

**"FORM C**

**APPLICATION TO AMEND AN INDIVIDUAL LICENCE  
(Regulation 9)**

**INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**

**Note:**

- (a) Applicants must refer to the Electronic Communications Act, 2005 (Act No. 36 of 2005) ("the Act") and any regulations published under that Act with regard to the requirements to be fulfilled by applicants.*
- (b) Information required in terms of this Form which does not fit into the space provided may be included in an appendix attached to the Form. Each appendix must be numbered with reference to the relevant part of the Form.*
- (c) Where any information in this Form does not apply to the applicant, the applicant must indicate that the relevant information is not applicable.*

| <b>1. PARTICULARS OF LICENCE</b>                                                 |                                       |
|----------------------------------------------------------------------------------|---------------------------------------|
| <b>1.1</b> Licence number:                                                       | 013/commercial/R/SEP/21               |
| <b>1.2</b> Nature of services authorised to be provided in terms of the Licence: | Commercial Sound Broadcasting Service |



|                                               |                                                                                                                                                                                          |
|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.3                                           | Attach a copy of the Licence that is the subject of this application. The copy of the Licence must be marked clearly as <b>Appendix 1.3 of FORM C</b> .                                  |
| <b>2. PARTICULARS OF APPLICANT (LICENSEE)</b> |                                                                                                                                                                                          |
| 2.1                                           | Full name of applicant:<br><br>Yired (Pty) Ltd                                                                                                                                           |
| 2.2                                           | Designated Contact persons<br>(Maximum of two):<br><br>Haseena Cassim – Managing Director<br>Levine Mbuli – Personal Assistant                                                           |
| 2.3                                           | Applicant's principal place of business<br><br>4 Albury Road,<br>Dunkeld Crescent,<br>South West Blocks,<br>Dunkeld West,<br>Ext 8                                                       |
| 2.4                                           | Applicant's postal address:<br><br>Posnet Suite 148<br>Private Bag X31<br>Saxonwold<br>2132                                                                                              |
| 2.5                                           | Applicant's Telephone number/s:<br><br>011 759 6300                                                                                                                                      |
| 2.6                                           | Applicant's mobile number/s<br><br>Haseena Cassim – [REDACTED]<br>Levine Mbuli – [REDACTED]                                                                                              |
| 2.7                                           | Applicant's Telefax number/s:<br><br>N/A                                                                                                                                                 |
| 2.8                                           | E-mail address of designated contact persons (maximum of two):<br><br><a href="mailto:haseena@yfm.co.za">haseena@yfm.co.za</a><br><a href="mailto:levine@yfm.co.za">levine@yfm.co.za</a> |

### 3. PROPOSED AMENDMENT TO THE LICENCE

- 3.1 Set out the proposed amendment/s (with reference to existing clauses in the licence, including trading name/station name for broadcasting services) to the licence which is/are the subject of this application:

Yired (Pty) Ltd (trading as YFM), the licence holder of the Individual Broadcasting service licence NO.:013/COMMERCIAL/R/SEP/21 wishes to apply for an amendment to its commercial sound broadcasting service licence.

Yired (PTY) Ltd makes application to amend the below clauses in the licence:

*7(b) The licensee shall be entitled to reduce ownership by previously disadvantaged persons to below eighty percent (80%) on application to the Authority.*

*7(c) Subject to standard terms and conditions, the licensee shall alter its shareholding structure save that it shall not be entitled to reduce ownership by previously disadvantaged persons to below eighty percent (80%).*

The proposed amendment is as follows:

*7(b) The licensee shall be entitled to reduce ownership by previously disadvantaged persons to below fifty percent (50%) on application to the Authority.*

*7(c) Subject to standard terms and conditions, the licensee shall alter its shareholding structure save that it shall not be entitled to reduce ownership by previously disadvantaged persons to below fifty percent (50%).*

- 3.2 Set out the reasons for the proposed amendment/s to the Licence. If the amendment is regarding programming, please attach research undertaken supporting the proposed amendment. Please attach research report as Annexure 3.2. The report must indicate what necessitates the proposed amendment/s.

