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News Worth Knowing



## Namibian car buyers turning to Chinese brands

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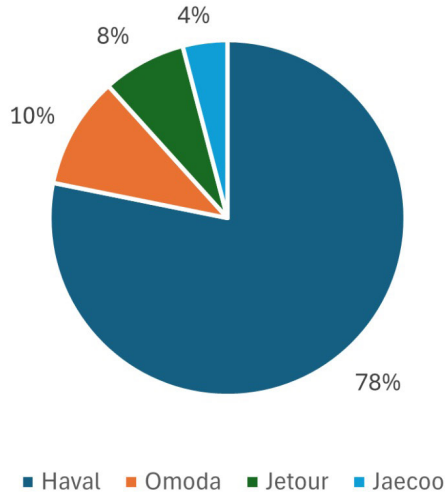
Business

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## MAIN STORY

## CHINESE CAR BRAND SALES



# Namibian car buyers turning to Chinese brands

Chinese automotive brands are making steady inroads into Namibia's vehicle market, challenging the dominance of long-established Japanese and German manufacturers.

According to the latest figures, Chinese brands such as Haval, Omoda, Jetour and Jaecoo accounted for 118 vehicle sales in May 2025, representing 11.7% of the total market. This marks a sharp rise from just 4.8% in May 2024.

"Chinese automakers have emerged

as serious contenders. This reflects growing consumer willingness to consider

## Crucial Dates

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

alternatives that combine affordable pricing, modern design, and increasingly reliable after-sales support,” said Almandro Jansen, Junior Economist at Simonis Storm.

Haval, which has been present in the Namibian market since 2021, has sold 154 units year-to-date and continues to maintain a market share of around 4%.

Newer entrants are also gaining momentum. So far this year, Omoda has sold 20 vehicles, Jetour 15, and Jaecoo 8.

“Dealerships can respond by expanding their inventory to include high-demand Chinese models such as Haval, Omoda, Jetour, and Jaecoo. Financiers may capitalise on this shift by introducing flexible credit options tailored to price-sensitive buyers entering the mid-tier segment,” Jansen added.

He noted that brands which successfully balance cost efficiency with practicality and accessible service networks will be best placed to grow their presence in the country.

Despite the rise of Chinese models, Japanese brands continue to dominate the market, recording 607 vehicle sales in May for a 60% market share. Toyota led the segment with its top sellers including the Hilux (246 units), Corolla Cross (66

units) and Fortuner (45 units). However, this represented a decline from April’s 772 Japanese units sold, when the segment held 62.1% market share.

German manufacturers showed a notable rebound, selling 124 units in May and capturing 12.3% of the market—up from just 33 units in April. Volkswagen led the segment with 85 sales, followed by Mercedes-Benz with 27.

“Premium segments are being challenged as affordability becomes more central to consumer decisions. This is reflected in the performance of German and South Korean brands,” Jansen said.

American brands recorded 78 unit sales, accounting for 7.7% of the market, while South Korean manufacturers lagged behind, registering only 5 units sold (0.5% share).

In total, 1,011 vehicles were sold in May 2025, a 4.7% increase compared to 966 units in May 2024. However, sales were down 18.7% from April 2025, when 1,243 vehicles were sold, marking the second consecutive monthly decline following a March peak of 1,320 units.

“Consumers are increasingly shifting toward practicality and cost efficiency, and Chinese brands are successfully positioning themselves in this space,” Jansen said.



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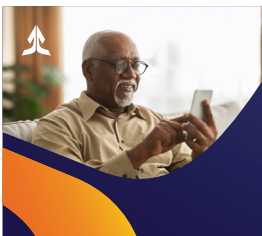





# Namibia Dollar among Africa's most stable currencies in 2025

The Namibia Dollar (N\$) has once again secured its position among the top 10 strongest African

currencies, according to Forbes currency data last updated on 23 June 2025. With an exchange rate of N\$18.10 to the US



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Dollar, Namibia shares the 10th spot alongside South Africa and Swaziland.

According to Forbes currency data, while the Namibia Dollar saw a slight decline in value compared to the previous month, its continued inclusion on the list reflects a relatively stable monetary position in a continent where many currencies face mounting pressure. Tunisia leads the rankings this month with the Tunisian Dinar trading at 2.96 per US Dollar, followed by Libya, Morocco, and Ghana.

