

Huge announces new appointments, prepares for year ahead

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The Huge Group, which owns managed telecommunications service provider, Huge Telecom, has announced three new board appointments, which it believes will enable the group to take advantage of the changing business landscape in South Africa.

Michelle Meth joins as Financial Director of Huge Group. Meth completed her BCom (Hons) at RAU in 1998 and finished her articles with Meyer Wilson Marsh in 2000. Her passion for telecommunications began with her appointment at Cell C in 2002 as financial manager. She quickly worked her way up the corporate ladder and after just 18 months she was promoted to executive head of finance.

At 28, this made her the youngest executive at Cell C and she was nominated that year by Cosmopolitan as "awesome woman of the year". In addition to her position as Group Financial Director, she has also been appointed as Financial Director of Huge Telecom, and will oversee this Huge Group subsidiary's finances for the foreseeable future.

The second key appointment is that of current executive director at the Huge Group, Steve Tredoux, who has been appointed as Sales Director of Huge Telecom.

Tredoux was previously an executive at MTN, in charge of sales and advertising, before joining the Huge Group in 2008. He remains an executive director on the group board, but is excited at the additional opportunities his new role provides. "Sales has always been a passion of mine and I believe that correctly positioning your product and offering tangible value to your customers is key to ensuring a profitable business," he says.

Tredoux believes once the basics are in place, customer relationships form the platform for success. He quotes *Mark McCormack*, the great sports marketer: "All things being equal, you will always rather do business with a friend. All things not being equal, you will still rather do business with a friend."

Thirdly, Bennie Vorster, current Financial Manager of Huge Telecom, has been promoted to Commercial Director of Huge Telecom and will be responsible for revenue assurance at Huge Telecom. Vorster holds a BCom in Financial Management from Unisa with majors in financial, business and risk management. Vorster is financially minded, but has a strong business orientation and will actively strengthen the company's bottom line.

James Herbst, CEO of the Huge Group, comments: "These new appointments will certainly stand Huge Telecom in good stead for the year ahead. In the current economic climate, companies need to ensure their financial procedures are watertight and they ensure a high level of internal liquidity. In addition to that, now is not the time to shy away from sales and advertising. Consumers are looking for value and they need to know what is on offer. The new appointments to our board will enable Huge Telecom to take significant strides forward this year and we anticipate positive growth despite these trying times."

Executive Chairman of the Huge Group, *Anton Potgieter*, agrees and says that the new appointments will allow the group's board to focus strongly on growth and concentrate on their future strategies. "Having capable individuals like Michelle, Steve and Bennie managing key aspects of Huge Telecom will give the group's top executive far more freedom to concentrate on strategic issues within the business, knowing that the day-to-day operations are taken care of. We've put a structure in place early on that will allow us to reach our growth and profit projections in the coming financial year as we see 2009 to be a period in which hard work will be rewarded."

Huge Telecom

Huge Telecom is a BEE accredited, VANS licensed, ISO 9001:2000 certified company. Established in 1993, Huge Telecom is South Africa's oldest managed telecommunications provider and supplies managed telecommunication solutions centred on PABX call spend, including least cost routing with full mobile number portability control, SMS solutions and call cost management. Huge Telecom has offices throughout South Africa and in Namibia.

More information on Huge Telecom's products and services can be found at <http://www.hugetelecom.co.za>.

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