

ECONOMY

Leveraging branding to create preference in a low-velocity economy

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HOTSPOT

Namibia removed from global hunger hotspot list

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LEADERS

How young leaders can be seen and respected in a global workplace

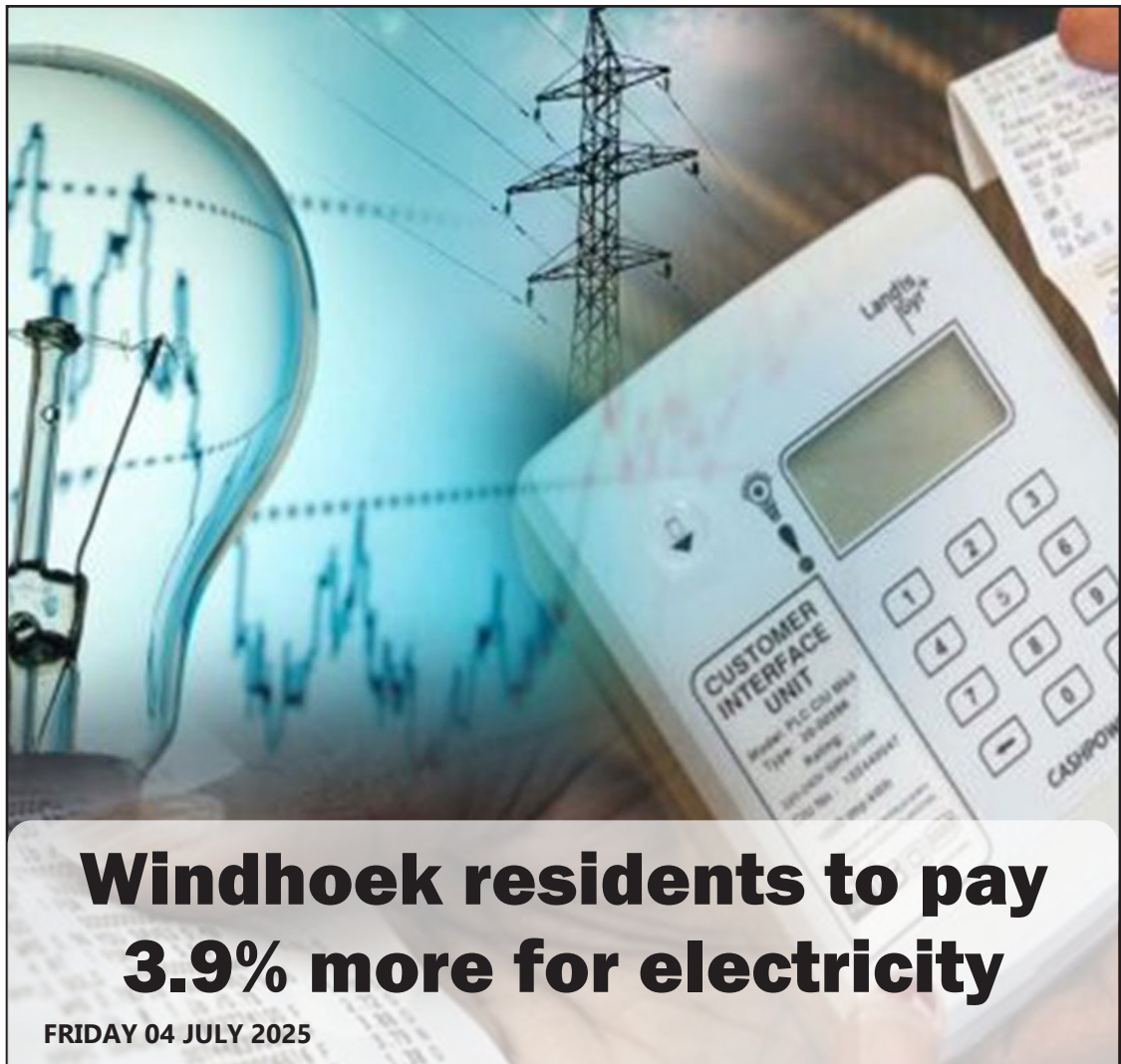
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THE

BRIEF

News Worth Knowing



Windhoek residents to pay 3.9% more for electricity

FRIDAY 04 JULY 2025

MAIN STORY

	COW	NORED	ERONGO RED	OPE	CENORED
Tariff Increase Request:	4%	7.4%	3.7%	4.19%	1.5%.
ECB Approved:	3.9%	4%	3.7%	3.5%	0.75%

Windhoek residents to pay 3.9% more for electricity

Residents in Windhoek, along with those in coastal and northern areas, are set to pay more for electricity after the Electricity Control Board (ECB) approved tariff increases for the 2025/26 financial year. The ECB granted a 3.9% increase for the City of Windhoek, though the implementation of the adjustment is on hold until the municipality complies with specific regulatory conditions.

The new tariffs are intended to take effect from 1 July for post-paid customers and from 4 July for prepaid customers.

ECB Chief Executive Officer Robert Kahimise said the City must submit its audited financial statements for the 2023/24 financial year, provide a detailed report on the ring-fencing of its electricity business unit, and submit quality-of-supply reports before the increase can be implemented.

“The ECB approved a 3.9% increase for the City of Windhoek, but this is subject to

full compliance with the outlined regulatory conditions before implementation,” Kahimise said.

In the northern regions, the Northern Regional Electricity Distributor (NORED) was granted a 4% tariff increase, reduced from its original application of 7.4%. However, this too remains subject to compliance.

“NORED must submit audited financial statements for 2022/23, secure an auditor’s commitment to finalize 2023/24 audits, and provide power quality reports,” he said.

In the coastal region, Erongo RED received

Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
 - * 13 August 2025
 - * 15 October 2025
 - * 3 December 2025

NORED must submit audited financial statements for 2022/23, secure an auditor's commitment to finalize 2023/24 audits, and provide power quality reports.

full approval for its 3.7% tariff increase, which will be implemented from early July. Other distributors also received lower-than-requested increases. NamPower Distribution was granted a 1.7% increase out of a 3.02% application, while CENORED Distribution received approval for a 3.8% increase from a proposed 5.8%. CENORED Omaheke's tariff was raised by 0.75%, half of the 1.5% it applied for. Oshakati Premier Electric was granted a 3.5% increase from its initial 4.19% request.