“For this month, the currency value for Tunisia, Morocco, and Ghana increased slightly compared to last month’s top 10 list. While the currency value for Libya, Botswana, Swaziland, South Africa, and Namibia declined. Eritrea’s currency remained the same,” it was reported.

Currency strength remains a critical marker of economic resilience. For import-reliant countries like Namibia, a stronger currency can mean lower inflation, cheaper fuel and food prices, and reduced business costs. It also provides room for monetary policy flexibility, allowing central banks to adjust interest rates without exacerbating inflation.

In addition, stronger currencies reduce the local currency burden of foreign-denominated debt and lower the cost of importing raw materials and machinery, factors that support industrial productivity and export growth.

“Many African countries retain a large share of their public debt in foreign currencies, namely US dollars and euros. When local currencies strengthen against these foreign denominations, the local currency cost of repaying the loan decreases,” the report reads.

Although not all African currencies are gaining value, those maintaining or increasing their strength may continue to reap economic advantages.

Namibia’s ability to remain on this list, even amid slight depreciation, highlights the relative resilience of its currency and broader economic fundamentals, the report reads.



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# How intrinsic and extrinsic motivation shape high-performance organisational cultures

By Junias Erasmus

In today's rapidly evolving workplace environment, the quest for higher productivity, innovation, and employee engagement has led organisations to place increasing emphasis on workplace culture.

At the heart of a high-performance culture lies one of the most fundamental yet complex human elements: motivation. Understanding how motivation works and how it can be cultivated through both intrinsic and extrinsic strategies is vital for leaders who wish to unlock the full potential of their teams.

While external rewards such as salary, bonuses, and recognition continue to play a critical role in driving employee behaviour, the long-term success and sustainability of organisational performance rest heavily on the power of intrinsic motivation.

Motivation in the workplace can be traced back to two main sources. Extrinsic motivation refers to the desire to perform tasks in exchange for external rewards or to avoid punishment. This includes financial incentives, promotions, praise, or job security. Intrinsic motivation, in contrast, comes from within. It is driven by internal satisfaction, a sense of purpose, enjoyment, curiosity, or a commitment to personal growth. While both forms of motivation can coexist and complement each other, understanding their timing, context, and application is what separates ordinary organisations from those that consistently outperform.

Organisations often begin their



**Organisations often begin their motivational efforts with extrinsic rewards.**

motivational efforts with extrinsic rewards. These are easier to implement, measure, and link to short-term performance outcomes. In many cases, they are highly effective.

For example, a bonus for exceeding sales targets can spur productivity, just as public recognition can encourage a culture of excellence. In the early stages of a project, when energy and enthusiasm may be low, such rewards can provide the momentum needed to get things moving. In environments where work is routine or high-pressure, extrinsic motivators help maintain discipline, drive, and consistency.

However, over time, the over-reliance on external rewards can diminish their impact.

When employees begin to associate their value solely with financial compensation or public praise, motivation can wane in the absence of those rewards. Worse still, it can breed unhealthy competition, entitlement, and a transactional mindset that erodes collaboration and trust. This is where intrinsic motivation becomes vital. It is what sustains performance after the applause fades. It is what keeps employees engaged during quiet seasons, what drives innovation during uncertainty, and what fuels perseverance

when setbacks arise.

Creating a culture that nurtures intrinsic motivation requires intentional leadership. It means designing roles and work environments where employees feel a sense of purpose and autonomy. It involves creating opportunities for mastery, learning, and meaningful contribution.

When employees understand how their work connects to the organisation's broader mission or to societal impact, they begin to feel that their work matters. This sense of purpose can be more powerful than any monetary reward. It also means recognising and respecting employees as whole individuals with aspirations, values, and passions beyond their job descriptions.

In Namibia and across the African continent, where cultural identity, communal values, and personal dignity play a central role in everyday life, intrinsic motivation takes on an even deeper significance.

Leaders who take time to know their people, involve them in decision-making, and affirm their contributions in culturally respectful ways foster deeper loyalty, resilience, and accountability. When people feel seen, trusted, and valued beyond their outputs, they are more likely to go above and beyond what is required.

Intrinsic and extrinsic motivation are not mutually exclusive. The best organizational

cultures blend both in a balanced and context-sensitive manner. They offer fair and competitive rewards to honour achievement, while at the same time investing in emotional intelligence, mentoring, purpose-driven leadership, and a values-based environment.

