

Baden Heim
H O L D I N G S

creating a
homestyle

that matches your
lifestyle



When you build a home you will need a building contractor, a designer, a construction company, an architect, plus internal home furnishings such as bathroom accessories, kitchen units and built in cupboards. You will have to cope with the unnecessary frustration of trying to manage the parties involved. Finally, you end up spending much more than you budgeted for.

Choose BadenHeim to manage your entire building project for you.

CONSTRUCTION
bg **bb** KITCHENS
KOMBUISE

2000|nine

prospectus

why use BadenHeim as contractor



If you are considering building or renovating, but the whole process seems so complicated, expensive and fraught with anxiety that you feel like shelving it, then contact us.

BadenHeim is committed to assisting you with a vast resource of information that you can refer to – whether you're going the regular route, using a general contractor, or the more irregular route of being an owner-builder, or just wanting to get into some DIY.

No matter what path you choose to follow, your ultimate desire is to create a homestyle to match your lifestyle. Whether you're doing new construction, remodelling, repairing or making an addition to your existing home, BadenHeim will match your lifestyle.

Building a new house or renovating an existing home is a team effort that can involve many different people – from a draughtsperson to the roofer, the tiler, the painter, the plumber and even your family – each with a different viewpoint, loads of advice and his or her own idea of what the final product should look like.

Advance planning, proper organisation, good management of funds, and clear communication throughout the design/building process are the keys to a successful construction project.

BadenHeim is committed to doing nothing less than helping you choose the best for you and your family. Your home is a place where you'll plant your garden, relax together, and celebrate birthdays and holidays.

Horror stories of "fly-by-night" builders, unethical practices, non-compliance of standards, cutting corners, substandard materials, delays, poor service and shoddy workmanship abound.

To help you avoid a nightmare experience, BadenHeim is constantly striving to source and provide you with a network of trustworthy, ethical, capable, compliant and experienced contracting companies whose workmanship, business dealings, proper licensing and credentials are above reproach.

Meanwhile, have a look at what BadenHeim has to offer in this document as regards the construction and manufacturing industries.

projects



We are proud of being a respected manufacturing and contracting company. Above is a glimpse at one of our flagship projects that BadenHeim is busy with, as well as one of our prized projects regarding manufacturing - a banded solid oak kitchen.

BadenHeim's primary objective is client satisfaction, as regards acting as building contractor.

innovative thinking

BadenHeim is determined to take the construction, manufacturing and supplying materials to the next level. Our innovative thinking has led to our Business Chain Model. We have established this model by aligning all of our successful businesses. Under the banner of BadenHeim we intend to establish more businesses which would boost our involvement in the activities of projects and developments. We want to give new meaning and content to the construction and manufacturing industries.

Our aim in the near future is to establish our own BadenHeim roof specialists as well as a brick manufacturing company. You, as a client and/or developer, will have access to all the required building materials and professional services from a single project management team needed for any construction project at a very cost-effective price.

BadenHeim has already aligned BG Construction, BB Kitchens and BadenHeim Supplies, allowing us to act in your interest during the following steps:

1. Supply your project with the correct materials
2. Build your home/develop your land with BG Construction, a certified NHBRC-registered building contractor.
3. Manufacture and install home furnishings such as a kitchen, built-in cupboards and bathroom units.
4. Finalise the project with finishings such as tiling, painting and automation.

Through our business chain we offer a benefit package that has no equal in South Africa. The alignment of our businesses is the reason why materials and professional services can be made available at a much better rate than that of other contractors in the market.

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introduction

BADENHEIM HOLDINGS - INTRODUCTION AND OVERVIEW



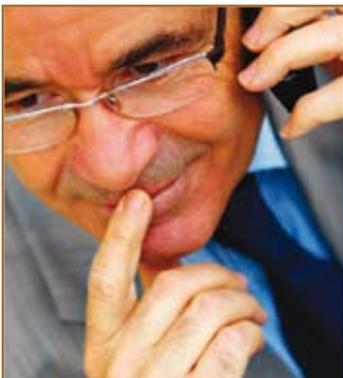
Badenheim Holdings is a dynamic holding company, established in 2006, that specialises in providing a one-stop service for the sales management, development and manufacture of a variety of property and manufacturing projects. It provides clients, developers and tenants with the expertise to guide a project through complex development processes, from its conception to the building's completion. The company has a proactive philosophy and is able to advise on alternative and/or more cost-effective solutions at any stage of the development process.

Badenheim Holdings consists of a number of businesses. The two main businesses are BG Construction and BB Kitchens, with specific reference to the construction and manufacturing industry. BG Construction and BB Kitchens handle developments across three main sectors of the property industry, namely residential, commercial and manufacturing.



