00 (or R2000pm)	R60,000.00 (or R5000pm)
Voting rights at AGM	✓	✓	✓
Discounted Rates for IESA events	✓	✓	✓
Listing on the IESA Company Directory	✓	✓	✓
Access to IESA research and reports	✓	✓	✓
Preference for IESA organised Trade missions, National Pavilions and local Expos	✓	✓	✓
Guaranteed Seat on the IESA Board			✓

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Start-up and Student Membership

We have two special tiers of membership for start-ups and students. Any business that would qualify for full membership, but:

- has less R1 million turn over
- employs 1 - 3 people

can elect to become an IESA member as a Start-Up. The Start-Up tier offers most of the benefits of full membership. A business can only subscribe to the Start-Up tier for a maximum of 3 years.

Any student at a legitimate educational institution interested in interactive entertainment can join as a student member. Students who go on to start their own businesses will receive a discounted rate to join IESA as a full member.

Special Tier	Start-Up	Student
Annual Fee	R12,000.00 (or R1000pm)	R400.00 (or R33.33pm)
Discounted Rates for IESA events	✓	✓
Listing on the IESA Company Directory	✓	
Access to IESA research and reports	✓	✓
Automatic Membership to the IGDA		✓
Access to paid internships at member businesses		✓

Affiliate Membership

We have a special membership for businesses that do not qualify for full membership but provide support or ancillary services to the interactive entertainment industry. Academic institutions can also join as part of this membership tier.

Affiliate Members	
Annual Fee	R10,000.00
Discounted Rates for IESA events	✓
Listing on the IESA Company Directory	✓
Access to IESA research and reports	✓
Lobbying and Policy support	✓
1-2-1 Introductions to member businesses (max 5 per year)	✓

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Important information about fees

As we grow and we hope to grow the benefits to all our members by partnering with relevant organizations and coming up with exclusive deals that will assist all membership tiers and add value to their businesses.

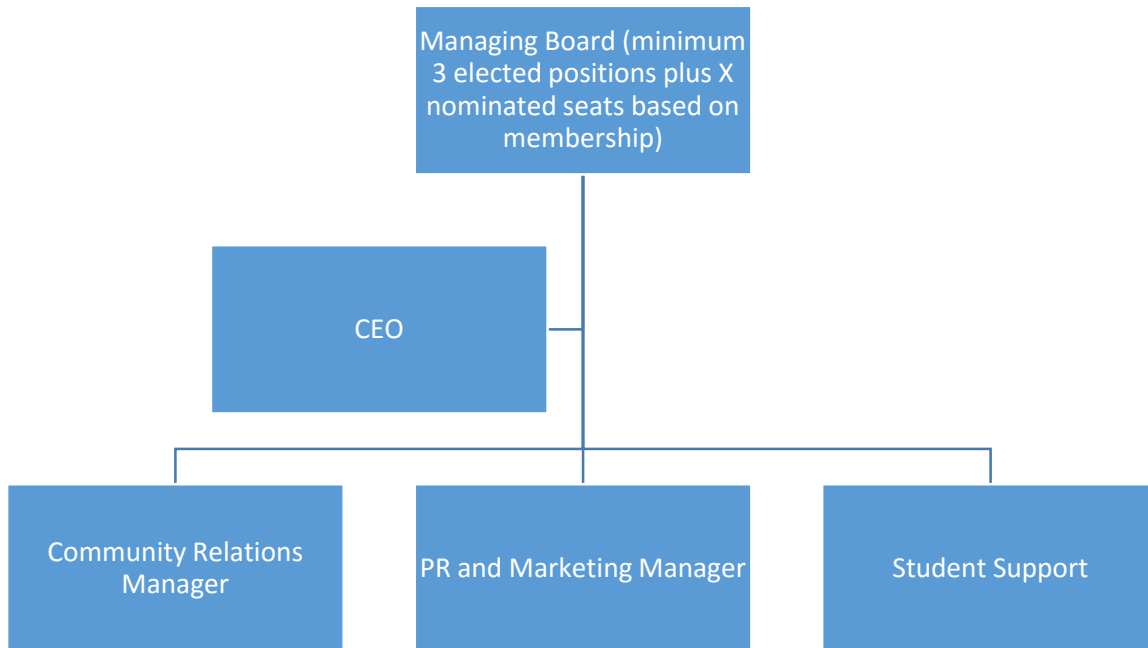
Fees will be invoiced bi-annually or annually according to the tier and choice of the applying business. Special provision can be made for business wanting to pay on a monthly basis.

Founding Membership deals

To help encourage membership at our founding, businesses who apply for Full Membership or Start-Up membership and who pay the years fees in advance will have their annual membership discounted by 1 month.

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Company Organogram



Operational Structure

Managing Board

The Managing Board's primary role is to oversee and ensure the members interests are protected and the organization is fulfilling the role intended by the members. Its main responsibilities are:

- To appoint a CEO
- Decide on the mandate and KPI for the CEO
- Approve annual spending for the organization
- Elect a Chair, Secretary and Treasurer
- Agreeing the strategy of the association
- Setting policy priorities of the association

The board will have two types of seats, elected and nominated.

Elected seats (currently set at 3) will be voted in by the members of the association with voting rights. Each company has a single vote, and cannot vote for a member of their company. Individuals must nominate themselves to run. The board will have 3 elected positions which will sit for a period of three years.

Nominated seats are attached to a tier of membership. If you are a Full Member who is paying for the 10+ employee tier then you can nominate a single person from your organization to have a seat on the board. The nominated positions will sit for a single year.

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Once all members of the board have been decided, the board will then internally vote for the positions of Chair, Secretary and Treasurer.

The board should meet quarterly to receive feedback from the CEO, issue new instructions and decide on urgent/pressing matters.

Emergency meetings can be scheduled as necessary.

Chief Executive Officer

The CEO will be appointed to run the day to day activities of the organization and see to it that the mandate of the board is fulfilled. The duration of the CEO's contract will be up to the board to decide, along with the KPI's, but it is suggested that the contract be for a minimum of 5 years.

The CEO has an ex officio seat on the managing board, but cannot fill any of the designated roles (i.e. Chairperson, Secretary, Treasurer).

As part of the founding phase Nicholas Hall has been appointed as CEO. He will occupy the position for two years. The initial feasibility of the organization is based on the minimum number of members required to pay his salary.

Remaining Positions

Three other employment positions have been designated and the positions should be filled as soon as budget and time allows. Until such time that the positions are filled the CEO will be responsible to ensure that the roles of these positions are met.

The Community Relations manager will be tasked with managing the day to day activities of the various communities operated by IESA as well as communicating with external communities. The role of the broader community is important to ensure the sustainability of IESA as an organization by ensuring that hobbyist and students become employees at member institutions or start their own business which then join IESA. It is suggested that this position be full time.

The PR and Marketing Manager will be responsible in managing the organization's various social media accounts, disseminating newsletters and other information about IESA events and activities to both the IESA members and the broader community. The PR and Marketing Manager will also work closely with the Community Relations Manager and ensure that there is a free flow of information between the organization and the broader community. It is proposed that initially this will be a part time position.

Student Support will be responsible for communicating with the Student Members, organizing student events and ensuring that student concerns and issues are dealt with. It is proposed that this initially be a part-time or volunteer position from the student members.