They ensure that motivation is not simply something leaders impose, but something that grows organically from the inside out. Intrinsic and extrinsic motivation are not merely tools for boosting performance; they are the twin pillars of a vibrant, high-performance organisational culture. Where one offers structure and reward, the other brings depth and meaning.

In a world that is increasingly volatile, uncertain, and demanding, Namibian organisations must move beyond reward-only strategies and begin cultivating the inner fire that drives people to do meaningful work, serve others, and strive for excellence. This inner fire, when sparked and sustained, has the power to transform not only performance but people.

***\*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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## Namibia targets 25 Mbps broadband speed by 2026

Namibia has announced plans to increase its national broadband speed to 25 megabits per second (Mbps) by 2026, as part of its broader commitment to accelerating digital infrastructure development across Africa.

Delivering a keynote address at the African Data Summit in Nairobi, Executive Director of Namibia's Ministry of Information and Communication Technology, Audrin Mathe said that Namibia's internet upgrade is part of its National Digital Strategy Plan 2025 and complements the country's e-Government Strategic Roadmap, which

aims to improve service delivery through digital platforms.

The government also plans to expand its data centre market by 4.8% annually through 2030.

"Average broadband speeds improved from 2.68 megabytes per second in 2019 to 8.31 megabytes per second in 2022. I am pleased to inform you that Namibia will increase the speed to 25mbps in 2026," he said.

He further explained that Namibia is also the first African country to implement the UNDP's Model Governance Framework for



Digital Legal Identity, providing citizens with secure, verifiable digital identities to enhance access to services.

“Our vision reflects our understanding that digital infrastructure is about human dignity, economic opportunity and social inclusion. Through our e-Government Strategic Roadmap, we are transforming how government serves our people,” he said. However, he also emphasized the urgency of closing the continent’s digital divide. He highlighted that although Africa is home to 1.4 billion people, it holds less than 1% of the world’s data centre capacity, a gap that threatens to exclude millions from the global digital economy.

Mathe also said that while internet access has grown across Sub-Saharan Africa, increasing from 19% to 36% of the population between 2016 and 2021, only 22% are actively using mobile internet, mainly due to affordability barriers. In

Namibia and across the continent, efforts are being made to reduce data costs and expand access to 4G and 5G networks.

“This gap represents hundreds of millions of Africans remaining on the wrong side of the digital divide,” he said.

He stressed that Africa’s digital transformation must rest on three key pillars: connectivity, capacity, and capability and called for increased regional cooperation, stronger public-private partnerships, and investments in education and digital skills.

“We must commit to specific, measurable targets: universal 4G coverage by 2027, 80% broadband access by 2030, and regulatory environments that support sustainable development,” he said.

Namibia’s internet speed ranks 143rd out of 152 countries, with a median download rate of 13.72 Mbps, according to Ookla’s Speedtest Global Index.



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# The Power of a deposit is more than just a down payment

By Herman De Wet

For many aspiring homeowners, the home loan deposit is often viewed as just a necessary step to secure bond approval.

However, a deposit is much more than a mere formality; it is a powerful financial tool that can significantly enhance long-term affordability, security, and overall financial health.

## What a Deposit Truly Represents

A deposit isn't solely about meeting the bank's requirements; it is about positioning yourself for better outcomes throughout the homebuying process and beyond.

## Better Loan Terms

A larger deposit reduces the risk for lenders, which can lead to lower interest rates. Over the life of a bond, this can translate into savings of hundreds of thousands of Namibian dollars in interest. Simply put, a bigger deposit means borrowing less, and borrowing less costs you less.

## Lower Monthly Instalments

By reducing the total loan amount, your monthly repayments decrease, easing the pressure on your budget. This provides homeowners with the flexibility to invest in other priorities—such as education, savings, or maintaining a higher quality of life.

## Proof of Financial Discipline

Saving for a deposit demonstrates your financial commitment and discipline. This can enhance a lender's confidence in your



“

**Saving for a deposit demonstrates your financial commitment and discipline.**

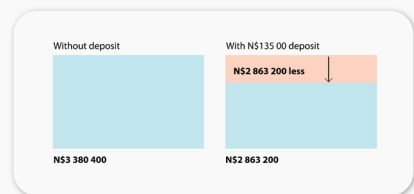
ability to manage repayments, increasing your chances of loan approval and unlocking more favorable lending terms.