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Yired (Pty) Ltd t/a YFM is a wholly owned subsidiary of eMedia Investments (eMedia). We confirm that no ownership structural changes have occurred since eMedia Investments acquired ownership and control of the licensee in 2007.

In its current licence, effective 17 December 2018 issued on 7 September 2021, the licensee details set out in clause 1 as follows:

1. *Licensee*

*The licence is issued to:*

*1.1 Name of Company / Entity: Yired (Pty) Ltd*

*1.2 Shareholders: E Media Investments (Pty) Ltd - 100%*

*1.3 Ownership held by persons from historically disadvantaged groups:  
53.23%*

All annual compliance reports, prior to the 2022/2023FY, have confirmed compliance by the licensee of its licence conditions and there has not been any concerns raised regarding the licensee's compliance with its ownership.

It was only in the 2022/2023FY that the Authority raised the issue that licensee is not compliance with clause 7(b) and 7(c) of the schedule which requires the licensee to not reduce ownership by previously disadvantaged persons to below 80%.

However, Clauses 7(b) and 7(c) of the Schedule are contradictory to Clause 1.3 of the licence which was issued in 2021 which confirms that ownership held by persons from historically disadvantaged groups is 53.23%.

In light of above the licensee requests that the clause 7(b) and 7 (c) be amended in line with clause 1.3 of the licence.

3.3 Explain the implications (if any) of the proposed amendment/s, with specific reference *inter alia* to the provisions of section 10(1) (a), (b), (c), (d) and (f) of the Act:

The amendment will not contravene any provision found in section 10(1)(a), (b), (c), (d) and (f) of the Act.

4. **RADIO FREQUENCY SPECTRUM**



|     |                                                                                                                                                                                                                                                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4.1 | Indicate whether the applicant holds a radio frequency spectrum Licence. If so, provide details thereof and attach a copy of the radio frequency spectrum Licence marked clearly as <b>Appendix 4.1 of FORM C</b> :                                             |
|     | Applicant holds a RADIO FREQUENCY SPECTRUM LICENCE NO.013/COMMERCIAL/RF/SEPT/18 Granted in the name of Yired (Pty) Ltd on 4 June 2019.                                                                                                                          |
| 4.2 | If an amendment to the applicant's radio frequency spectrum Licence is necessary, a separate application to amend the applicant's radio frequency spectrum Licence must be submitted to the Authority in this regard at the same time as this application – N/A |

|                                                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5. UNDERTAKINGS</b>                                                                                                                                                                            |
| 5.1 Provide details of undertakings (if any) and other matters which, in the applicant's view, the Authority may need to take into consideration:                                                 |
| n/a                                                                                                                                                                                               |
| 5.2. Attach a resolution signed by the majority of the members of the board of directors authorising the person signing and submitting this application marked clearly as Appendix 5.2 of FORM C. |

The person signing the application on behalf of the applicant must acknowledge as follows:

I acknowledge that the Authority reserves the right to have any Licence amended pursuant to this application set aside, should any material statement made herein, at any time, be found to be false.

Signed .....  
(APPLICANT)

I certify that this declaration was signed and sworn to before me at ...Yired (Pty) Ltd..... on the .....23..... day of October 2024..., by the deponent who acknowledged that he/she:

1. knows and understands the contents hereof;
2. has no objection to taking the prescribed oath or affirmation; and
3. considers this oath or affirmation to be truthful and binding on his/her conscience.

