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News Worth Knowing



MAIN STORY

Nam-H2 managing N\$1.3bn, targets green hydrogen commercialisation

he Namibia Hydrogen Fund Managers says it currently manages around N\$1.3 billion (€65 million) and has committed financing to two flagship projects, Hyphen and HyIron, as part of efforts to move pilot projects towards commercialisation and accelerate the country's entry into the global green hydrogen market.

According to CEO of Namibia Hydrogen Fund Managers, Mercia Geises, while momentum is building, the sector still faces hurdles.

High costs and efficiency challenges associated with electrolysers remain a barrier to competitiveness against fossil fuels and grey hydrogen. Industry leaders stress that large-scale policy frameworks and continued investment are essential to unlock the sector's full potential.

"Currently we've got about 65 million euros under management, and we have committed funding to two projects in Namibia. We are development partners to the Hyphen project, and we are also development partners to the HyIron project," she said.

Geises explained that despite these challenges, Namibia is well placed to lead Africa's green hydrogen transition due to its abundant renewable resources. The projects are expected to contribute not only to exports but also to regional



Crucial Dates

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



Currently we've got about 65 million euros under management, and we have committed funding to two projects in Namibia

industrialisation, energy self-sufficiency, and infrastructure development.

Looking ahead, attracting investment and climate finance from institutions such as the African Development Bank, the EU, and the World Bank will be vital to scaling projects.

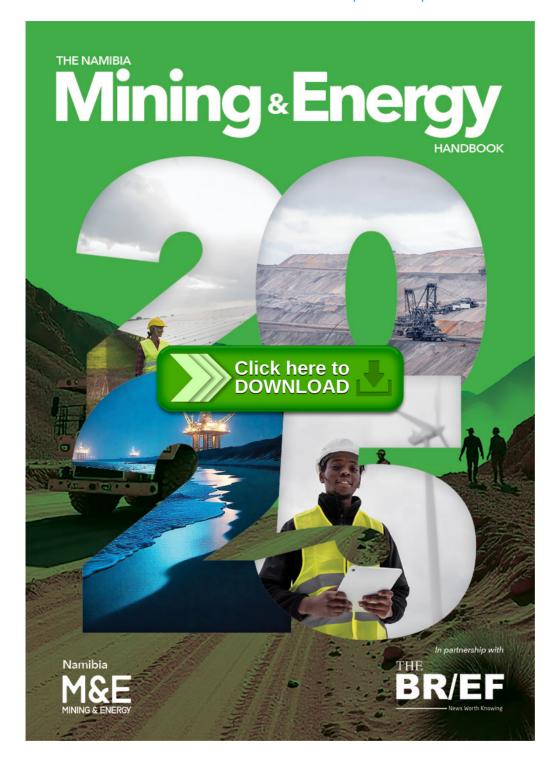
"They're all playing their role in supporting the sector, particularly in Africa. I think that's the two big drivers, so that we have policy that supports the transition and that we remain committed to the transition, but also that we realise that there is an opportunity, not just for exports, but for us to industrialise our economies," she said.

The upcoming hydrogen summit is expected to serve as a milestone for

Namibia, with at least three pilot projects set to be operational by then. Fund managers hope the event will secure more commitments from multilateral financiers, enabling Namibia to transition from pilots to commercial green hydrogen production by 2030.

Founded in 2023 and licensed by the Namibia Financial Institutions Supervisory Authority in 2024, Namibia Hydrogen Fund Managers (Pty) Ltd is a joint venture between Climate Fund Managers (CFM), a climate-focused blended finance investment manager; the Environmental Investment Fund of Namibia (EIF), owned by the Government of Namibia; and Invest International, a Dutch development finance institution.







Whistleblowers help NamRA recover N\$5m cash and N\$15m in tax assessments

The Namibia Revenue Agency (NamRA) says its whistleblowing initiative has recovered more than

N\$5 million in cash and a further N\$15 million in tax assessments since June last year.



Speaking at the NamRA Talks, Commissioner Sam Shivute stressed that all citizens share a responsibility to ensure tax compliance.