## The Long-Term Value

Consider a practical example: A 23-year-old starts saving N\$1,000 per month and increases that amount by 10 percent each year. With an average annual return of 10 percent, they would have around N\$135,000 saved by age 30.

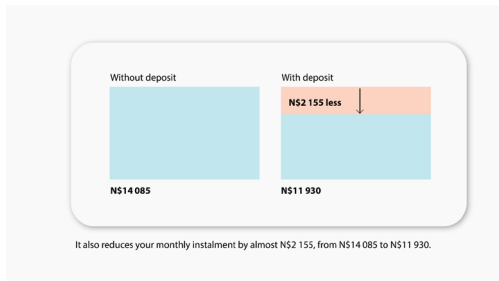
This amount would represent a 10 percent deposit on a N\$1.35 million home. Here's the financial impact:

- Interest Savings: Approximately N\$382,200 saved over the course of a 20-year bond



The lower interest rate and capital amount reduce the total interest you'll have to pay over the 20 years of the bond by N\$382 200. Full repayment (N\$3 380 400) - deposit (N\$135 000) - lower interest (N\$2 863 200) = N\$2 863

-Monthly Instalments: Reduced from N\$14,085 to N\$11,930, freeing up over N\$2,000 each month



This simple act of early, disciplined saving results in substantial financial advantages that extend well beyond the initial property purchase.

### Building Resilience Through Saving

Saving for a deposit also enhances overall financial resilience in the following ways:

- Emergency Preparedness: Lower repayments provide breathing room when unexpected expenses arise.
- Investment Freedom: Extra cash each month can be invested elsewhere, contributing to wealth growth in other areas.
- Reduced Stress: Greater financial stability fosters peace of mind and reduces the mental burden of debt.

### Practical Steps to Get Started

1. Set a Goal: Determine how much you need and by when.

2. Choose the Right Saving Vehicle: Investment-linked policies or endowment products can offer better growth and tax advantages.

3. Automate Your Savings: Consistency is crucial, set up automatic monthly contributions.

4. Seek Professional Advice: A financial adviser or broker can help tailor a plan that suits your income, timeline, and risk profile.

### A Smart Start to Homeownership

A home is much more than a place to live; it serves as a foundation of financial security. A deposit is more than just a down payment; it is the foundational building block of wealth creation.

At Momentum, we encourage Namibians to think strategically about their deposit, not just as a step in the homebuying process, but as a powerful investment in their future. No matter where you are on your home buying journey, speak to a financial adviser or broker who can help you explore the best savings options tailored to your personal goals.

***\*Herman De Wet is a Broker Consultant at Momentum***



# Namibia keeps fuel prices unchanged for July

**T**he Ministry of Industries, Mines and Energy has announced that fuel prices in Namibia will remain unchanged for July 2025, despite rising global oil prices driven by geopolitical tensions and supply disruptions.

According to Executive Director Ben Nangombe, pump prices at Walvis Bay will stay at N\$20.37 per litre for Petrol 95, N\$19.92 for Diesel 50ppm, and N\$20.02 for Diesel 10ppm.

“Despite the under-recoveries recorded, the Ministry has decided to provide relief to consumers by keeping fuel prices for all products unchanged until the next review,” said Nangombe.

“The National Energy Fund (NEF) will absorb the full cost of the under-recoveries on behalf of consumers.”

He added that global oil prices have continued to climb. Between 1 and 24 June 2025, the average price of Petrol 95 stood at

USD 84.47 per barrel—up 7.8% from the May average of USD 78.37. Diesel prices rose even more sharply, with Diesel 50ppm averaging USD 85.50 per barrel (a 9.5% increase) and Diesel 10ppm at USD 85.84 per barrel (up 9.7%).

“These price increases were largely influenced by extended OPEC+ supply cuts, heightened conflict between Israel and Iran, and increased shipping and freight costs caused by tanker shortages and rerouting around conflict zones,” said Nangombe.

He noted that congestion and delays at ports had further added to fuel import costs.

However, he pointed out that the appreciation of the Namibia Dollar during the period helped offset some of the impact.

“From 1–24 June 2025, the average exchange rate was N\$17.85 per USD, reflecting a 1.5% appreciation compared to the full-month average of N\$18.12 recorded in May 2025,” he said.