Certified as a "true" copy of the Original

Commissioner of Oaths (RSA)

Reshad Essop CA(SA)

2024 -11- 01

Registered Chartered Accountant

SAICA Membership No: 30698198

4 Albury Road, Dunkeld West 2196

Tel: +27 11 537 9300

**COMMISSIONER OF OATHS**

Name: *Reshad Essop*

Address: *59 7th Street*

Capacity: *Finance Manager*

(...end of substitution)

## Individual Broadcasting Service Licence



### Independent Communications Authority of South Africa

350 Witch-Hazel Avenue, Eco Point Office Park  
Eco Park, Centurion  
Private Bag X10, Highveld Park 0169  
Telephone number: (012) 568 3000/1

### INDIVIDUAL BROADCASTING SERVICE LICENCE

No.: 013/COMMERCIAL/R/SEP/21

**GRANTED AND ISSUED**

**TO**

**YIRED (PTY) LTD**

**YFM**

**FOR THE PROVISION OF  
COMMERCIAL SOUND BROADCASTING SERVICE**

**SIGNED FOR AND ON BEHALF OF THE INDEPENDENT  
COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**

**EFFECTIVE FROM 17 DECEMBER 2018**

**DR KEABETSWI MODIMOENG  
CHAIRPERSON**

Updated on: 07/09/2021

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Dr. K Modimoeng (Chairperson), P Kadi, Y Kedama, Dr. C Lewis, Adv. LS Mkumatela, Adv. D Gocha,  
T Semane, PJ Zimri, (Councillors), WA Ngwepe (CEO)

## 1. Licensee

The Licence is issued to:

- 1.1. Name of Company/Entity: Yired (Pty) Ltd
- 1.2. Shareholders: E Media Investments (Pty) Ltd – 100%
- 1.3. Ownership held by persons from historically disadvantaged groups:  
53.23%

## 2. Licence Period

- 2.1. The effective date of this Licence is 17 December 2018.
- 2.2. The Licence shall expire on 16 December 2028.

## 3. Contact Details

3.1. The contact person for the Licensee shall be:

- 3.1.1 Name: Haseena Cassim
- 3.1.2 Tel: 011 772 0800
- 3.1.3 Fax: 011 772 0821
- 3.1.4 Cell: [REDACTED]
- 3.1.5 Email: [haseena@yfm.co.za](mailto:haseena@yfm.co.za)

3.2. Should the Licensee propose to replace the person designated, the Licensee shall notify the Authority in writing within seven (7) days after appointing the new designated person.

## 4. Notices and Addresses

The Licensee chooses the following addresses as its principal addresses:

- 4.1. Postal Address  
Posnet suite 148  
Private Bag X31  
Saxonwold  
2132

4.2. Physical Address

4 Albury Road  
Dunkeld Crescent  
South West Blocks  
Dunkeld West  
Ext 8

## **SCHEDULE**

### **1. Name of Station**

Y FM

### **2. Geographic Coverage Area**

Johannesburg, as defined in the coverage map attached to the Licensee's radio frequency spectrum licence.

### **3. Broadcast Language(s)**

Primarily English, IsiZulu and Sesotho.

### **4. Format**

- a) Youth focused service with an infotainment format consisting of seventy-five percent (75%) music and twenty-five percent (25%) talk.
- b) The Licensee may not change more than fifteen percent (15%) of its format between 05h00 and 23h00.

### **5. Local Content Obligations**

- a) The Licensee must ensure that at least fifty percent (50%) of its music is South African music content.
- b) The Licensee must develop programmes which are aimed at empowering local musicians and music producers.

### **6. General Programming Obligations**

- a) The Licensee shall broadcast news for a minimum of two hundred and ten (210) minutes per week on regular basis for a minimum of 40 minutes each weekday during the South African performance period (05h00 to 23h00).

- b) In instances where the Licensee does not originate news material, it must, during its broadcast, credit the source of such material in accordance with accepted journalist practices.
- c) The Licensee will not be required to broadcast news bulletins over weekends.

#### **7. Ownership and Control Obligations**

- a) The Licensee shall establish scheme in terms of which staff are allocated five percent (5%) equity or profit participation.
- b) The Licensee shall be entitled to reduce ownership by previously disadvantaged persons to below eighty percent (80%) on application to the Authority.
- c) Subject to standard terms and conditions, the Licensee may alter its shareholding structure save that it shall not be entitled to reduce ownership by previously disadvantaged persons to below eighty percent (80%).