BG Construction is the construction and development company of BadenHeim Holdings. The company specialises in the construction and/or building projects, development of vacant land, extensions and modifications to existing facilities, as well as maintaining existing facilities and construction sites. BG Construction will take care of your building project with Turnkey Solutions, offering an affordable pricing budget through our well-managed Turnkey Project Team.

BB Kitchens is the manufacturing company of Badenheim Holdings. BB Kitchens specialises in manufacturing kitchens, built-in cupboards and bathroom units. The company was established in 1983 and is regarded as one of the leading manufacturing companies today.



Most of our projects are focused on contracting for developing companies, including lodges, residential homes, building, property development, renovations, construction, small-to-medium commercial and industrial facilities and manufacturing kitchens, bathroom units and built-in cupboards.

BG Construction and BB Kitchens are operating since 1983.

** Please view the services section to see all the services supplied by BadenHeim.





profile

BG CONSTRUCTION AND BB KITCHENS - CORPORATE PROFILE

For 26 years, BG Construction and BB Kitchens have been offering a professional building and manufacturing services across Limpopo and Gauteng. Founded by F.H and A. Badenhorst in 1983, BG Construction and BB Kitchens designs and constructs according to your needs, for example building of new houses and manufacturing kitchens, build-in-cupboards and bathroom units of timeless quality to this day.

After deciding to build your dream home, the process starts with a meticulous design process, in which we choose a building style that matches your lifestyle. Each corner and finishing is carefully planned for the most elegant look, and a beautiful feel. Then, using only the finest materials, BB Kitchens and BadenHeims interior team, consisting of experienced craftsmanship, will provide both luxury and professional service, creating the imaginative home design that you always wanted.

BG Construction and BB Kitchens pride itself on our reputation of longstanding, trusting relationships with the suppliers and subcontractors that help build our homes and products. These bonds produce a higher-quality, more efficient approach to building and project management – a difference you'll see in every one of our communities.

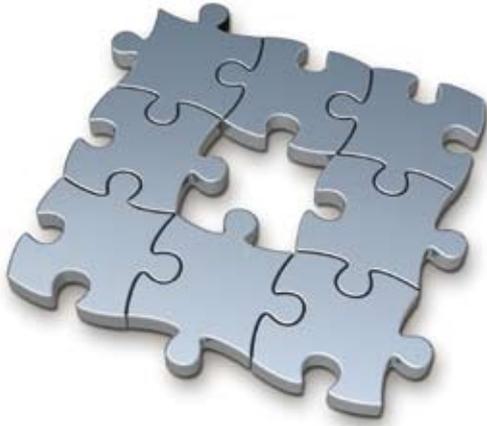
Most importantly, BG Construction and BB Kitchens recognise you as our customer, as the most important part of any project, carrying your interest at heart. We listen to your needs and desires, and reproduce them into a reality. Rest assure that we won't rest until we've met – and exceeded – all your expectations.

The primary service of BadenHeim Holdings, with specific reference to BG Construction and BB Kitchens, is to offer our professional service(s) and knowledge as contractors, manufacturers and suppliers to our clients in the construction, building and manufacturing industries.

BB Kitchens and BG Construction each has a skilled and experienced labour force, capable of performing all kinds of manufacturing and construction, and able to supply, repair, maintain, build and install various types of projects. Apart from the quality skills of all our workers, we are also highly trained in the necessary safety and rescue procedures.

We use up-to-date safety methods and equipment, manufactured and designed to international specifications, which enable us to work safely in otherwise dangerous circumstances. Our experience in problem solving and speedy execution has given us a respected reputation in all the industries in which we are involved.





VISION

BadenHeim Holdings intends to become the preferred construction manufacturing identity renowned to developers, private clients and developing estates alike. Our vision can be best described as:

“... to be the preferred contractor in the construction and manufacturing industry, offering clients outright satisfaction”.

Customers will regard BadenHeim's service formats as their first choice concerning:

- the right partner for accessing and understanding their needs and finding solutions.
- the preferred employer in the construction and manufacturing industry.
- professional quality and being a trustworthy South African corporation.

Currently BadenHeim offers viable services with a dedicated working team to give the necessary support and management. BadenHeim's main objectives are the following:

Our short-term goal

- to establish our brand through a marketing strategy to make as many developers and private clients as possible aware of BadenHeim Holdings, and to sell our service(s) to our relevant target market.

Our medium and long-term goal

- persuade recognised developing companies to include BadenHeim, with specific reference to BG Construction, as primary contractor on large construction project to acquire a partner or partners
 - either partnering BadenHeim, AND/OR
 - selling shares in the company AND/OR
 - buying shares in other companies
- expand the company, allowing clients access to any form of primary home contents required to set up a newly built home
- to constantly improve the business to keep up with new industry trends
- to market the services rendered by BadenHeim Holdings (Pty) Ltd that will encourage prospective developers and clients to make BG Construction their company of choice.





