



KUDOSAFRICA
FINDING GOOD COMPANIES IN AFRICA

September 2017

Terms and Guidelines for Use: KudosAfrica Verified™ Marks

This document may be occasionally updated, replacing any versions previously issued. A current version is available at <http://kudosafrika.com/kudosafrika-verification.php>

CONTACT INFORMATION

For any questions about this report, contact

Koen Van Noorden
Head of Rating and Verification
koen@kudosafrika.com

INTRODUCTION

The purpose of this publication is to protect the value and integrity of the KudosAfrica Verified™ Marks and thereby enhance the credibility and reputation of companies and investors that use these marks in their business systems and communications.

This document provides a guideline that governs the use of the KudosAfrica Verified™ Marks, including current permissions and limitations.

To use the KudosAfrica Verified™ Mark, please indicate that you agree with the conditions described in this document. **You can sign and scan this document or simply email verification@kudosafrica.com to indicate your confirmation.**

VALUE OF THE KUDOSAFRICA VERIFICATION

KudosAfrica is a sustainability rating and verification provider for privately owned, unlisted African businesses. Our mission is to increase investment into sustainable African enterprises.

A growing number of investors, banks, buyers, and consumers worldwide are looking to do business with companies that can demonstrate strategic commitment and continuous improvement when it comes to environmental, social and governance (ESG) performance - also referred to as corporate sustainability.

The **KudosAfrica Sustainability Assessment™ and Verification** provides a third-party verified, strategic overview of the good things a company is achieving and where it can improve. The indicators and process used by KudosAfrica are aligned with global best practice in sustainability rating, management, and reporting.

Companies that complete the KudosAfrica Assessment and Verification are allocated a **KudosAfrica Verified™ Mark** and **Certificate**, both valid for 1 year, that confirm the company's performance against minimum requirements.

By using the KudosAfrica Verified™ Mark on marketing materials, companies can strengthen their credibility and reputation with stakeholders.

ABOUT THE KUDOSAFRICA PERFORMANCE LEVELS™

The KudosAfrica Sustainability Assessment™ is designed as a strategic decision making tool for your business to plan investment in sustainability improvements that will increase business competitiveness. One of the ways it does this is through allocation of a **Verified Level of Performance**.

Each level tests for governance and operational behaviour that demonstrates sustainability commitment while unlocking business value, such as by improving reputation, reducing risk and business costs, and by inspiring innovation. It is a way to communicate your progress to stakeholders.

The following table provides an explanation of each Level:

KUDOSAFRICA PERFORMANCE LEVELS™

LEVEL 1	Your business demonstrates an understanding of material ESG risks and a strategic commitment to sustainability.
LEVEL 2	Your business has put in place the necessary systems to manage material ESG risks and improve sustainability performance over time.
LEVEL 3	Your business is improving behaviour and results over time on the most important ESG issues for your industry and region.
LEVEL 4	Your business is a leader in managing ESG issues and sets an example for others through innovative sustainability initiatives and collaboration with peers and stakeholders.

USING YOUR KUDOSAFRICA VERIFIED™ MARK

Congratulations you've started the journey and completed your KudosAfrica Sustainability Assessment™. In doing so you have demonstrated a commitment to sustainability good practice and are working with KudosAfrica on your ESG goals and leadership.

The following section provides details on **when and how** to place your KudosAfrica Verified™ mark on marketing materials.

VALIDITY PERIOD

The KudosAfrica Verified™ Performance Level and Certificate are valid for one year from date of verification. Thereafter companies are required to be assessed again. This ensures credibility of reported information as well as encouraging improved performance and monitoring over time.

The KudosAfrica Verified™ mark may not be used after the date of validity has expired.

LIMITATIONS

During the validity period, we require a company to immediately notify KudosAfrica of any material changes that may impact the company's ESG rating for that year, so that we can reassess and make any required changes. This may affect the permissions to use the allocated marks.

The KudosAfrica Verified™ mark may not be used alongside messaging or in the context of business activities that are in conflict with the values and principles that the KudosAfrica brand and assessment promote. These include marketing messages that promote behaviour that is harmful to people or the environment, or use by companies that are complicit in corruption or criminal activities.

ADDRESSING THIRD-PARTY CONCERNS

KudosAfrica has a formal process for addressing any grievances or new information we may receive which may impact a company's ESG rating. This will start with direct contact with the company to verify the validity of information received and offering an opportunity to address performance gaps.

VALIDITY SCOPE

The KudosAfrica Performance Level and Verification applies to **the business as a whole** and according to the scope of verification as set out in the Assessment Report.

It **does not** apply to **particular products or services**. It therefore should not be used on product packaging or in marketing specific products or services.

TERMINATION

KudosAfrica reserves the right to terminate a company's use of any or all of the KudosAfrica Performance Level Logos.

APPROVED MARKS

The following marks are approved for use according to the Level of Performance indicated in the accompanying Certificate.



GRAPHIC DESIGN SPECIFICATIONS

The KudosAfrica Verified™ Marks should be used in the design format and resolution in which they have been provided. **No modifications are permitted.**

RECOMMENDATIONS ON PLACEMENT

We encourage placement of your approved KudosAfrica Verified™ Mark in the following locations:

- On your company website
- On your company marketing materials
- In your company email signatures.

Instructions and HTML code are also available for embedding a Verification Mark on your website. Email verification@kudosafrika.com for more information.

QUALIFYING STATEMENTS

Marks may be used on their own or with the following approved qualifying statements:

LEVEL 1: *Our business has received the KudosAfrica Performance Level 1 rating. Receiving this means our business demonstrates an understanding of material environmental, social and governance (ESG) risks and has a strategic commitment to sustainability.*

LEVEL 2: *Our business has received the KudosAfrica Performance Level 2 rating. Receiving this means our business has put in place the necessary systems to manage material environmental, social and governance (ESG) risks and is improving sustainability performance over time.*

LEVEL 3: *Our business has received the KudosAfrica Performance Level 3 rating. Receiving this means our business is improving behaviour and results over time on the most important environmental, social and governance (ESG) issues for our industry and region.*

LEVEL 4: *Our business has received the KudosAfrica Performance Level 4 rating. Receiving this means our business is a leader in managing environmental, social and governance (ESG) issues and sets an example for others through innovative sustainability initiatives and collaboration with peers and stakeholders.*