## Why crisis communication & contingency planning are non-negotiables in events management

By Hadino Nghishekwa

In today's fast-evolving events landscape, the ability to create memorable, seamless experiences goes hand-in-hand with the ability to manage disruption. At Ubuntu Events Technology, we believe the events industry has entered a new era—where excellence is not only defined by production quality but also by resilience, agility, and preparedness.



**From sudden weather changes and venue power outages to political unrest or digital security breaches—crises are no longer a matter of if, but when.**

### The Reality We Face

From sudden weather changes and venue power outages to political unrest or digital security breaches—crises are no longer a matter of if, but when.

In 2025, event organizers are expected to be not just creative producers but risk strategists and crisis communicators.

The post-pandemic era, ongoing global uncertainty, and climate-related challenges have made contingency planning a cornerstone of successful event execution.

Stakeholders—clients, sponsors, vendors, and audiences—expect transparency, structure, and swift action in the face of disruption.

### What Crisis-Ready Events Look Like Today

At Ubuntu Events Technology, we have embedded crisis communication and contingency protocols into every stage of our event planning process. Here's how:

- \* Risk Audits During Planning: We identify potential points of failure—technical, environmental, human—and develop tailored mitigation strategies.

- \* Clear Chain of Command: Everyone from suppliers to MCs knows who to report to and what to do in case of an emergency.

- \* Backup Systems in Place: From AV

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redundancies and backup generators to alternate internet sources and emergency contact lists.

\* **Real-Time Communication Tools:** We use secure messaging apps and real-time dashboards to instantly alert teams and stakeholders if a situation arises.

\* **Scenario-Based Training:** Our teams undergo regular simulations—because knowing the plan isn't enough; you have to practice the response.

### Communicating in a Crisis

Silence can be more damaging than the crisis itself. That's why crisis communication protocols are central to our approach:

Pre-prepared holding statements for media and social platforms. Designated spokespersons trained in delivering calm, clear messaging. Real-time updates to

guests via digital platforms, apps, or MC announcements.

### Moving Forward

The events industry can no longer afford to treat crisis planning as an afterthought.

The reputational, financial, and operational stakes are too high.

Ubuntu Events Technology encourages all event stakeholders—whether clients, planners, or partners—to prioritize readiness. Because in the world of events, how you respond when things go wrong is just as important as how you shine when everything goes right.

*\*Hadino Nghishekwa is the co-founder of Ubuntu Events Technology and brings over 10 years of expertise in event production and technical solutions.*



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## Namibia's cattle marketing drops by 58% in Q1 2025

**T**he number of cattle marketed in Namibia dropped by 58% in the first quarter of 2025, falling to 37,577 from 89,507 in the same period last year, the Livestock and Livestock Products Board (LLPB) has reported.

According to the board's latest quarterly update, the sharp contraction was largely due to good rains that encouraged farmers to rebuild their herds, thereby limiting the supply of animals ready for market.

The outbreak of lumpy skin disease also affected cattle supply across all channels.

"The contraction in the cattle sector (58%) was due to good rains received, triggering herd rebuilding which limited the supply of market-ready animals," the report stated.

Live cattle exports fell by 76.77% to 13,370 head in the quarter, while slaughtering at A-class abattoirs declined by 22.04% to 17,506. B- and C-class abattoirs saw a 29.38% drop, with 6,701 cattle processed compared

to 9,489 in the same quarter of 2024.

In terms of market share, 35.6% of cattle were exported live, 46.6% went through export abattoirs, and 17.8% were slaughtered at B- and C-class abattoirs. This marked a shift from Q1 2024, with live exports losing 28.7% market share. In contrast, A-class and B-/C-class abattoirs gained 21.5% and 7.2% respectively.

Despite the decline in volumes, cattle prices rose. South of the Veterinary Cordon Fence (SVCF), the average weaner price climbed to N\$29.13/kg, ranging from N\$28.59 in January to N\$30.53 in March. North of the cordon fence (NVCF), tolly prices averaged N\$30.03/kg, peaking at N\$31.39 in January and dropping to N\$27.32 in February.

The B2 producer carcass price also recorded a notable year-on-year increase, rising by N\$8.13 to N\$69.00/kg. In comparison, the South African Red Meat Abattoir Association reported average carcass prices of N\$48.72/

kg, N\$20.28/kg lower than Namibia's, partly due to the impact of Foot-and-Mouth Disease (FMD).