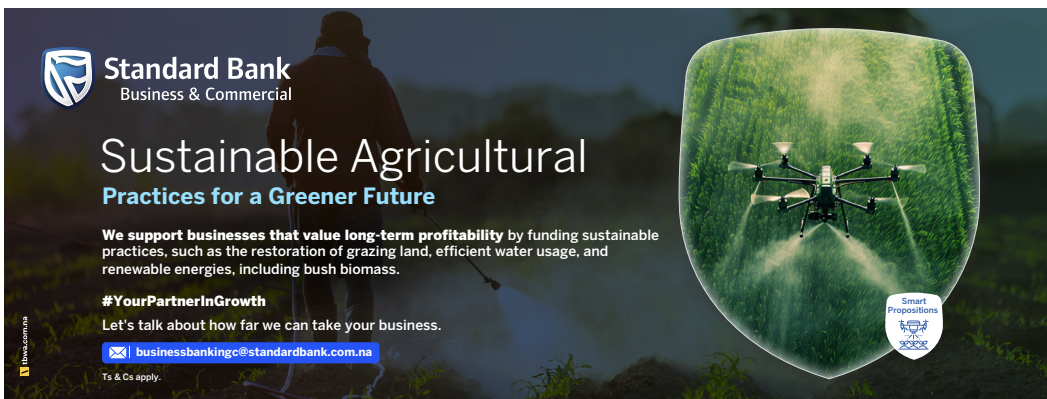
Kahimise warned that the ECB would take a firmer stance on regulatory non-compliance, stressing that late submissions pose financial

risks and directly affect utilities' ability to meet their obligations and maintain reliable electricity supply.

"Late submissions are financially unsustainable, particularly for prepaid sales, and directly affect the utilities' ability to meet obligations and maintain reliable service," he said.

"All licensees must submit tariff applications promptly after the bulk tariff announcement. Habitual delays will no longer be tolerated," he added.

The ECB reviewed all tariff applications submitted between 13 May and 15 June 2025 as part of its annual tariff-setting process.



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Flashback Friday:

Standard Bank Namibia Announces Annual Anti-Financial Crime Conference Theme for 2025: "Combating Financial Crime in the Age of Artificial Intelligence (AI) and Geopolitical Unrest"



MS. ROXZAAN WITBOOI

Head: Compliance, Standard Bank Namibia

Standard Bank Namibia is proud to announce its Annual Anti-Financial Crime Conference—a pivotal event dedicated to addressing the escalating challenges of financial crime in an era defined by advanced technology and global instability. Reflecting on last year's gathering, which brought together diverse stakeholders to share insights and expertise with the exceptional feedback received. Building on that success, we are thrilled to announce that another conference will be held this year.

As we prepare to host the second instalment of the Annual Anti-Financial Crime Conference in 2025, we reaffirm our commitment to building a resilient, future-focused financial sector that protects clients, upholds trust, and drives national growth. This year's conference will expand on last year's momentum, deepening collaboration, sharpening insight, and establishing this platform as a cornerstone in Namibia's anti-financial crime response.

The theme for this year's event is Combating Financial Crime in the age of AI and geopolitical unrest. The conference aims to address the escalating challenges posed by the convergence of advanced technologies and global instability on financial crime. As Artificial Intelligence (AI) becomes increasingly accessible criminal organizations are leveraging it to enhance the scale, sophistication and efficiency of illicit activities.

Simultaneously geopolitical tensions and economic volatility are creating fertile ground for financial crimes including money laundering, sanctions evasion and terrorist financing. AI is being utilized by criminal networks to craft multilingual messages and to create realistic impersonations complicating detection methods.

These advancements enable criminals to scale operations and evade traditional monitoring systems. Furthermore, geopolitical instability is exacerbating these risks as conflicts and sanctions create new avenues for financial crime often involved in digital platforms and cryptocurrencies.

The purpose of the conference is to bring together experts, policymakers and industry leaders to explore emerging regulations and discuss strategies for integrating artificial intelligence and machine learning into compliance frameworks. By fostering collaboration and knowledge sharing the event seeks to enhance the resilience of institutions and regulatory bodies in combating the evolving landscape of financial crime.

Emphasising its commitment not only to ethical practices but also to societal upliftment, Standard Bank Namibia is donating all proceeds from ticket sales to the Buy-a-Brick initiative. Since 2015, this flagship corporate social responsibility project has been instrumental in eradicating shacks and empowering Namibians to own durable brick houses—transforming lives and communities across the nation.

Standard Bank Namibia invites industry players and financial sector professionals to secure tickets for your institution or purchase individual tickets. Together, let's forge innovative solutions, bolster compliance frameworks, and build a more resilient financial future.



Namibia records over 500k cyberthreats in 3 months

The Communications Regulatory Authority of Namibia (CRAN) says the Namibia Computer Security Incident Response Team (NAM-CSIRT) detected

a combined total of 540,786 weaknesses in a digital system, software, or network configuration that can be targeted by cyberattackers and events between January

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and March 2025.

According to CRAN's cybersecurity report, this marks a 15.58% decrease from the previous quarter. Despite the drop, the vulnerabilities remain a significant concern, with Open CWMP, a protocol used for remote management of devices, accounting for the majority.

Other leading issues included accessible Telnet, SNMP, FTP, DNS, and SSL POODLE vulnerabilities, all largely stemming from misconfigured or outdated systems.

"The NAM-CSIRT detected a total of 540,786 cyber vulnerabilities across various domains within the Namibian

cyber landscape during the fourth quarter (January-March 2025). This represents a 15.58% decrease from the vulnerabilities detected in the previous quarter (October-December 2024)," the report reads.

It is further reported that in contrast to the drop in vulnerabilities, cyber events surged by 314.8%, with 260,293 incidents recorded, up from just over 62,000 in the previous quarter.

The rise was driven primarily by non-HTTP sinkhole activities (197,929 events), indicating a growing shift by attackers toward non-web protocols. Other common incidents included HTTP scanner events, DDoS participation, and brute force attacks.

