

**SWORN AFFIDAVIT – MAC B-BBEE QUALIFYING SMALL ENTERPRISE  
Marketing, Advertising and Communications Research Industry**

I the undersigned,

Full name & Surname	Janine Kruger
Identity Number	7708270048086

Hereby declare under oath as follows:

1. The contents of this statement are to the best of my knowledge a true reflection of the facts.
2. I am a ~~member~~ / director / ~~owner~~ of the following enterprise and am duly authorised to act on its behalf:

Enterprise Name	Happy Friday Johannesburg (Pty) Ltd
Trading Name	N/A
Registration Number	2018/081534/07
VAT Number	4090203847
Nature of Business	Marketing, advertising and communications agency
Enterprise Address	Unit G06, Block A, Grosvenor Square 10 Park Lane, Century City, 7441

**Definition of "Black People"**

*As per the Broad-Based Black Economic Empowerment Act 53 of 2003 as Amended by Act No 46 of 2013*

*"Black People" is a generic term which means Africans, Coloureds and Indians –*

- (a) Who are citizens of the Republic of South Africa by birth or descent; or*
- (b) Who became citizens of the Republic of South Africa by naturalization*
  - i. Before 27 April 1994; or*
  - ii. On or after 27 April 1994 and who would have been entitled to acquire citizenship by naturalization prior to that date*

3. I hereby declare under oath that:

- The Enterprise is 52 % Black Owned as per Amended Code Series 100 of the Amended Codes of Good Practice issued under section 9 (1) of B-BBEE Act No 53 of 2003 as Amended by Act No 46 of 2013;
- The Enterprise is 52 % Black Woman Owned as per Amended Code Series 100 of the Amended Codes of Good Practice issued under section 9 (1) of B-BBEE Act No 53 of 2003 as Amended by Act No 46 of 2013;
- I hereby confirm the above ownership was achieved using the flow through principle.

**Definition of "Black Designated Groups"**

*Black designated groups: Means*

- a) Unemployed black people not attending and not required by law to attend an educational institution and not awaiting admission to an educational institution*
- b) Black people who are youth as defined in the National Youth Commission Act of 1996*
- c) Black people who are persons with disabilities as defined in the Code of Good Practice on employment of people with disabilities issued under the Employment Equity Act*
- d) Black people living in rural and under-developed areas*
- e) Black military veterans who qualifies to be called a military veteran in terms of the Military Veterans Act 18 of 2011;*

- The Enterprise is 0 % Black Designated Group Owned as per Amended Code Series 100 of the Amended Codes of Good Practice issued under section 9 (1) of B-BBEE Act No 53 of 2003 as Amended by Act No 46 of 2013

- Black Youth % = 0 %
- Black Disabled % = 0 %
- Black Unemployed % = 0 %
- Black People living in Rural areas % = 0 %
- Black Military Veterans % = 0 %

- Based on the Financial Statements/Management Accounts and other information available on the latest financial year-end of 28/02/2025, (YYYY/MM/DD) the annual Total Revenue was between R10,000,000.00 (Ten Million Rands) and R50,000,000.00 (Fifty Million Rands)
- Please confirm on the table below the B-BBEE level contributor, **by ticking the applicable box.**

100% black owned	<b>Level One</b> (135% B-BBEE procurement recognition)	
Is at least 51% black owned	<b>Level Two</b> (125% B-BBEE procurement recognition)	<b>X</b>

- I know and understand the contents of this affidavit and I have no objection to take the prescribed oath and consider the oath binding on my conscience and on the owners of the enterprise which I represent in this matter.
- The sworn affidavit will be valid for a period of 12 months from date signed by the commissioner.

Deponent Signature: 

Date: 02/04/2025

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Commissioner of Oaths  
Signature & stamp