"And as a result of that, we are seeing we have already collected more than 5 million just since June last year, in a state account, 15 million of assessment. We need to do this and report so that we can save and protect our government and our state," he said.

Shivute explained that the initiative has allowed whistleblowers to report underdeclaration, misclassification, and theft from the state.

A NAMIBIA DE BEERS PARTNERSHI

In one instance, a whistleblower received N\$100,000 as part of NamRA's policy to reward up to a third of recovered amounts.

He warned that non-compliance undermines the state's ability to function.

"Because if there is noncompliance with tax laws, you might think it's just a minor issue or a problem for the government alone. It is not. Noncompliance means the state will lack the capacity to function effectively," he said.

Shivute added that Namibia's ability to

fund its health services without donor support is directly linked to effective revenue collection.

He also highlighted NamRA's investment in skills development.

"We associate ourselves with the best in the world, on the continent, and within the country. which is why we are also engaging with you. As a result. NamRA is one of the state-owned enterprises that maintains a working relationship with Stanford University and Columbia University. Currently, we host summer associates from these institutions, and it is our hope that in the future, NamRA staff will have opportunities to work with them as well," he said.

This year, 26 NamRA staff members will undergo training in South Korea, 20 are set for advanced courses in China, and five will receive taxation training in the United States.



www.namdeb.com

Cross-generational marketing: Why your brand must speak five languages to survive

By Paulo Coelho

recently attended the Nedbank Future of Business event and I think the Mad Men era is dead! Buried! Don Draper's three-martini lunches died with the delusion that brands could tell people what they wanted.

Today's market isn't just fragmented, it's tribal. Those tribes speak different languages, worship at different altars, and can cancel you faster than you can say "viral backlash." #CancelCulture

After two decades watching brands rise and fall from Namibian townships to international boardrooms, here's the brutal truth: you're not talking to "consumers" anymore.

You're talking to five generations that might as well be from different planets. The power has shifted and it's not coming back.

Boomers remember when Coke could dictate what "refreshment" meant; those days are gone. Millennials turned ethical consumption into identity. Gen Z weaponizes rejection; one misstep becomes a meme before your comms team checks in for coffee. This isn't about being "woke"; it's about survival. Brand resilience now tracks how well you accept that the audience holds all the cards.

The five-language challenge

The "sweet spot" that pleases everyone? Mythical. Pick your lanes and speak them fluently:

- * Boomers: respect, reliability, recognition. Honour heritage and craftsmanship.
 - * Gen X: authenticity. No spin, no try-



Today's market isn't just fragmented, it's tribal.

hard cool, just "we get it, life is complicated."

- * Millennials: purpose with purchase. Values must align or they'll walk.
- * Gen Z: identity fit on sight. Diversity, inclusion and transparency are baseline.
- * Gen Alpha: still forming, but expect them to be even more discerning, connected and empowered.

The agility imperative

Cultural relevance now expires in weeks, not years. What resonated with Millennials in 2019 can be cringe to Gen Z in 2025. Strategy can't be a dusty five-year PDF; it must be a living system that anticipates cultural shifts and plugs into real conversations. Look at the pandemic: brands that pivoted quickly thrived; brands that clung to pre-COVID playbooks looked tone-deaf.

Values alignment: the non-negotiable

Your values can't be a glossy page on the website while your operations say otherwise. Different generations weigh values differently, quality and service (Boomers), honesty and straight talk (Gen X), social responsibility and purpose (Millennials), diversity, sustainability and real activism (Gen Z). Winning brands don't tick every box; they choose and commit. Patagonia isn't chasing fast-fashion. Tesla isn't courting

petrolheads. Know who you are, who you serve, and why you exist.

A Namibian lens

Generational divides aren't just Western. A Herero grandmother in Okahandja relates to brands through community proof and word-of-mouth; her granddaughter in Windhoek discovers brands through Instagram and peer creators. A Boomer in Oshakati might trust church groups and local leaders; a Gen Z in Walvis Bay might trust a TikTok review over a billboard. Same need for belonging, different entry points, different dialects.