NAM-CSIRT also documented several sophisticated cyberattacks during the quarter, including AI-driven deepfakes, social engineering fraud, and targeted attacks on critical infrastructure. These incidents exploited weaknesses in public trust and organisational cyber hygiene, resulting in financial losses and operational disruptions.

The report urges both public and private institutions to act decisively, restricting public access to device management interfaces, disabling unnecessary services, and enhancing cyber hygiene practices.

Additionally, it calls for widespread cyber-awareness campaigns and the strengthening of national digital resilience to meet the demands of an increasingly threatening environment.

GEMHEALTH MEDICAL AID SCHEME

APPOINTS NEW PRINCIPAL OFFICER

Mr. Gavin van Wyk, appointed GEMHEALTH Medical Aid Scheme Principal Officer, holds a Bachelor of Accounting (Honours) degree from the University of Namibia and has further expanded his business acumen through a Foundations of Business Management course at the University of Cape Town. He brings to the role over a decade of hands-on leadership experience in the healthcare administration and medical aid environment, having overseen financial operations, regulatory compliance, claims optimization, and strategic projects within large medical practices. His professional background is rooted in bridging healthcare service delivery and funder expectations – giving him a nuanced understanding of both patient-centric care and sustainable scheme management.

Looking ahead to private healthcare the new GEMHEALTH Medical Aid Scheme Principal Officer Gavin van Wyk believes "that the relationships between the medical aid funders industry and the healthcare provider community need to be a priority as closer collaboration and cooperation between the stakeholders will create a better understanding and improve working relationship into a partnership, the benefit of the patient and the members of medical aid funds."

GEMHEALTH MEDICAL AID SCHEME APPOINTS NEW PRINCIPAL OFFICER, MR. GAVIN VAN WYK.

Following the departure of Callie Schäfer from the position of Principal Officer of the GEMHEALTH Scheme, at the end of February 2025, the Trustees of GEMHEALTH have announced the appointment of Mr. Gavin van Wyk as the Scheme's new Principal Officer with effect 1 March 2025.

Gavin previously gained valuable industry experience and led financial and administrative teams, optimized claims processes, system upgrades and auditing, improved operational efficiencies at diverse and large healthcare practices in Windhoek. This allowed him to interact, build and strengthen relationships with key healthcare stakeholders, including medical aid schemes and regulatory bodies. His work experience and close working relationship gave him excellent experience of all the managerial aspects of the healthcare practice and service providers industry.



MR. GAVIN VAN WYK
Principal Officer

According to the GEMHEALTH Board of Trustees, the recruitment process included close scrutiny of the candidates' own motivation for wanting to helm GEMHEALTH followed through psychometric testing and personality testing. Gavin's personal objectives of focus on interaction between patients/members and with his medical practice experience, exposure to the healthcare professionals and all other industry stakeholders and regulators preceded that of his competitors. "We believe that Gavin's experience in the leadership positions in the healthcare service delivery industry will enhance our policy of constructive engagement with the industry and strengthen the bridges we have already built and need to strengthen" the Trustees said.

"His background in practice management, patient relationship and interaction with medical aid fund administrators and the regulators will assist him in the complexities of Scheme management, corporate governance, not just in navigating the baseline requirements in a dynamic healthcare financial environment, but also in ensuring a smooth adoption to the expected transition of the way medical aids are managed under the soon to be implemented Financial Intermediaries Market Act (FIM Act) that require a high level of governance, internal process audit and risk base management".

Speaking on the broader role of GEMHEALTH, Gavin said, "The vision of the Scheme should not be empty promises, but we should live up to its standards by working in smart partnerships with all stakeholders, employer groups, administrators, industry at larger and regulators to achieve service excellence in service delivery to members and healthcare practices".

Former Principal Officer, Callie Schäfer has retired after a spell of 25 years in the medical aid and healthcare industry.

For any inquiries, please contact GEMHEALTH Medical Aid Scheme at po@gemhealth.com.na

Issued by: Chairperson
Board of Trustees
GEMHEALTH Medical Aid Scheme



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Be a mentor, not a tormentor

By Junias Erasmus

In every workplace, school, or community, there exists an opportunity to shape the growth, development, and potential of others. That opportunity comes in the form of mentorship, a sacred, often understated responsibility that allows one person to invest in another's journey.

Yet, in some environments, instead of nurturing this potential with empathy and guidance, individuals in positions of influence resort to intimidation, manipulation, and emotional detachment. The difference between being a mentor and a tormentor is not just a matter of tone; it is a matter of values, mindset, and impact.

Where a mentor cultivates confidence and character, a tormentor crushes spirit and sows fear. And in the long run, the legacy of one far outlasts the authority of the other.

A mentor is not defined by title, seniority, or age. A mentor is defined by intention, the willingness to uplift, share wisdom, and walk alongside someone else's path without seeking to control it.

Mentorship is about helping others see their potential even when they cannot see it for themselves. It is about listening without judgment, guiding without force, and correcting without shaming. In every profession and industry, mentors have the power to shape future leaders, not through dominance but through trust, encouragement, and example.

Unfortunately, too many talented individuals suffer under the shadow of tormentors masquerading as mentors.



Over time, organizations led by tormentors lose more than morale; they lose people, innovation, and relevance.

These are the supervisors who belittle rather than build, the seniors who gatekeep rather than guide, and the leaders who use power not to develop but to degrade.

They confuse fear for respect and silence for obedience. In their presence, creativity shrinks, initiative disappears, and passion withers. Instead of cultivating high-performance cultures, they produce toxic environments where survival becomes the goal, not excellence.

Over time, organizations led by tormentors lose more than morale; they lose people, innovation, and relevance.

Choosing to be a mentor is an act of conscious leadership. It means recognising that every person, regardless of their experience or background, has something to offer and something to learn. It requires patience, humility, and the ability to lead without ego. It also involves being vulnerable enough to admit one's own mistakes and generous enough to share hard-earned lessons.

A true mentor knows that success is not just about personal achievement, but about how many others rise because of your

influence.

The benefits of mentoring are not one-sided. Mentors often grow as much as mentees do. They develop empathy, deepen their understanding, and find renewed purpose in seeing others flourish.