The sheep sector also posted significant declines, with total marketing down 42.7%. Live exports dropped by 44.2% to 85,840 head in Q1 2025 from 153,713 in the same period last year. A-class abattoir throughput fell by 53.9%, while B- and C-class abattoirs declined by 21.6%. Combined slaughtering numbers dropped from 43,262 to 26,979.

Live sheep exports made up 76.1% of the market, slightly down from 78% in 2024. B-

and C-class abattoirs gained 4.1% in market share, while export-approved abattoirs lost 2.1%.

The average Namibian A2 sheep producer price stood at N\$88.74/kg, trailing the Northern Cape average of N\$91.81/kg by N\$3.06. This gap, though larger than in recent quarters, remained within the LLPB's benchmark price difference of N\$4.98/kg set in 2020.

"The NC producer price serves as a benchmark for Namibian producers, given that the majority of exports are destined for the Northern Cape region," the board noted.

Goat marketing also declined, with volumes down by 15.1%. Live exports dropped by 11.3% to 20,684 head. The sector remains heavily reliant on live exports, which accounted for 99.6% of goats marketed during the quarter. B- and C-class abattoirs handled just 0.4% of volumes.

In contrast, pig slaughtering rose marginally by 0.6%, increasing from 12,255 in Q1 2024 to 12,324 this year. Pork imports remained high, with 2,246 tonnes of unprocessed pork brought in—covering 52.3% of national consumption. Total pork imports, including processed meat, reached 3,030 tonnes, while local production accounted for 35.4% of consumption.

"The average Namibian pork ceiling price for Q1 of 2025 averaged N\$51.03 per kg. It has remained fixed since 2024," the LLPB stated.

## VACANCIES

The Namibia Investment Promotion and Development Board (NIPDB) is looking for a suitably qualified and experienced Namibian citizen to fill the following position:

- **Consultant: MSME Ecosystem Sector Development (Paterson Grade C4)**
- **Consultant: Market Access & Export promotion (Paterson Grade C4)**
- **Consultant: Start up & Scale (Paterson Grade C4)**
- **Senior Investment Analyst (ICT) (Paterson Grade C5)**

Interested candidates are invited to visit <https://nipdb.com/career/> for the requirements and guidelines of how to apply. All foreign qualifications must be evaluated by the Namibia Qualifications Authority (NQA).

The NIPDB is an equal opportunity employer and complies with the Affirmative Action Legislation. In line with the Affirmative Action (Employment) Act, No. 29 of 1998, suitably qualified persons with disabilities who meet the requirements are encouraged to apply. Please note that reference checks and competency assessment tests will be conducted, and qualifications will be verified.

### Remuneration:

The NIPDB offers market related remuneration packages commensurate with experience and qualifications. Only shortlisted candidates will be contacted.

The NIPDB reserves the right to use additional/ relevant information as criteria for short listing and regrettably no documents will be returned.

Enquiries: [recruitment@nipdb.com](mailto:recruitment@nipdb.com)

Closing Date: 2 July 2025 at 17:00



### ABOUT NIPDB

The Namibia Investment Promotion and Development Board (NIPDB) is mandated to promote and facilitate investment by foreign and Namibian investors, and coordinate MSME activities across all levers of the economy, with the aim of contributing to economic development and job creation.



# How updating retirement annuity beneficiaries protects your legacy

By Shali Ekandjo

In the sphere of financial planning, few actions are as straightforward yet significant as routinely updating the beneficiaries of your retirement annuity (RA).

This simple step ensures that your hard-earned assets are distributed in line with your wishes, offering peace of mind for you and security for your loved ones.

## Why Updates to Beneficiaries Matter

Life is ever-changing and marked by key milestones such as marriage, the birth of children, divorce, or the passing of loved ones. Each of these life events may prompt a shift in your intentions regarding who should inherit your retirement savings.

Failing to update your beneficiary nominations can result in unintended consequences, such as assets being allocated to an ex-spouse or newly added family members being inadvertently excluded from your legacy.

It is important to understand that beneficiary nominations on retirement accounts typically take precedence over the instructions set out in your will.

This means that even if your will reflects your current intentions, outdated beneficiary forms may override those provisions, potentially leading to disputes and legal challenges.