#### **8. Training and Skills Development Obligations**

- a) The Licensee shall ensure that its staff compliment is reflective of equitable gender.
- b) The Licensee must expend R400 000.00 (four hundred thousand rand) per annum on training and human resources development.

#### **9. Community-related Obligations**

The Licensee must provide at least R1 000 000.00 (one million rand)'s worth of airtime annually to relevant organisations for the purposes of providing free social responsibility messaging.

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**Annual Compliance Report 2021/2022 FY**



**YFM**  
**ANNUAL COMPLIANCE**  
**REPORT**

**MARCH 2023**

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Y Kedama (Acting Chairperson), T Faye, Dr. C Lewis, Adv. LS Mkumatela, C Mushi, N Nontombana, N Sithole, P Zimri (Councillors), T Maluleka – Disemelo (CEO)

**The Licensee complies with its news obligations.**

### **3.6 Ownership and Control Obligations**

Clause 7 (a) (b) of the schedule to YFM's licence stipulates that:

*"The Licensee shall establish scheme in terms of which staff are allocated five percent (5%) equity or profit participation"*

Clause 7(b) of the service licence stipulates that:

*"The Licensee shall be entitled to reduce ownership by previously disadvantaged persons to below percent (80%) on application to the Authority".*

The Licensee is wholly owned by E Media Investments (Pty) Ltd, which is owned by previously disadvantaged persons<sup>7</sup>. There was no application by the Licensee, to reduce its ownership by *"previously disadvantaged persons"* to below the threshold (80%), as stated in the licence clause, above.

**The Licensee complies with its ownership and control obligations.**

### **3.7. Training and Skills Development Obligations**

Clause 8 (a) (b) of the schedule to YFM's licence stipulates that:

*"The Licensee shall (a) ensure that its staff compliment is reflective of equitable gender and (b) must expend R400 000.00 (four hundred thousand rands) per annum on training and human resources development".*

The Licensee submitted that it has a total of forty-five (45) employees and that twenty-six (26) employees are female, and nineteen (19) employees are male which is an equitable number of overall staff complement<sup>8</sup>.

**The Licensee complies with clause 8(a) of its licence.**

The Licensee spent eight hundred and eighty-nine thousand one hundred sixty-seven rand and forty-five cents (R 889 167.45) on training and human resource development. The total amount spent is for the staff training programme for the radio station.

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<sup>7</sup> Appendix C

<sup>8</sup> *Ibid*

## B-BBEE certificate

# EMPOWERDEX

Economic Empowerment Rating Agency

## Hosken Consolidated Investments Limited

Incorporating subsidiaries listed in Annexure "A"

Registration Number: 1973/007111/06  
Address: Suii 807, 76 Regent Street, Sea Point, 8005

| Level Two Contributor                       |              |              |                                           |               |
|---------------------------------------------|--------------|--------------|-------------------------------------------|---------------|
| Scorecard Information                       | Actual Score | Target Score | Analysis                                  | Results       |
| Ownership                                   | 25.00        | 25.00        | Black Ownership Percentage                | 78.54%        |
| Management Control                          | 14.71        | 19.00        | Black Women Ownership Percentage          | 50.48%        |
| Skills Development                          | 13.91        | 20.00        | 51% Black Owned Designated Group Supplier | No            |
| Enterprise and Supplier Development         | 40.19        | 42.00        | Black Disabled Percentage                 | 0.00%         |
| Socio-Economic Development                  | 5.00         | 5.00         | Black Youth Percentage                    | 10.18%        |
| Total Score                                 | 98.81        | 111.00       | Black Unemployed Percentage               | 0.00%         |
|                                             |              |              | Black People Living in Rural Areas        | 0.00%         |
| Participated in Y.E.S Initiative            | No           |              | Black Military Veterans                   | 0.00%         |
| Achieved Y.E.S Target & 2.5% Absorption     | No           |              | Modified Flow Through Applied             | No            |
| Achieved 1.5 x Y.E.S Target & 5% Absorption | No           |              | Exclusion Principal Applied               | Yes           |
| Achieved 2 x Y.E.S Target & 9% Absorption   | No           |              | VAT Number                                | N/A           |
| Empowering Supplier                         | Yes          |              | Financial Year End                        | 31 March 2023 |
| Procurement Recognition Level               | 125.00%      |              | Effective Date Used                       | 28 July 2023  |
| Discounting Principle Applicable            | No           |              | Expiry Date                               | 25 July 2024  |
| Recorded Procurement Recognition Level      | 125.00%      |              | Re-issue Date                             | N/A           |