In mentoring relationships, both parties evolve, and so does the culture around them. Organizations that promote mentorship over intimidation create environments where trust, innovation, and resilience thrive.

They become places where people feel valued, seen, and safe to take risks. In such cultures, performance improves not because people are afraid to fail, but because they are

inspired to succeed.


Namibia, like many nations striving for excellence in a competitive and fast-changing world, needs more mentors. It needs leaders, educators, and professionals who understand that the true mark of greatness lies not in how many follow them, but in how many they help lead.

It needs institutions that reward emotional intelligence, compassion, and servant leadership as much as they reward technical skill. The next generation is watching, and what they see will either empower them to rise or teach them to retreat.


Every person in a position of influence must ask: Am I mentoring or tormenting? Am I creating pathways or building walls? Am I guiding with grace or leading with fear? These questions matter, because the answers determine not just the fate of individuals, but the future of entire organizations and societies.

Let us, therefore, choose to be mentors. Let us choose to inspire rather than intimidate, to build rather than break, and to serve rather than suppress. In doing so, we will not only shape better people, we will shape a better world.

****Junias Erasmus works in the Financial Sector. He is a Management Scientist and Operational Researcher, a Strategic Scholar & a Motivational Speaker. This article is written in his personal capacity. For inquiries, contact him at Junias99@gmail.com***


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EXPRESSION OF INTEREST



First date of publication: 06 June 2025

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SPECIFICATIONS:

See attached document [e.g., model, year, capacity, etc.]

DOCUMENTS TO BE SUBMITTED:

- Company Profile and Overview – upon review business will be contacted accordingly.
- Any additional information demonstrating capability and suitability.

CLOSING DATE:

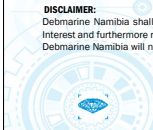
Registered businesses interested in providing an offer are requested to submit their interest by 11 July 2025 at 12:00.

ENQUIRIES:

The Commercial Officer
Tel: +264 61 297 8481
Email: ftender@debmarine.com
Asite Marketplace: <https://za.marketplace.asite.com/>
Subject line: DBMNE0533 – MINING VESSEL WITH DRILLING CAPABILITIES ON OFFER

Bidders must register on the electronic platform Asite Marketplace <https://za.marketplace.asite.com/> to participate in this EOI.

DISCLAIMER:
Debmare Namibia shall not be responsible for any costs incurred in the preparation and submission of a response to this Expression of Interest and furthermore reserves the right not to extend this Expression of Interest into any future tenders, negotiations and/or engagements. Debmarine Namibia will not accept submissions rendered after the closing date and time.



DEBMARINE

NAMIBIA



Local authorities' debt to NamPower rising by N\$10 million monthly

Local and regional authorities are accumulating increasing arrears to national power utility NamPower, with debt rising by an average of N\$10 million per month, according to the Electricity Control Board (ECB).

ECB Chief Executive Officer, Robert Kahimise, said the Rehoboth Town Council remains on a bulk prepayment system but is struggling to reduce its outstanding balance.

“The debt continues to grow by about N\$1.2 million per month due to interest charges. This is because only 10% of the prepaid amount is being applied to the debt, which slows down repayment,” said Kahimise.

To support councils that are making

consistent efforts to settle their debts, the ECB board has advised NamPower to revise its interest policy.

“At its meeting of 12 June 2025, the Board recommended that NamPower consider stopping interest charges on arrears for local authorities that are making good-faith efforts to repay their debts,” he added.

Meanwhile, the Northern Regional Electricity Distributor (NORED) has remained in good standing under its repayment agreement, with arrears recorded at N\$38.5 million as of early May.

“NORED continues to honour its repayment agreement and aimed to settle the balance by the end of May,” Kahimise

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said. This follows NamPower’s disclosure last year that customer debt stood at N\$1.5 billion. At the time, the utility threatened to disconnect defaulting local authorities before announcing that its Board and management had agreed to a government intervention plan to address the issue.



Alpha Namibia Industries Renewable Power Limited
(Incorporated in the Republic of Namibia)
Registration Number 2018/0148
NSX Share code: ANE
ISIN: NA000A2J36
("ANIREP" or the "Company")

NOTICE TO SHAREHOLDERS

GROUP FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2025
STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME for the year ended 28 February 2025

Highlights
The key focus during the period was expanding the group's generation base and ANIREP made significant investments to make this possible

- Construction of the Khan 25,04MWp PV plant nearing completion during the current year while construction on the expansion of the Otjiwarongo PV Park was initiated.
- These two projects will increase generation capacity by over 300% and significantly increase revenue and profitability.
- ANIREP grew its asset base to N\$1.2 billion from N\$1.0 billion during the year.

	Audited Year ended 28 February 2025 N\$	Audited Year ended 29 February 2024 N\$
Revenue		
IPPs - Sale of electricity	38,848,247	37,073,320
EPC and O&M Revenue	138,375,665	52,087,658
Total revenue generated by group companies	177,224,012	89,160,978
Less intercompany/segmental revenue #	-	15,049,332
Consolidated Group Revenue	69,996,501	74,111,646
Gross profit	57,122,238	60,871,300
(Loss) before taxation*	42,940,799	7,921,226
Taxation	3,180,075	6,250,485
(Loss) for the year - Basic earnings	39,760,724	14,171,711
Attributable to Ordinary equity holders	36,113,037	10,752,649
Attributable to non-controlling interest	3,647,687	3,419,062
Number of shares in issue	72,867,909	30,336,793
Headline earnings	1,574,945	16,371,711
Attributable to ordinary equity holders	1,430,458	12,512,649
Attributable to non-controlling interest	144,487	3,859,062
Net asset value per share (cents per share)	812	837
Basic earnings per share (cents)	50	35
Headline earnings per share	2	41
Dividend per share	Nil	Nil
# Inter-segment revenues are eliminated upon consolidation and primarily relate to work done by Hopsol Africa for the group		
* Loss for the year for Feb 2025 includes share-based performance in incentive of N\$41.3 million (2024: N\$0)		

Key features:

- Total segmental group revenue for the year grew significantly to N\$177.2 million from N\$89.2 million in the prior year, on the back of increased EPC revenue in Hopsol Africa in constructing the Khan Moses Mague /Garob 25.04 MWp Solar PV plant.
- The construction of the plant was completed after year-end, and was officially inaugurated by the then President of the Republic of Namibia, His Excellency Nangolo Mbumba. Since commissioning, the plant has achieved a significant milestone by supplying power to the grid, more than doubling ANIREP's independent power producer (IPP) revenue generation potential.
- The core IPP annuity revenue from the 13.34MWp in ANIREP Solar generated revenue of N\$38.8 million for the year, an increase of 4.8% from the prior year.
- The IPP Sale of Electricity underpinned by long-term power purchase agreements with NamPower and CENORED, which are in place until 2041.
- Since listing in 2019, the group growth in Net Asset Value (NAV) has exceeded the hurdle rate of 15%, generating significant value for the group. This has triggered the outflow of incentives in accordance with the shareholder approved performance incentive scheme. The value of the award in the current year was N\$41.3 million.
- Group loss before tax increased to N\$42.9 million from N\$7.9 million in the prior year, on the back of a share-based performance incentive scheme of N\$41.3 million awarded in the current year and increased costs, with significant management time and development costs being borne by the group, as it grows its IPP portfolio. As a result of this structural loss, net asset value per share decreased by 3% to 812 cents per share (28 Feb 2024: 837 cents).
- Basic earnings (loss) per share of -50 cents (28 Feb 2024: -35 cents).
- Headline earnings/(loss) per share of 2 cents (28 Feb 2024: -41 cents).

Share-based Payments

- Total expenses of N\$41,335,669 related to equity-settled share-based payments transactions were recognised in 2025.
- N\$19,512,471 of the expense relates to shares that were exercised during the year ended 28 February 2025 and the remaining N\$21,823,198 will be exercised in the next financial year.
- The performance share scheme is calculated as 25% of the growth in the NAV of ANIREP Limited above a hurdle rate of 15%, using a Discounted Cash Flow methodology on a fair and reasonable basis.
- Members of the general partners receive 70% of the share-based Performance Incentive, with ANIREP Limited executive management receiving the balance of 30% of the Performance Incentive.
- The performance incentive is subject to a claw-back clause.

ANIREP Managing Director Iyaloy ya Nangolo said:
"I'm excited that we have now started exporting energy into the grid at the Khan Moses Mague /Garob plant and we have increased our generation capacity to 38,34MWp, including 3 MWp of rooftop installations. Building on this success, we are well under way with the next phase of growth, with the expansion of the Otjiwarongo PV Park nearing completion.

In the growth stage all development costs for future projects are being borne by the group and the expanded generation base provides the group with a bigger cash flow base to absorb these costs. Thus, the ANIREP group is geared towards ensuring that all new projects are implemented timely to warrant quick contribution of revenue to group performance".

Interim Dividend
No interim dividends were declared or paid during the period under review (2024: N\$ Nil).

Outlook
ANIREP's renewable energy portfolio is on track to grow over 190MWp of diversified, clean energy capacity, building on the successful launch of the Khan Moses Mague /Garob 25MWp solar PV plant, the recent acquisition of the 45% stake in the 50MWp CERIM Wind Project and the Kokerboom development of 100MWp.

Khan Moses Mague /Garob 25 MWp solar PV plant
ANIREP successfully obtained the Certificate of Compliance (CoC) from Nampower for the connection of the Khan Moses Mague /Garob 25.04 MWp solar PV plant to the national grid on 22/05/2025. This certification is a prerequisite for the legal operation and integration of solar energy systems with the national grid. During the trial run period from 23/05/2025 to 9/06/2025, the plant complied with the requirements of the Contracted Performance Ratio and AC Capacity.

Energy Exported during trial run period is as depicted below:

Energy Exported 23 rd May 2025 at 14:00	Energy Counter 9 th of June 2025 at 18:30	Total Exported between Counters
2,324,579.84 kWh	4,665,781.89 kWh	2,341,202.05 kWh

With the CoC in hand, ANIREP has now commenced the full-scale operation of the Khan solar plant, which will significantly contribute to the revenue and profitability of the company whilst supporting the country's renewable energy objectives. The new solar plant increased installed capacity of ANIREP Solar by 300% from 13.34MWp to 38.38MWp. The increased IPP capacity will significantly contribute to the revenue and profitability of the IPP core revenue, whilst supporting the country's renewable energy objectives. The plant is expected to generate average monthly energy of 5.7 million kWh.

CERIM Acquisition
ANIREP has successfully fulfilled the conditions for the acquisition of the 45% shareholding in Cerin Luderitz Energy (Pty) Ltd (Registration No. 2022/0352) ("the Company" or "CERIM") for a total consideration of N\$60,000,000 (sixty million Namibia Dollars). CERIM, is an Independent Power Producer ("IPP") currently developing a 50 MW (AC) Wind Power Plant located 17km south of Luderitz in the //Karas Region. The project will include the development of 743 hectares of land into a power generating facility and the construction of a 400kV 132 kV transmission line to evacuate power to the Namib substation. Commercial Operation Date ("COD") is expected within 18 months following Financial Close. The project is underpinned by a 25-year Power Purchase Agreement with NamPower.

Land Lease Agreement in the Tsau //Khaeb national park, an Environmental Clearance Certificate and a Transmission Connection Agreement.

Kokerboom Development
ANIREP is developing a 100MW solar farm and overhead transmission line to supply renewable energy to contestable customers in terms of the Modified Single Buyer ("MSB") Framework. At present, ANIREP has secured the adjoining land extending 250 hectares on a portion of the farm Klein Spitskop No.153, less than 700m from the Kokerboom Sub Station in Keetmanshoop //Karas region of Namibia and obtained an Environmental Clearance Certificate for the proposed 100MW solar farm and overhead transmission line on the land.

Backed by a robust equity base and access to capital through the N\$5 billion Green Bond listed in 2024, ANIREP is well positioned to fund these projects and future developments across Namibia and the region. ANIREP continues to serve as a vital conduit between capital markets and infrastructure-based renewable energy investments, anchored in long-term, sustainable cash flows.

Short form announcement
This short-form announcement is the responsibility of the directors. It is only a summary of the information contained in the full announcement and does not contain full or complete details.