The death of brand dictation

Old model: brands created desire; consumers fulfilled it. New model: consumers create conversations; brands either join authentically or get left out. Your Boomers want to feel heard and respected. Gen X wants real connection, not a pitch.

Millennials want to co-create. Gen Z wants to see themselves in your values. Gen Alpha will expect all of the above as table stakes.

The uncomfortable truth

You're no longer building one brand, you're building a brand ecosystem that can connect with five worldviews at once. That's not just "a different social strategy per channel"; it's adaptable personalities that ladder to a consistent core: purpose, product truth, and behaviour that matches your claims. Speak Boomer on LinkedIn, be native to Gen Z on TikTok, and keep the same spine of values everywhere.

The brands that master this won't just survive the generational divide, they'll thrive because of it. The ones that don't? There's space in the marketing graveyard next to Blockbuster and BlackBerry.

Your move. Are you building brand resilience, or brand rigidity? The generational clock is ticking.

* Paulo Coelho | Brand Manager | Entrepreneur | Storyteller



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Corporate borrowing drives N\$6.7bn private credit growth

amibia's private sector credit extension (PSCE) on a rolling 12-month basis stood at N\$6.69 billion in July, with N\$1.85 billion taken up by individuals and N\$4.62 billion by corporates, according to IJG Securities.

IJG reported that total credit extended to the private sector fell by N\$1.1 million in July, bringing the outstanding balance to N\$120.29 billion.

The firm said PSCE



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growth held steady at 5.88% year-on-year, broadly unchanged from June and continuing at levels last recorded in February 2020.

"Corporates have been the primary driver of PSCE growth over the past twelve months, accounting for 69% of the N\$6.69 billion issued over the period," IJG said.

The firm noted that credit to individuals grew by 0.5% month-on-month and 2.7% year-on-year in July, largely supported by overdrafts which increased by 3.5% month-on-month, the highest since January 2024.

Mortgage loans to individuals grew by only 0.8% year-on-year, while month-on-month growth slowed to 0.2%. Other loans and advances rose by 0.7% month-on-month and 5.7% year-on-year, which IJG highlighted as a major contributor to annual growth.

"Credit extension to individuals remains subdued at 2.74%, trailing inflation. Mortgage lending by individuals is particularly weak, with growth of just 0.8% y/y," IJG said.

On the corporate side, IJG reported that credit growth was flat month-on-month but climbed 10.07% year-on-year in July. The firm noted that while this was slightly below June's 10.6%, it still represented the second-highest growth rate since December 2019.

According to IJG, mortgage loans to corporates grew by 1.4% month-on-month after four months of contraction, though the category was down 2.3% year-on-year.

Other loans and advances to corporates rose by 10.5% year-on-year, while instalment credit slowed to 18.8% year-on-year and overdrafts eased to 23.4%.

"On a year-on-year basis, PSCE grew by 5.9% y/y in July – a minute decrease from June. Despite the slowdown, this figure marks the second highest annual growth rate since January 2020," IJG said.

The firm also highlighted that the liquidity position of commercial banks declined by N\$274.98 million in July, falling from an average of N\$6.07 billion in June to N\$5.80 billion — the lowest level since September 2024.

IJG explained that the month-on-month reduction was primarily driven by the latent effects of corporate tax payments due at the end of June 2025.

Rebuilding financial health after a default

By Eddie King

ebuilding financial health after a default, primarily once iudgment has been obtained or assets have repossessed and been auctioned, can be daunting but achievable.

With the right strategies and commitment, individuals and small businesses can recover, enhance their credit scores, and regain trust with financial institutions. The following are a few hints and tips to consider.

Settle Outstanding Debts

The initial step towards recovery involves addressing and settling any outstanding debts linked to the default. This approach might include negotiating with creditors to arrange manageable repayment plans or settling the debts in full. Resolving these debts is vital as it halts further negative impacts on your credit score and rebuilds financial credibility.

Monitor Your Credit Report Regularly

Monitoring your credit report regularly is essential to understanding your financial standing and identifying any errors that might adversely affect your score. You can dispute inaccuracies with the credit agencies to have them corrected, which can help improve your credit score more rapidly.

