

SERVICE LEVEL AGREEMENT

Appendix B

Marketing and Communications Services

Version 3

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SERVICE LEVEL AGREEMENT

This document defines the complete Service Level Agreement (SLA) for 's **Marketing and Communications Services** function at **Midrand**. This document should be read in conjunction with the Service Definition (SD) schedule, which contains the division of responsibility for each described service between the prospective service provider, BANKSETA and any relevant 3rd party service provider(s). For purposes of this SLA the Marketing and Communications Services function is divided into the following functional areas:

- **GOVERNANCE** - Governance requirements for the Marketing and Communications services delivered under this agreement
- **QUALITY CONTROL** - Describes the requirements related to project management and quality control of the service.
- **ABOVE THE LINE SERVICE REQUIREMENTS** - Describes the requirements for providing Above the Line Services to BANKSETA.
- **BELOW THE LINE SERVICE REQUIREMENTS** - Describes the requirements related to providing Below the Line Services to BANKSETA.

The reporting period for all service level requirements defined in this SLA is monthly unless otherwise stated. A default measurement period of a calendar month must be assumed for the service level requirements where no specific measuring period is listed.

The following figure depicts the layout of the service level requirements and a general explanation is provided for the intent and use of each section of the service level requirement table:

| # | Type | Service | Description | Service Level | Measurement |
|---|----------|----------|-------------|---------------|-------------|
| Task - General description of the task, which together with the other tasks in this section describes the functional area. | | | | | |
| A | B | C | D | E | F |

Explanation:

- Line 1 (Dark grey) – Header repeated on all pages.
- Line 2 (Light grey) – Task name and task description. Repeated for every task in the functional area.
- Service level requirements consisting of the following sections:
 - A – Cross reference to accompanying Service Definition (SD) and, if defined, the Business Metrics (BM).

- B – Priority of this service level requirement e.g. “H” for High priority, “M” for Medium priority and “L” for Low priority.
- C – Service Element name. Where the same Service Element has more than one service level requirement this field is left blank for the second and subsequent service level requirements.
- D – Service Element description. A description of the Service Element including pertinent information on internal and external influences on the rendering of the service. Where more than one service level requirement exists for the same service element this field is left blank for the second and subsequent service level requirements.
- E – Service Level Agreement. A qualitative and or quantitative description of how the specific service element, which is described in full in the accompanying Service Definition, will be rendered.
- F – A description of how the service delivery for this service level requirement will be measured and where and how it will be reported.

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1. GOVERNANCE

Governance requirements for the Marketing and Communications services delivered under this agreement

| # | Type | Area/Service | Description | Service Level | Measurement |
|---|------|--------------|----------------------------------|---|---|
| Meetings and Governance - Description of the BANKSETA's requirements in terms of meetings with the Service Provider. | | | | | |
| GO1.1 | NO | General | General governance and meetings. | No incidents where the Service Provider did not attend a meeting that was pointed out as a mandatory meeting. | Measured by recording whether the Service Provider attended mandatory meetings. |
| GO1.2 | NO | | | Meeting minutes to be distributed within 5 working days of the meeting being held. | Conformance to timeline. |

2. QUALITY CONTROL

Describes the requirements related to project management and quality control of the service.

| # | Type | Area/Service | Description | Service Level | Measurement |
|---|------|-----------------|---|--|---|
| Quality Control - Describes the requirements related to project management and quality control of the service. | | | | | |
| QU1.1 | NO | Quality Control | Adhere to the BANKSETA's Corporate Identity at all times and maintain the brand identity in a consistent and creative manner. | No more than 1 incident, per measurement, per period, where the BANKSETA's Corporate Identity was not adhered to. | Measured by recording the number of incidents where the BANKSETA's Corporate Identity was not adhered to. |
| QU1.2 | NO | | | No more than 1 incident, per measurement period, where the incorrect quantities were delivered. | Measured by recording the number of incidents where the incorrect quantities were delivered. |
| QU1.3 | NO | | | No more than 1 incident, per measurement period, where items of poor quality was delivered. | Measured by recording the number of incidents where poor quality items were delivered. |
| QU1.4 | NO | | | No more than 1 incident where poor quality items were not replaced within 4 working days after the return by BANKSETA. | Measured by recording the number of incidents where poor quality items were not replaced after 4 working days after return by BANKSETA. |

| # | Type | Area/Service | Description | Service Level | Measurement |
|-------|------|--------------|-------------|---|--------------------------|
| QU1.5 | NO | | | Replacement items to be delivered within 4 working days after return. | Conformance to timeline. |

3. ABOVE THE LINE SERVICE REQUIREMENTS

Describes the requirements for providing Above the Line Services to BANKSETA.

| # | Type | Area/Service | Description | Service Level | Measurement |
|---|------|----------------|---|---|--|
| Project Brief - Describes the requirement whereby BANKSETA will provide a project brief to the Service Provider to obtain a quotation. | | | | | |
| AB1.1 | NO | Project Brief | Describes the requirements whereby BANKSETA will provide a project brief to the Service Provider for services and/or products required. | No more than 2 incidents where quotations were not submitted within 5 working days. | Measured by recording the number of incidents where quotations were not submitted within 5 working days. |
| AB1.2 | NO | | | No more than 2 incidents where quotations did not include the minimum details as stipulated in the associated service definition. | Measured by recording the number of incidents where quotations did not include the minimum details as stipulated in the associated service definition. |
| AB1.3 | NO | | | No more than 2 incidents where work was not completed within the agreed to timeframe and agreed to costs. | Measured by recording the number of incidents where the agreed to timeframe and cost were not met. |
| Graphic Design - Describes the requirement related to provision of graphic design services. | | | | | |
| AB2.1 | NO | Graphic Design | Describes the requirement | Adherence to agreed timelines. | Conformance to timelines. |