*J Brebnor*

Technical Signatory - J Brebnor

*28 July 2023*

Date

This verification certificate and the verification report are based on information provided to Empowerdex and represent an independent opinion based on the verification and analysis completed by Empowerdex. The calculation of the scores has been determined in accordance with the Department of Trade and Industry's Codes of Good Practice on Broad Based Black Economic Empowerment as Gazetted on 31 May 2019.

Empowerdex (Pty) Ltd Reg. 2001/027963/07  
Directors: J Brebnor, V Jack, L Ratsoma, C Wu

G23J06706



BVA 030

C e r t i f i c a t e

# EMPOWERDEX

Economic Empowerment Rating Agency



| Company Name                                             | Registration Number | Vat Number | HCI % Ownership | Black Ownership | Black Female Ownership | * Entities have their own BEE certificate<br>** Entities that have their own ownership calculation |
|----------------------------------------------------------|---------------------|------------|-----------------|-----------------|------------------------|----------------------------------------------------------------------------------------------------|
| eMedia Properties (Pty) Ltd                              | 1987/005673/07      | 4490120740 | 54,04%          | 55,02%          | 34,59%                 | **                                                                                                 |
| Sasani Africa (Pty) Ltd                                  | 1996/012855/07      | 4310163219 | 54,04%          | 55,02%          | 34,59%                 | **                                                                                                 |
| Yired (Pty) Ltd T/A YFM                                  | 1996/014304/07      | 4460168830 | 54,04%          | 55,02%          | 34,59%                 | **                                                                                                 |
| Open News (Pty) Ltd                                      | 2010/003280/07      | 4040258453 | 54,04%          | 55,02%          | 34,59%                 | **                                                                                                 |
| eMedia Content (Pty) Ltd                                 | 2006/024290/07      | 4890233531 | 54,04%          | 55,02%          | 34,59%                 | **                                                                                                 |
| Silverline Three Sixty (Pty) Ltd                         | 2003/011405/07      | N/A        | 54,04%          | 55,02%          | 34,59%                 | **                                                                                                 |
| GRIFF Advisory                                           | 2017/496279/07      | 4290280611 | 75,00%          | 58,91%          | 37,86%                 | *                                                                                                  |
| Gallagher Group                                          | N/A                 | N/A        | N/A             | N/A             | N/A                    |                                                                                                    |
| Gallagher Estate Holdings (Pty) Ltd                      | 1989/001668/07      | 4110107531 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| Atterbell Investments (Pty) Ltd T/A Gallagher Convention | 2010/024889/07      | 4820258285 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| Euphorbia (Pty) Ltd                                      | 1991/001263/07      | 4860128638 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| GE Property & Marketing (Pty) Ltd                        | 1991/007006/07      | 4830136182 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| GCC Catering (Pty) Ltd                                   | 2018/506316/07      | 4230284921 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| HCI Coal (Pty) Ltd                                       | 2006/005730/07      | 4120239332 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| Palera Coal (Pty) Ltd                                    | 2006/019675/07      | 4630256651 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| The HCI Foundation                                       | IT1408/93           | N/A        | N/A             | N/A             | N/A                    |                                                                                                    |
| Frontier Transport Holdings Limited                      | 2015/250356/06      | n/a        | 82,05%          | 64,44%          | 41,42%                 | *                                                                                                  |
| HPL and R Investments (Pty) Ltd                          | 2000/010463/07      | n/a        | 82,05%          | 64,44%          | 41,42%                 |                                                                                                    |
| Golden Arrow Bus Services (Pty) Ltd                      | 1992/001234/07      | 4200131631 | 82,05%          | 64,44%          | 41,42%                 |                                                                                                    |
| Table Bay Area Rapid Transit (Pty) Ltd                   | 1995/003407/07      | 4250264068 | 82,05%          | 64,44%          | 41,42%                 |                                                                                                    |
| Sibanye Bus Services (Pty) Ltd                           | 2000/010588/07      | n/a        | 82,05%          | 64,44%          | 41,42%                 |                                                                                                    |
| Eljosa Travel and Tours (Pty) Ltd                        | 2016/392192/07      | n/a        | 76,05%          | 59,74%          | 38,40%                 |                                                                                                    |
| Hollyberry Props 12 (Pty) Ltd                            | 2004/028924/07      | 4250216050 | 82,05%          | 64,44%          | 41,42%                 |                                                                                                    |