**Life is ever-changing and marked by key milestones such as marriage, the birth of children, divorce, or the passing of loved ones.**

## The Namibian Context

In Namibia, the management of retirement funds is governed by specific legislation that underscores the importance of accurate beneficiary information. While the trustees of retirement funds are mandated to distribute benefits equitably, they depend heavily on the beneficiary nominations provided by account holders.

Keeping these nominations up to date can greatly streamline the process, ensuring that your assets are allocated as you intended.

## Steps to Keep Your Beneficiary Information Current

**Annual Reviews:** Make it a routine to review your beneficiary nominations every year.

**Major Life Events:** Update your beneficiaries promptly following significant life changes, such as marriage, divorce, the birth of a child, or the death of a previously named nominee.

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This simple step ensures that your hard-earned assets are distributed in line with your wishes, offering peace of mind for you and security for your loved ones.

**Seek Professional Advice:** Consult with financial advisers or estate planners to ensure your nominations are aligned with your broader estate planning objectives.

**Maintain Documentation:** Retain copies of all nomination forms and acknowledgements in a safe place, and ensure your loved ones are aware of where to find them.

Regularly updating the beneficiaries of your retirement annuity is a vital aspect of sound financial planning. It guarantees that your assets are passed on according to your present wishes, reduces the likelihood of conflict among heirs, and safeguards the legacy you aim to leave behind. In life's constantly shifting landscape, this small but proactive measure can bring lasting clarity and reassurance to those you care about most.

No matter where you are in your financial journey, we're here to help you find investment options for your goals and secure your legacy for future generations.

***\*Shali Ekandjo is Key Account Officer at Momentum Metropolitan***

# How newsrooms work and what journalists want

By Alvaro Mukoroli

In today's fast-paced, content-driven landscape, the relationship between media and the public is more dynamic — and more misunderstood — than ever before. While brands, spokespersons, and PR professionals seek positive media coverage, the inner workings of a newsroom and the mindset of a journalist often remain a mystery.

To build genuine, fruitful relationships with the media, it's crucial to understand what drives journalists and how newsroom decisions are made.

## My experience Inside the Newsroom: The Rhythm of the Day

A newsroom operates like a living organism — always on, always adapting. Whether in print, radio, TV, or digital outlets, newsrooms follow a daily cycle that revolves around deadlines, editorial meetings, breaking news, and audience engagement metrics.

Most days begin with an editorial meeting, where the news team discusses potential stories, evaluates pitches, assigns reporters, and prioritizes coverage.

Editors rely on a mix of breaking news alerts, diary items (planned events), trending topics, and strong pitches from trusted sources. These meetings shape the narrative direction of the day or week.

Newsrooms face relentless pressure to deliver stories that are timely, accurate, and relevant — all within tight deadlines. This means journalists are juggling multiple



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assignments, responding to developments in real-time, and under pressure to publish quickly, especially for online platforms.

What Journalists Want (But Rarely Say)

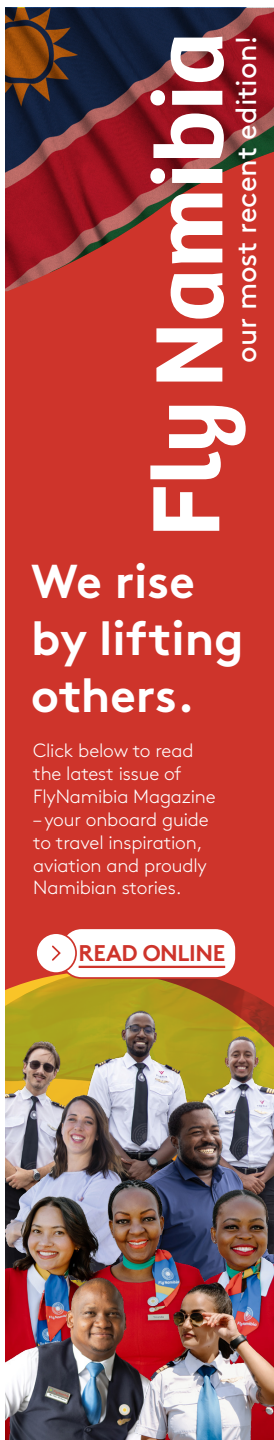
### 1. Newsworthiness Over Fluff

Journalists want stories, not advertisements. A good story has relevance, impact, timeliness, human interest, or novelty. Journalists ask themselves: Why now? Why should our audience care? Pitches that feel overly promotional or lack a clear news angle often go straight to the trash.

