

**PROJECT**  
**STARTING FROM**  
**THE BOTTOM CO.**

ECOSYSTEM AND BRAND STRUCTURE DECLARATION





## **ECOSYSTEM AND BRAND STRUCTURE DECLARATION**

This document formally declares and officiates the internal ecosystem of Project Starting From The Bottom (Pty) Ltd (“the Company”), registered under the Companies and Intellectual Property Commission (CIPC) in accordance with the Companies Act, No. 71 of 2008. The purpose of this declaration is to establish and record the official ecosystem of brands, business units, and content divisions operating within the Company’s structure as recognised under its Memorandum of Incorporation (Form CoR15.1A). These entities are wholly owned, managed, and governed by the Company, functioning as creative, editorial, marketing, and technical divisions under its consolidated corporate identity.

### **1. COMPANY OVERVIEW**

- **Legal Entity:** Project Starting From The Bottom (Pty) Ltd
- **Registration Number:** 2025/198204/07
- **Date of Incorporation:** 7 March 2025
- **Director:** Kananelo Quinten Seemahale
- **Creative Manager:** Kwanele Zwane
- **Type:** Private Company (Pty) Ltd
- **Address:** Hatfield, Pretoria, Gauteng, 0028
- **Main Object:** Digital Media, Creative Services, and Strategic Communication Solutions.

<b>Brand / Division</b>	<b>Department</b>	<b>Primary Function</b>
<b>SFTB Editorial</b>	Editorial Department	Publishes industry articles, whitepapers, and insights promoting creative professionals and thought leadership.
<b>SFTB Africa</b>	Editorial Department	Multimedia newsletter delivering African storytelling, social analysis, and cultural commentary.
<b>MMXIV'24 Commentary</b>	Creative Department	Podcast and publication arm exploring music, art, and industry discourse across Africa.
<b>The Finest</b>	Creative Department & PR & Marketing Department	Showcases female creative excellence and design-focused projects from youth and industry professionals.
<b>Juvenility Youth Magazine</b>	Creative Department	Youth-focused digital magazine spotlighting emerging artists and youth culture.
<b>SFTB Network</b>	PROJECT SFTB NETWORK MANAGEMENT	Digital creative ecosystem integrating design, branding, collaborative, multimedia and production services.
<b>SFTB Editorial Whitepaper Series</b>	Editorial Department	Publishes professional research documents and industry guides for creative sectors.
<b>Simuka Publish</b>	Social Media Management & PR & Marketing Department	Provides political and news commentary on X (formerly Twitter)

### 3. GOVERNANCE AND OPERATIONAL FRAMEWORK

All sub-brands and creative units operate under the governance of Project Starting From The Bottom (Pty) Ltd, subject to the authority of its Director and Creative Manager, and in compliance with the Companies Act, 2008. Each division adheres to the Company's internal policies, operational standards, and compliance obligations relating to copyright, privacy, and commercial practice. The authority of the Company's Board extends to strategic development, partnerships, resource allocation, and oversight of all creative and editorial outputs. All intellectual property developed within this ecosystem remains the property of Project Starting From The Bottom (Pty) Ltd unless otherwise agreed in writing.

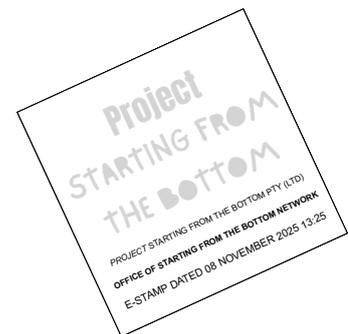
### 4. DECLARATION

This declaration is made to formally recognise and document the operational ecosystem and brand structure of Project Starting From The Bottom (Pty) Ltd. All listed divisions, sub-brands, and content initiatives form part of the Company's unified business identity and operate in alignment with its registered objectives.

AUTHORISED BY:

**COMPLIANCE LEAD**

**AGENCY DEVELOPMENT LEAD**



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