Any investment decision should be based on the full announcement which is accessible from 30 June 2025, via the NSX link: <https://senspdf.jse.co.za/documents/2025/nasx/ise/anem/anefeb2025.pdf>.

Alternatively, the full announcement is available on our website at: https://anirep.com/documents/Annual_Financial_Statement_as_at_end_of_February_2025.pdf.

Non-Executive Directors: G. Nakazibwe-Sekandi* (Interim Chairperson), S. Oosthuysen, Amb. P. Kamahla, F.G. Kisting, Dr. E. Mvula, E. Nashilongo, Dr. E. Cross**

Executive Directors: I. Nangolo*, A. Myllirinen***, V. Mahind****


*Ugandan
**South African
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****Tanzanian

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By order of the Board: 30 June 2025

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Leveraging branding to create preference in a low-velocity economy

By Hilda Basson Namundjebo

In June 2025, Cirrus in a LinkedIn post highlighted the current state of the velocity of money in the Namibian economy. The velocity of money is defined as the ratio of GDP to the broad supply of money, an indicator which refers to the circulation of money in an economy. There is what is referred to as high velocity and low velocity.

In 2024, velocity subdued in Namibia to a downward trend, when compared to 2019 in the formal market. Household disposable income remain restrained. In general, I remain fixated with how we can grow the Namibian economy in general and how we can create preference for local brands in particular.

We hear a lot of talk about brands and branding without anyone really being able to explain what it really represents.

Most of us have an early memory of cattle being marked or branded to indicate ownership. What we have failed to realise is that the brand was not only indicative of ownership but it also spoke volumes about the quality of the herd. Because if you knew who the owner was, and his reputation in keeping livestock, then it would be an easy purchase.

Brands provide psychological relief in a world of too many options, branding provides a filter and prioritises information using cognitive short cuts.

Given the highlighted reality, where the velocity of money slows, consumers become highly discerning. Spending is no longer a



Brands provide psychological relief in a world of too many options, branding provides a filter and prioritises information using cognitive short cuts.

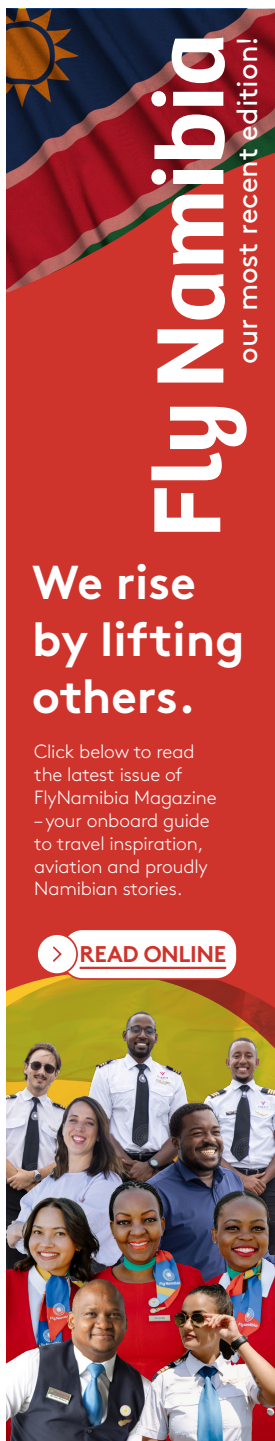
routine activity—it is a calculated choice. This shift presents both a challenge and an opportunity: in favour of brands that successfully build trust and can secure loyalty in a time of caution.

The Psychological Shift: Trust Over Impulse

When economic conditions tighten, the consumer psyche shifts from impulsive spending to value-driven decision-making. Brand preference is no longer solely on the premise of price or by what is in vogue. It is shaped by perceptions (and yes perception is reality) – perceptions about reliability, authenticity, and consistency. Businesses that position themselves as customer centric during economic uncertainty foster long-term relationships with consumers. This is where branding plays a crucial role.

Branding is a Stability Anchor

Nations, organisations and personalities are brands. Brands are valuable and it is worth mentioning that strong brands command a high premium in terms of attention and the



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influence it exerts is significant, even though it is intangible and will never appear on a balance sheet.

Namibia is a brand, a brand with opportunity given its election of the country first female President. Firsts are celebratory events and leaders must be intentional to scale the image and reputation of our country, reinforcing reliability in times of transition.

Every brand is premised on functional efficiency and strong emotional bonds. Bank Windhoek asked us a daring question not so long ago with their brand repositioning: can you love a bank? This notion challenges us to consider that brands are not only to be endured, but they must forge a powerful emotional connection with its stakeholder community.

So what do you feel about Brand Namibia? I believe we are yet to define succinctly, both our comparative and competitive advantage as a nation state. The comparative component of brand Namibia relates to our ability to be better when compared to other nation states. This could be on the basis of what government charges for services as well as the quality of our infrastructure, our people's skills etc. Our diamonds are a case in point: our gem diamonds in terms of quality is of distinction, however when compared to our neighbours Botswana, Angola and South Africa, our diamonds are more expensive per carat. Of course, the reasons for that are multiple but factually we are more expensive. And this is where we must tell our story in a manner that sets us apart and show evidence in terms of the sustainability and the sectors enduring impact.

When it comes to our competitive advantage, diamonds are again worthy of distinction. Our sourcing methodology and sector leadership is exceptional. Furthermore, we continue to cite the fact that we have the best roads on the continent but we fail to scale that reality. Namibia is renowned for having the freest press in Africa, but beyond a press release in May and a few random citations, how do we own that to ensure it delivers reputational gains for the country. Our ability to transition is legendary, but we almost negate that dividend to the point that the late President Geingob warned us not to regard peace as boring but to harness the dividend that is available. Namibians have proven after 35 years to be people who carry within us; a democratic DNA.

The lasting question remains: how do we scale both our competitive and comparative advantage? How do we monetise it? How does it make us better and more attractive for investment both local and foreign? Our key messaging should be focused on building confidence, inspire trust by being inclusive and encouraging economic engagement. Similarly, businesses can achieve preference by emphasizing enduring values—be it sustainability, innovation, or customer-centricity.