MISSION

BadenHeim Holdings is a locally owned group that focuses on construction, manufacturing and supplying of building materials. Our aim is also to provide a professional contractor service for all constructional, building and industrial formats. Each of these formats is reliant on high volumes and operational excellence. The group actively seeks the continual improvement of performance in its portfolio and parts, through strategic and structural objectives, excellent management, cost-effective technology and the sharing of capabilities, knowledge, resources, influences and information.

Tough leadership, individual- and collective performance, and collaboration throughout the group are appropriately rewarded.

The company has three main business missions:

- to provide quality goods and reliable services at reasonable prices
- to have a strategic alliance with well-established companies and key people in the industry
- to create awareness of the possibilities for building and manufacturing solutions despite high interest rates and alternative risks in the economical sector.

CREATING BUSINESS VALUE

In view of the importance of locating production close to the market, our business is situated locally. Reporting our economic impact helps us examine the wider societal benefits and costs that arise from our projects and services.

To achieve our business goals and maintain our mission and vision we have established ambitious targets. Creating value is the paramount objective of BG Construction and BB Kitchens. Both companies are progressive in outlook and have great stories to tell.



Building beautiful communities



Precision

ultra

modern

BadenHeim is committed to building safe and beautiful homes.



Finishing

Creating a homestyle to match your lifestyle



When you decide to build a home you will need a designer, building contractor, construction company, an architect, plus internal home furnishings such as bathroom accessories, kitchen units and built-in cupboards. Most of the time you end up spending much more than you budgeted for.

BadenHeim will make your building experience an unusually easy process. Our experience in project and construction management will save you time, money and energy. We will act in your best interests to successfully build your dream home. We are a preferred NHBRC-approved contractor and only make use of the best subcontractors.

People buying or developing property has to cope with the unnecessary frustration of trying to manage the parties and the project. We provide sound advice on all construction issues and problems. In conjunction with our partners, we provide engineering services and specialised project design services



Construction:
a collaborative effort between the entire building community.



Strategy

STRATEGY AND OBJECTIVES

- Identify opportunities for partnerships with groups having a similar vision.
- Establish distribution centres closer to the targeted growth markets.
- Continue to act as a responsible corporate citizen.
- Integrate with the manufacturing of strategic building and construction products.
- Establish long-term partnerships with other manufacturers in the industry.
- Focus on business opportunities created by massive infrastructural development in the region.



Developing and maintaining strong relationships with our fellow companies, sub-contractors, third parties, clients and suppliers are vital to the success of BadenHeim. We are committed to a continuous process of listening to and learning from people and organisations engaged with our operations nationally, and soon also internationally. These engagements help us to understand the industry's concerns and project expectations.

Working in cooperation with organisations at all levels is integral to operating and achieving a sustainable future. In this way we have developed a rich network of external partners.



VALUES

We value diversity, dignity and respect, integrity, trust, stewardship, accountability and entrepreneurship. BadenHeim is a managed portfolio that forms part of a manufacturing factory, a supply company, a construction company, a buying group, project management teams and other industrial or commercial services.

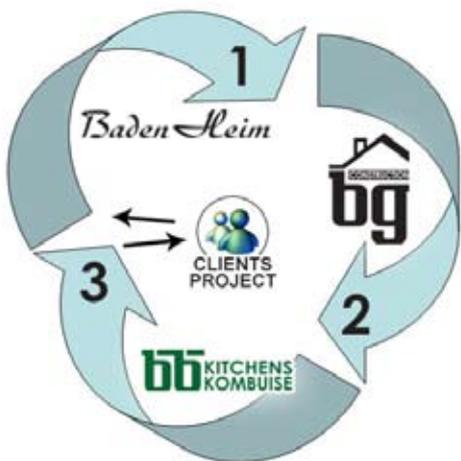
BadenHeim's manufacturing and construction enjoy high recognition. The group reaches a diverse consumer base that extends from Living Standard Measure (LSM) 6 to 12.



OUR METHODS AND ADVANTAGES:

- We use a skilled work force able to move in quickly, complete the project and leave with the minimum disruption and damage to delicate environments.
- We work with smaller crews of highly skilled operators.

BadenHeim Holdings (Pty) Ltd Business chain approach.



- The value chain is a business model followed by BadenHeim Holdings (Pty) Ltd to maximise wealth. The model allows the different companies registered within BadenHeim Holdings (Pty) Ltd to render services to one another, as one would do with other suppliers. For example, in most instances we act as our own supplier, manufacturer and contractor, which leads to a much more cost-effective solution for clients. This means that clients can get all the necessary requirements for contract or manufacturing purposes directly from the BadenHeim Group, without the hassle of dealing with additional suppliers.
- This allows for an entire project to be managed by the BadenHeim group, limiting project managers to as few as possible, often only one.

