



29 Stiglingh Road,  
Edenburg 2191  
082-3701266

29 June 2023

To: Mr Nick Megens – GM Operations Eden Radio

CC: Licensing@icasa.org.za

Dear Mr Megens,

The representations by Eden Radio of the 27<sup>th</sup> instant in respect of the Application by Extriserve (PTY) Ltd to Transfer its Licences to MediaDynamix (PTY) Ltd, bears reference.

Given the main thrust of the representations, the applicant is not in a position to respond fully thereto. Suffice it to say:

1. the issue of the frequency for the station falls outside the ambit of the application at hand; and
2. the application being tabled is not for a licence for a new commercial radio station. In fact the application explicitly states that the commitment is to continue offering the broadcasting service as set out in the original application by Extriserve and as contained in the licence conditions; and
3. The reference to a Director soliciting support from existing advertisers is in fact a duty of the Director to ensure the success of the licensee under new ownership.

Moreover, Eden Radio in its representations make/use certain comments/words that are inappropriate and unfathomable. To this end, the applicant reserves all its rights herein.

Yours Sincerely

Lyndon Johnstone (CEO)

Directors: LB Johnstone; L Benn; KR Perritt; AA Johnstone