Branding as an Economic Catalyst

When businesses and governments communicate reliability and

strategic vision, they stimulate confidence in spending. This confidence directly impacts economic velocity—trust leads to transactions, which in turn fuels growth. A well-positioned brand does more than survive a low-velocity economy; it becomes an economic driver, shaping consumer behaviour while standing as a pillar of resilience.

To inspire high velocity again, Namibia as a brand should be refocused on:

1. Scaling branding which offers psychological relief—by reducing confusion, signalling stability, and projecting long-term vision—it becomes a trust multiplier. And in a high-grievance, low-trust world (as the 2025 Edelman Trust Barometer notes), that clarity is not just comforting—it's investable.

2. Telling the Namibian story on our entrenched democracy and its by-product of predictability. Our ability to transition smoothly and peacefully in a world wrecked by havoc and instability, is unique and laudable.

3. Manage challenges on service levels and reputational challenges around corruption

4. Rebrand the country's investment opportunities particularly as we are venturing into new markets (green hydrogen, oil & gas). Imagine what 9 months of active exploration could do for this economy and the number of jobs it could create. Imagine the multiplier effect in our communities.

5. Positioning Namibia favourably especially in regards to the weaknesses of the neighbourhood in which we find ourselves. Our diamond story is one which is largely untold, even though our diamonds are of the highest quality.

****Hilda is a business leader, public speaker and a seasoned broadcast journalist. Founder of the national brand and organisation Team Namibia, Hilda believes her purpose is to impact the world with kindness, one engagement at a time.***



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Namibia removed from global hunger hotspot list

Namibia has been removed from the global hunger hotspot list, according to the latest Hunger Hotspots report issued by the Food and Agriculture


Organization (FAO) and the World Food Programme (WFP).

The update, covering the period from June to October 2025, identifies 13 countries facing the most severe levels of acute food insecurity, down from 16 in the previous edition released in October 2024.

Namibia, along with Lesotho, Malawi, Mozambique, Zambia and Zimbabwe, has exited the list.

FAO and WFP attributed the improvement to favourable weather patterns.

“Regional clusters in East Africa (Ethiopia and Kenya) and Southern Africa (Lesotho, Malawi, Mozambique, Namibia, Zambia and Zimbabwe), as well as the



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FAO and WFP attributed the improvement to favourable weather patterns.

Niger, are no longer classified as hotspots due to improvements in climatic conditions,” the report stated.

However, the agencies warned that the gains remain precarious.

“Although these countries are no longer considered hotspots for the outlook period, future climatic shifts could lead to their reclassification,” the FAO and WFP noted.

Namibia’s exclusion from the list marks a significant shift from projections made last year. In May 2024, WFP Namibia reported that an estimated 1.3 million people in the

country were expected to face crisis-level hunger between October 2024 and March 2025. Despite the current improvement, the FAO and WFP continue to stress the importance of sustained interventions and climate resilience to avoid a return to crisis levels. The report also identifies Sudan, Palestine, South Sudan, Haiti and Mali as the countries of highest concern, where populations face famine, the risk of famine, or catastrophic levels of food insecurity, largely driven by conflict, economic shocks, and natural disasters



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Establishing authority: How young leaders can be seen and respected in a global workplace

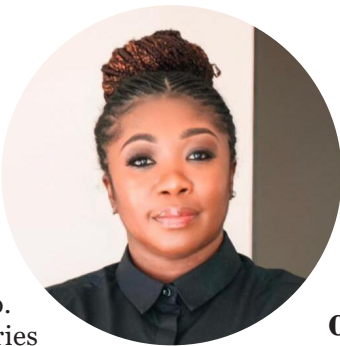
By Ipupa Fadeyi

Last week in this column, we explored how to lead former peers with confidence and care, one of the most common challenges young professionals face when transitioning into leadership. Today, we continue the series by tackling another foundational hurdle: establishing authority and credibility.

This challenge goes beyond just earning a title. It is about being seen, heard and trusted, especially in today's global and remote work environment where visibility is harder to maintain and credibility must often be built across screens, time zones and cultures.

In line with our July focus at IpupaK Grow You, Understanding the Global Workplace, this article speaks to the young African professional who may feel capable but unseen, ready but uncertain how to command attention and respect in leadership spaces that feel distant, fast paced and often dominated by more experienced voices.

Why Establishing Authority Is Harder Than It Looks



“

Brands provide psychological relief in a world of too many options, branding provides a filter and prioritises information using cognitive short cuts.

You have earned a seat at the table. But suddenly, imposter syndrome creeps in. You hesitate before speaking. You overthink your emails. You wonder whether anyone takes you seriously, especially when you are younger, newer or managing those more experienced than you. In a traditional workplace, age and tenure often signal authority. But in today's global workplace, the rules are different. Leadership now requires influence, clarity, consistency and most importantly credibility. And credibility must be built. It is never assumed.

So how do you establish yourself when you are still growing? When your career

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is just beginning? When you are trying to lead without losing your voice?

Let us unpack it:

1. Own Your Voice Early

Many young professionals stay quiet too long, waiting to feel ready. But authority starts with voice. How you show up, speak up and follow through. Do not wait for confidence to magically appear. Practice it in small, everyday ways:

- Speak clearly in meetings, even if it is just to affirm what others said.
- Share ideas backed by facts or relevant trends.
- Ask smart questions that show you are thinking critically.

In global spaces, your voice is your visibility. Use it wisely.

2. Be Consistent with Your Work Ethic

People trust what they can rely on. You may not have decades of experience, but you can build a reputation for being dependable, responsive and prepared.

- Show up to meetings on time, even virtual ones.
- Deliver what you promised, and communicate early if something changes.
- Be the one who follows up, pays attention and sees things through.

This kind of consistency builds quiet authority. It tells others: "You can count on me." That is where credibility begins.

3. Know Your Stuff and Keep Learning

In the global workplace, expertise carries weight.

Authority does not require knowing everything. It requires showing that you are committed to learning, improving and understanding your field thoroughly.

- Subscribe to thought leaders in your industry.
- Attend webinars, read industry reports and stay curious.
- Ask your manager or mentor where you can grow.

When you speak from a place of understanding, people listen. And if you do not know something? Say so and find out. That honesty earns far more respect than pretending.