| Shuttle Up (Pty) Ltd                                     | 2019/623129/07      | n/a        | 73,85%          | 58,00%          | 37,28%                 |                                                                                                    |
| Alpine Truck and Bus (Pty) Ltd                           | 2020/731789/07      | 4310295373 | 41,85%          | 32,87%          | 21,12%                 |                                                                                                    |
| Frontier Tyres (Pty) Ltd                                 | 2021/959864/07      | 4790303434 | 82,05%          | 64,44%          | 41,42%                 |                                                                                                    |
| HCI Properties                                           | N/A                 | N/A        | N/A             | N/A             | N/A                    |                                                                                                    |
| Kalahari Village Mall (Pty) Ltd                          | 2006/024913/07      | 4840261897 | 50,08%          | 47,19%          | 30,33%                 |                                                                                                    |
| HCI-Whale Coast Village (Pty) Ltd                        | 2014/036206/07      | 4180274617 | 80,00%          | 62,83%          | 40,38%                 |                                                                                                    |
| LynnrIDGE Shopping Centre (Pty) Ltd                      | 2010/007943/07      | 4990264799 | 80,00%          | 62,83%          | 40,38%                 |                                                                                                    |
| Highland Night Investments 93 (Pty) Ltd                  | 2002/013856/07      | 4920265420 | 52,00%          | 40,84%          | 25,25%                 |                                                                                                    |
| Permasolve Investments (Pty) Ltd                         | 2011/126545/07      | 4030260360 | 70,59%          | 55,44%          | 35,63%                 |                                                                                                    |
| HCI-The Palms (Pty) Ltd                                  | 2014/036229/07      | 4200274613 | 60,00%          | 47,12%          | 30,29%                 |                                                                                                    |
| HCI Monte Precinct (Pty) Ltd                             | 2012/125143/07      | 4670262619 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| HCI-Shell House (Pty) Ltd                                | 2014/024004/07      | 4310271541 | 75,00%          | 58,91%          | 37,86%                 |                                                                                                    |
| HCI-Rand Daily Mail (Pty) Ltd                            | 2014/021480/07      | 4810265993 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| HCI Sully Sachs House (Pty) Ltd                          | 2014/038186/07      | 4020280097 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| HCI Cecilia Precinct (Pty) Ltd                           | 2019/318104/07      | 4320287206 | 51,00%          | 40,06%          | 25,74%                 |                                                                                                    |
| HCI Sydney Road (Pty) Ltd                                | 2012/125164/07      | 4850265416 | 82,00%          | 64,40%          | 41,39%                 |                                                                                                    |
| HCI Live The City (Pty) Ltd                              | 2014/063756/07      | 4240297780 | 100,00%         | 78,54%          | 50,48%                 |                                                                                                    |
| La Concorde Holdings Limited                             | 2009/012871/06      | N/A        | 89,60%          | 70,37%          | 45,23%                 |                                                                                                    |
| La Concorde South Africa (Pty) Ltd                       | 1997/020814/07      | 4040109714 | 89,60%          | 70,37%          | 45,23%                 |                                                                                                    |
| La Concorde International (Pty) Ltd                      | 1981/001076/07      | 4900151269 | 89,60%          | 70,37%          | 45,23%                 |                                                                                                    |
| La Concorde Builders Precinct (Pty) Ltd                  | 2018/625182/07      | 4850286784 | 67,20%          | 52,78%          | 33,92%                 |                                                                                                    |
| Tsogo Sun Gaming Limited                                 | 1989/002108/06      | N/A        | 49,77%          | 67,43%          | 41,81%                 | *                                                                                                  |
| Akani Egoli Management (Pty) Ltd                         | 1996/008456/07      | 4950082552 | 49,77%          | 67,43%          | 41,81%                 |                                                                                                    |
| Akani Msunduzi (Pty) Ltd t/a Golden Horse Casino         | 1997/021611/07      | 4910192345 | 49,77%          | 67,43%          | 41,81%                 |                                                                                                    |
| Akani Msunduzi Management (Pty) Ltd                      | 1998/004328/07      | 4950082552 | 49,77%          | 67,43%          | 41,81%                 |                                                                                                    |