Implement a Rigorous Budget

Developing and adhering to a strict budget is critical to regaining financial stability. Create a budget that reflects your current financial realities, prioritises essential spending and allocates funds for debt repayment. Sticking to this budget will help you manage your finances more effectively and prevent future financial difficulties.

Re-establish Credit with New Accounts



With the right strategies and commitment, individuals and small businesses

can recover.

After addressing immediate debts, consider cautiously opening new credit accounts. Options like secured credit cards or small, manageable loans can be beneficial. Use these new credit facilities prudently, ensuring you can clear the monthly balances to avoid accruing interest. Consistent, timely payments will show lenders your commitment to responsible debt management, aiding in improving your credit score.

Uphold Financial Discipline

Long-term financial discipline is crucial for full recovery. This means consistently making timely payments, keeping credit card balances low, and avoiding taking on excessive debt. Over time, these practices will improve your credit score and rebuild lenders' trust.

Engage with Financial Education.

Improving your understanding of financial management through education can equip you with the necessary skills to prevent future defaults. Many organisations and financial institutions, like Bank Windhoek, provide educational resources and workshops on credit, debt management, and broader financial planning.

Exercise Patience

Rebuilding financial health is gradual, particularly following a judgment or asset repossession. It may take several years to restore your credit score fully but beginning the process as soon as possible will accelerate your recovery. Remain patient and focused on your long-term financial objectives.

Rebuilding your credit score and regaining financial stability are not quick fixes, but you can navigate this challenging journey with dedicated effort and perseverance.

Remember, every step you take is a move towards a more secure and resilient financial future. Your determination to turn things around can transform this challenging experience into a valuable lesson for longterm success.

* Eddie King is a Chief Credit Officer at Bank Windhoek



Scholarship Opportunities:

The following scholarships are open to high-performing, dedicated Namibians eager to join the upstream petroleum industry and pursue full-time studies in the following fields:

- Undergraduate Scholarships in the SADC Region only:
 BSc./B. Engineering in Civil, Marine, Chemical, Electrical, Power, Industrial and Mechanical Engineering.
- Diploma in Instrumentation Engineering Technology in Oil and Gas (Check list of institution on the website)

Postgraduate Scholarships at University of Namibia only

Candidates applying for undergraduate (SADC) and MSc. Petroleum Geology scholarships must submit applications via the PETROFUND esaspetrofund.org/login

Application forms for undergraduate (SADC) and MSc. Petroleum Geology scholarships have been sent to all Regional Councils for to candidates in areas with <u>limited or no internet network</u> according

- Postgraduate Scholarships at Overseas Universities for the September intake:

 MSc. Exploration Ceophysics / MSc. Ceophysics with specialisation in Petroleum Geophysics
 MSc. Reservoir Evaluation Management

 MSc. Patroleum Engineering and Project Development
 MSc. Marine Engineering
- MSc. Drilling Engineering MSc. Oil and Gas Engineering
- MSC. Fire Safety Engineering
 MSC. Fire Safety Engineering
 MSC. Naval Engineering / MSc. Advanced Naval Architecture / MSc. Marine Technology: Atlantic Master's Ship Operation and Naval
- MSc. Aerospace Engineering
- MSc. Process Safety MSc. Carbon Capture Management MSc. Oil and Gas Law

Candidates applying for MSc overseas programmes in the United Kingdom must submit applications on both the PETROFUND website (https://esaspetrofund.org/login) and the Chevening website: (https://www.chevening.org/namibia/) as these will only be sponsore through the PETROFUND/Chevening joint scholarship programme. Candidates applying for MSc. overseas programmes outside the United Kingdom must submit applications through the PETROFUND website only.

Requirements for all the scholarships

- Namibian citizenship.

 Demonstrate outstanding academic performance for undergraduate students currently enrolled at the university.