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4. Be Professional Even When Others Aren't

Professionalism is a quiet power move. It sets a tone. It communicates seriousness. In global teams, this matters more than ever:

- Write clear, respectful emails.
- Keep your camera on when possible and show engagement.
- Avoid gossip, passive aggression or emotional outbursts, especially in leadership spaces.

You can be warm and human without being casual or careless. Professionalism does not mean being stiff. It means being intentional.

5. Lead with Emotional Intelligence

Authority is not just about how loud your voice is. It is how well you read the room, adapt and make others feel seen. In a diverse global workplace, emotional intelligence is essential:

- Listen more than you speak.
- Show empathy when others are struggling.
- Give feedback kindly and receive it graciously.

People are more likely to follow leaders they feel connected to. Emotional intelligence builds that connection, and with it, credibility.

6. Find Mentors Who Have Done It Before

Sometimes, authority

feels out of reach because you have not seen someone like you hold it. That is why mentorship matters. Surround yourself with people who understand the terrain, especially those navigating global or cross cultural leadership.

Let their journeys give you confidence. Let their feedback help you grow. Authority often begins with someone else saying, "You can."

Final Thoughts: You Belong in the Room

Establishing authority as a young leader in a global workplace is not about pretending to be someone else. It is about becoming more of who you already are, disciplined, prepared, emotionally intelligent and intentional.

You may feel invisible now. You may feel overlooked. But that does not mean you do not belong. Keep showing up. Keep learning. Keep leading. The credibility you build today is the foundation of the career you are creating tomorrow.

Welcome to July, CEO of Your Career. Let us grow globally, with confidence and clarity!

**Ipupa Fadeyi is a career coach, mentor, columnist and founder of IpupaK Grow You*



Wilderness Safaris secures clearance for new Namibia luxury lodge

Wilderness Safaris Namibia has received official environmental clearance for its planned high-end lodge in the Hobatere Roadside Concession, located in the Kunene Region, marking a significant step in the project's development.

Documents reviewed by The Brief confirm that the Ministry of Environment, Forestry and Tourism (MEFT) has granted the Environmental Clearance Certificate (ECC), a key requirement for the construction and operation of the lodge.

The development forms part of a broader conservation and sustainable tourism initiative within the Ehi-Rovipuka Conservancy.

The project includes a 10-room lodge with seven twin rooms and three family units, a swimming pool, a wildlife viewing hide, a research centre, and staff accommodation

for approximately 38 employees. A staff village will also be built to support long-term operations.

The lodge is planned under a 25-year Concession Operator Contract with the Ehi-Rovipuka Conservancy. As part of this arrangement, Wilderness Safaris will upgrade the existing Hobatere Roadside Campsite and transfer the improved facilities to the Conservancy for independent management.

Guest activities will include game drives, nature walks, wellness sessions and visits to wildlife hides. Permission has also been secured to build a second hide at Miernes, within Etosha National Park, offering visitors additional wildlife experiences.

A private access road with safety and toilet facilities will be constructed to meet MEFT standards.

Initial plans had anticipated construction

starting in September 2024, with the lodge opening in 2025.

However, Wilderness Safaris has clarified that while the ECC is in place, final construction schedules are still under internal review.

“We can’t wait to share further details with you, but it’s still very much in a discussion phase, and we haven’t finalised the information pertaining to your queries,” said Joryn Barnard, Head of Sales Namibia for Wilderness Safaris.

To power the lodge and its facilities sustainably, the company intends to install a photovoltaic (PV) solar plant with storage. “The onsite PV plant will have a minimum capacity of 500 kW, with all cabling buried

underground to minimise visual impact. In case of power failure, there will be a battery backup and a silent generator. A private contractor will manage the PV plant, ensuring that we maintain our commitment to sustainability and reduce our carbon footprint,” the company explained.

Wilderness Safaris has operated in Namibia for more than 35 years and currently manages seven luxury lodges in partnership with five local conservancies. The group is known for its focus on responsible tourism and environmental stewardship.

“Our long-standing commitment to responsible tourism reflects in our approach to community engagement and environmental conservation,” a project report noted.

The company also highlighted its strong client base in key international markets.

“Key source markets are from the USA, Canada, Western Europe and to a lesser extent Asia, Eastern Europe and South America, with a preference for the high end of the tourism market which includes upmarket amenities and treatment and a unique holiday experience,” the document added.

Located on the quieter western side of Etosha National Park, the Hobatere site offers visitors a more remote and exclusive experience, expected to attract new tourists without directly competing with existing luxury lodges in the region.

Wilderness Safaris is a conservation-focused tourism company and in Namibia, it operates seven luxury lodges in partnership with five local conservancies.



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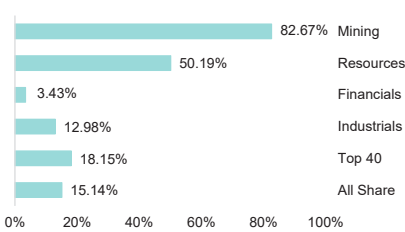
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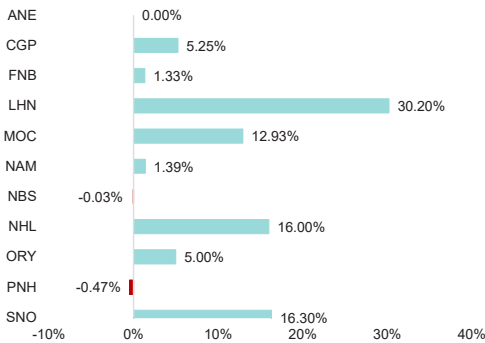
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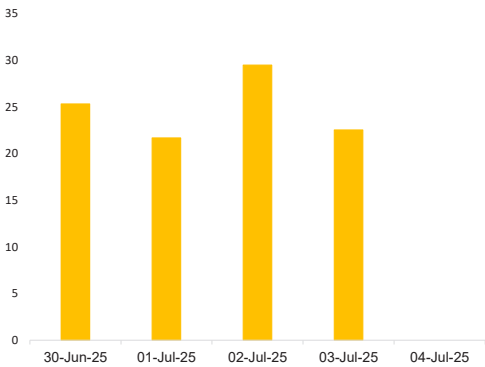
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