### 2. Access and Authenticity

Reliable access to informed spokespeople, subject matter experts, or people directly impacted by an issue is gold. Journalists value authentic voices and hate scripted soundbites.

If you're offering an interview, ensure the spokesperson is briefed, available, and capable of answering questions — even tough ones.



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### 3. Clear, Concise Communication

A journalist's inbox is flooded with emails. Get to the point quickly. A compelling subject line, a strong lead paragraph, and bullet points highlighting the key facts or angles will make your pitch stand out. Avoid jargon.

### 4. Trust and Credibility

Journalists remember the people who helped them meet a deadline, and they also remember those who wasted their time. Being honest, reliable, and accurate — even when things go wrong — builds long-term credibility.

### 5. Exclusive or Unique Angles

In a competitive media environment, exclusivity or a fresh perspective can win coverage. Offering a story under embargo or giving one outlet a first look can help you build media allies.

### Bridging the Gap: From PR to Partnership

Too often, PR professionals view media coverage as a transaction. The truth is, the best media relationships are built on mutual value and respect for the craft. Here's how to turn outreach into partnership:

**Do your homework:** Know the journalist's beat, audience, and previous stories. Be solution-oriented: Think like a journalist. What problem does your story solve for them?

**Follow up with purpose:** One reminder is okay. More than that becomes a nuisance.

**Respect editorial independence:** Don't ask to preview or edit a story. Focus on ensuring your facts are accurate and accessible.

### Final Thoughts

Understanding how newsrooms work and what journalists really want is not just about getting coverage — it's about becoming a credible voice in the public conversation.

In an age of misinformation and shrinking editorial resources, being a trusted, valuable source isn't just helpful — it's essential.

If you're serious about making an impact through the media, start by seeing the world through a journalist's eyes.

***\*Alvaro Mukoroli is a seasoned PR and Brand Strategist with experience in both media newsrooms and public relations for local and international clients. He has also conducted professional training across both sectors.***





# FINANCIAL MARKET MONITOR

Enriching  
Generations

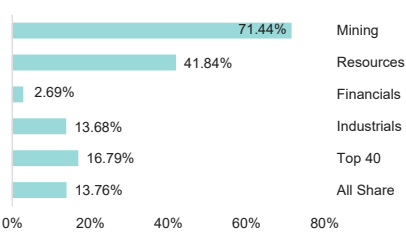
### Commodities

Spot Gold	3270.40
Platinum	1343.73
Palladium	1122.30
Silver	32.17
Uranium	77.50
Brent Crude	68.17
Iron Ore	87.87
Copper	9988.47
Natural Gas	3.69
Lithium	7.85

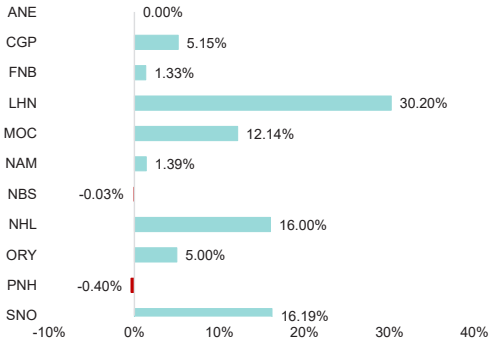
### Currencies

USD/ZAR	17.8069
EUR/ZAR	19.2300
GBP/ZAR	24.4194
USD/CNY	7.1715
EUR/USD	1.1720
GBP/USD	1.3712
USD/RUB	78.6253
CPI	3.50%
Repo Rate	6.75%
Prime Rate	10.50%

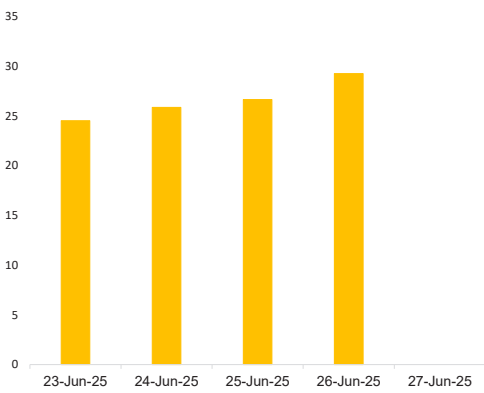
### JSE Sectors: Year to Date in %



### NSX Local Stocks: Year to Date in %



### JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



### Global Indices: Year to Date in %