The figure to the left shows the overall business chain.

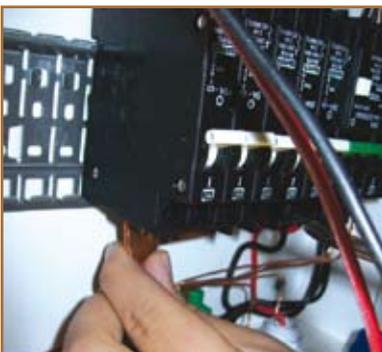
The figure below shows in detail how the business chain works.

		BEGIN → END				
PHASE	Decision	Architecture	Material	Service	Furnishings	Finishings
WHO	Client	BadenHeim Architecture team	BadenHeim Suppliers	BG Construction	BB Kitchens	BadenHeim BG Construction
SERVICE		Architect Consulting • Budget • Time • Quality Architect Solutions Building Plans	Building Material • Bricks • Cement, etc. Project Accessories Home Accessories	Construction Project Management Plumbing Electrical service	Kitchen Built-in Cupboards Bathroom Units Vanities Study Bar	Painting Tiling Handover

products

PRODUCTS AND SERVICES

BadenHeim acts as holding company to a variety of companies that offer the manufacturing and supply of construction and/or building materials including installation, and/or solutions to service problems. Below are the largest areas of interest for BadenHeim and affiliated companies:



- **Construction**
 - **Building / Turnkey Solutions**
 - **Automation**
 - Building, home and security automation*
 - **Project management**
 - *Estimates*
 - *Costing*
 - *Schedule management*
 - *Contract management*
 - *Site management*
 - *Quality management*
 - *Building maintenance*
- *Fences, Painting, Tiling, Interior decoration, Paving, Plumbing, Electrical contractor, Roofing,*
- **Manufacturing**
 - *Kitchens*
 - *Bathroom units*
 - *Built-in cupboards*
 - *Doors and door frames*
- **Supply of materials**
 - *Electrical products*
 - *Plumbing products*
 - *Steel*
 - *Ready mix/Cement*
 - *Bricks*



workplace

AFFORDABILITY OF PROJECTS AND SERVICES

Manufacture of affordable projects and the construction of affordable housing present us with opportunities to create new markets. This is also to the benefit of the lower income group. Our ongoing business strategy focuses on process, service and product innovation, as well as promoting sustainable construction, manufacture and supply, as demonstrated in our Business Chain Model.

Innovative customer solutions are the key to improving our own performance and that of our customers. We provide solutions to meet the increased demand for building and manufacturing, while proactively encouraging our customers on sustainable solutions. This sometimes represents a challenge, as it takes time to build up trust in new products.

PROVIDING A SAFE WORKPLACE

The good health and safety of our employees, subcontractors, third parties, clients and visitors are vital to our business success.

Over the past few years, competitor contractors were involved in twice as many fatal accidents as BG Construction and/or BB Kitchens employees. Safety management is thus a clear priority. All contractors, subcontractors and third parties are required to comply with BG Construction and/or BB Kitchens safety standards.

By analysing the causes of all accidents (and avoiding them in the future), group Chairperson of BadenHeim Holdings (Pty) Ltd, Frans Badenhorst, insisted on present corrective measures to all of the workers of BG Construction and BB Kitchens. "Based on this, we have identified the major causes of fatalities, the most frequent of which were cutting wounds and falling from a great height."

BG Construction directives on fatality prevention are being developed and rolled out to address these found major causes. The directives encompass hazard identification, risk assessment and control, training, and maintenance and emergency procedures. Clear organisational accountabilities are supported by a robust program of training, communication, strict procedural discipline and locally developed policies and action plans.

The challenge remains as the number of accidents and fatalities is still a concern. We will redouble our efforts to ensure "zero harm" in the workplace.





ethics

CODE OF ETHICS

The Board of Directors have implemented a comprehensive code of ethics. This code require directors, management and employees to maintain the highest ethical standards in their dealings with all stakeholders, and the implementation of this code will be monitored throughout the company's operations. BadenHeim Holdings is committed to achieving the highest standards of ethical behaviour in conducting business with associates and companies. Our code of ethical conduct is intended to guide the standard of behaviour towards all BadenHeim associates, placing special emphasis on:

- our interactions with each other
- our customers
- our shareholders
- our suppliers
- communities in which we operate.

contact

CONTACT US

For any information related queries, please contact us as indicated below:

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