BVA 030

A08900

C e r t i f i c a t e



350 Witch-Hazel Avenue, Eco Point Office Park  
Eco Park, Centurion  
Private Bag X10, Highveld Park 0169  
Telephone number: (012) 568 3000/1

No.: 013/COMMERCIAL/RF/SEPT/18

TO

**A COMMERCIAL SOUND BROADCASTING SERVICE TO BE KNOWN AS**

**SIGNED FOR AND ON BEHALF OF THE INDEPENDENT COMMUNICATIONS  
AUTHORITY OF SOUTH AFRICA**

DE VERGEMING VAN DE DRIE HETZEL-RECHTEN IS VAST  
GELEGD EN BEVAT EEN AANBEVELING VOOR EEN  
VERVOLGENDE ONTOEGANG TOT DE VERBODEN TOEGANG  
VOOR EEN VERVOLGENDE ONTOEGANG TOT DE VERBODEN TOEGANG  
VOOR EEN VERVOLGENDE ONTOEGANG TOT DE VERBODEN TOEGANG

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NAAM IN DRUKSKRIJF ZIL MULLER  
NAME IN PRINT

Dr. K Modimoeng (Acting Chairperson), N Gongxeka-Seopa, P Kadi, P Mashile, BC Mokhele, Adv. D Qocha, T Semane, PJ Zimri (Councillors), WA Ngwepe (CEO)

## **1. LICENSEE**

The Licence is issued to:

- 1.1. Name of Company/Entity: Yired (Pty) Ltd
- 1.2. Shareholders: E Media Investments (Pty) Ltd – 100%

## **2. CONTACT DETAILS**

2.1. The contact person for the Licensee shall be:

- 2.1.1. Name: Haseena Cassim
- 2.1.2. Tel: 011 772 0800
- 2.1.3. Fax: 011 772 0821
- 2.1.4. Cell: [REDACTED]
- 2.1.5. Email: [haseena@yfm.co.za](mailto:haseena@yfm.co.za)

2.2. Should the Licensee propose to change the details above, the Licensee must notify the Authority in writing within seven (7) days after effecting such change.

## **3. NOTICES AND ADDRESSES**

The Licensee chooses the following as its principal addresses:

- 3.1 Postal Address: Posnet suite 148  
Private Bag X31  
Saxonwold  
2132
- 3.2 Physical Address: 4 Albury Road  
Dunkeld Crescent  
South West Blocks  
Dunkeld West  
Ext 8

## **SCHEDULE**

### **1. NAME OF STATION**

YFM

### **2. LICENCE PERIOD**

This spectrum licence expires at the same time as the Individual Broadcasting Service Licence No.: **013/COMMERCIAL/R/MAY/19**

### **3. GEOGRAPHIC COVERAGE AREA**

The Licensee shall provide services in Johannesburg in Gauteng Province. The licensee must comply with the attached technical specification (Schedule B2).