| # | Type | Area/Service | Description | Service Level | Measurement |
|---|------|--|---|---|---|
| | | | related to provision of graphic design services. | | |
| Media buying and services related to advertising - Describes the media buying and advertising services required. | | | | | |
| AB3.1 | NO | Media Buying and Services | Describes the media buying and advertising services required. | To be defined and agreed at the time the services are required. | Conformance to agreed requirements and timelines. |
| Marketing Communication Consulting Services - Describes the requirements for providing as-hoc marketing communication consulting services. | | | | | |
| AB4.1 | NO | Provide a marketing consulting service on ad-hoc advertising campaigns | Describes the requirements for providing ad-hoc advertising campaigns. | To be defined and agreed at the time the services are required. | Conformance to agreed requirements and timelines. |
| Creative copywriting, editing and proof reading - Describes the copywriting, editing and proof reading services required. | | | | | |
| AB5.1 | NO | Creative copywriting, editing and proof reading. | Describes the copywriting, editing and proof reading services required. | To be agreed at the time the service is requested. | Conformance to agreed requirements and timelines. |

4. BELOW THE LINE SERVICE REQUIREMENTS

Describes the requirements related to providing Below the Line Services to BANKSETA.

| # | Type | Area/Service | Description | Service Level | Measurement |
|---|------|----------------|---|---|---|
| Project Brief - Describes the requirement whereby BANKSETA will provide a project brief to the Service Provider for obtaining a quotation. | | | | | |
| BE1.1 | NO | Project Brief | Describes the requirements whereby BANKSETA will provide a project brief to the Service Provider for obtaining a quotation. | No more than 2 incidents where quotations were not submitted within 5 working days. | Measured by recording the number of incidents where quotations were not submitted within 5 working days. |
| BE1.2 | NO | | | No more than 2 incidents where quotations did not include the minimum details as stipulated in the associated service definition. | Measured by recording the number of incidents where quotations did not include the minimum details as stipulated in the associated service. |
| BE1.3 | NO | | | No more than 2 incidents where work was not completed within the agreed to timeframe and agreed to costs. | Measured by recording the number of incidents where the agreed to timeframe and cost were not met. |
| Graphic Design - Describes the requirement related to the provision of graphic design services. | | | | | |
| BE2.1 | NO | Graphic Design | Describes the requirement related to the provision of | Adherence to agreed timelines. | Conformance to timelines. |

| # | Type | Area/Service | Description | Service Level | Measurement |
|--|------|--|--|---|--|
| | | | graphic design services. | | |
| Printing, binding and delivery - Describes the requirements related to printing and delivery. | | | | | |
| BE3.1 | NO | Printing requirements | Describes the printing services required. | Timelines and specifications to be agreed at time of order. | Conformance to agreed timelines and specifications. |
| BE4.1 | NO | Binding Requirements | Describes the binding services required. | To be agreed at time of order. | Conformance to agreed requirements and timelines. |
| BE5.1 | NO | Delivery Requirements | Describes the delivery services required. | No more than 1 incident where the delivered items were not shrink wrapped and packed in boxes. | Measured by recording the number of incidents where the delivered items were not shrink wrapped and packed in boxes. |
| Copywriting, editing and proof reading - Describes the media relations, copywriting, editing and proof reading services required. | | | | | |
| BE6.1 | NO | Copywriting, editing and proof reading | Describes the media relations, copywriting, editing and proof reading services required. | To be agreed at the the time the service is requested. | Conformance to agreed requirements and timelines. |
| Corporate Gifts - Describes the requirements for sourcing and branding of corporate gifts. | | | | | |
| BE7.1 | NO | Corporate Gifts | Describes the requirements for sourcing and branding of corporate gifts. | No more than 3 incidents where the proposed gifts were not of good quality, as per BANKSETA's requirements. | Measured by recording the number of incidents where the proposed gifts were not good quality, as per BANKSETA's |

| # | Type | Area/Service | Description | Service Level | Measurement |
|---|------|--|--|---|---|
| | | | | | requirements. |
| Digital Media - Describes the requirements relating to digital media | | | | | |
| BE8.1 | NO | Digital Media | Describes the requirements relating to digital media. | To be defined and agreed at the the time the services are required. | Conformance to agreed requirements and timelines. |
| Photography - Describes the requirements relating to photography and video production. | | | | | |
| BE9.1 | NO | Photography | Describes the requirements related to photography. | To be agreed at the time the service is requested. | Conformance to agreed timelines and deliverables. |
| Marketing Communication Consulting Services - Describes the requirements for providing ad-hoc marketing communication consulting services. | | | | | |
| BE10.1 | NO | Provide a marketing consulting service on ad-hoc projects. | Describes the requirements for providing ad-hoc marketing communication consulting services. | Ad-hoc quotations to be submitted to the BANKSETA within 5 business days of the request being received. | Measured by recording the number of incidents where quotations were not submitted within 5 working days. |
| BE10.2 | NO | | | No more than 2 incidents where quotations did not include the minimum details as specified in the service definition. | Measured by recording the number of incidents where quotations did not include the minimum details as stipulated in the service definition. |
| BE10.3 | NO | | | No more than 2 incidents where ad-hoc work was not | Measured by recording the number of incidents where the |

| # | Type | Area/Service | Description | Service Level | Measurement |
|---|------|--------------|-------------|---|--|
| | | | | completed within the agreed to timeframe and agreed to costs. | agreed to timeframe and cost were not met. |