 Excellent passes in mathematics, sciences and English at grade 12 or Advanced Subsidiary (AS) level with a minimum of 30 points in five
 (S) subjects as per the recognised universities' scales for high school applicants (current AS Level barners to submit September results). Hold a relevant honours degree with a minimum average pass mark of 60% for the master's scholarship applicants.

 Be willing to commence studies in January 2026 for scholarships within the SADC region and in September 2026 for overseas scholarships.

- Submit proof of admission for NaDo region scholarships by January 2026 for undergraduate and MSc. Petroleum Geology applicants. Provide certified copies of all required supporting documents by the Namibian Police. Complete the relevant online PETROFUND or Chevening scholarship application form at: https://esaspetrofund.org/login.php or https://www.chevening.org/namibia/.

((1)) Applicants are reminded that applications for courses other than those mentioned herein will not be considered.

- Only shortlisted candidates will be contacted and invited for oral interviews. Interview dates will be communicated directly to shortlisted applicants
- appricants.
 Information on universities offering the advertised postgraduate programmes is available on the PETROFUND website as well as a guide on how to complete the application form.
 Candidates submitting manual applications should do so at their constituency offices.
- Manual applications are reserved for individuals with limited or no access to online facilities

Enquiries:
All enquiries should be directed to Ms. Elizabeth Muundjua or Ms. Loide Ashaadhila at +264 61 400 443 or petrofund@namcor.com.na

Deadline for Submitting all Applications: Tuesday, 7 October 2025 at 13:00.



Meatco appoints Albertus Aochamub as Interim CEO

he Meat Corporation of Namibia (Meatco) has appointed Albertus Aochamub as its Interim Chief Executive Officer, effective 2 September 2025.

His six-month appointment follows a shareholder secondment nomination and approval by the Meatco Board of Directors.

Aochamub takes over from Kingsley Kwenani, who served as Acting CEO from 15 July until his term ended on 31 August 2025. Kwenani, currently CEO of Meatco NCA, was appointed after the suspension of Patrick Liebenberg in July.

Liebenberg, who also held the position of Executive for Livestock Procurement & Production, was suspended on 14 July 2025 pending an investigation.

"The Board of Directors warmly welcomes Ambassador Aochamub to Meatco. His vision, strategic insight, and wealth of experience will be invaluable as the company strengthens its role in serving local customers while expanding its reach across regional and international markets with premium Namibian beef products," the meat processor's board said.

According to Meatco,



Aochamub brings extensive experience in executive leadership, governance, economic diplomacy, valuechain development, and agroindustrial strategy.

With a proven record in institutional reforms, exportled growth, and positioning Namibia in global markets, he is expected to guide Meatco towards operational stability and long-term sustainability.

Meatco has been operating without a substantive CEO since the contract of former Chief Executive Mwilima Mushokabanji ended on 31 January 2025.

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Capricorn Group appoints Mariantha Fryer as Group Brand Manager

apricorn Group has announced the appointment of Mariantha Fryer as Group Brand Manager in its Group Brand and Corporate Affairs Department, effective 1 September 2025.

With nearly 25 years of experience in strategic marketing, brand building. communications and across industries including automotive, financial services, education, and advertising, extensive Frver brings expertise to the role.

Fryer said she was excited to return to the Capricorn brand.

"Some journeys bring you full circle. For me, Capricorn Group isn't just a company; it's a brand that sets the standard, and I'm proud to be part of shaping it again," she said.

Fryer previously served as Head of Brand Marketing and Creative Services at Bank Windhoek, where she played a key role in shaping the Bank Windhoek brand into the broader Capricorn identity recognised today.

As Group Brand Manager, Fryer will oversee the development and execution of integrated brand strategies, manage campaigns, ensure consistent brand messaging across subsidiaries, and lead strategic sponsorships and



stakeholder engagement.

"Mariantha ioins time when our brand evolving to meet the needs of a rapidly changing stakeholder landscape. Her deep understanding of brand strategy and her creative leadership will be invaluable as we continue to build a brand that reflects our purpose, values, and vision for the future," said Marlize Horn, Group Chief Brand and Corporate Affairs Officer at Capricorn Group, welcoming Fryer's appointment.