### **4. GENERAL CONDITIONS**

The licensee must at all times observe the provisions of international telecommunications conventions, such as those governing the International Telecommunication Union (ITU) and as they apply to the Republic of South Africa.

**SCHEDULE B2**



| CLASS SOUND BROADCASTING SERVICES LICENCE<br>TECHNICAL SPECIFICATIONS |                                         |                   |
|-----------------------------------------------------------------------|-----------------------------------------|-------------------|
| LICENSEE                                                              | YFM                                     |                   |
| TRANSMITTER SITE                                                      | JOHANNESBURG                            |                   |
| SIGNAL DISTRIBUTOR                                                    | SENTECH                                 |                   |
| ASSIGNED FREQUENCY                                                    | 99.2                                    | MHz               |
| GEOGRAPHIC CO-ORDINATES                                               | 28E00 26                                | 26S11 31          |
| PHYSICAL ADDRESS                                                      | SENTECH SITE<br>JOHANNESBURG            |                   |
| SITE HEIGHT                                                           | 1765                                    | m above sea level |
| MID-ANTENNA HEIGHT                                                    | 190.3                                   | m above site      |
| MAXIMUM EFFECTIVE ANTENNA HEIGHT                                      | 411                                     | m above terrain   |
| DESIGNATION OF EMISSION                                               | 250KF8EHF                               |                   |
| FREQUENCY STABILITY                                                   | 2                                       | kHz               |
| SPURIOUS EMISSION LEVEL                                               | 60                                      | dB/1mW            |
| MAXIMUM DEVIATION                                                     | 75                                      | kHz               |
| MAXIMUM EFFECTIVE RADIATED POWER (ERP)                                | 35                                      | kW                |
| ANTENNA HORIZONTAL RADIATED PATTERN                                   | Omni - Directional                      |                   |
| ANTENNA POLARISATION                                                  | MIXED                                   |                   |
| PROGRAMME SOURCE                                                      | STL                                     |                   |
| RDS SERVICE                                                           | YES                                     |                   |
| SST SERVICE                                                           | None                                    |                   |
| PERIOD                                                                | 17 DECEMBER 2018 to 16<br>DECEMBER 2028 |                   |

|                                                                       |                |
|-----------------------------------------------------------------------|----------------|
| Approved by: Philemon Molefe<br>Senior Manager: Spectrum<br>Licensing | <i>PMolefe</i> |
| Date:                                                                 | 23/05/2019     |
| Unique Document Reference:                                            | BS2018/YFM/1   |

K.M



**YIRED PROPRIETARY LIMITED**

(Registration No. 1996/014304/07)

("the Company")

Y-2025-03

**WRITTEN RESOLUTIONS PASSED BY THE BOARD OF DIRECTORS OF THE COMPANY IN  
TERMS OF SECTION 74(1) OF THE COMPANIES ACT, NO. 71 OF 2008, AS AMENDED  
("COMPANIES ACT") On 20 AUGUST 2024**

**RECORDAL:**

The Company has complied with all necessary internal procedural requirements, the Companies Act and the Memorandum of Incorporation.

**RESOLVED THAT:**

1. The Company wishes to apply for an amendment to its Broadcasting Licence.
2. The Company hereby ratifies and approves the signature by an authorised signatory before the date of this resolution of any documents required in connection with the amendment.
3. The authorised signatory listed below, is hereby authorised to sign on behalf of the Company any documents required by the ICASA in connection with the amendment Authorised Signatories:

4.

| Full Name of Authorised signatory | Identity Number | Signature                                                                             |
|-----------------------------------|-----------------|---------------------------------------------------------------------------------------|
| Haseena Cassim                    | [REDACTED]      |  |

5. Notwithstanding date of signature hereof, the effective date of this resolution shall be 20 August 2024

Signed by: Antonio Lee  
Signed at: 2024-11-01 13:36:26 +02:00  
Reason: Witnessing Antonio Lee



**A.S LEE**  
DIRECTOR



**H CASSIM**  
DIRECTOR

  
**K SHERRIF**  
DIRECTOR